

- [0066] The proximity at which users will receive new content from other users is a distance that is set by each user based on personal preference.
- [0067] The orientation of Media Tags may appear to a viewer to be exactly the same as was intended by their creators such that oblique viewing angles are possible, or they
- 5 can be made to appear to always face the viewer such that the viewing angle is perpendicular to the viewer.
- [0068] Media Tags are scaled in size based on each user's device according to the distance from them in order to simulate real-life distortion of size due to perspective.
- [0069] Examples
- 10 [0070] A restaurant review that floats at head height outside the main entrance doors.
- [0071] A selfie photo that exists at the location where it was captured.
- [0072] A surf movie that is attached a location in the area of the surf break where it was filmed.
- [0073] A virtual advertising billboard.
- 15 [0074] A documentary video that is located outside the lions' cage at a zoo that gives information about the lions enclosed therein.
- [0075] A text message containing a shopping list that is left as a reminder outside of a supermarket entrance.
- [0076] A real estate billboard containing a description and pricing information about
- 20 a property that appears to float directly above that property
- [0077] A video at a particular spot on a golf course.
- [0078] While various embodiments have been described above, it should be understood that they have been presented by way of example only, and not limitation. The descriptions are not intended to limit the scope of the technology to the particular
- 25 forms set forth herein. Thus, the breadth and scope of a preferred embodiment should not be limited by any of the above-described exemplary embodiments. It should be understood that the above description is illustrative and not restrictive. To the contrary, the present descriptions are intended to cover such alternatives, modifications, and equivalents as may be included within the spirit and scope of the technology as defined
- 30 by the appended claims and otherwise appreciated by one of ordinary skill in the art. The scope of the technology should, therefore, be determined not with reference to the

above description, but instead should be determined with reference to the appended claims along with their full scope of equivalents.

CLAIMS

What is claimed is:

1. A method comprising:
creating and placing media in a computer graphics space such that it appears to
coincide with an outdoor location in a real world and for another user to view
that content also as if it appears at that same location in the real world.
2. A method comprising:
creating and placing media in a virtual reality computer graphics environment
such that it appears to coincide with an object or precise location in that
environment and for another user to view that content also as if it appears at that
same location.
3. A method allowing:
a remote user to be able to observe the creation or modification of media by
another authoring user in real time by way of a network connection

