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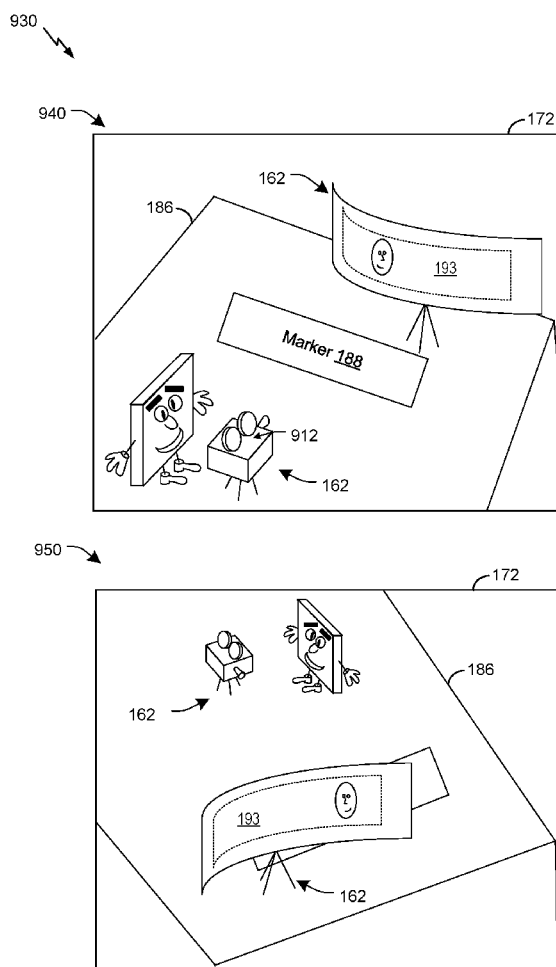
(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2021/0043006 A1**
(43) **Pub. Date: Feb. 11, 2021**(54) **APPARATUS, METHOD, AND SYSTEM FOR PRESENTATION OF MULTIMEDIA CONTENT INCLUDING AUGMENTED REALITY CONTENT****Publication Classification**(71) Applicant: **TIFF'S TREATS HOLDINGS INC.**,
Austin, TX (US)(72) Inventors: **Leon CHEN**, Austin, TX (US); **Brian Keffer**, Austin, TX (US); **Jocelyn Seever**, Austin, TX (US); **Greg Tamargo**, Austin, TX (US)(51) **Int. Cl.**
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G06T 7/70 (2006.01)
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(63) Continuation of application No. 16/404,104, filed on May 6, 2019, now Pat. No. 10,818,093.

(60) Provisional application No. 62/676,748, filed on May 25, 2018, provisional application No. 62/732,938, filed on Sep. 18, 2018.

(57) **ABSTRACT**

The present disclosure relates to methods, devices, and systems for presentation of multimedia content. In an aspect of the present disclosure, a method includes receiving, at a processor of a mobile device, a plurality of images from a camera, at least one image of the plurality of images including an object. The method also includes displaying a camera video stream based on the plurality of images, displaying three dimensional (3D) augmented reality content in the camera video content, and displaying video content based on the 3D augmented reality content. The video content is associated with the object.



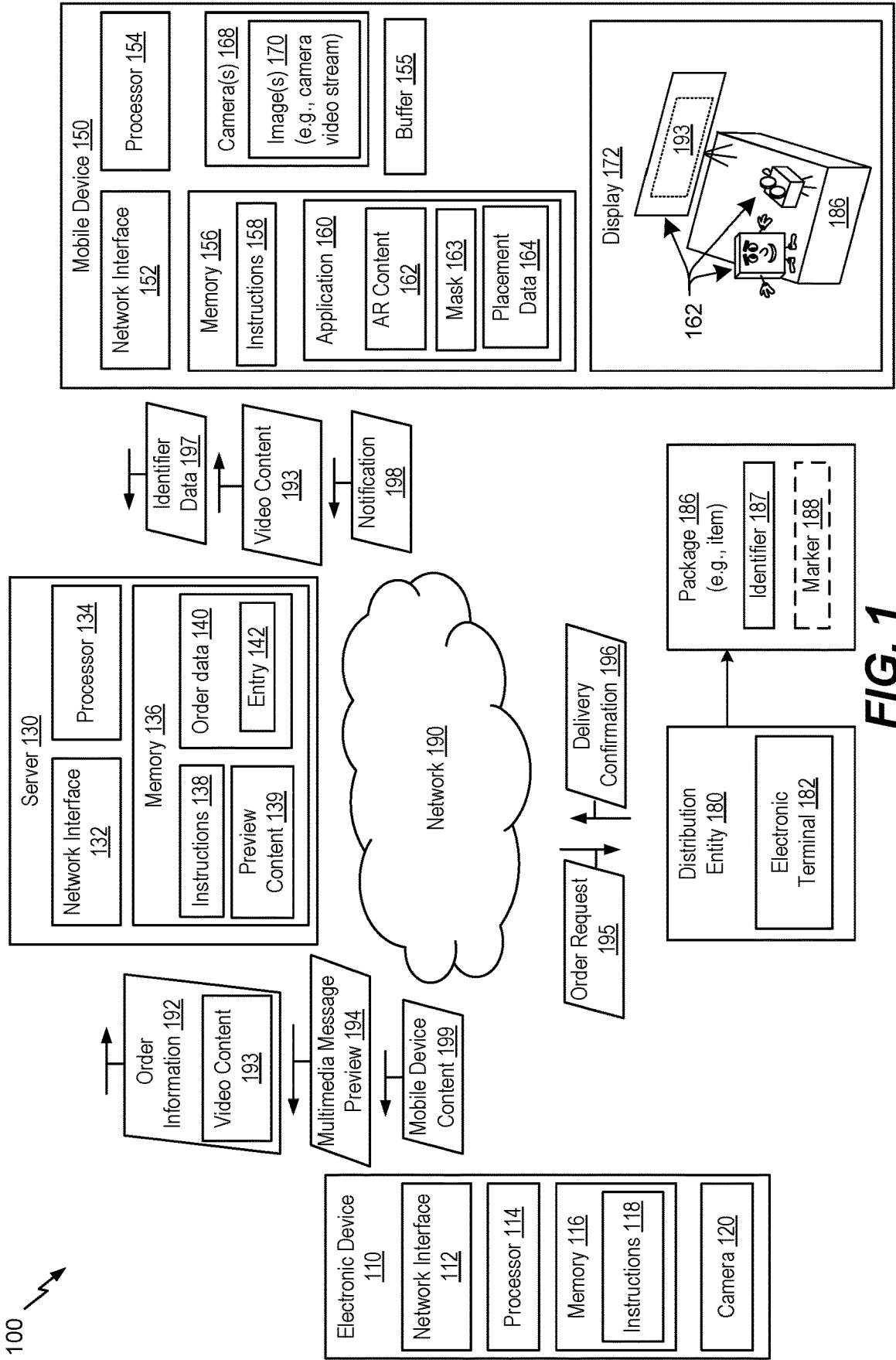


FIG. 1

200

210

ORDER FORM

220

240

222 SENDER: 242

224 ITEM(S): 244

226 RECIPIENT: 246

228 CONTACT : 248

230 ADDRESS: 250

232 AR CONTENT: 252

234 VIDEO CONTENT: 254

236 MESSAGE: 256

238 ACCESS CODE: 258

FIG. 2

Order data 140

Entry 142

Order No. 310	Item(s) ID 312	Sender Info 314	Recipient Info 316
AR Content ID 318	Video Content ID 320	Message ID 322	Identifier 324