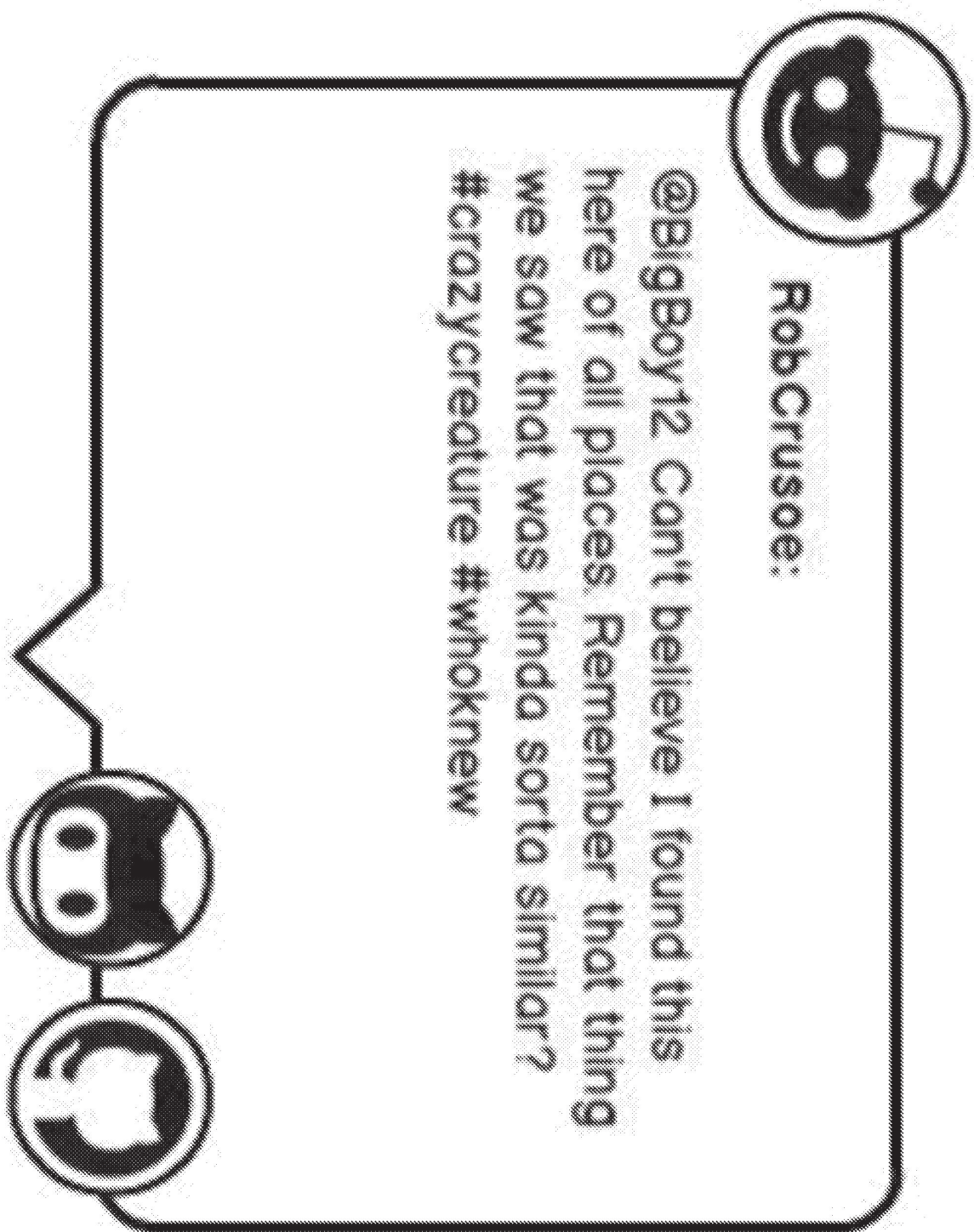


FIG. 1

PA7415PRV

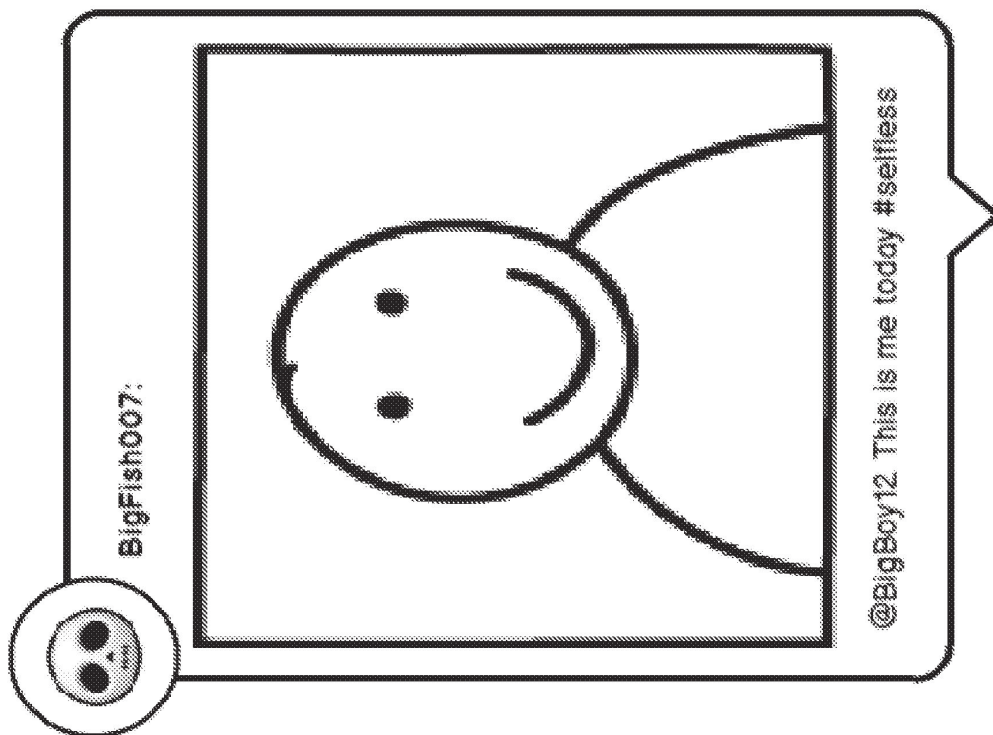


FIG. 2

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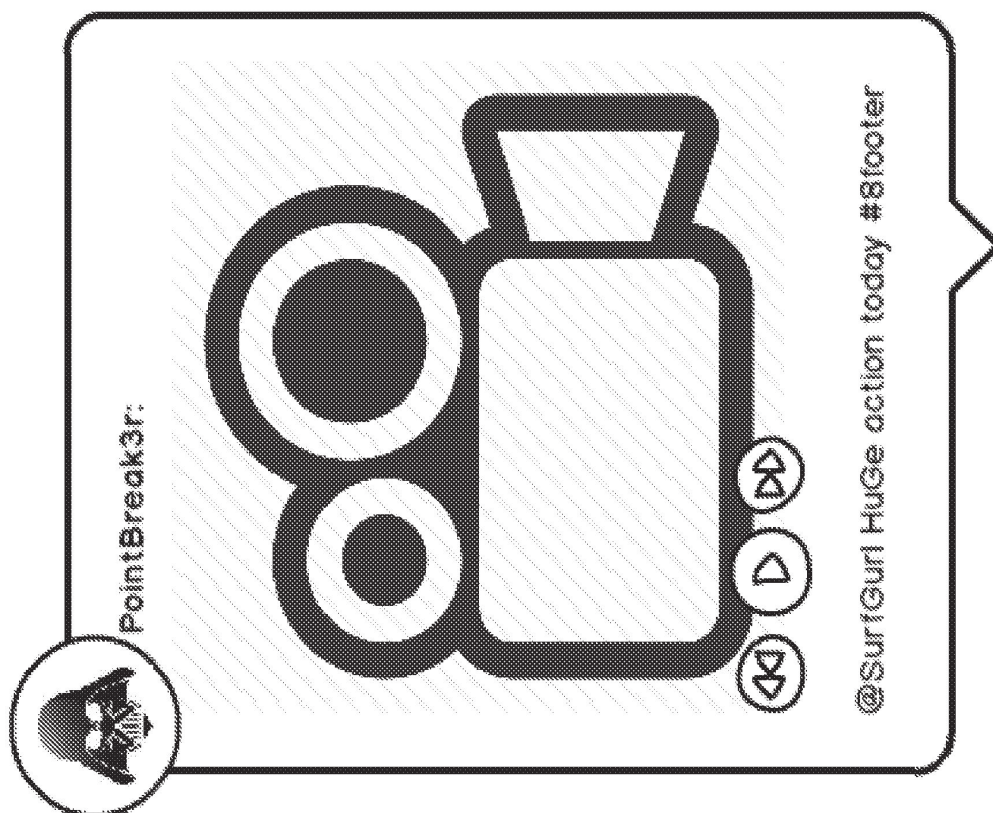


FIG. 3

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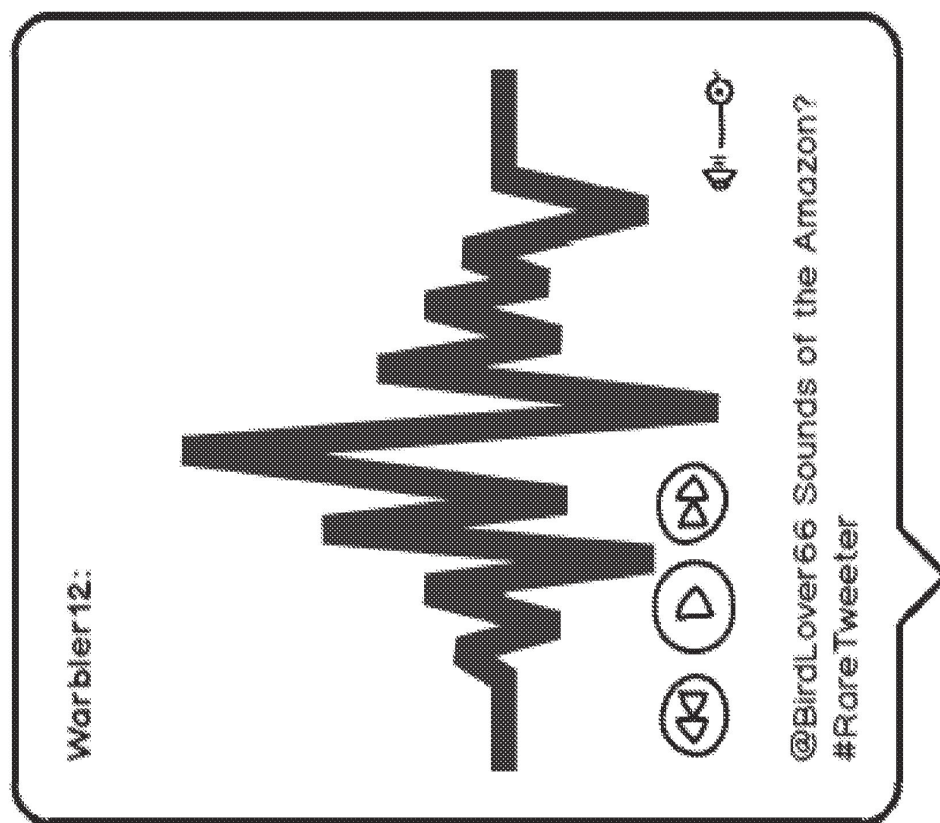