FIG. 3

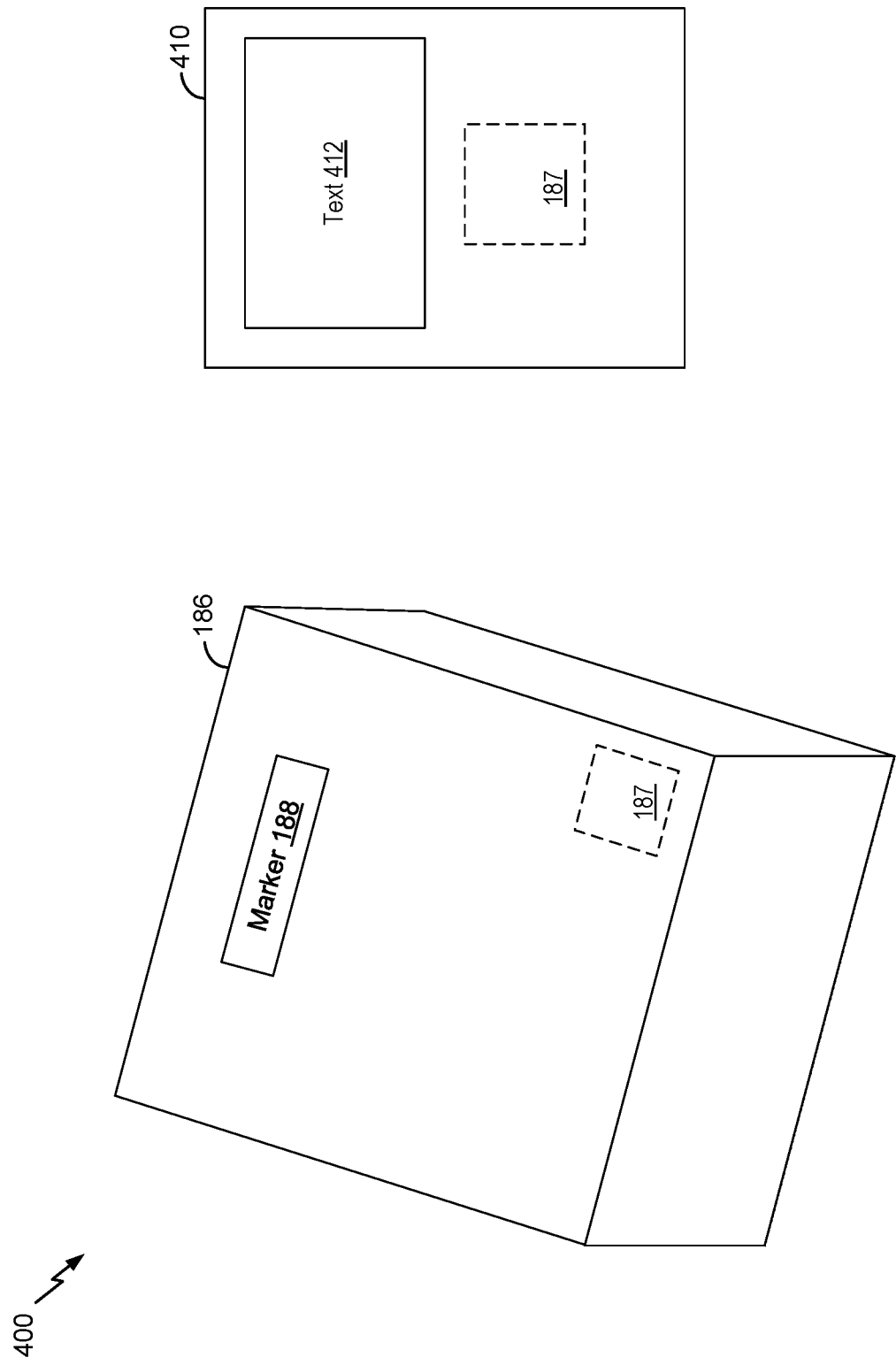


FIG. 4

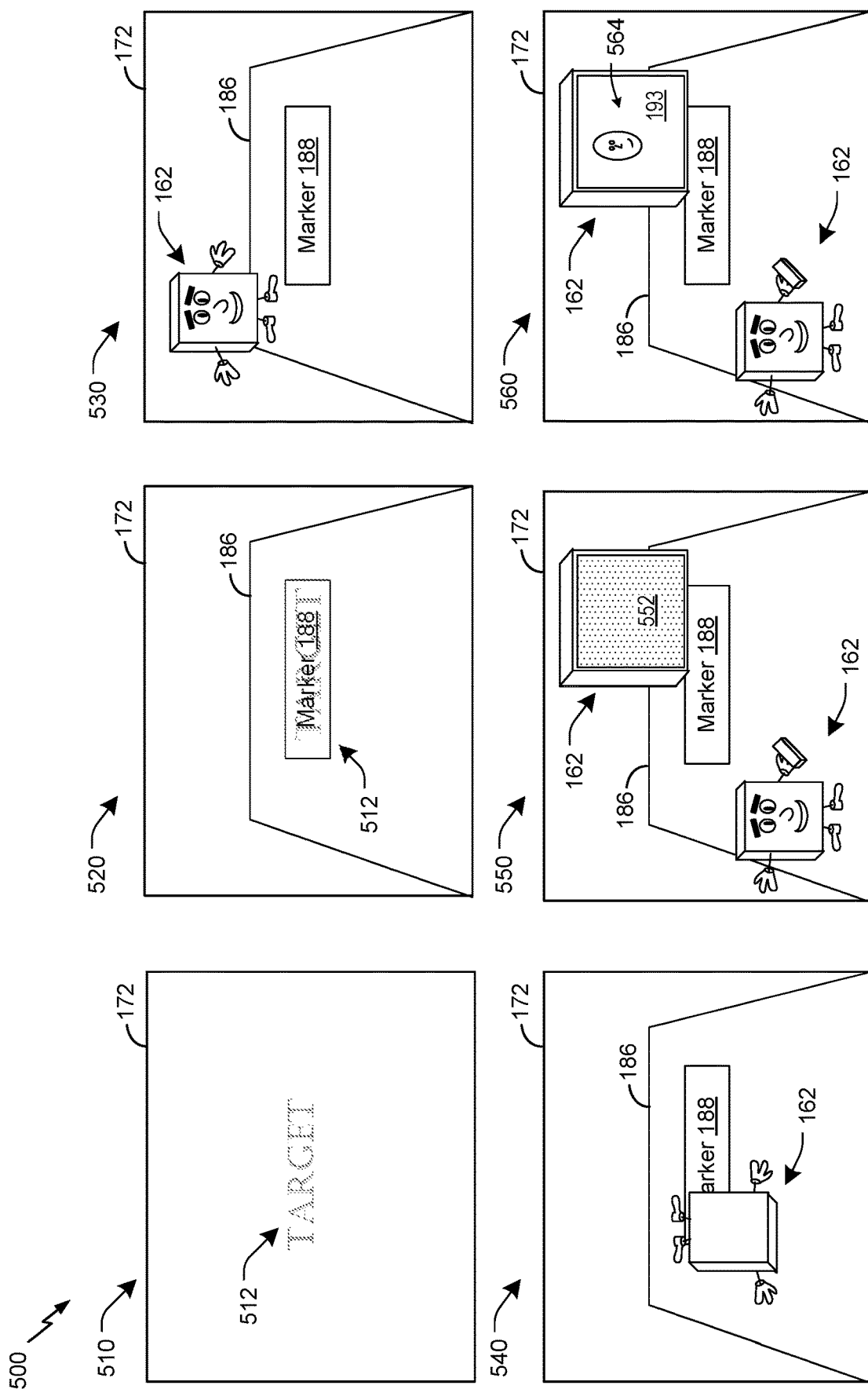


FIG. 5

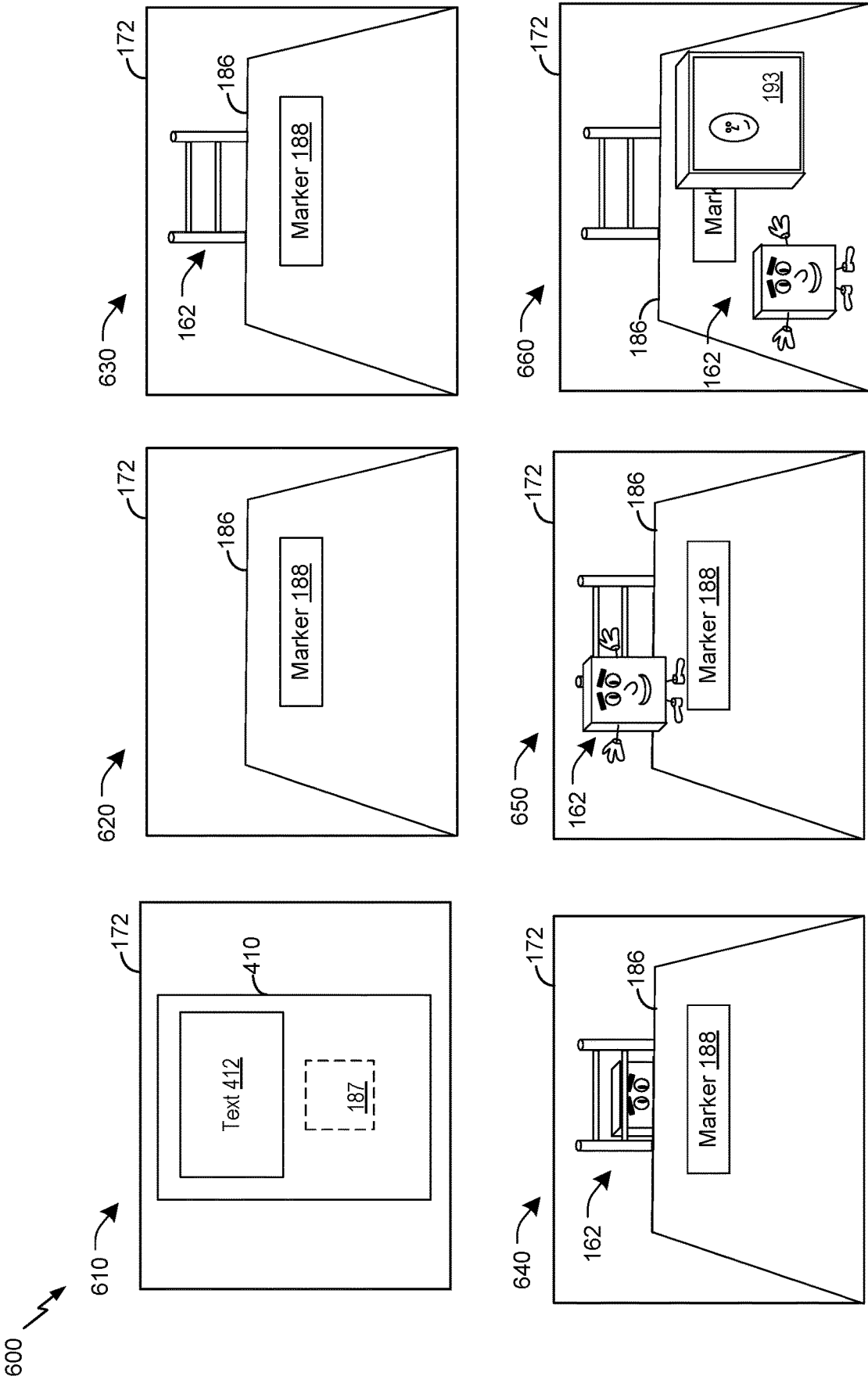


FIG. 6

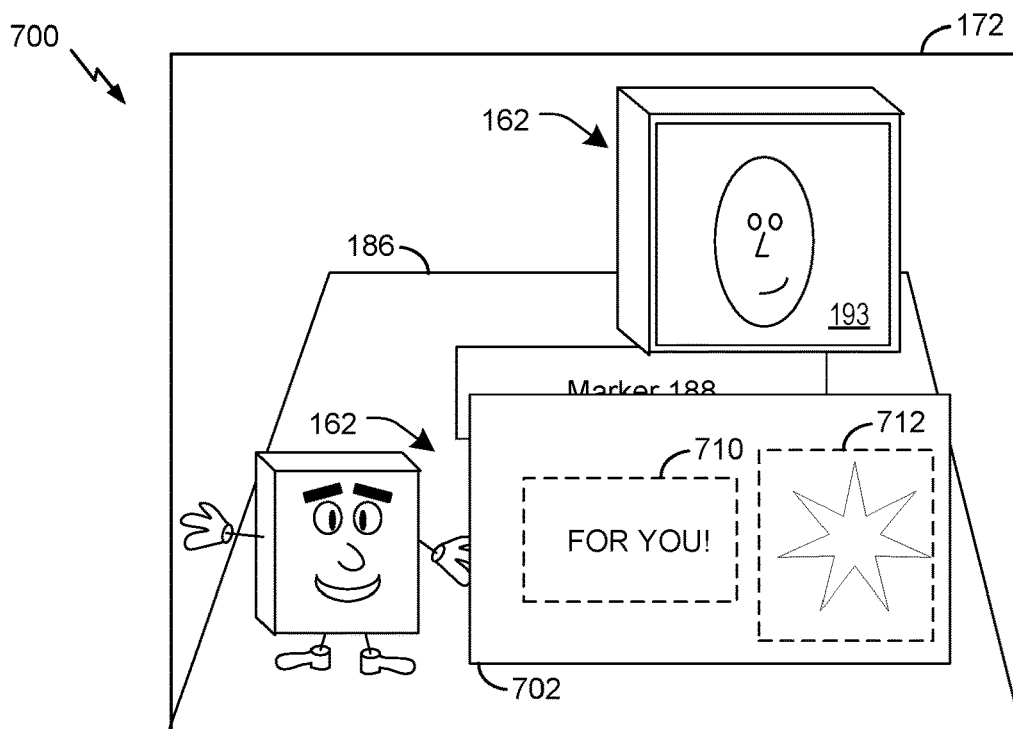


FIG. 7

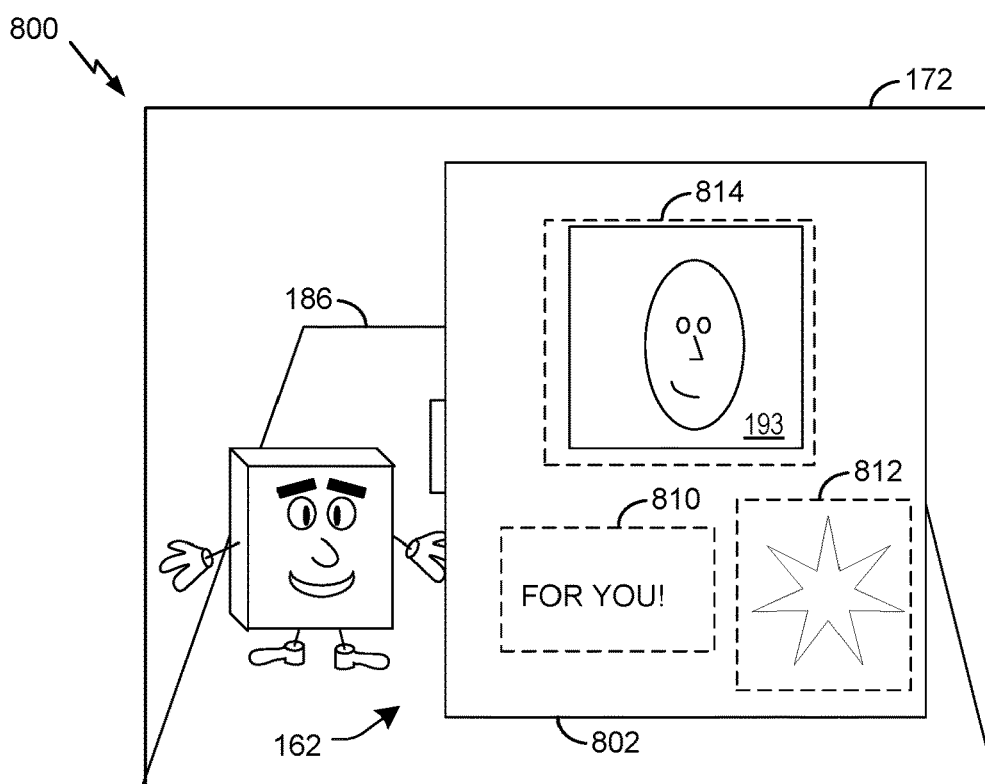
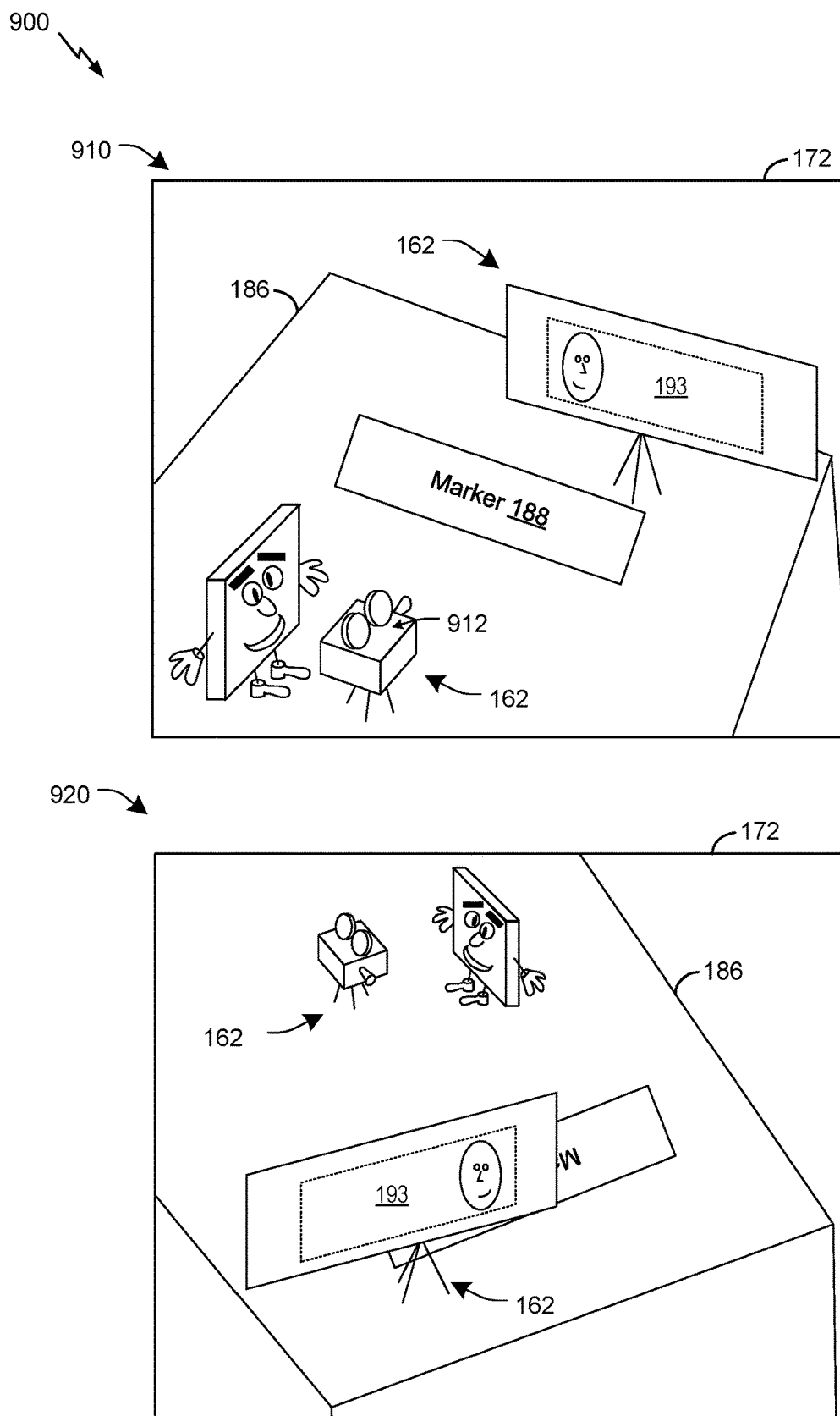