FIG. 4

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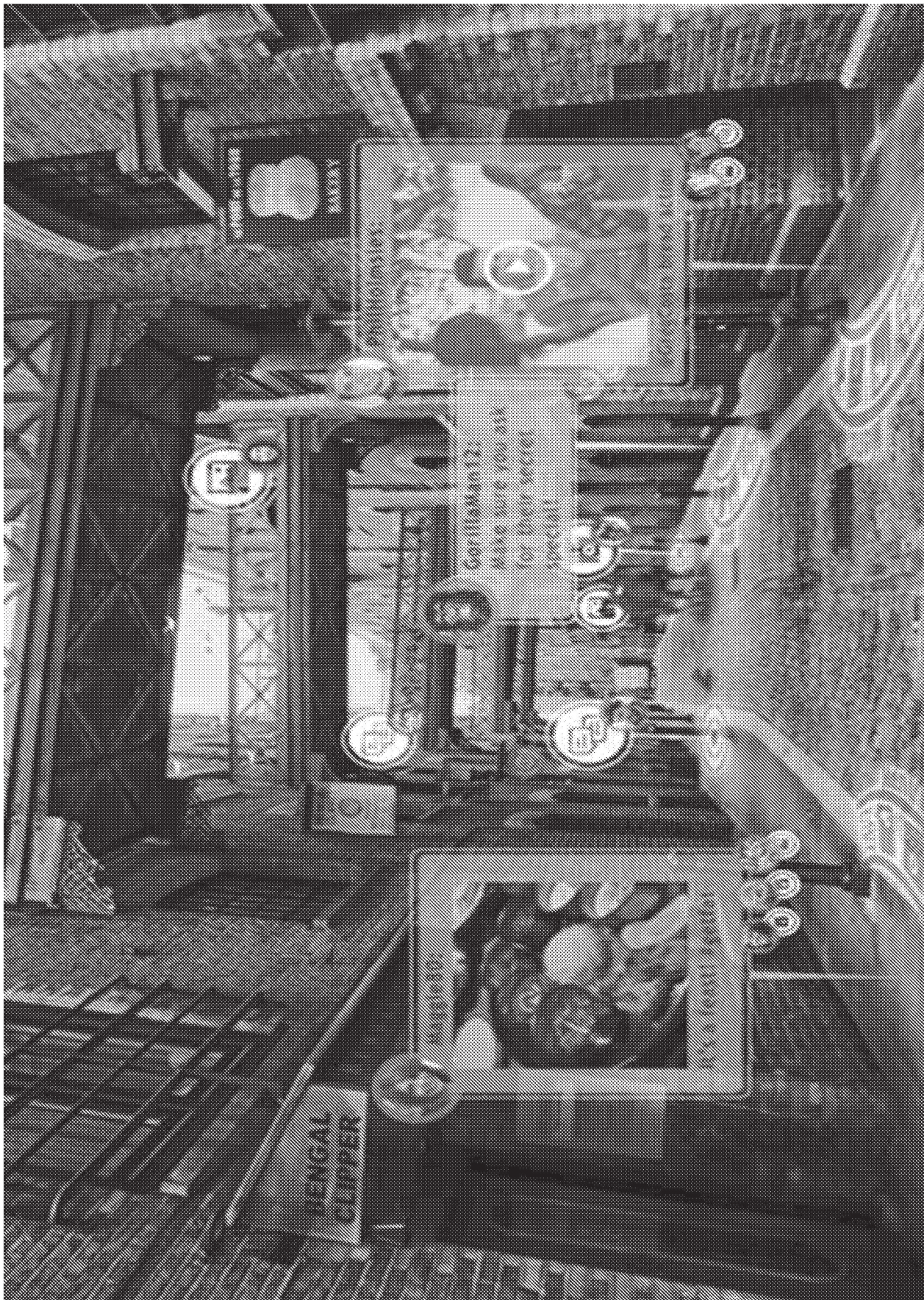


FIG. 5

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FIG. 6

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Fig. 7

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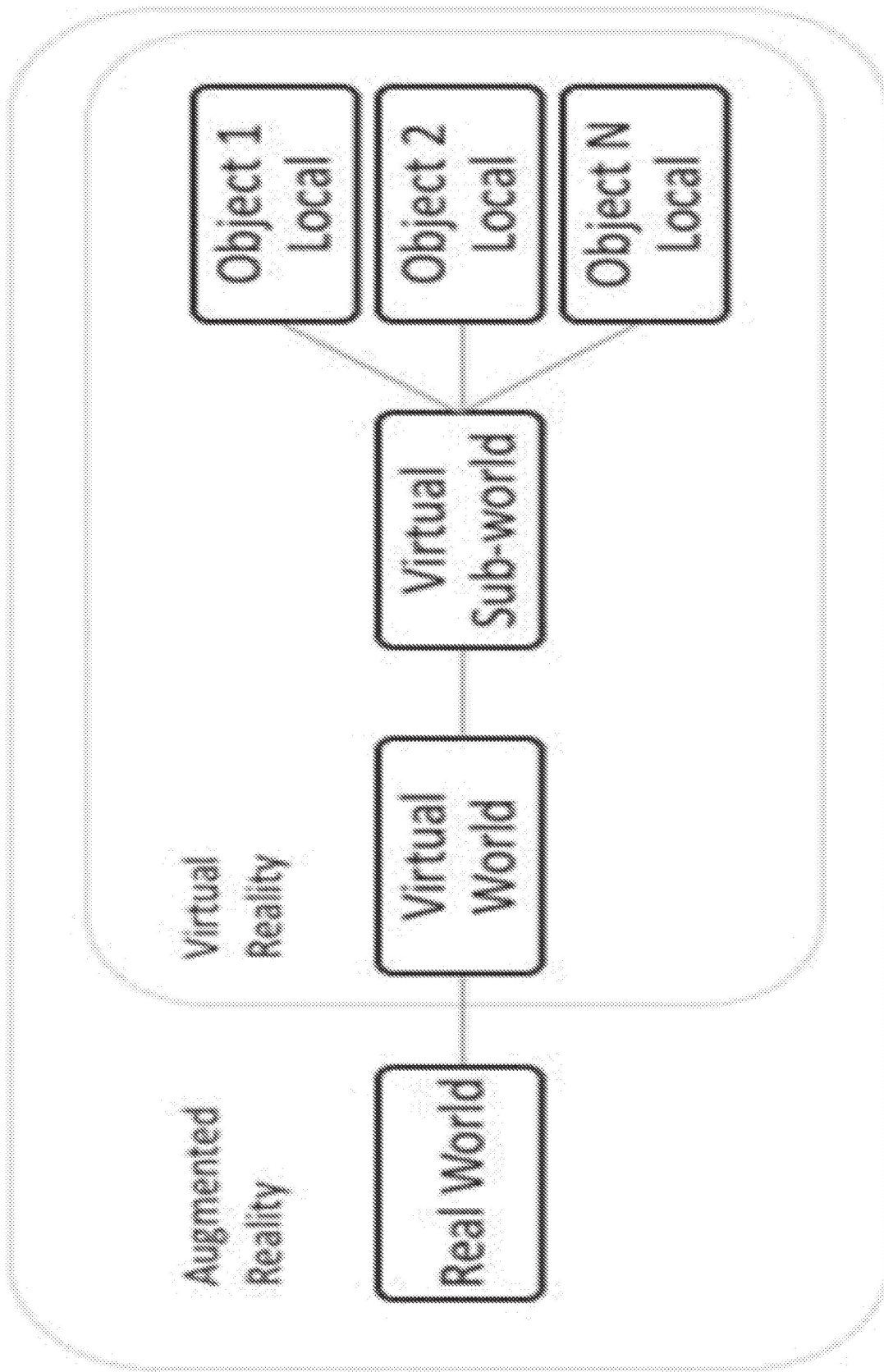