FIG. 8



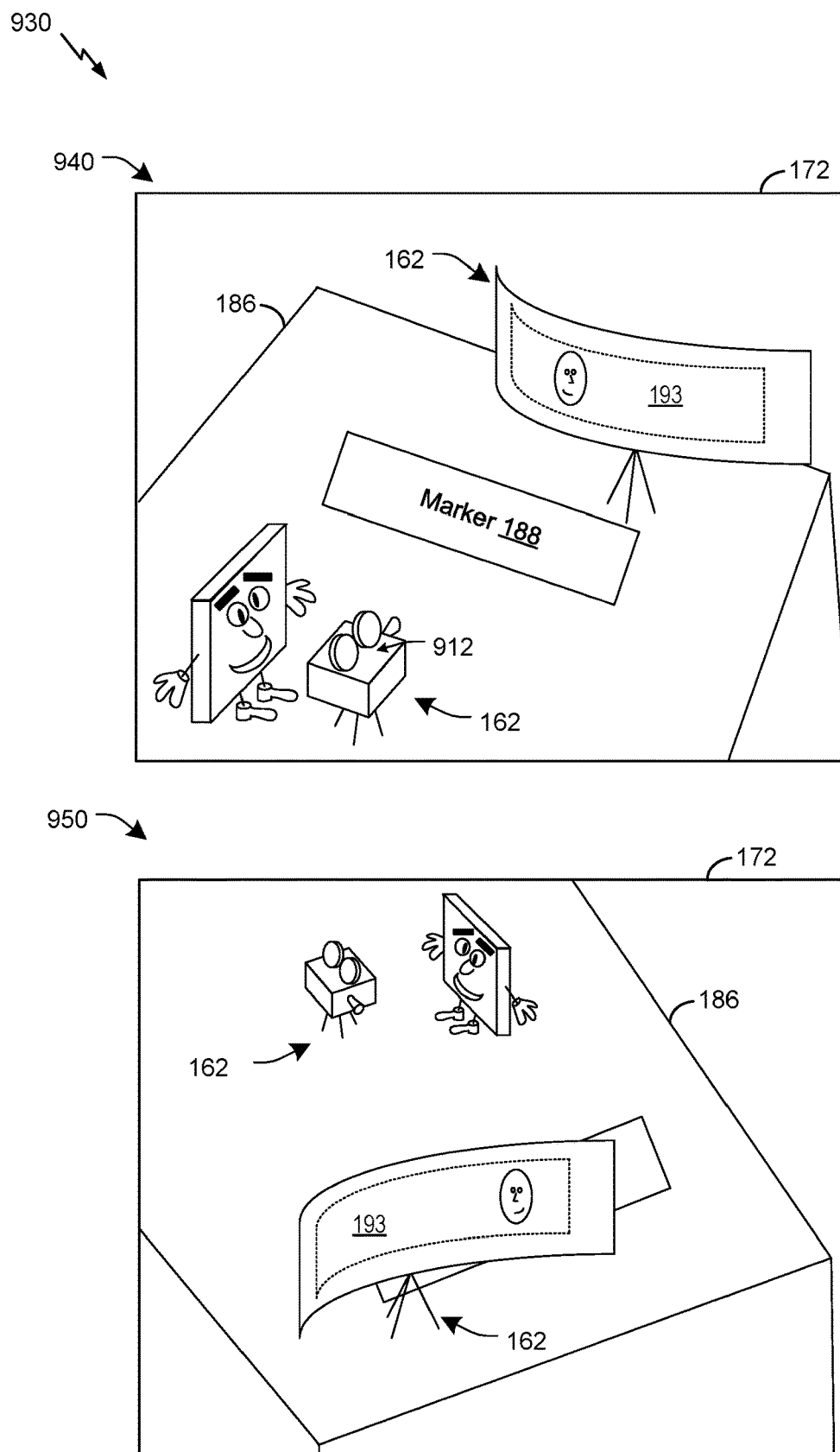


FIG. 9B

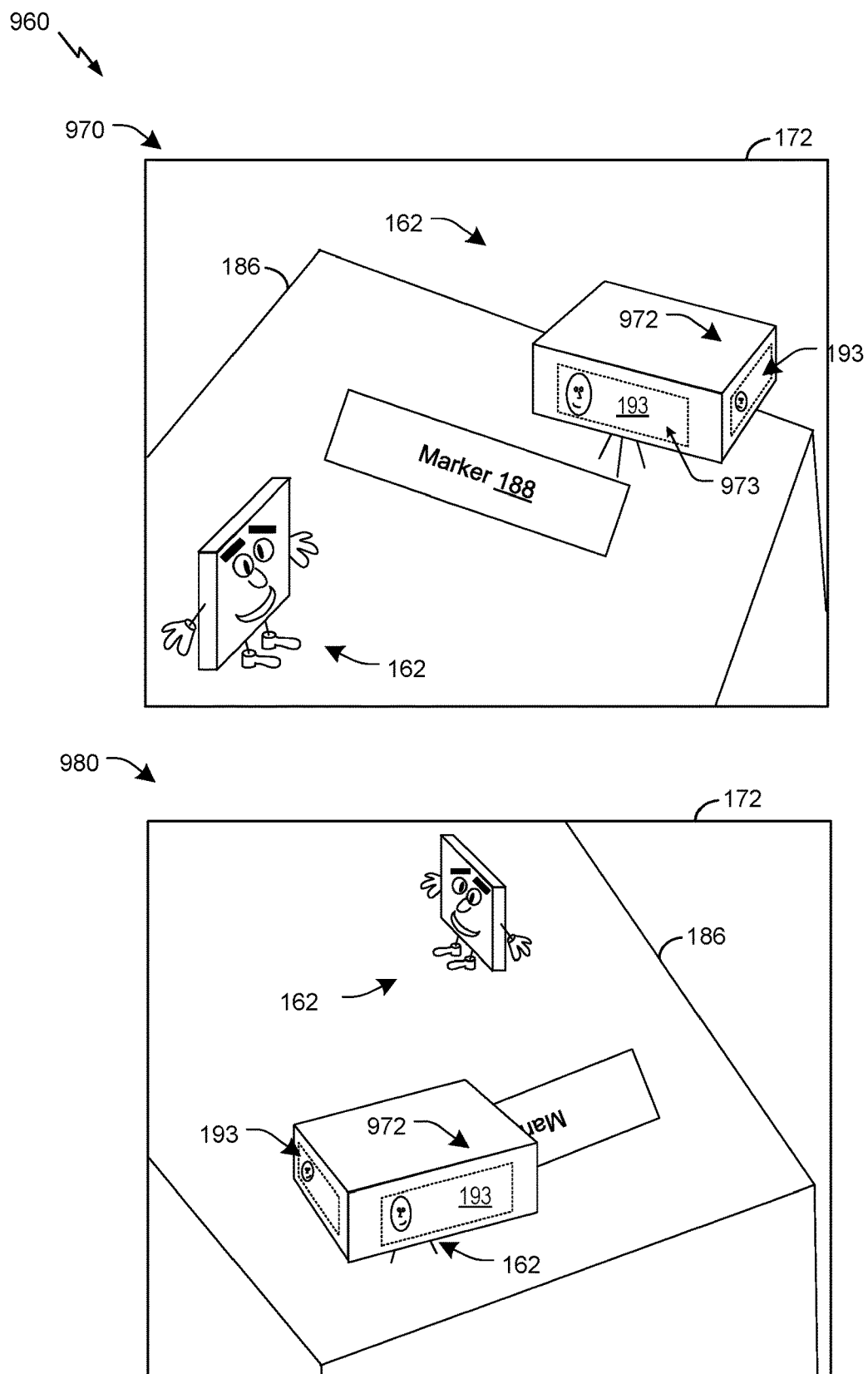


FIG. 9C

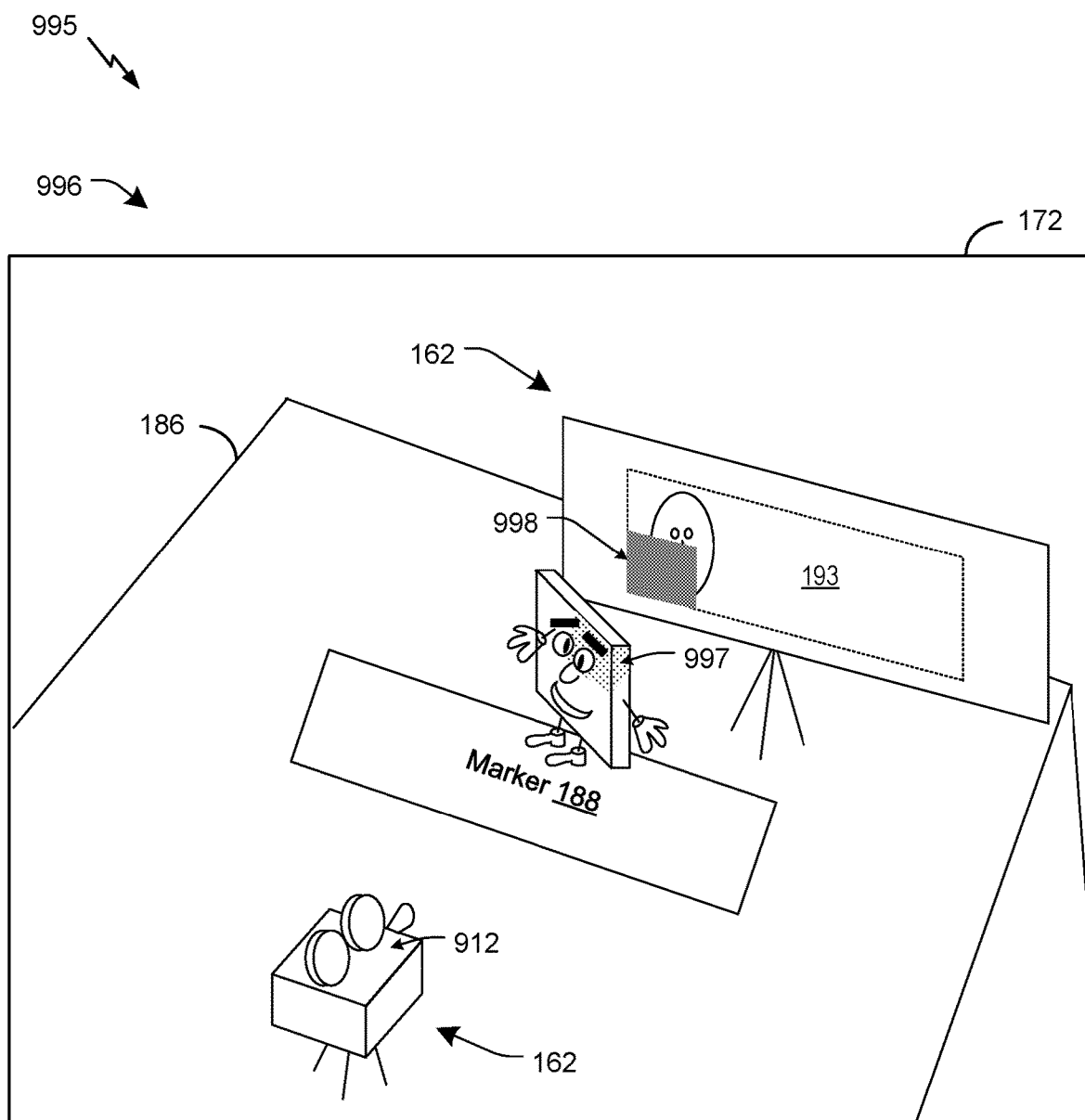


FIG. 9D

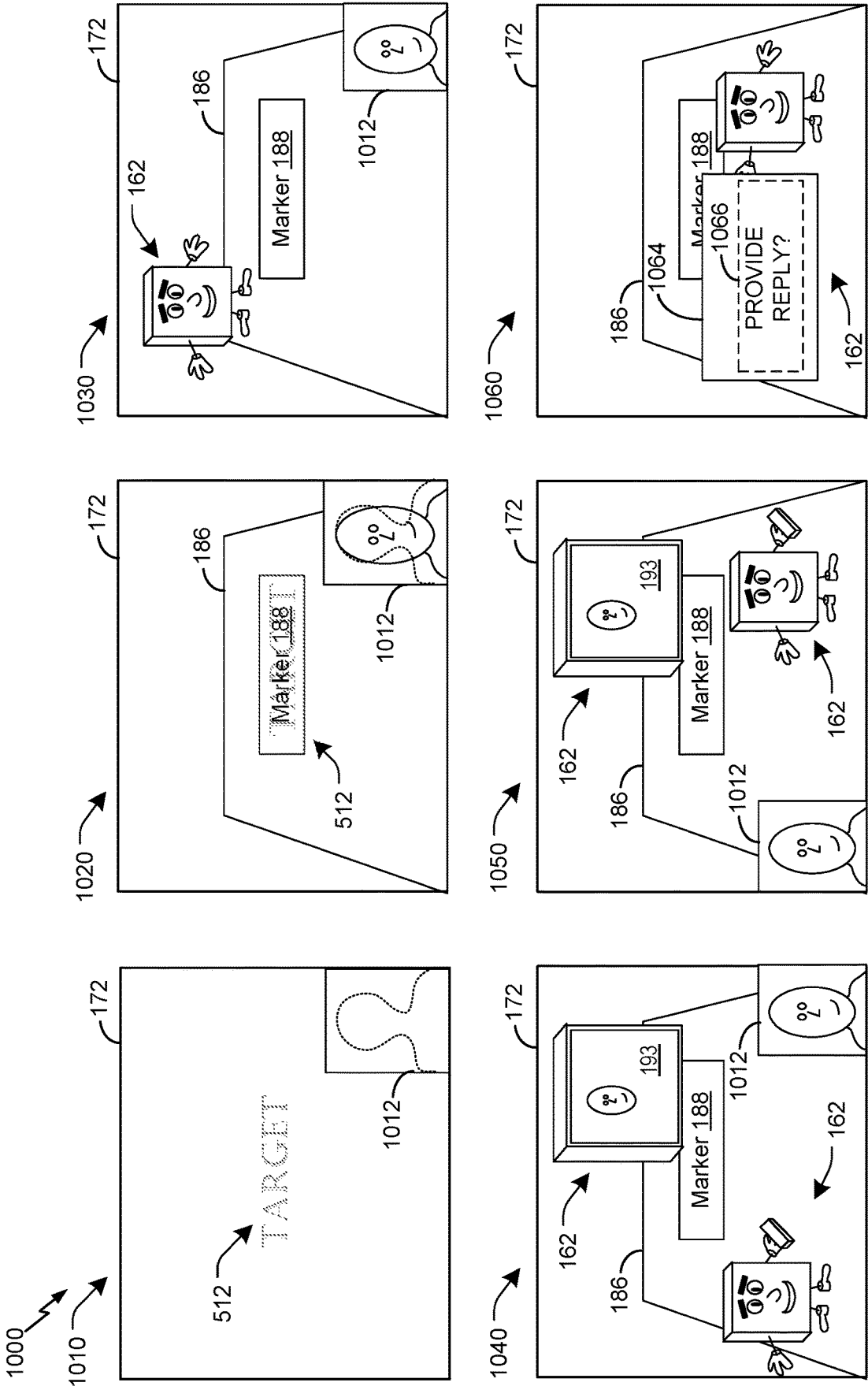


FIG. 10

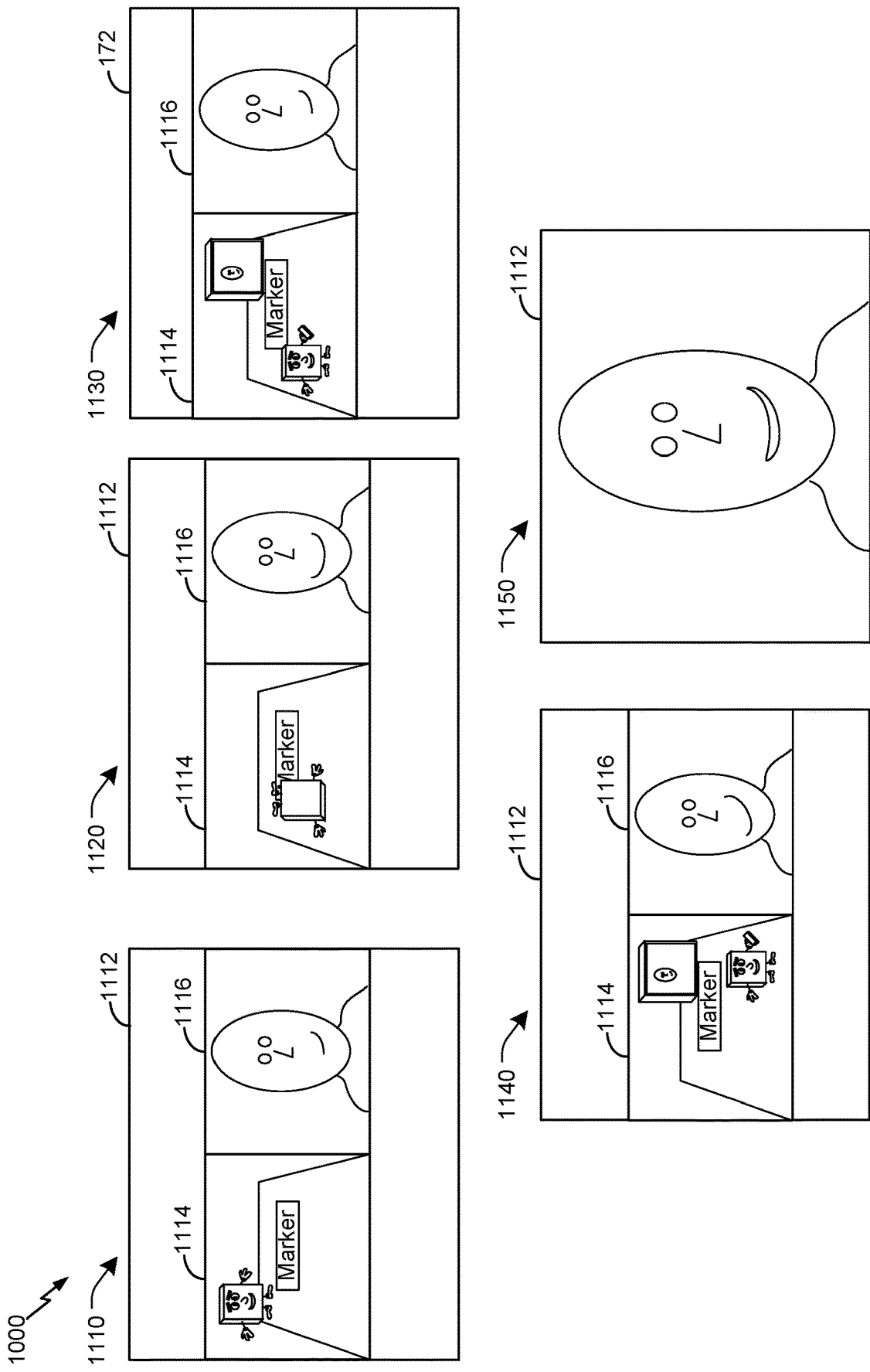


FIG. 11

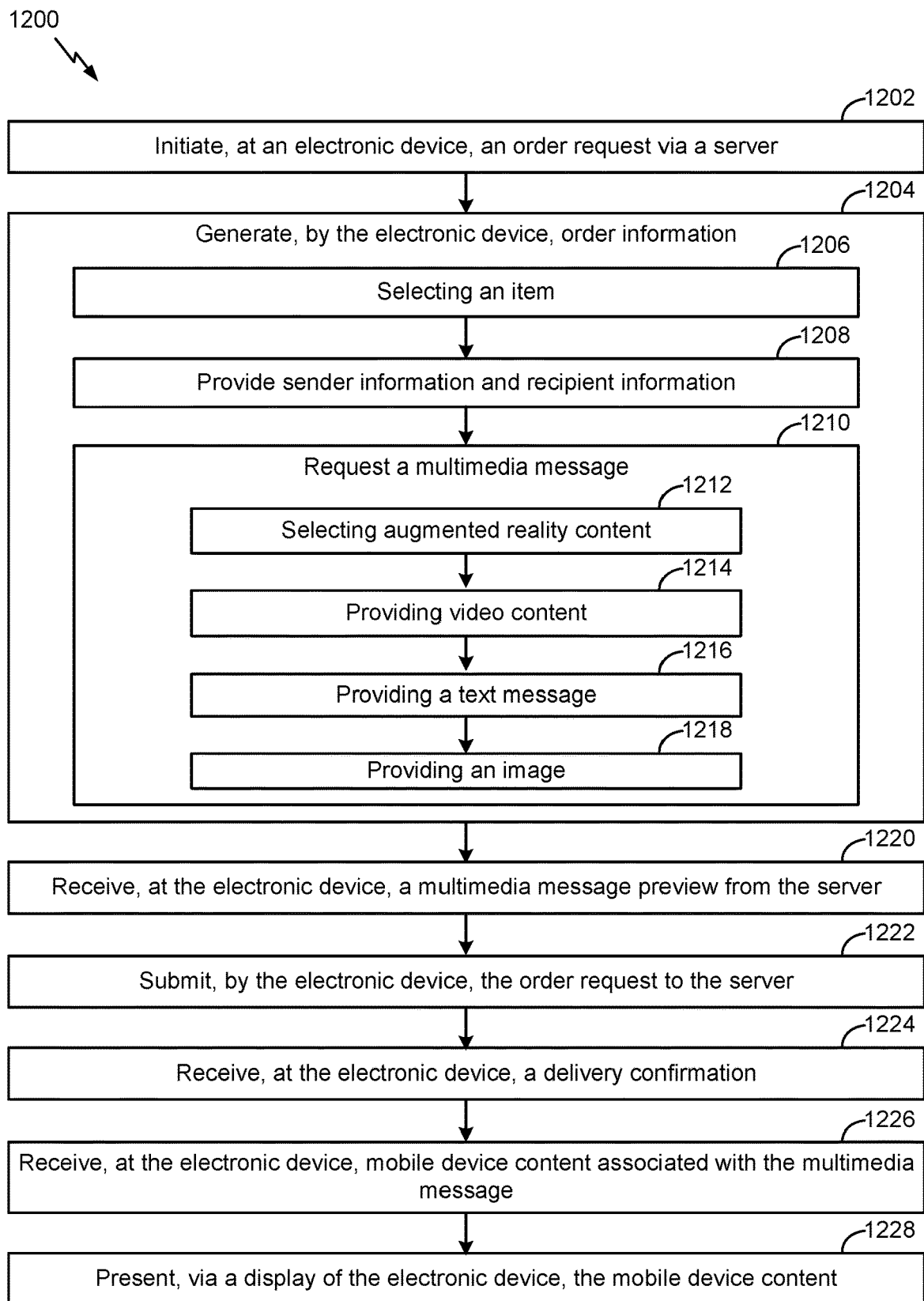


FIG. 12

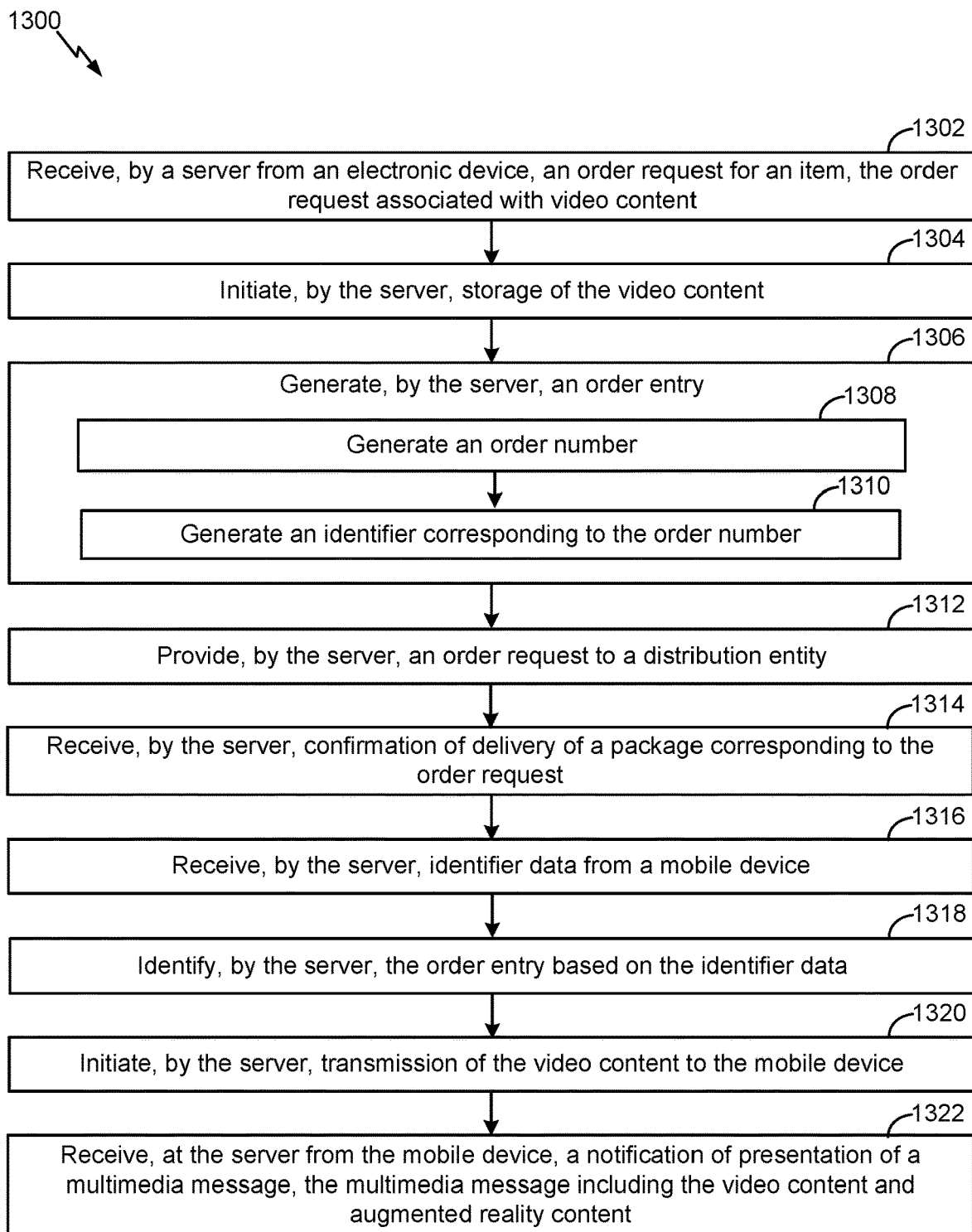


FIG. 13

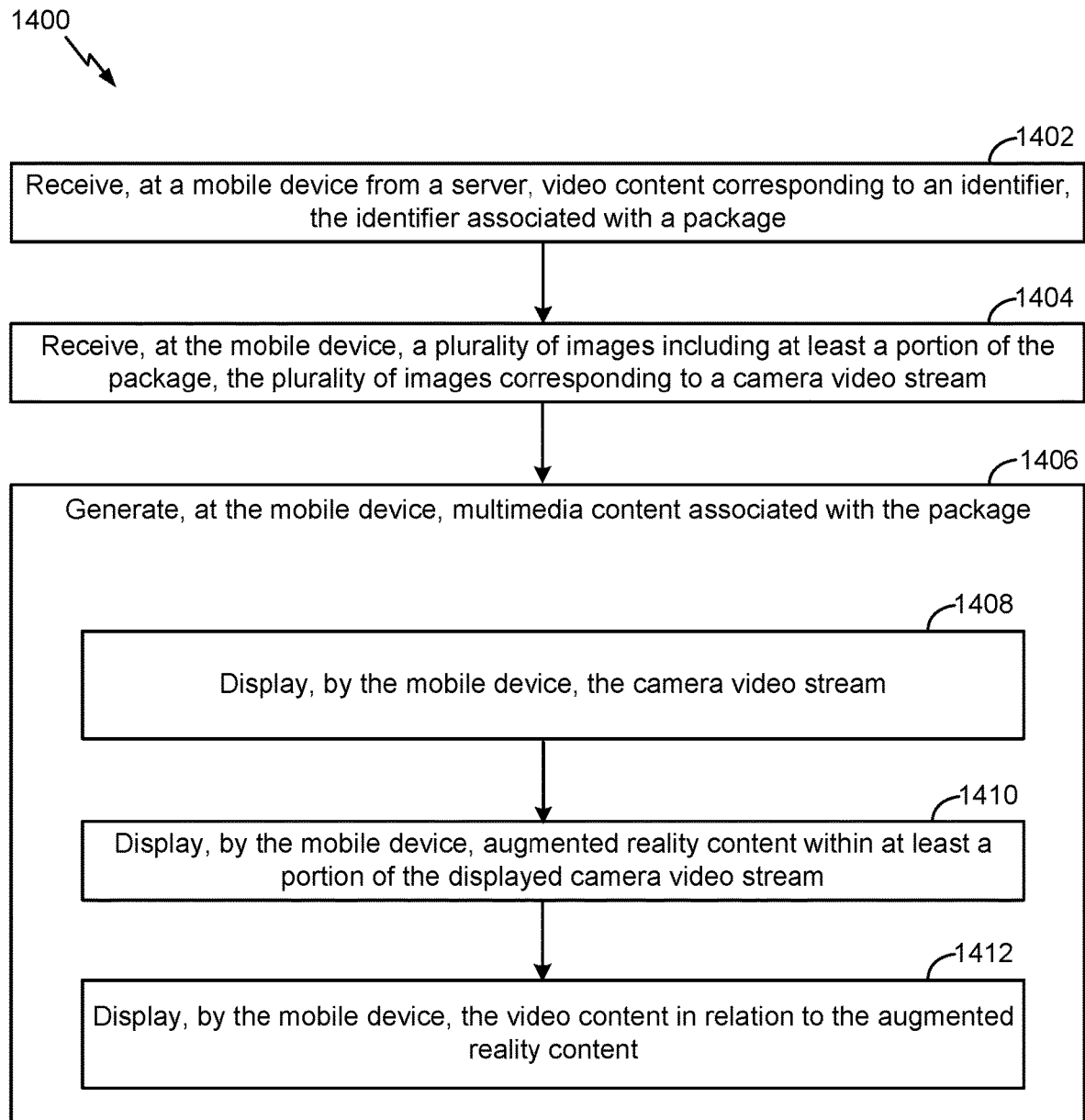


FIG. 14

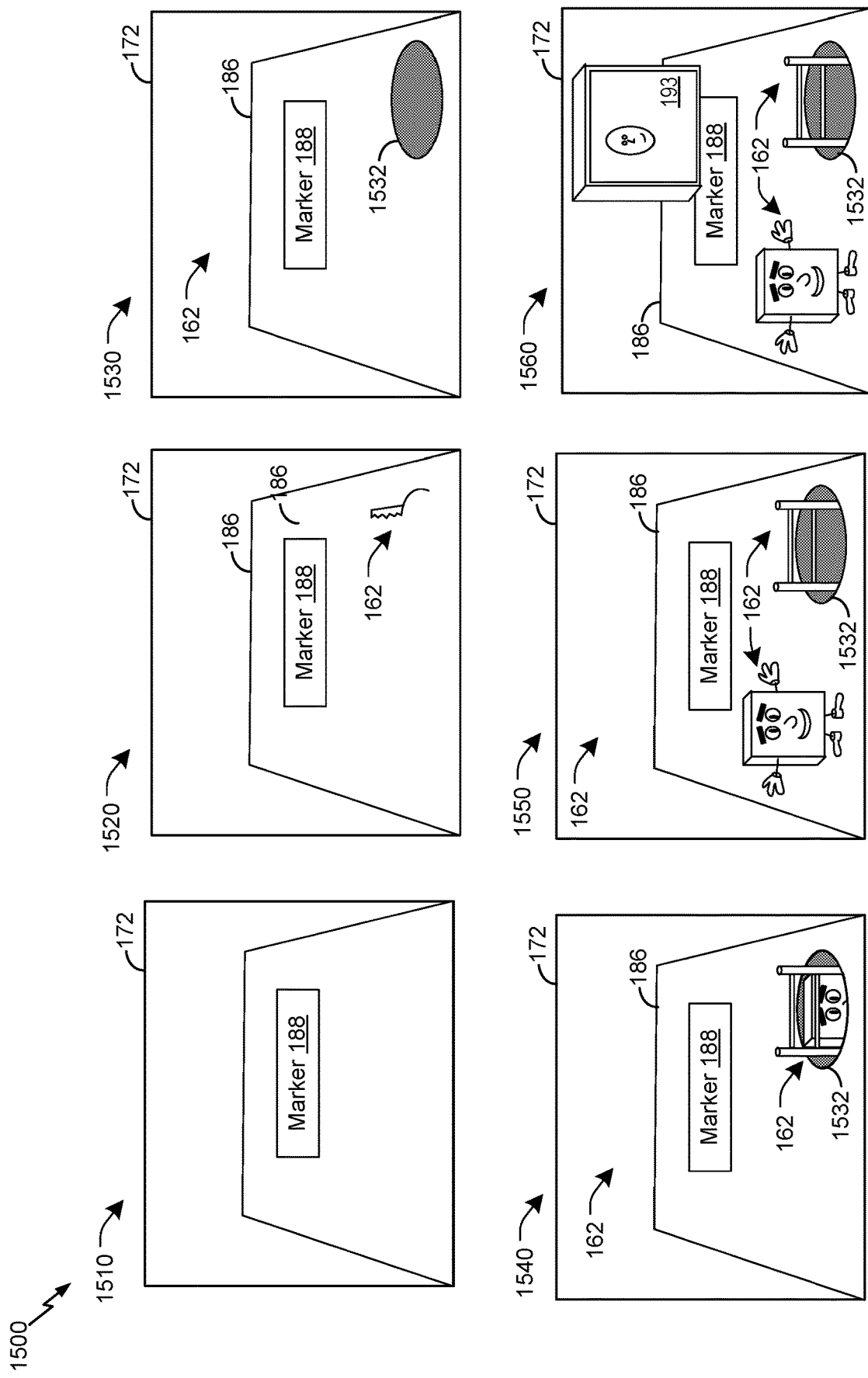


FIG. 15

1600 ↗

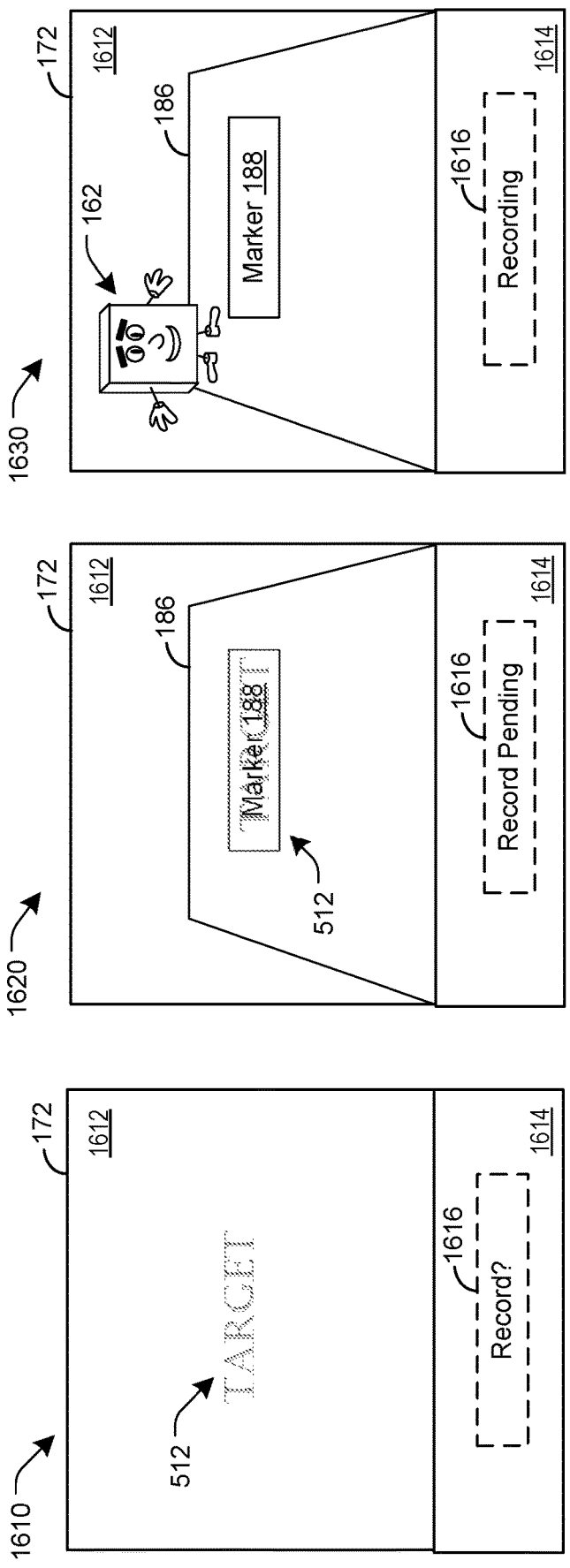
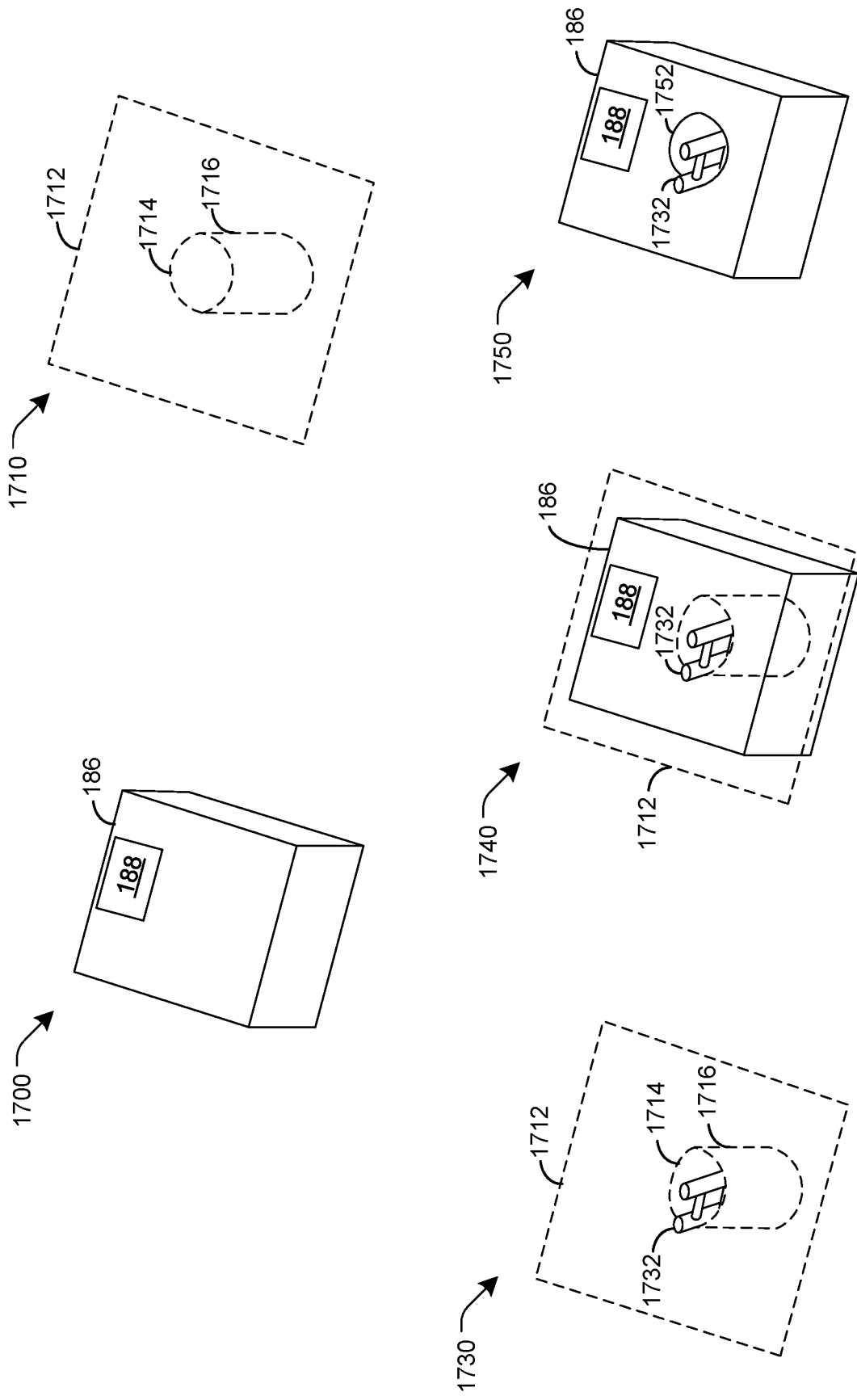
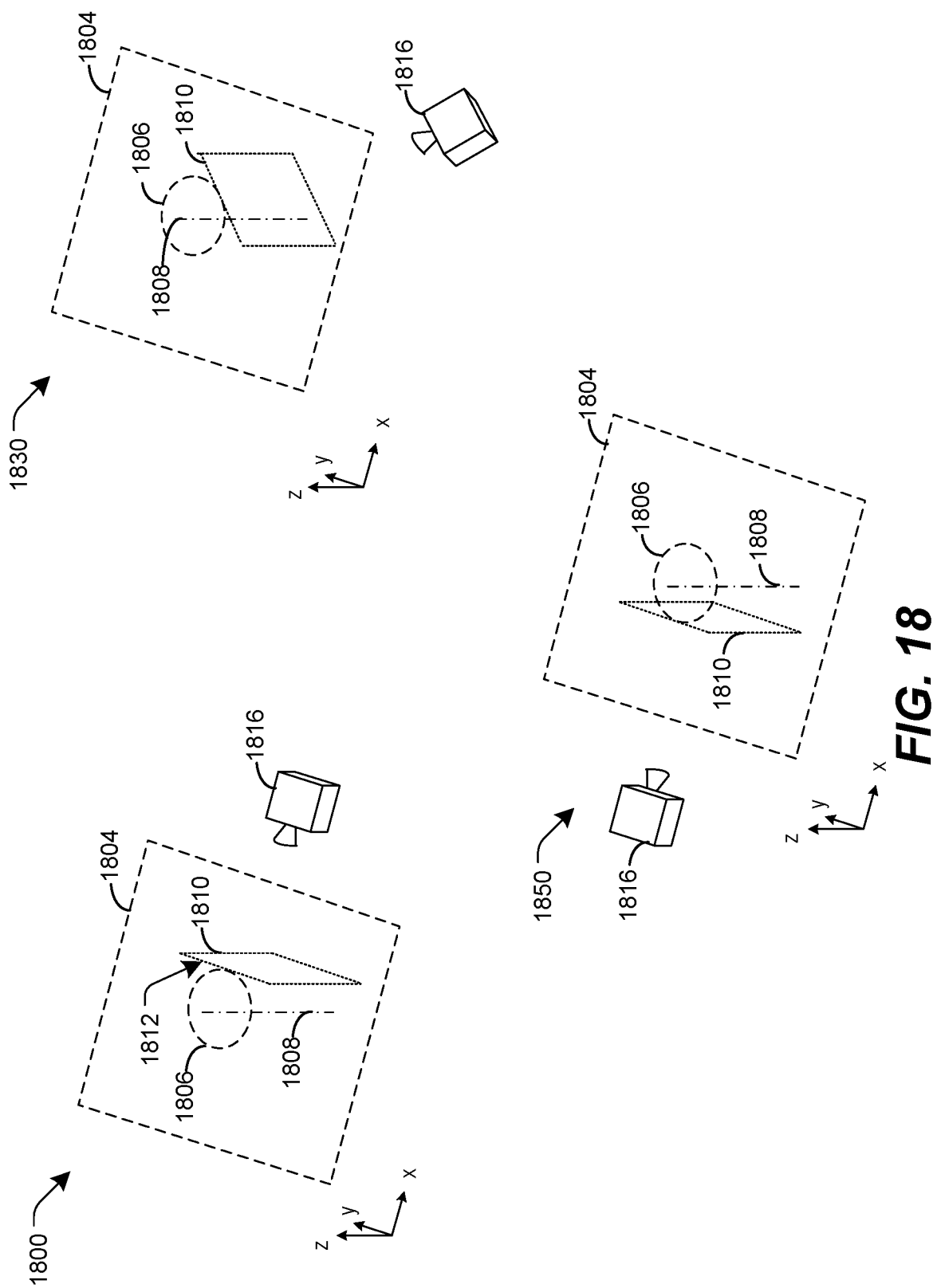


FIG. 16





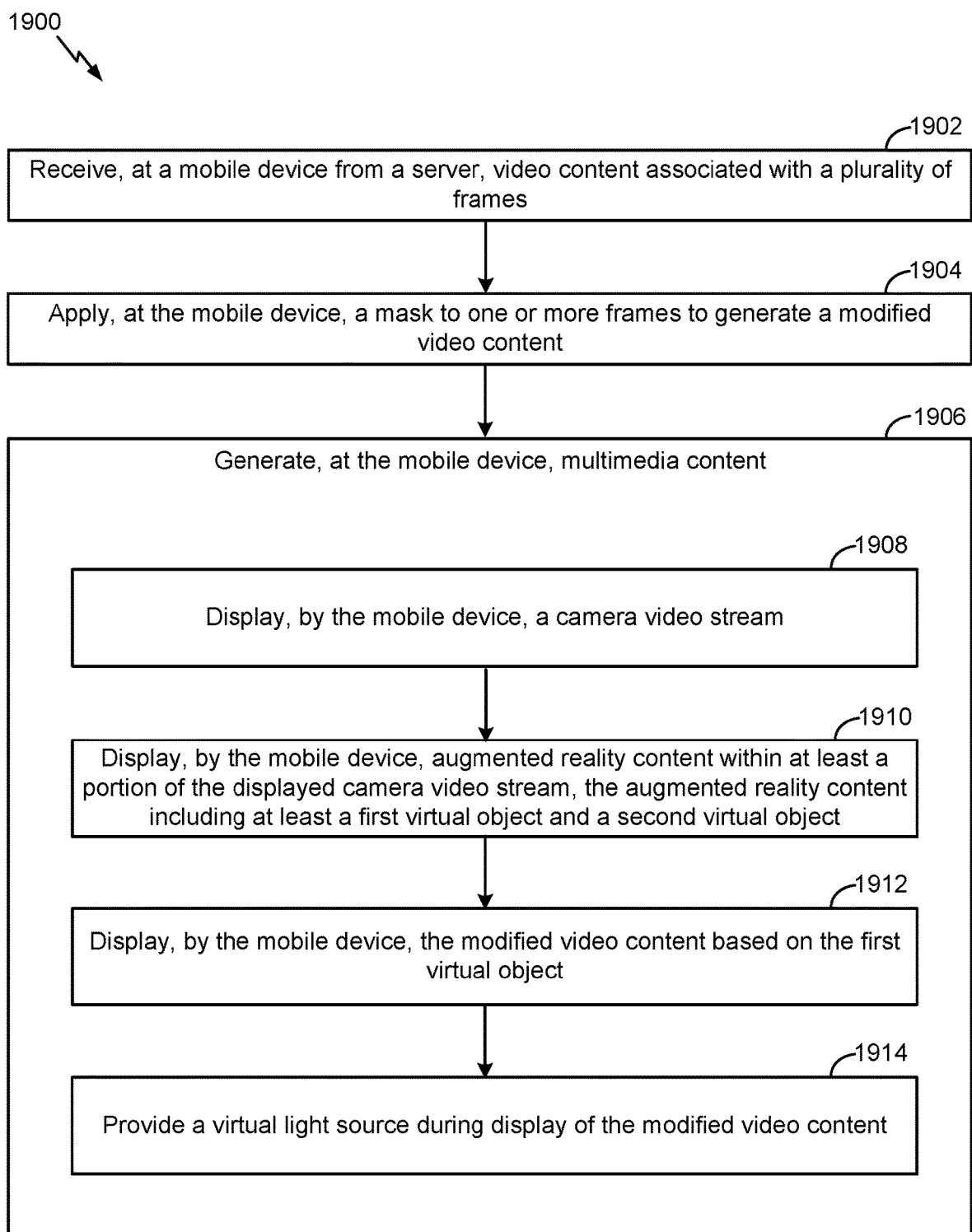


FIG. 19

APPARATUS, METHOD, AND SYSTEM FOR PRESENTATION OF MULTIMEDIA CONTENT INCLUDING AUGMENTED REALITY CONTENT

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] The present application is a continuation of and claims priority to U.S. patent application Ser. No. 16/404,104, filed on May 6, 2019, which claims benefit of U.S. Provisional Application No. 62/732,938 filed Sep. 18, 2018, and claims the benefit of U.S. Provisional Application No. 62/676,748 filed May 25, 2018, each of which is incorporated by reference herein in its entirety.

TECHNICAL FIELD

[0002] The present disclosure generally relates to a multimedia content delivery and presentation, and, but not by way of limitation, to methods, devices, and systems for delivering or presenting multimedia content including augmented reality content and video content in a camera video stream.

BACKGROUND

[0003] With the proliferation of electronic devices, augmented reality (AR) has been implemented in a variety of contexts. Conventional implementations of augmented reality (AR) include a live direct or indirect view of a physical, real-world environment with elements that are augmented by computer-generated content, such as a graphic (e.g., an animation) and audio.

[0004] AR functionality is typically implemented using mark-less tracking or marker-based tracking. An example of marker-less based tracking is described in U.S. Pat. No. 8,797,353 in which an augmented reality (AR) feature is coupled with a physical object and marker-less tracking is used to present the AR feature on the physical object. For example, a first user captures an image of the physical object using an image capture device, attaches AR content to a location on the physical object represented in the image and sends a rich media message (associated with the AR content attached to the image) to a second user, and transfers the physical object to the second user. In some implementations, the first user may also attach a file, such as a text file (e.g., a text message), music file, or other personal message file. Using an AR viewer and the rich media message, the second user can view the physical object and see, via display device, the AR feature appearing on the physical object. Such distribution of AR content in this manner is not without several limitations that impact use of the AR feature. To illustrate, the first user is required to capture an image of the first object, the first user has to know or have the ability to send the rich media message to the second user, the physical object as to initially be in the possession of the first user and then provided to the second user, and the marker-less tracking is often unreliable, thereby disrupting presentation of the AR feature.

[0005] In marker-based AR, an application (e.g., an AR viewer) is configured to recognize one or more markers present in a real-world environment. In such implementations, the application is programmed to recognize the one or more markers, such as a geospatial marker, a 2D marker, and/or a 3D marker. The AR viewer may detect a marker and

launch the AR content based on recognition of the marker. In such systems, a device that includes the AR content is often required to store information for multiple markers and/or a large amounts of data corresponding to AR content for each marker.

[0006] Presenting AR content, such as 3D AR content in a live video stream can be challenging because 3D content often requires multiple models or point clouds, complex localization and mapping function, and is very data and computation intensive. Additionally, difficulty and complexity exists in providing AR content that interacts with real world objects, as well as other media content, in a realistic manner. AR systems are still in their infancy due the technical complexities of implementing such systems. As AR content continues to grow in popularity and use, many challenging aspect of AR functionality will need to be identified and overcome to produce faster and more efficient AR systems.

SUMMARY

[0007] The present disclosure describes devices, systems, methods, and computer-readable storage media for providing augmented reality content in a camera video stream. For example, a mobile device having a camera and a display may display a live video stream captured by the camera and modify the live video stream with augmented reality content and other video content, such as pre-recorded video content that corresponds to an object, such as a packaged delivered to a user.

[0008] In some implementations, devices, systems, methods, and computer-readable storage media of the present disclosure enable a requester of an order (for delivery of an object to a recipient) to request a multimedia message to be made available. The multimedia message may include augmented reality (AR) content that is provided in a live video stream at a device associated with the recipient. In addition, the requester (order entity) may provide video content to be included in the multimedia message such that the video content is presented along with the AR content—e.g., the video content may be present with and included in 3D AR content. To illustrate, video content may be assigned or attached to an order of an item to be delivered to a recipient. For example, the item may be included in a package having a marker and the package may be delivered to the recipient. Additionally, an identifier that corresponds to the video content and that is associated with the package is provided to the recipient.

[0009] In some implementations, the recipient of the package may utilize a mobile device to scan or input the identifier and may send corresponding identifier data to a server associated with the order. Responsive to the identifier data, the mobile device may receive one or more content items, such as the video content, AR content (or an indication of selected AR content), text content, and/or image content. The mobile device (e.g., a processor) may initiate an AR viewer that causes the mobile device to provide at least one live video stream associated with a camera of the mobile device. The mobile device may display a target to direct a user to position the mobile device in a predetermined location with respect to a marker coupled to the package. By providing the target (e.g., a template) for the marker, a user is able to position the mobile device in an initial position, orientation, and distance with respect to the marker. In response to detection of the marker, the mobile device may

establish a coordinate system with respect to the marker and initiate a multimedia message in which the AR content (e.g., 3D AR content) and the video content is included in the live video stream from the camera.

[0010] In some implementations, the mobile device includes presentation data associated with a location (e.g., 3D position information) of the video content within the 3D AR content. The presentation data may have an initial value that is calibrated to the coordinate system established based on detection of the marker. After detection of the marker, the mobile device may track one or more characteristics of the marker to determine a change in position (e.g., distance, rotation, translation) of the mobile device with respect to changes in features of the marker (e.g., size, angle, horizontal and/or vertical position within the display). The mobile device may modify the position data based on the determined change in position of the marker and/or the mobile device. In some implementations, the mobile device may also generate a set of predicted presentation data values and select one of the predicted set of values for presentation of the video content. The selected value may be determined based on one or more inputs, such as motion data from a sensor (e.g., an inertial sensor) of the mobile device.

[0011] The devices, systems, methods, and computer-readable storage media of the present disclosure address the problem of complex and processor intensive operations that create unrealistic interactions between AR content and real world objects in a live camera stream. To illustrate, in some implementations, the devices, systems, methods, and computer-readable storage media of the present disclosure provide rules that improve generation and/or presentation of multimedia content that includes a live camera stream, AR content, and pre-recorded video content by permitting automation of image processing of the pre-recorded video content. Additionally, or alternatively, the devices, systems, methods, and computer-readable storage media of the present disclosure provide integration of the pre-recorded video content with the AR content, and integration of the AR content with the live camera stream, to enable a realistic presentation of the AR content and the pre-recorded video content with at least one real world object included in the live camera stream. To illustrate, the present disclosure may utilize a plurality of rules for conditioning for inclusion into the video stream and something for a realistic playback, such as using a reel-to-reel projector or a monitor. Additionally, or alternatively, one or more virtual objects may be used to determine one or more portions of AR content to occlude for presentation of in the live camera stream. The one or more virtual objects may include simple shapes that are easy to track and/or a position at least one of the virtual objects (in relation to a coordinate system or another virtual object) may be dynamically changed based on a determined camera pose.

[0012] Thus, present disclosure describes systems, devices, and methods for providing multimedia content that corresponds to an object, such as a box, vase, platter, toy, etc., delivered to the recipient. In such implementations, a sender/requestor of the order is not required to have access to the package prior to delivery of the package to the recipient. The mobile device associated with the recipient is configured to implement a set rules, such as an AR viewer application, that provided one or more conditions for establishing a coordinate system with respect to the package and/or presenting video content. For example, the AR

viewer application may dynamically determine video content placement data based on the coordinate system. To illustrate, the video content data may be determined as a function of marker characteristics and a movement prediction algorithm. Based on the video content placement data, the set of rules are further configured to determine and implement video content presentation characteristics (e.g., orientation, translation, size, scale, perspective, etc.) to dynamically adjust the video content for presentation. Accordingly, the video content may be efficiently presented with a live video stream such that the video content interacts with the AR content included in the live video stream. As another example, pre-recorded video content may be automatically processed and combined with AR content to provide a realistic presentation of the AR content and the processed video content in a live camera stream. The displayed video content may further be presented based on movement and placement of at least a portion of the AR content such that an occlusion algorithm, a collision algorithm, and/or a shadow algorithm further coordinate and/or synchronize movement of the mobile device with presentation of the AR content and the video content within the live video stream. Thus, the present disclosure advantageously provides multimedia content by establishing a coordinate system in a controlled manner such that the one or more rules may be efficiently applied to one or more virtual objects for presentation of AR content and pre-recorded video content in a live camera stream. Additionally, or alternatively, the one or more rules may be applied to dynamically determine adjustments/updates to presentation data associated with the video content and to select the presentation data based at least on features of marker and/or movement or predicted movement of a mobile device.

[0013] In an aspect of the present disclosure, one or more methods comprise: receiving, at a processor of a mobile device, a plurality of images from a camera, at least one image of the plurality of images including an object; displaying a camera video stream based on the plurality of images; displaying three dimensional (3D) augmented reality content in the camera video stream; and displaying video content based on the 3D augmented reality content, the video content associated with the object. In some such methods, the object includes a package having one or more items, the package delivered to a user associated with the mobile device, and presentation of the camera video stream including the 3D augmented reality content and the video content is associated with a multimedia message.

[0014] In some of the foregoing implementations, the one or more methods may comprise: receiving, at the mobile device, an application; storing the application at a memory of the mobile device; and accessing the application. Additionally, or alternatively, the one or more methods may comprise: receiving, at the processor, a first image from the camera, the first image including an identifier associated with the object; detecting the identifier included in the image; and sending, from the mobile device to a server, at least a portion of the image including the identifier or identifier data based on the identifier.

[0015] In some of the foregoing implementations, the one or more methods comprise: receiving, at the mobile device from the server, the video content, where the video content corresponds to the identifier and is associated with a sender of the object, and where the video content comprises audio/visual content. Additionally, or alternatively, the one or more

methods may comprise: accessing, by the processor, the camera of the mobile device; and initiating, by the processor, a prompt to capture the image of the identifier, wherein, optionally, the identifier is coupled to the object. In some such implementations, wherein the identifier comprises a marker coupled to the object.

[0016] In some of the foregoing implementations, the one or more methods may comprise: receiving, at the processor, a second image from the camera; and detecting, by the processor based on the second image, the object or a marker coupled to the object. Additionally, or alternatively, the one or more methods may comprise: tracking, by the processor, at least a portion of the marker in the plurality of images; determining position information associated with the marker in one or more images of the plurality of images; and displaying the 3D augmented reality content within the camera video stream based on the position information. In some such implementations, the one or more methods may also comprise: receiving, by the processor, placement data associated with the 3D augmented reality content; and determining, by the processor based on the position information and the placement data indicates, a position of the video content in relation to the 3D augmented reality content and/or one or more presentation characteristics of the video content.

[0017] In some of the foregoing implementations, the one or more methods may comprise: receiving text data, image data, or both at the mobile device from the server based on the identifier; displaying the text data, the image data, or both in the camera video content; and optionally, arranging the text data, the image data, or both based on the 3D augmented reality content. Additionally, or alternatively, the one or more methods may comprise sending, from the mobile device, a notification associated with a completion of the 3D augmented reality content, the video content, or both. In some such implementations, the one or more methods may also comprise: initiating a prompt to send a message based on a completion of the 3D augmented reality content, the video content, or both; receiving an input to send the message; and sending the message to the server, a device associated with a sender of the object, or both.

[0018] In some of the foregoing implementations, the one or more methods comprise: establishing communication with a server; and initiating, via the server, an order for delivery of an item to a recipient. In some such implementations, initiating the order comprises: generating order request information; and communicating the order information to a server. For example, generating the order request information may comprise: selecting the item; and selecting an option to deliver a multimedia message to the recipient. In such implementations, selecting the option to deliver the multimedia message may include: selecting order 3D augmented reality content; providing order video content; providing a text content; and/or providing an image. Additionally, or alternatively, the one or more methods may comprise: receiving confirmation of delivery of the item to the recipient; and/or receiving a notification that the multimedia message has been viewed.

[0019] In another aspect of the present disclosure, one or more devices include: a processor; and a memory storing one or more instructions that, when executed by the processor, cause the processor to: receive a plurality of images from a camera, at least one image of the plurality of images including an object; display a camera video stream based on

the plurality of images; display three dimensional (3D) augmented reality content in the camera video stream; and display video content based on the 3D augmented reality content, the video content associated with the object. In some such implementations, the one or more devices may further include: a display coupled to the processor; and/or the camera coupled to the processor. Additionally, the one or more instructions may be included in an application that is stored at the memory, and/or the memory may further be configured to store the 3D augmented reality content, the video content, or a combination thereof.

[0020] In some of the foregoing implementations, the one or more instruction, when executed by the processor, may further cause the processor to initiate storage at the memory of multimedia content presented via the display, the multimedia content associated with the camera video stream, the 3D augmented reality content, the video content, or a combination thereof. Additionally, or alternatively, in some of the foregoing implementations, the one or more devices may include: a network interface coupled to the processor, where the network interface comprises: a transmitter coupled to the processor, the transmitter configured to transmit one or more wireless signals; and/or a receiver coupled to the processor, the receiver configured to receive one or more wireless signals.

[0021] Some implementations of the present computer-readable storage mediums (e.g., computer-readable storage devices) store instructions that, when executed by a processor, cause the one or more processors to perform operations comprising: receiving, at a processor of a mobile device, a plurality of images from a camera, at least one image of the plurality of images including an object; displaying a camera video stream based on the plurality of images; displaying three dimensional (3D) augmented reality content in the camera video stream; and displaying video content based on the 3D augmented reality content, the video content associated with the object.

[0022] In another aspect of the present disclosure, one or more methods comprise: receiving, at a processor of a mobile device, video content including a plurality of frames; displaying, at a display of the mobile device, a camera video stream generated by an image capture device of the mobile device, the camera video stream including an object; displaying a first virtual object in the camera stream, the first virtual object associated with presentation of a version of the video content in the camera video stream; providing a light source associated with the first virtual object, the light source positioned to correspond with presentation of the version of the video content; and presenting the version of the video content based on the first virtual object and concurrently with the virtual light source. In some implementations of the one or more methods, the object comprises a real world object; the first virtual object comprises a film projector or a monitor; and/or the version of the video content comprises the video content or a modified version of the video content. Additionally, or alternatively, the one or more methods may include providing a user interface concurrently with display of the camera stream, the user interface configured to enable recording of the camera stream including the version of the video content.

[0023] In some of the foregoing implementations, the one or more methods may comprise: displaying a second virtual object in the camera stream, where, when the first virtual object comprises the film projector: the virtual light source

is positioned at the first virtual object; the second virtual object comprises a projector screen; and the version of the video content is projected from the film projector toward the second virtual object. Alternatively, when the first virtual object comprises the monitor: the virtual light source is positioned within the first virtual object; and the version of the video content is project from within the first virtual object onto a screen of the monitor.

[0024] In some of the foregoing implementations, the one or more methods may comprise: buffering the one or more frames of the video content; and applying a mask to one or more frames of the video content to generate the version of the video content, wherein the mask is configured to blur one or more edges of the one or more frames to create a falloff effect. In some such implementations, the one or more methods may further comprise: detecting a marker or the object in the camera stream; and establishing a coordinate system based on the detected mark or the detected object, the coordinate system associated with a real world environment or a virtual environment. The one or more methods may also include: positioning, based on the coordinate system, a two dimensional (2D) plane in a virtual environment; determining an opening in the 2D plane; determining, based at least on the 2D plane, the opening, or both, a first portion of a third virtual object and a second portion of the third virtual object; and presenting the first portion of the third virtual object in the camera video stream based on the coordinate system. The first portion may comprise an occluded portion of the third virtual object; and the second portion may comprise a non-occluded portion of the third virtual object.

[0025] The one or more methods may also include: positioning, based on the coordinate system and based on the opening, an axis in the virtual environment; determining a camera pose associated with the image capture device; and positioning a fourth virtual object in the virtual environment based on the camera pose, the fourth virtual object positioned adjacent to the 2D plane; wherein the first portion of the third virtual object and the second portion of the third virtual object are further determined based on the fourth virtual object. Additionally, or alternatively, the one or more methods may include positioning, based on the opening, a fifth virtual object in the virtual environment, the fifth virtual object positioned adjacent to the 2D plane; wherein the first portion of the third virtual object and the second portion of the third virtual object are further determined based on the fifth virtual object.

[0026] The foregoing has outlined rather broadly the features and technical advantages of the present disclosure in order that the detailed description that follows may be better understood. Additional features and advantages will be described hereinafter which form the subject of the claims. It should be appreciated by those skilled in the art that the conception and specific examples disclosed may be readily utilized as a basis for modifying or designing other structures for carrying out the same purposes described herein. It should also be realized by those skilled in the art that such equivalent constructions do not depart from the spirit and scope of the disclosure as set forth in the appended claims. The aspects which are characterized herein, both as to its organization and method of operation, together with further objects and advantages will be better understood from the following description when considered in connection with the accompanying figures. It is to be expressly understood, however, that each of the figures is provided for the purpose

of illustration and description only and is not intended as a definition of the limits of the present disclosure.

BRIEF DESCRIPTION OF THE FIGURES

[0027] For a more complete understanding of the present example inventions, reference is now made to the following descriptions taken in conjunction with the accompanying figures, in which:

[0028] FIG. 1 illustrates an example of a system for providing multimedia content associated with delivery of a package;

[0029] FIG. 2 illustrates an example of an order form associated with providing multimedia content associated with delivery of a package;

[0030] FIG. 3 illustrates an example of a data structure associated with providing multimedia content associated with delivery of a package;

[0031] FIG. 4 illustrates an example of a package and a card associated with providing multimedia content;

[0032] FIG. 5 illustrates an example of displayed frames of multimedia content associated with delivery of a package;

[0033] FIG. 6 illustrates another example of displayed frames of multimedia content associated with delivery of a package;

[0034] FIG. 7 illustrates an example of a frame of multimedia content associated with delivery of a package;

[0035] FIG. 8 illustrates another example of a frame of multimedia content associated with delivery of a package;

[0036] FIGS. 9A, 9B, 9C, and 9D illustrate examples of frames of multimedia content associated with delivery of a package;

[0037] FIG. 10 illustrates another example of displayed frames of multimedia content associated with delivery of a package;

[0038] FIG. 11 illustrates an example of content from a mobile device displayed at an electronic device;

[0039] FIG. 12 illustrates a flow diagram of an example of a method of operating an electronic device;

[0040] FIG. 13 illustrates a flow diagram of another example of a method of operating a server;

[0041] FIG. 14 illustrates a flow diagram of another example of a method of operating a mobile device;

[0042] FIG. 15 illustrates an example of displayed frames of multimedia content associated with delivery of a package;

[0043] FIG. 16 illustrates an example of displayed frames of multimedia content associated with delivery of a package;

[0044] FIG. 17 illustrates an example of a first technique for occlusion of AR content;

[0045] FIG. 18 illustrates an example of a second technique for occlusion of AR content; and

[0046] FIG. 19 illustrates a flow diagram of another example of a method of operating a mobile device.

DETAILED DESCRIPTION OF THE INVENTION

[0047] Particular implementations of the present disclosure are described below with reference to the drawings. In the description, common features are designated by common reference numbers throughout the drawings. As used herein, various terminology is for the purpose of describing particular implementations only and is not intended to be limiting of implementations. For example, the singular forms “a,” “an,” and “the” are intended to include the plural

forms as well, unless the context clearly indicates otherwise. It may be further understood that the terms “comprises” and “comprising” may be used interchangeably with “includes” or “including.” Additionally, it will be understood that the term “wherein” may be used interchangeably with “where.”

[0048] As used herein, an ordinal term (e.g., “first,” “second,” “third,” etc.) used to modify an element, such as a structure, a component, an operation, etc., does not by itself indicate any priority or order of the element with respect to another element, but rather merely distinguishes the element from another element having a same name (but for use of the ordinal term). The term “coupled” is defined as connected, although not necessarily directly, and not necessarily mechanically; two items that are “coupled” may be unitary with each other. The phrase “and/or” means and or. To illustrate, A, B, and/or C includes: A alone, B alone, C alone, a combination of A and B, a combination of A and C, a combination of B and C, or a combination of A, B, and C. In other words, “and/or” operates as an inclusive or.

[0049] Further, a device or system that is configured in a certain way is configured in at least that way, but it can also be configured in other ways than those specifically described. The feature or features of one embodiment may be applied to other embodiments, even though not described or illustrated, unless expressly prohibited by this disclosure or the nature of a described implementation.

[0050] Referring to FIG. 1, an example of a system 100 for delivering multimedia content associated with delivery of a package is shown. System 100 includes an electronic device 110, one or more servers, such as a representative server 130, a mobile device 150, and a distribution entity 180, each of which may be coupled via a network 190. Network 190 may include a wireless network, a wired network, or a combination thereof. For example, network 190 may include one or more of a local area network (LAN), metropolitan area network (MAN), wide area network (WAN), wireless LAN (WLAN), the Internet, intranet, extranet, cable transmission system, cellular communication network, and/or the like.