FIG. 8

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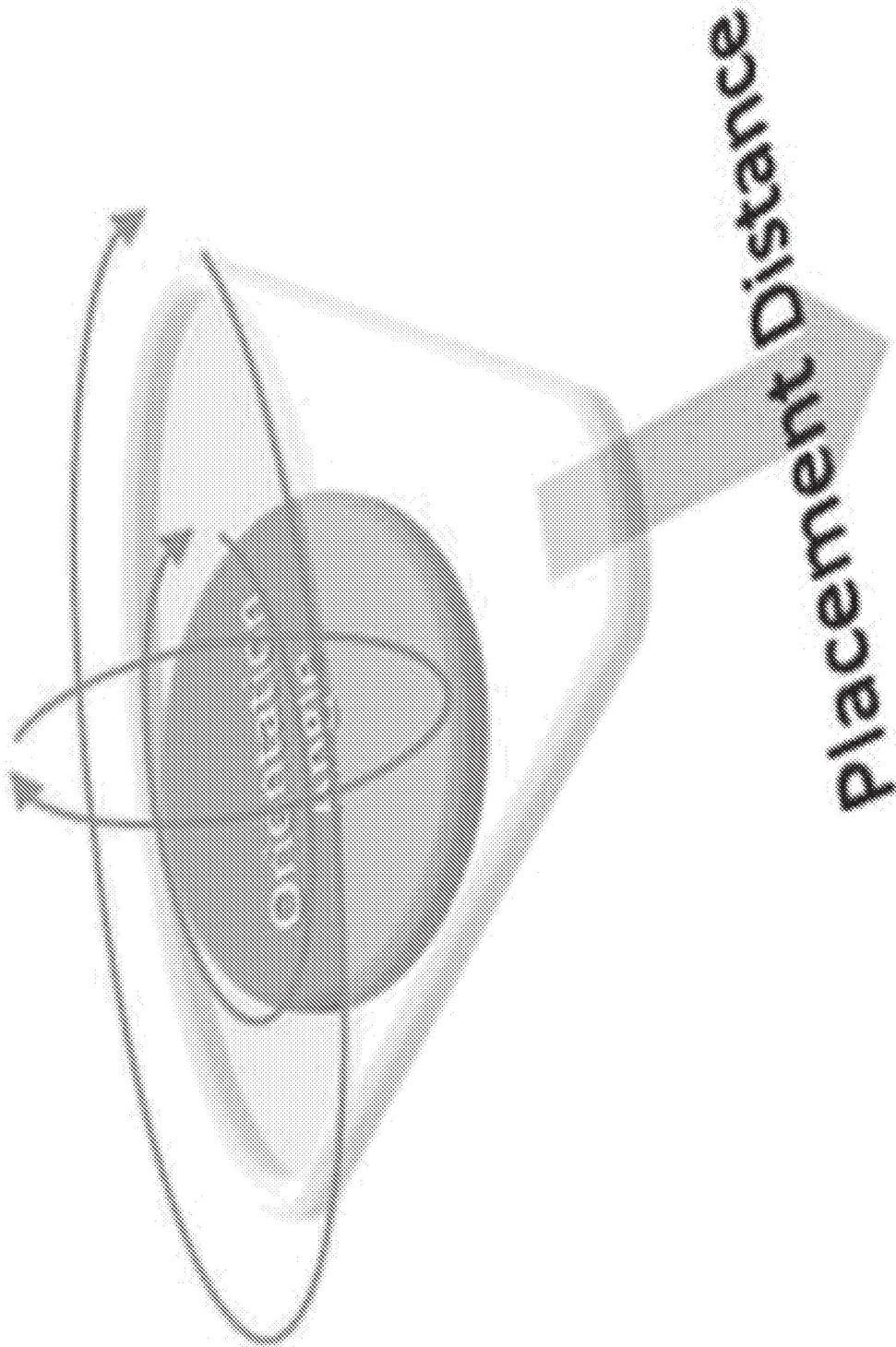


FIG. 9

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