[0051] Electronic device 110 may include a network interface 112, one or more processors 114, a memory 116, and a camera 120. Network interface 112 may be configured to be communicatively coupled to one or more external devices, such as server 130 and/or mobile device 150, via one or more networks (e.g., 190). For example, network interface 112 may include a transmitter, a receiver, or a combination thereof (e.g., a transceiver). Memory 116 may store instructions 118, that when executed by the one or more processors 114, cause the processor(s) 114 to perform operations as described further here. For example, the one or more processors 114 may perform operations as described with reference to FIG. 12. In some implementations, memory 116 may store an application (e.g., a software program) associated with ordering and/or delivery an item. As illustrative, non-limiting examples, the item may include food (e.g., a baked good, fruit, vegetables, meat, processed food, etc.), a plant (e.g., flowers, seeds, etc.), clothing (e.g., shoes, a shirt, a hat, etc.), another item (e.g., a gift basket, a bouquet of flowers in a vase, an arrangement of food, etc.), or a combination thereof. Camera 120 may include an image capture device configured to generate image data, such as image data and/or video data. In some implementations, electronic device 110 may include one or more input/output (I/O) devices. The one or more I/O devices may include a

mouse, a keyboard, a display device, the camera 120, a microphone, other I/O devices, or a combination thereof.

[0052] Electronic device 110 may include or correspond a communications device, a mobile phone, a cellular phone, a satellite phone, a computer, a tablet, a portable computer, a display device, a media player, or a desktop computer. Additionally, or alternatively, the electronic device 110 may include a set top box, an entertainment unit, a navigation device, a personal digital assistant (PDA), a monitor, a computer monitor, a television, a tuner, a radio, a satellite radio, a music player, a digital music player, a portable music player, a video player, a digital video player, a digital video disc (DVD) player, a portable digital video player, a satellite, a vehicle, any other device that includes a processor or that stores or retrieves data or computer instructions, or a combination thereof.

[0053] Server 130 may include a network interface 132, one or more processors 134, and a memory 136. Network interface 132 may be configured to be communicatively coupled to one or more external devices, such as electronic device 110, mobile device 150, and/or a device of distribution entity 180, via one or more networks (e.g., 190). For example, network interface 132 may include a transmitter, a receiver, or a combination thereof (e.g., a transceiver). Memory 136 may store instructions 138, preview content 139, order data 140. Instructions 138 may be configured to, when executed by the one or more processors 134, cause the processor(s) 134 to perform operations as described further here. For example, the one or more processors 134 may perform operations as described with reference to FIG. 13. In some implementations, memory 136 may store an application (e.g., a software program) associated with ordering an item for delivery. Preview content 139 may include pre-determined content for generating a preview of multimedia content (e.g., multimedia message preview 194). To illustrate, preview content may include pre-determined video content of a representative item (e.g., a package), and augmented reality content and/or video content 193 may be combined with preview content 139 to generate multimedia message preview 194. In some implementations, server 130 may provide multimedia message preview 194 to electronic device 110.

[0054] The order data 140 may include a data structure, such as a table, that includes order information (e.g., 192) for one or more orders. For example, each order may be arranged in the order data 140 as an entry 142. To illustrate, entry 142 may include at least a portion of order information 192. An illustrative example of order data 140 (e.g., entry 142) is described further herein with reference to FIG. 3. Additionally, or alternatively, memory 136 may be configured to store additional data, such as content associated with a multimedia message as described further herein. For example, such content may include video content 193, AR content, text data, image data (e.g., a logo, picture, graphic, etc.), or a combination thereof.

[0055] In some implementations, server 130 may comprise a general purpose processor-based system (e.g., PC and/or server system having a processor, memory, suitable I/O functionality, and OS) operating under control of an instruction set to interface with electronic device 110, mobile device 150, and/or distribution entity 180. In some implementations, server 130 may include one or more input/output (I/O) devices. The one or more I/O devices may include a mouse, a keyboard, a display device, the camera

120, other I/O devices, or a combination thereof. Additionally, or alternatively, in some implementations, system 100 may include multiple servers. To illustrate, one or more features or operations described with reference to server 130 may be included in or performed by another server. For example, in some implementations, video content 193 generated by electronic device 110 may be stored at a server that is different from server 130, and order information 192 (that includes address information corresponding to video content 193 stored at the other server) may be received at server 130. In a particular implementation, the other server includes a cloud server.

[0056] Mobile device 150 may include a network interface 152, one or more processors 154, a buffer 155, a memory 156, a camera 168, and a display 172. Network interface 152 may be configured to be communicatively coupled to one or more external devices, such as electronic device 110 and/or server 130, via one or more networks (e.g., 190). For example, network interface 152 may include a transmitter, a receiver, or a combination thereof (e.g., a transceiver). Memory 136 may store instructions 158 and application 160. Instructions 158 may be configured to, when executed by the one or more processors 154, cause the processor(s) 154 to perform operations as described further herein. For example, the one or more processors 154 may perform operations as described with reference to FIG. 14 and/or 19. In some implementations, the one or more processors 154 may include multiple processors, such as a first processor to process image data from a first camera (e.g., a forward facing camera) and a second processor to process image data from a second camera (e.g., a rear facing camera).

[0057] Application 160 (e.g., a software program) may be associated with ordering and/or delivering an item. In some implementations, application 160 corresponds to an AR viewer and includes one or more sets of rules or instructions to perform operations as described herein for presenting multimedia content that includes AR content 162 included in a camera video stream (associated with images 170) and in which video content 193 is dynamically presented based on a position of camera 168 and further based on the AR content within the camera video stream. For example, the one or more sets of rules may direct the recipient to position a camera with respect to package 186 and may establish a coordinate system based on detection of a marker. Application 160 may include augmented reality (AR) content 162, a mask 163, placement data 163, or a combination thereof. Mask 163 is configured to be used to modify video content 193 to generate modified video content. The placement data 163 may be used for presenting/positioning AR content 162 and/or video content 193 within AR content 162. Additionally, placement data 163 may be used to modify characteristics, such as size and/or scale, of the video content 193. Camera 168 may include an image capture device configured to generate an image 170 (e.g., image data). For example, image 170 may include image data and/or video data. In some implementations, electronic device 110 may include one or more input/output (I/O) devices. The one or more I/O devices may include a mouse, a keyboard, a display device, the camera 120, a microphone, a speaker, other I/O devices, or a combination thereof.

[0058] In some implementations, AR content 162 includes one or more AR objects, such as a character or avatar, a film projector, a screen, a ladder, a saw, a monitor, etc., to be included in a live video stream. Additionally, or alternatively,

AR content 162 may include one or more virtual objects or models to enable the one or more AR objects to be placed within the live video stream and/or interact with real world objects in the live video stream. For example, the one or more virtual objects or models may be used for collision, occlusion, or both. As illustrative, non-limiting examples, the one or virtual objects or models may include a 2D plane, a line segment (e.g., an axis), a cylinder, a 3D model, or a combination thereof. Examples of techniques for occlusion are described further herein at least with reference to FIGS. 17-18. The AR content 162 may also include one or more light sources, one or more sound sources, or a combination thereof, associated with presentation of the AR content 162. In some implementations, AR content 162 may include mask 163.

[0059] Placement data 164 may be associated with a location (e.g., 3D position information) of video content 193 within the 3D AR content 162 and/or a projection source of video content 193. For example, the placement data 164 may indicate or define a perimeter or boundary associated with presentation of video content 193. The placement data 164 may have an initial value that is calibrated to the coordinate system established based on detection of the marker 188. The placement data 164 may be utilized to display video content 193 for a time period during presentation of the multimedia message. For example, presentation of the video content 193 may be synchronized with the AR content 162. In other implementations, placement data 164 corresponds to placement of AR content 162. Additionally, or alternatively, placement data 164 may be associated with positioning of one or more light sources, one or more audio sources, one or more virtual objects (e.g., a 2D virtual plane) that are not displayed, or a combination thereof.

[0060] Buffer 155 is configured to store video content 193 prior to display of the video content 193. In some implementations, the stored video content may be modified to generate modified video content. For example, video content 193 stored at buffer 155 may be modified based on mask 163 to generate a modified version of video content 193. It is to be understood that, as described herein, presentation of video content 193 via display 172 may include presentation of the modified version of video content 193.

[0061] Distribution entity 180 is configured to provide a system by which orders may be fulfilled and delivered. In some implementations, distribution entity 180 may include or correspond to a provider, an acquirer of goods and/or services, a distributor, and/or a shipper. For example, distribution entity 180 may be configured to package one or more items to be delivered to a recipient, and to initiate and/or deliver the package. In a particular implementation, server 130 corresponds to a provider (e.g., seller) of one or more items and distribution entity 180 corresponds to a shipping entity that includes and inventory of the one or more items and shipping media (e.g., boxes, envelopes, etc.). In such implementations, distribution entity 180 may deliver a package (e.g., 186) including one or more items or may operate with a third party for delivery of the package. The package 186 may include one or more items, a packaging material (e.g., a box, a crate, a bag, a wrapper, etc.), or a combination thereof. Although described as being separate from server 130, in other implementations, distribution entity may include server 130.

[0062] Distribution entity 180 may include an electronic terminal 182. Electronic terminal may comprise a general

purpose processor-based system (e.g., PC and/or server system having a processor, memory, suitable I/O functionality, and OS) operating under control of an instruction set to interface with electronic device 110, server 130, and/or mobile device 150. Electronic terminal 182 may include or correspond to a communications device, a mobile phone, a cellular phone, a satellite phone, a computer, a tablet, a portable computer, a display device, a media player, or a desktop computer. Additionally, or alternatively, the electronic terminal 182 may include a set top box, an entertainment unit, a navigation device, a personal digital assistant (PDA), a monitor, a computer monitor, a television, a tuner, a radio, a satellite radio, a music player, a digital music player, a portable music player, a video player, a digital video player, a digital video disc (DVD) player, a portable digital video player, a satellite, a vehicle, any other device that includes **[text missing or illegible when filed]**

[0063] During operation of system 100, electronic device 110 may communicate with server 130 to initiate an order for delivery of an item. For example, electronic device 110 may access an order form as described with reference to FIG. 2. In such implementations, electronic device 110 may be associated with or correspond to a sender and/or requestor. In some implementations, the order form may be accessible via a web page or an application (e.g., 160), such as an application stored at memory 116. The application (e.g., a software component) may be associated with a provider, distributor, or shipper of the item. Additionally, or alternatively, the application may be associated with a third party that provides a platform or interface for the provider, distributor, or shipper. As an illustrative, non-limiting example, the application may be associated with a business that delivers items, such as plants (e.g., flowers), food (e.g., cookies, fruit, meat, etc.), clothing, or the like, as illustrative, non-limiting examples. In some implementations, the application may include a social media/social networking feature, such that the sender/requester can communicate with the recipient via the application.

[0064] Electronic device 110 may generate order information 192 to initiate the order. For example, electronic device 110 may generate order information 192 to populate the order form. Order information 192 may include an indication of the item to be delivered, sender data (e.g., name, address, phone number, email address, payment information, etc.), recipient information (e.g., name, address, phone number, email address, etc.), a message, or a combination thereof.

[0065] Additionally, or alternatively, order information 192 may include or indicate that a multimedia message is to be made available to a recipient of the order. The multimedia message may be associated with multimedia content that includes AR content and/or video content included in a camera video stream. In such implementations, order information 192 may include video content 193. As used herein, video content 193 includes video data (e.g., a plurality of images), or video data and audio data. In some implementations, the sender/requestor may generate video content 193 via electronic device 110 (e.g., 120) as part of filling out the order form. For example, the order form may be configured to prompt the sender/requestor to generate or provide the video content 193. Although described as having the video content generated and/or provided with the order information 192 from the electronic device 110, in other implementations, video content 193 may be generated and/or provided

by server 130, distribution entity (e.g., electronic terminal 182), or another device or entity. To illustrate, when server 130 and/or distribution entity 180 correspond to a provider, the provider may include the video content 193 into the order information 192 to be used in a multimedia message. For example, if the sender/requestor does not request a multimedia message (that includes a personalized message for the recipient) with the order, the provider, distributor, and/or shipper may provide the video content 193. Additionally, or alternatively, order information 192 may include a time value, such as a date, a time, a duration, etc., that corresponds to or defines a time period during which the multimedia content is available. To illustrate, the time period may start or be based on an order time when the order is submitted or a delivery time corresponding to delivery of a package (e.g., 186) to a recipient, as illustrative, non-limiting examples. In other implementations, the multimedia content may be available for a predetermined time period (e.g., a pre-set time period).

[0066] Server 130 may receive the order information 192 and may generate entry 142 that corresponds to the order information 192. In some implementations, the entry 142 may include an order number and/or identifier (e.g., 187). The order number and/or the identifier may be configured to be used as an index to identify entry 142 within the order data 140, to identify stored video content 193, or both. In a particular implementation, the identifier 187 includes or is associated with a multi-digit alpha/numeric order code that is distinct from the order number. In such implementations, the order code is more complex than the order number and/or is a randomly generated alpha/numeric value, thereby providing a security features for accessing the video content.

[0067] As explained above, server 130 may also be configured to identify and store video content 193. For example, video content 193 may be stored at memory 136 and may be included in entry 142, at memory 136 at a location pointed to by entry 142, or at a location remote from server 130 and identified by (e.g., pointed to) entry 142. Although the order data 140 is described as being stored at server 130, in other implementations, order data 140 may be stored at a remote location from server 130, such as at a remote database, at distribution entity 180 (e.g., electronic terminal 182), or at another location.

[0068] After receiving order information 192, server 130 may send (e.g., via a push or a pull operation) an order request 195 to distribution entity 180 (e.g., electronic terminal 182). The order request 195 may include at least a portion of the order information 192 and/or at least a portion of entry 142. The distribution entity 180 may process the order request 195 to create a package 186 that includes one or more items. Package 186 may include or correspond to the item or a shipping media, such as a box, a bag, a crate, a vase, etc. In some implementations, package 186 may include or correspond to a package identifier (e.g., a package reference) that indicates characteristics of the package, such as dimensions, volume, weight restriction, etc. In such implementations, distribution entity 180 may communicate the package identifier and/or one or more characteristics of package 186 to server 130 and server 130 may optionally include such information in entry 142.

[0069] The package 186 may include or be coupled to identifier 187, a representation of identifier 187, and/or a marker 188. To illustrate, identifier 187 may be represented as a bar code, a QC code, alphanumeric text, or a combi-

nation thereof, as illustrative, non-limiting examples. In some implementations, the identifier **187** may include or be the same as the marker **188**. In other implementations, the marker **188** may include an image, a logo, one or more points or features, etc. The identifier **187** and/or the marker **188** may be printed on the package **186** and/or item, printed on a card or sticker that is coupled to the package and/or item, as illustrative, non-limiting examples. In other implementations, the identifier **187** may include a digital or graphical representation that is communicated to a recipient or to a device (e.g., mobile device **150**) associated with the recipient.

[0070] Distribution entity **180** may initiate physical delivery of package **186** to recipient. For example, the recipient may receive a delivery including package **186**, as described with reference to FIG. 4. Based on delivery of package **186** to recipient, distribution entity **180** (e.g., electronic terminal **182**) may send a delivery confirmation **196** to server **130**, electronic device **110**, and/or another device, such as another device associated with the sender. In some implementations, server **130** may receive delivery confirmation **196** and send a confirmation message (based on delivery confirmation **196**) to a device (e.g., **110**) associated with sender.

[0071] The recipient may be associated with (e.g., be a user of) mobile device **150**. Based on receiving package **186**, recipient may operate mobile device **150** to access application **160**. In some implementations, application **160** includes an AR viewer. If mobile device **150** does not include application **160**, mobile device **150** may download application **160**, such as from server **130** or another source. Processor **154** may execute one or more instructions of application **160** to perform operations described herein. To illustrate, processor **154** may access camera **168** and provide one or more images captured by camera **168** via display **172**. For example, the one or more images (e.g., **170**), such as a live video stream, may be provided to the display **172** and may be presented in real-time or near real-time. The displayed images presented in real-time or near real-time may be referred to as a camera video stream or a live video stream.

[0072] Processor **154** (e.g., application **160**) may provide a prompt to capture an image of identifier **187** and/or marker **188**, and/or to enter or select an input that corresponds to identifier **187**. Processor **154** (e.g., application **160**) may detect identifier **187** and determine identifier data **197** based on the detected identifier **187**. For example, identifier data **197** may include a portion of image data. As another example, such as when identifier **187** includes a barcode, application may process barcode to determine a data value (e.g., **198**). Mobile device **150** may communicate identifier data **197** to server **130**. Responsive to receiving identifier data **197** (e.g., identifier **187**), server **130** may access entry **142** to identify video content **193** to be provided to mobile device **150** and may communicate the video content to mobile device **150**. Additionally, or alternatively, server **130** may determine whether video content **193** is available/valid or expired based on the identifier data **197** (e.g., the identifier **187**). In some implementations, server **130** may also communicate other information and/or data to mobile device **150** based on the received identifier data **197**. For example, server **130** may communicate text data, image data, AR content (or an identifier thereof) to mobile device **150** for use in providing multimedia content.

[0073] Mobile device **150** may receive video content **193** from server **130** (or from another server). In some implementations, video content **193** is streamed from server **130** (or from another server) and is received at mobile device **150** via network interface **152**. Video content **193** received at mobile device **150** may be stored in buffer **155** for presentation via display **172** as part of the multimedia content. In some implementations, video content **193** stored in buffer **155** may be modified (e.g., using mask **163**) to generate a modified version of video content **193** for presentation via display **172**. In other implementations, video content **193** may be modified at a server (e.g., **130**) and the modified version of the video content **193** may be provided to the mobile device **150**.

[0074] After transmission of the identifier data **197**, processor **154** (e.g., application **160**) may generate a prompt via display **172** for recipient to position camera **168** so marker **188** (e.g., package **186**) is presented in display **172**. For example, processor **154** initiates a target within display as described with reference to FIG. 5. By providing the target (e.g., a template) for the marker **188**, a user is able to position the mobile device **150** in an initial position, orientation, and distance with respect to the marker **188**. The initial positioning of the mobile device **150** with respect to marker **188** may be known by the mobile device **150**. For example, application **160** may include initial positioning data, such as dimension of marker **188**, a distance between marker **188** and mobile device **150**, an orientation and/or translation of marker **188** with reference to a coordinate system implementation responsive to marker detection, etc.

[0075] Processor **154** may detect marker **188** and, in response to detection of the marker **188**, may implement a coordinate system with respect to the marker and initiate presentation of multimedia content including the AR content **162** and video content **193** in at least a portion of the video content stream. In some implementations, processor **154** may present the AR content **162** and/or the video content **193** based on the placement data **164**. Processor **154** may display AR content **162** and video content **193** within camera video stream. In some implementations, the video content **193** is displayed in relation to and/or based on a portion of the AR content. Examples of multimedia content are described herein at least with reference to FIGS. 5-10 and 15-16. Additionally, or alternatively, processor **154** may position one or more (virtual) light sources and/or one or more (virtual) audio sources. To illustrate, the one or more virtual light sources may include a point light, a spotlight, or both, as illustrative, non-limiting examples. The one or more virtual audio sources may correspond to audio for the AR content **162** and/or audio for the video content **193**. In a particular implementation, one or more virtual audio sources are used to enable the audio content to be included in recording of the multimedia content. In other implementation, processor **154** (e.g., application **160**) may provide at least a portion of the audio directly to a speaker without using a virtual audio source.

[0076] After detection of the marker **188**, mobile device **150** may be configured to track one or more characteristics of the marker **188** to determine a change in position (e.g., distance, rotation, translation) of mobile device **150** with respect to changes in features of the marker **188** (e.g., changes in size, angle, horizontal and/or vertical position within the display). Mobile device **150** may modify/update placement data **163** based on the determined change in

position of the marker **188**. In some implementations, mobile device **150** may also generate a set of predicted presentation data values and select one of the predicted set of values to be used for presentation of video content **193**. The selected value(s) may be determined based on one or more inputs, such as motion data from a sensor (e.g., an inertial sensor) of mobile device **150**.

[0077] In some implementations, processor **154** may access a second camera of mobile device **150** to record a reaction of the recipient during presentation of the multimedia message. In such implementations, processor **154** may display a camera video stream corresponding to the second camera as described with reference to FIG. **10**. In some such implementations, processor **154** includes a first processor to process first image data from a first camera (e.g., a forward facing camera) and a second processor to process second image data from a second camera (e.g., a rear facing camera). The first processor, the second processor, or another processor may be configured to combine and/or initiate presentation of the processed first image data, the processed second image data, or a combination thereof.

[0078] Based on presentation of the multimedia content, mobile device **150** (e.g., processor **154**) may send notification **198** that indicates presentation of the multimedia content. For example, mobile device **150** may send notification **198** to server **130** in response to initiation of the multimedia content, during the multimedia content, or in response to an end of the multimedia content. Based on notification **198**, server **130** may notify the sender/requester (via electronic device **110**) that the multimedia content has been provided to recipient.

[0079] In some implementations, after presentation of the multimedia content, processor **154** may provide a prompt, via display, to send one or more recordings, such as a recording of the multimedia content presented via display **172**, send a second recording (e.g., recipient's reaction) associated with a second camera, and/or to record and send a reply message to sender. For example, processor **154** may provide a prompt as described with reference to FIG. **10**. In response to a request to send the one or more recordings, processor **154** may send mobile device content **199** to server **130**. Server **130** may store the one or more recordings which may be accessible to electronic device **110** via an application stored at memory **116**. Additionally, or alternatively, the one or more recordings may be stored at another server and a location of the one or more recordings may be provided to the server **130**. Electronic device **110** may play the one or more recordings. An example of the one or more recordings played via electronic device **110** is described with reference to FIG. **11**.

[0080] In some implementations, electronic device **110** may provide an image (e.g., a picture of the sender, a logo, a graphic, etc.), audio data, or a combination thereof. In such implementations, electronic device may not provide video content **193** as part of order information **192**. When the image, audio data, or both is provided as part of order information, the image, audio data, or both may be provided to mobile device **150** and presented with AR content **162**. For example, the image may be presented in AR content **162** as described with reference to the video content **193**. To illustrate, the image may be repeatedly presented instead place of video content **193**. Additionally, or alternatively, if no video content **193** or image are provided with order information **192**, a default image may be displayed, such as

a default image provided by a seller of the object, a distributor of the object, etc. Audio data may be provided as described with reference to audio of the video content **193**. When no audio data is included in order information, either as part of the video content **193** or separate from the video content **193**, default audio content may be presented. For example, the default audio content may be provided by a seller of the object, a distributor of the object, etc.

[0081] In some implementations, the multimedia content may present video content **193** such that the video content **193** appears to be provided by AR content **162**, such as a film projector (e.g., a reel-to-reel projector) that projects the video content **193** onto a screen. In such implementations, the application **160** is configured to provide the AR content **162**, such that the film projector and the screen are set up within the camera video stream. The video content **193** is received by mobile device **150** and loaded into buffer **155**. The mask **163** is applied to the video content **193**, such as to each frame of the video content **193** to blur the video content at the edges of each frames. Blurring the video content **193** creates a falloff effect when the video content is provided from the film projector onto a surface. Application **160** is configured to project the video content **193** (after mask **163** is applied) outward from the film projector onto one or more objects, such as 3D objects, positioned in front of the film projector. For example, the video content **193** may be projected onto the screen and/or onto a character positioned between the film projector and the screen, as described further herein with reference to FIG. **9D**.

[0082] The application **160** is also configured to position a light source at the film projector object. The light source may include a point light or a spotlight. In some implementations, the light source may be configured in an on state or may be configured to blink. The light source may cause shadows to be cast by one or more objects (e.g., the AR content **162**), such as a character.

[0083] The application **160** is also configured to position one or more audio sources within the multimedia content. For example, an audio source may be positioned at a particular location of a coordinate system established by application **160**. In a particular implementation, an audio source is positioned at an origin of the coordinate system. The audio source may correspond to audio content of the AR content **162**, audio content of the video content **193**, or both. To illustrate, the audio source may be configured to provide audio content that is synchronized with presentation of the AR content **162**, the video content **193**, or both.

[0084] In another implementation, the application **160** may be configured to present the video content **193** (or a modified version of the video content **193**) via a screen, such as a screen of an object representing a monitor or television. In such implementations, the video content may be projected from within the object onto the screen of the object. In such implementations, a light source may be positioned within the object and may radiate outward from the screen of the object.

[0085] In a particular implementation, application **160** may include a component, such as an instruction (e.g., a single instruction) defined to enable presentation of the video content **193** from a film projector (e.g., a reel-to-reel projector) or to enable presentation of the video content **193** via a monitor. To illustrate, an instruction for a film projector may include one or more inputs (e.g., operands), such as a video content location, a projector output location, and a

projector output direction. Based on the inputs of the instruction for the film projector, application 160 may provide the video content 193 to buffer 155, apply mask 163 to generate a modified version of the video content 193, position a projector source and light source within the camera video content, and provide the modified version of the video content 193 in the projector output direction. In some implementations, the light source may include a spotlight directed in the projector output direction. In implementations where the instruction is for presentation via a monitor, the instruction may include one or more inputs, such as a video content location, a monitor screen size, and a monitor screen position. Based on the inputs of the instruction for the monitor, application 160 may provide the video content 193 to buffer 155, apply mask 163 to generate a modified version of the video content 193, position a projector source and light source within the camera video content, and provide the modified version of the video content 193 onto a monitor screen as specified. In some implementation, the light source may include a light that radiates outward from the screen. Thus, application 160 provides one or more instructions to create realistic representations of AR content that provides video content via a film projector or a monitor.

[0086] One advantage provided by the system 100 is that multimedia content (e.g., AR content 162 and/or video content 193) that corresponds to an object, such as package 186, may be made accessible to and/or delivered to the recipient. Mobile device 150 associated with the recipient is configured to implement a set rules (e.g., 160), such as an AR viewer application, that provided one or more conditions for establishing a coordinate system with respect to the package 186 and/or for dynamically determining video content placement data (e.g., 193) based on the coordinate system. To illustrate, the video content data for display may be determined as a function of marker characteristics and a movement prediction algorithm. Based on the video content placement data (e.g., 163), the set of rules are further configured to determine and implement video content presentation characteristics (e.g., orientation, translation, size, scale, perspective, etc.) to dynamically adjust the video content 193 for presentation. Accordingly, the video content 193 may be efficiently presented with a live video stream (e.g., 170) such that the video content 193 interacts with the AR content 162 included in the live video stream. The displayed video content may further be presented based on movement and placement of at least a portion of the AR content 162 such that an occlusion algorithm and/or a collision algorithm further coordinate and/or synchronize movement of the mobile device 150 with presentation of the AR content 162 and the video content 193 within the live video stream (e.g., 170).

[0087] Other advantages provided by the system 100 include realistic presentation of video content (e.g., 193) by the application 160 using the AR content 162. For example, the application 160 may be configured to process the video content 193 and present the video processed video content within the live video stream to appear as though the video content is provided via a film projector or via a monitor. In such implementations, the application 160 may be configured to provide the video content and placement of a light source to create a realistic effect. The present disclosure further provides multimedia content by establishing a coordinate system in a controlled manner such that the one or more rules may be efficiently applied to dynamically deter-

mine adjustments/updates to presentation data associated with the video content 193 and to select the placement data 163 based at least on features of marker 188 and/or movement or predicted movement of mobile device 150.

[0088] Referring to FIG. 2, an example of an order form 210 is shown. Order form 210 includes one or more categories 220, such as categories 222-238, and one or more corresponding fields 240, such as fields 242-258. Fields 240 may be populated via user input and may be configured to receive text data, an indication of a file location, an input via a selectable option of the field, etc.

[0089] The one or more categories 220 may include a sender 222, an item(s) 224, a recipient 226, a contact 228, an address 230, AR content 232, video content 254, message 236, and an access code 238. Sender field 242 may be populated with a name, user name, account number, address, contact information, etc., associated with an individual or entity. For example, the individual or entity may be associated with populating and/or submitting order form 210. Item(s) field 244 may be populated with one or more items to be delivered to an recipient, such as a user of mobile device 150. As illustrative, non-limiting examples, the one or more items may include a consumable good (e.g., cookies, fruit, a sandwich, a beverage, alcohol, etc.), clothing (e.g., shoes, a shirt, a hat, etc.), a promotional item (e.g., a poster, a book, a pamphlet, etc.), and/or another item. Recipient field 246 may be populated with a name, user name, account number, etc., associated with an individual or entity to receive the one or more items identified in item(s) field 244. Contact field 248 may be populated with a phone number, email address, etc., associated with the recipient. Address field 250 may be populated with a physical address, location description, directions, passcode, etc., associated with delivering the one or more items to the recipient.

[0090] AR content field 252 may be populated to indicate AR content is to be provided in a multimedia message that is made available to and/or presented to at least the recipient. In some implementations, AR content field 252 may include one or more selectable options of AR content (e.g., 162). To illustrate, a first option may correspond to a first object (e.g., a first animated character), a second option may correspond to a second object (e.g., a second animated character), and a third option may correspond to a holiday theme, as illustrative, non-limiting examples. Video content field 254 may be populated to include or identify video content (e.g., 193) to be included in the multimedia message. To illustrate, video content field 254 may provide one or more options for the sender to record or attach video content (e.g., a video message). In some implementations, video content provided via order form is communicated to a storage server and a location ID (e.g., a storage address) of the video content at the storage server is populated video content field 254. In some such implementations, the storage address populated in video content field 254 may be selectable to cause playback of the video content stored at the storage address. To illustrate, selection of the storage address may initiate presentation of preview content 139.

[0091] Message field 256 may be populated with text data, an image (e.g., a logo, picture, graphic, etc.), or a combination thereof. Access code field 258 may be populated with security data, such as a passcode (e.g., password), security phase and/or security answer, etc. The access code field 258 may be populated with the security data to limit or restrict access to the multimedia content. To illustrate, the security

data may be known by the recipient, or may be provided to the recipient, and may be required to be provided in order for the recipient to receive a portion or an entirety of the multimedia message, such as the video content (e.g., 193) and/or the message (associated with message field 256). For example, if the security data is not known by the recipient, the security data may be provided to the recipient, such as via text message, phone message, email, etc. In some implementations, the security data may be provided to the recipient based on delivery of the one or more items (e.g., package 186). Referring to FIG. 1, server 130 may be configured to communicate security data to mobile device 150 in response to receiving delivery confirmation 196. Additionally, or alternatively, access code field 258 may provide options to limit or restrict a number of times the multimedia message can be viewed, whether the multimedia message is recordable, how long the multimedia message is available/accessible, etc.

[0092] Although order form 210 has been described as including particular fields (e.g., 242-258), such fields and descriptions are for illustration purposes and are not intended to be limiting. For example, order form 210 may include more fields or fewer fields than described. To illustrate, in some implementations, order form 210 further includes a delivery time field associated with a requested time of delivery (e.g., date, time, etc.) of the one or more items to the recipient. Additionally, or alternatively, one or more of fields 242-258 may include multiple subfields.

[0093] Thus, FIG. 2 illustrates an example of an order form 210 to enable a sender to initiate a multimedia message to be made available to a receiver of one or more items (e.g., package 186). For example, order form 210 is configured to enable a sender (e.g., a requester) to provide video content (e.g., 193) to be incorporated into the multimedia message and displayed in relation to and/or with AR content. Additionally, order form 210 beneficially enables a security feature to be provided with the multimedia message to restrict or limit access to and/or dissemination of the multimedia message.

[0094] Referring to FIG. 3, an example of order data 140 is shown. Order data 140 may be generated by, stored at, and/or maintained by one or more servers, such as server 130. Order data 140 includes one or more entries, such as entry 142. Entry 142 includes an one or more fields. The one or more fields may include an order number 310, an item(s) ID 312, sender information 314, recipient information 316, an AR content ID 318, a video content ID 320, a message ID 322, and an identifier field 324 (corresponding to identifier 187). Item(s) ID 312 may include or correspond to the one or more items identified and/or described with reference to item(s) field 244. Sender information 314 may include or correspond to information included in sender field 242. Recipient information 316 may include or correspond to information included in recipient field 246, contact field 248, and/or address field 250.

[0095] AR content ID 318 may include AR content (e.g., 162), an AR content identifier (of a plurality of AR content identifiers) and/or an indication of a storage location of AR content. For example, a first AR content identifier may correspond to a first object, a second AR content option may correspond to a second object, a third AR content identifier may correspond to a birthday theme, and a fourth AR content identifier may correspond to a get well theme, as illustrative, non-limiting examples. Video content ID 320

may include video data (e.g., video content 193) or an indication of a storage location of the video data. For example, the video data may include or correspond to data included in video content field 254. Message ID 322 may include message data or an indication of a storage location of the message data. For example, the message data may include or correspond to data included in message field 256.

[0096] Although entry 142 is described as including each of the fields 310-324, in other implementations, entry 142 may include fewer fields or more fields. To illustrate, in a particular implementation, entry 142 may not include AR content ID 318 and/or may include an access code field associated with access code field 258. Additionally, or alternatively, one or more of fields 310-324 may include multiple subfields.

[0097] Thus, FIG. 3 illustrates an example of order data 140 that is associated with delivery of a package (e.g., 186) and a corresponding multimedia message. For example, order data 140 may enable a server to provide order request 195 to distribution entity 180 and to provide AR content 162 and/or video content 193 to mobile device 150. Additionally, in some implementations, order data 140 (e.g., entry 142) enables server 130 to provide information, such as delivery confirmation 196 and/or mobile device content 199 to electronic device 110 associated with the sender.

[0098] Referring to FIG. 4, an example of a delivery 400 is shown. Delivery 400 includes package 186 and, optionally, a card 410 (e.g., an insert). Package 186, card 410, or both may include identifier 187, such as a barcode, a QR code, text, or a combination thereof, as illustrative, non-limiting examples. As shown, card 410 includes a text portion 412. Text portion 412 may include instructions directing the recipient of package 186 on how to receive (e.g., access) the multimedia content. For example, text portion 412 may direct the recipient to download and/or access application 160. Using application 160, recipient may scan (using camera 168) identifier 187. Additionally, or alternatively, text portion 412 may provide instructions for the recipient to access preview content (e.g., multimedia message preview 194) via server 130. For example, in situations where the recipient does not have access to a mobile device and/or does not have the ability to access application 160 or a camera (e.g., 168), the text portion 412 may provide instructions for the recipient to access, such as via a website, multimedia message preview 194. Thus, FIG. 4 provides an illustrative example of delivery 400 that includes marker 188 and/or identifier 187 to a recipient to enable presentation of multimedia content as described herein.

[0099] Referring to FIGS. 5-10 and 15-16, examples of displayed frames of multimedia content associated with delivery of a package (e.g., 168) are shown. For example, one or more of the frames may include or correspond to at least a portion of a camera video stream (e.g., 170) into which AR content (e.g., 162) and video content (e.g., 193) is added. To illustrate, the camera video stream may include or correspond to one or more images 170, and the one or more frames may be displayed via a display, such as display 172, of a device. The device may include electronic device 110 or mobile device 150, as illustrative, non-limiting examples. To illustrate, one or more frames of FIGS. 5-10 and 15-16 may be generated by an application, such as application 160.

[0100] As described with reference to FIGS. 5-10 and 15-16, an application (e.g., 160) may be configured to access and/or operate one or more cameras, process one or more images, and/or perform one or more image processing operations, such as object detection, object recognition, object tracking (using a marker or marker-less), or a combination thereof, as illustrative, non-limiting examples. Additionally, as described herein, the camera video stream may be presented in real-time or near real-time such that a user viewing display 172 does not perceive a noticeable delay between a change in position and/or orientation of a camera and presentation of the camera video stream (produced based on a field of view of the camera). In some implementations, a delay in presentation of the camera video stream may be noticeable and may still be considered near real-time. To illustrate, such delays may be based on a processing capability and/or image rendering capability of a device (e.g., 110, 150) that includes the camera. It is noted that one or more frames of and/or one or more operations described with reference to one of FIGS. 5-10 and 15-16 may be combined with one or more frames of and/or one or more operations of another of FIGS. 5-10 and 15-16. For example, one or more frames of FIG. 5 may be combined with one or more frame of FIG. 6. As another example, one or more frames of FIGS. 5-6 may be combined with the frame of FIG. 8. As another example, one or more frames of FIGS. 9A-9D may be combined with the frame of FIG. 7. As another example, one or more frames of FIG. 5-6 or 9A-9D may be combined with one or more frames of FIG. 10.

[0101] Referring to FIG. 5, an example of a series of frames 500 presented via display 172 is shown. A first frame 510 of the series 500 displays a target 512. In some implementations, target 512 may be presented based on accessing application 160, detecting identifier 187, communicating identifier data 197 to server 130, receiving video content 193, or a combination thereof. Target 512 may be configured to aid a user in aligning a marker (e.g., 188) within a field of view of a camera. In some implementations, target 512 may include a bracket, line, and/or border to frame (e.g., outline) the marker, a transparent representation of the marker, or a combination thereof, as illustrative, non-limiting examples.

[0102] A second frame 520 of series 500 includes target 512 positioned over marker 188 of package 186. For example, package 186 may be included in a camera video stream (e.g., 170) presented via display 172. Application 160 may perform object recognition/detection on second frame 520 to identify marker 188. Based on detecting marker 188, the application may determine a position of marker 188, establish a coordinate system based on marker 188, identify one or more edges of box (e.g., 186), perform object tracking on marker 188 and/or package 186, or a combination thereof. Additionally, or alternatively, in response to detection of marker 188, application 160 may remove target 512 from display 172 and/or may initiate presentation of the multimedia message including AR content 162 and video content 193.

[0103] A third frame 530 of series 500 includes AR content 162, such as a 3D object (e.g., a 3D animated character), within third frame 530. The character is displayed at a first position within the camera video stream (e.g., 170) that includes package 186. To illustrate, between second frame 520 and third frame 530, the character may move to the first position on package 186. As illustrative,

non-limiting examples, the character may have appeared out of thin air, dropped down onto package 186, parachuted onto package 186, or climbed onto package 186. A fourth frame 540 of series 500 shows the character (e.g., 162) at a second position within the camera video stream. For example, between third frame 530 and fourth frame 540, the character may have walked from the first position towards the second position and tripped over marker 188. In other implementations, the character may have tripped over another object included in the camera video stream, such as a ribbon (not shown) that is coupled to or incorporated into package 186.

[0104] A fifth frame 550 of series 500 includes the character at a third position within the camera video stream and additional AR content 162, such as a monitor (e.g., a television), at a fourth position within the camera video stream. In fifth frame 550, the character includes a remote control in one hand. To illustrate, between fourth frame 540 and fifth frame 550, the character may have produced the remote control and operated the remote control to cause the monitor to be included (e.g., drop down onto or raise up from package 186) in the camera video stream. The monitor may have a screen 552 that is associated with or corresponds to video content 193 to be displayed. In some implementations, a boundary/perimeter of screen 552 may include or correspond to the placement data 163.

[0105] A sixth frame 560 of series 500 includes the AR content 162 (e.g., a character and monitor) included within the camera video stream. Sixth frame 560 also includes video content 193 within camera video stream and positioned based on AR content 162. For example, video content 193 is positioned within the monitor such that video content 193 is presented via screen 552 of the monitor. In some implementations, a light source may 564 may be positioned at the screen and radiate light outward from the screen. To further illustrate, between fifth frame 550 and sixth frame 560, the character may have operated the remote control to cause video content 193 to be presented via screen 552 of the monitor.

[0106] Thus, FIG. 5 illustrates aspects of initiation and presentation of the multimedia message via display 172. The multimedia message may present the AR content 162 in the camera video stream. Additionally, the multimedia message may present the video content 193 in relation to the AR content.

[0107] Referring to FIG. 6, an example of a series of frames 600 presented via display 172 is shown. A first frame 610 of the series 600 is associated with a camera video stream (e.g., 170) and includes card 410 having identifier 187. Based on first frame 610, application 160 may detect identifier 187 and send identifier data 197 to server 130. In other implementations, identifier 187 may be coupled to package 186 and first frame 610 may include identifier 187 coupled to package 186. Responsive to sending identifier data 197 to server 130, mobile device 150 may receive AR content 162, video content 193, and/or other content (e.g., text data and/or image data) from server 130.

[0108] A second frame 620 of the series 600 includes package 186 including marker 188. Prior to second frame 620, application 160 may have detected and identified marker 188. For example, first frame 510 and second frame 520 of series 500 of FIG. 5 may have occurred between first frame 610 and second frame 610 of series 600.

[0109] A third frame 630 of series 600 includes AR content 162, such as a ladder, within third frame 630. To

illustrate, between second frame 620 and third frame 630, the ladder may have propped against a side of package 186. A fourth frame 640 of series 600 shows AR content 162 including the ladder and the character. To illustrate, between third frame 630 and fourth frame 640, the character may have climbed up a portion of the ladder towards a top surface of package 186. A fifth frame 650 of series 600 includes the character at a first position on the top surface of package 186. To illustrate, between fourth frame 640 and fifth frame 650, the character may have climb off of the ladder onto the top surface of package 186 and moved to the first position. A sixth frame 660 of series 600 includes the AR content 162, such as the ladder, the character, and the monitor. Sixth frame 660 also includes video content 193 positioned based on AR content 162. For example, video content 193 is positioned within the monitor such that video content 193 is presented via a screen of the monitor. To further illustrate, between fifth frame 650 and sixth frame 660, the monitor may have been included in the camera video stream and character may have moved to a second position as shown in sixth frame 660.

[0110] Thus, FIG. 6 illustrates aspects of initiation and presentation of the multimedia message via display 172. For example, FIG. 6 illustrates detection of identifier 187 and presentation of AR content 162 in the camera video stream. Additionally, FIG. 6 illustrates presentation of the video content 193 based on (e.g., within) the AR content 162.

[0111] Referring to FIG. 7, an example of a frame 700 included in a series of frames (associated with a multimedia message) presented via display 172 is shown. As shown, frame 700 includes package 186 AR content 162, such as a character and a monitor (e.g., a television). Video content 193 is positioned within the monitor such that video content 193 is presented via a screen of the monitor. The AR content 162 also includes a sign 702 (e.g., a card). Sign 702 includes one or more portions, such as a first portion 710 including text content and a second portion 712 including an image, such as a logo, picture, graphic, etc. The content included in first portion 710, second portion 712, or both, may include or correspond to message field 256 and or message ID 322. Sign 702 may be included in the camera video content prior to, during (e.g., a portion or an entirety), and/or after presentation of video content 193. Thus, FIG. 6 illustrates aspects of presentation of the multimedia message via display 172.

[0112] Referring to FIG. 8, an example of a frame 800 included in a series of frames (associated with a multimedia message) presented via display 172 is shown. As shown, frame 800 includes package 186 and AR content 162, such as a character and a sign 802 (e.g., a card). Sign 802 includes one or more portions, such as a first portion 810, a second portion 812, and a third portion 814. First portion 810 includes text content, second portion 812 includes an image, such as a logo, picture, graphic, etc., and third portion 814 includes video content 193. The content included in first portion 810, second portion 812, or both, may include or correspond to message field 256 and or message ID 322. Thus, FIG. 7 illustrates aspects of presentation of the multimedia message via display 172.

[0113] Referring to FIGS. 9A-9D, examples of AR content 162 in which video content 193 is presented are shown. To illustrate, each of the examples of FIGS. 9A-9D enable at least a portion video content 193 to be viewed over a range of camera positions and/or camera orientations. For

example, each of FIGS. 9A-9C include a first frame associated with a first camera pose (e.g., a first position and a first orientation of camera 168 with respect to package 186 (e.g., marker) and a second frame associated with a second camera pose (e.g., a second position and a second orientation of camera 168 with respect to package 186 (e.g., marker 188)). In some implementations, the first camera pose is associated with a front view of package 186 and the second camera pose is associated with a rear view of package 186. In each of the first frame and the second frame, a portion and/or version of video content 193 is visible to a user such that movement/positioning of the camera by the user is not limited in order to view the video content 193 of the multimedia message.

[0114] Referring to FIG. 9A, an example of a series of frames 900 (associated with camera video stream 170) presented via display 172 is shown. A first frame 910 of the series 900 includes a frame of camera video stream (e.g., 170) captured by camera (e.g., 168) at a first position and first orientation with respect to package 186 (e.g., marker 188). For example, first frame 910 may correspond to a first camera pose associated with camera 168. First frame 910 includes AR content 162, such as the character, a projector, and a projection screen. As shown, a front view of video content 193 is presented on the projection screen that is flat. In some implementations, first frame 910 may include a virtual light source 912 configured to provide light (e.g., a blinking light) within the multimedia content. The video content may be positioned and/or sized in relation to the AR content 162 (e.g., the projection screen) based on the first camera pose, such as the first position and orientation of camera 168.

[0115] A second frame 920 of the series 900 includes another frame of camera video stream captured by camera 168 at a second position and a second orientation with respect to package 186 (e.g., marker 188). For example, second frame 920 may correspond to a second camera pose associated with camera 168. Second frame 920 includes AR content 162, such as the character, the projector, and the projection screen. As shown, video content 193 is presented on the projection screen. As compared to first frame 910, video content 193 displayed in second frame 920 is a reverse image (e.g., a rear view) of video content 193 displayed in first frame 910.

[0116] Referring to FIG. 9B, an example of a series of frames 900 (associated with camera video stream 170) presented via display 172 is shown. A first frame 940 of the series 930 is associated with the first camera pose and a second frame 950 of the series 930 is associated with the second camera pose. Each of the first and second frames 940, 950 includes AR content 162, such as the character, the projector, and the projection screen. As shown, the projection screen has a curved surface. In other implementations, the projection screen may have different size, shape, and/or geometry. For example, the projection screen may be disc shaped (e.g., semi-spherical).

[0117] Referring to FIG. 9C, an example of a series of frames 960 (associated with camera video stream 170) presented via display 172 is shown. A first frame 970 of the series 960 is associated with the first camera pose and a second frame 980 of the series 960 is associated with the second camera pose. Each of the first and second frames 970, 980 includes AR content 162, such as the character and a three-dimensional (3D) structure of multiple screens. For

example, as shown in first frame 970, the multi-screen structure includes a front screen and a side screen. In some implementations, a top surface 972 of the multi-screen structure may include text content or an image (e.g., a logo). As shown in second frame 980, the multi-screen structure includes the side screen and a rear screen. Each of the screens of the multi-screen structure may include video content 193. To illustrate, video content 193 presented via each screen of the multi-screen structure may be synchronized in time. In some implementations, each of the multiple screens may include a corresponding virtual light source 973 configured to provide light within the multimedia content.

[0118] Referring to FIG. 9D, an example of at least one frame of a series of frames 995 of multimedia content (associated with camera video stream 170) presented via display 172 is shown. A frame 996 of the series 995 is associated with a first camera pose and includes AR content 162, such as the character, the film projector, and the screen. As shown, video content 193 is projected from the film projector onto one or more objects, such as the character and the screen. In some implementations, the video content 193 includes a modified version of the video 193 generated based on at least one mask (e.g., 163). When the character is positioned between the film projector and the screen, a first portion of video content 193 is projected onto the screen and a second portion 997 of video content 193 is projected onto the character. Additionally, light source 912 positioned at the film projector creates a light such that the character casts a shadow 998 on the screen in an area corresponding to the second portion 997 of the video content. In some implementations, light source 192 is configured to blink, thereby creating a realistic effect of a film projector. Additionally, or alternatively, one or more audio sources may be included such that the multimedia content includes first audio (e.g., character noise/voice, film projector noise, etc.) associated with the AR content 162 and second audio associated with the video content 193. In some implementations, frame 996 may be generated based on one or more rules that correspond to execution of an instruction by application 160 (e.g., processor 154). Thus, FIG. 9D depicts implementation of the AR content 162 with video content 193 displayed on the screen by film projector in a realistic manner, such that a portion of another object (e.g., the character) may obstruct at least a portion of video content 193 to be displayed on the screen. Accordingly, as described herein, application 160 provides an integrated approach embodied in computer software for the rapid, efficient manipulation and presentation of video content 193 in manner that creates a realistic effect of the video content 193 being displayed via the film projector (e.g., 162).

[0119] Referring to FIG. 10, an example of a series of frames 1000 presented via display 172 is shown. The series of frames 1000 may be generated by one or more processors 154. In some such implementations, processor 154 includes a first processor to process first image data from a first camera (e.g., a forward facing camera) and a second processor to process second image data from a second camera (e.g., a rear facing camera). The first processor, the second processor, or another processor may be configured to combine and/or initiate presentation of the processed first image data, the processed second image data, or a combination thereof.

[0120] A first frame 1010 of the series 1000 displays target 512 in a camera video stream corresponding to a first camera

(e.g., 168). Target 512 may be configured to enable a user to align a marker (e.g., 188) within a field of view of the first camera. First frame 1010 also includes a user portion 1012 associated with a second camera video stream of a second camera. To illustrate, mobile device 150 may include multiple camera, such as a front facing camera (e.g., first camera) and a rear facing camera (e.g., second camera). As shown, user portion 1012 includes a target (e.g., dashed line).

[0121] A second frame 1020 of series 1000 includes target 512 positioned over marker 188 of package 186. For example, package 186 may be included in a camera video stream (e.g., 170) presented via display 172. An application (e.g., 160) may perform objection recognition/detection on second frame 520 to identify marker 188. Based on detecting marker 188, the application may determine a position of marker 188, establish a coordinate system based on marker 188, identify one or more edges of box (e.g., 186), perform object tracking on marker 188 and/or package 186, or a combination thereof. Additionally, as shown, a face of the user is included user portion 1012. In some implementations, application 160 may detect that an object (e.g., a face) is present in second camera video stream. Based on identification of marker 188 and/or detection of both marker 188 and the object (e.g., a face), application 160 may initiate presentation of AR content (e.g., 162) and/or video content (e.g., 193) within first camera video stream (e.g., 170). In some implementations, based on identification of marker 188 and/or detection of both marker 188 and the object (e.g., a face), application 160 may initiate a first recording corresponding to presentation of AR content (e.g., 162) and/or video content (e.g., 193) within first camera video stream (e.g., 170). Additionally, or alternatively, based on identification of marker 188 and/or detection of both marker 188 and the object (e.g., a face), application 160 may initiate a second recording corresponding to second camera video stream.

[0122] A third frame 1030 of series 1000 includes AR content 162, such as a 3D character at a first position, within third frame 1030. To illustrate, between second frame 520 and third frame 530, target 512 and the target of user portion 1012 have been removed, and the character may be presented on package 186. As compared to second frame 1020, user portion 1012 has a reduced size to make more of the first camera video stream (and AR content) visible via display 172.

[0123] A fourth frame 1040 of series 1000 shows AR content 162 that includes character (at a second position) and a monitor (e.g., a television) within the first camera video stream. In fourth frame 1040, the character includes a remote control in one hand and video content 193 is presented and positioned based on AR content 162. For example, video content 193 is positioned within the monitor such that video content 193 is presented via a screen of the monitor.

[0124] A fifth frame 1050 of series 1000 shows the character at a third position. To illustrate, between fourth frame 1040 and fifth frame 1050, the character moved from the second position (e.g., a lower left portion of display 172) to the third position (e.g., a lower right portion of display 172). Based on the movement of the character between fourth frame 1040 and fifth frame 1050, application 160 may have adjusted a characteristic of user portion 1012. For example, the characteristic of user portion 1012 may include a size, a

shape, a position, a location, a transparency, another characteristic, or a combination thereof. As shown in fifth frame 1050, user portion 1012 is positioned in the lower right of display 172 as compared to being displayed in the lower right of display 172 in fourth frame 1040. In some implementations, application 160 may adjust the characteristic of user portion 1012 in response to a determination that at least a portion of or an entirety of the character is within a threshold a threshold distance of user portion 1012.

[0125] A sixth frame 1060 of series 1000 includes the AR content 162 (e.g., a character and a sign 1064). Sixth frame 1060 may be presented after completion of the video content 193. In some implementations, sixth frame 1060 may be presented after application 160 stopped storing the first recording and/or the second recording. The sign 1064 may include a portion 1066 that includes a message for the user. For example, the message may indicate an option for the user to provide a reply message to a sender of package 186. To illustrate, the replay message may include the first recording, the second recording, a text message (e.g., a static message or a dynamic/scrolling message), a video message recorded by the user (e.g., a pre-recorded or existing video), or a video recorded after presentation of the multimedia content including the AR content 162 and the video content 193), an audio clip, or a combination thereof. In a particular implementation, application 160 may control the second camera and display 172 to enable the user to record a reply video message for the sender.

[0126] Thus, FIG. 10 illustrates aspects of presentation of the multimedia message via display 172. For example, as described with reference to FIG. 10, first and/or second recordings may be generated in association presentation of the multimedia content. The first and/or second recordings may be available to the user (e.g., recipient) for replay or transmission/posting for another user (i.e., sender). In some implementations, an option to record an additional message and/or video content may be presented to the user (e.g., recipient).

[0127] Referring to FIG. 15, an example of a series of frames 1500 presented via display 172 is shown. A first frame 1510 of the series 1500 includes package 186 including marker 188. Prior to first frame 1510, application 160 may have detected and identified marker 188.

[0128] A second frame 1520 of series 1500 includes AR content 162, such as a saw, within second frame 1520. To illustrate, between first frame 1510 and second frame 1500, the saw may extended through a surface of package 186. At least a portion of the saw may be occluded based on a 2D virtual plane (not shown). Although the saw is described as being AR content, in other implementations, the saw may be presented as animated content.

[0129] A third frame 1530 of series 1500 includes an opening 1532 in the surface of package 186. For example, opening 1532 may have been created by saw between second frame 1520 and third frame 1530.

[0130] A fourth frame 1540 of series 1500 includes AR content 162, such as a 3D character and a ladder that extend through surface of package 186 (e.g., through opening 1532). For example, between third frame 1530 and fourth frame 1540, a portion of the ladder may have been positioned through opening 1532 and the character may have climbed towards a top of the ladder.

[0131] A fifth frame 1550 of series 1500 includes the character on the surface of package 186 at a third position

within the camera video stream and additional AR content 162, such as a monitor (e.g., a television), at a fourth position within the camera video stream. For example, between third frame 530 and fourth frame 540, the character may have walked from the first position towards the second position and tripped over marker 188.

[0132] A sixth frame 1560 of series 1500 includes the AR content 162, which includes the character, the ladder, and a monitor. Sixth frame 1560 also includes video content 193 within camera video stream and positioned based on AR content 162. For example, video content 193 is positioned within the monitor such that video content 193 is presented the monitor.

[0133] Thus, FIG. 15 illustrates aspects of initiation and presentation of the multimedia message via display 172. The multimedia message may present the AR content 162 in the camera video stream. For example, one or more features of the AR content 162 may be presented using one or more virtual objects (not shown), as described with reference to FIGS. 17-18. To illustrate, the one or more virtual objects may enable occlusion of the AR content 162 such that the AR content appears to extend out of package 186 and is visible from a variety of camera poses.

[0134] Referring to FIG. 11, an example of a series of frames 1100 presented via a display 1112 is shown. The series of frames 1000 may be generated by one or more processors 154. In some such implementations, processor 154 includes a first processor to process first image data from a first camera (e.g., a forward facing camera) and a second processor to process second image data from a second camera (e.g., a rear facing camera). The first processor, the second processor, or another processor may be configured to combine and/or initiate presentation of the processed first image data, the processed second image data, or a combination thereof.

[0135] Display 1112 may include or correspond to a display of a device, such as electronic device 110 or mobile device 150. The series of frames 1100 may include or correspond to playback of recorded content, such as content recorded at the same device or a different device. For example, the recorded content may include or correspond to mobile device content 199.

[0136] A first frame 1110 of the series 1100 includes a first portion 1114 and a second portion 1116. First portion 1114 may include or correspond to a first recording, such as a recording of multimedia content presented at mobile device 150. Second portion 1116 may include or correspond to a second recording, such as recording of a user of mobile device 150 during presentation of the multimedia content at mobile device 150. For example, the second recording may include or correspond to content displayed via user portion 1012. As shown, first frame 1110 shows first scenes of each of the first recording (presented in first portion) and second recording (presented in second portion). In some implementations, presentation of the first and second recordings via display 1112 may be time synchronized.

[0137] A second frame 1120 of series 1100 shows second scenes of each of the first recording (presented in first portion) and second recording (presented in second portion). For example, as shown, second frame 1120 shows the character (in first portion 1114) after the character tripped, and shows a reaction of the user (in second portion 1116) responsive to observing that the character tripping. A third frame 1130 of series 1100 shows third scenes of each of the

first recording (presented in first portion) and second recording (presented in second portion). For example, as shown, third frame **1130** shows the character and the monitor including video content (in first portion **1114**), and shows the user (in second portion **1116**). A fourth frame **1140** of series **1100** shows fourth scenes of each of the first recording (presented in first portion) and second recording (presented in second portion). In some implementations, the fourth scenes may be associated with an end of the first and second recordings.

[0138] A fifth frame **1150** of series **1100** shows a recorded video message from the user (e.g., the receiver) to the sender. For example, the message may have been recorded after the user viewed the multimedia content. Although FIG. **11** has been described as presenting three different recordings, in other implementations, fewer than three or more than three recordings may be presented.

[0139] Thus, FIG. **11** illustrates describes playback of recorded content associated with the multimedia message. To illustrate, a first recording presented via first portion **1114** includes the multimedia message as presented to the recipient and second recording presented via second portion **1116** include the recipient's demeanor/reaction during presentation of the multimedia message. The third recording presented after the first and second recordings includes a message from the recipient to the sender.

[0140] Referring to FIG. **16**, an example of a series of frames **1600** presented via display **172** is shown. As shown, display **172** includes a first portion **1612** and a second portion **1614**. The first portion **1612** include multimedia content and the second portion **1614** includes a user interface **1616**. User interface **1616** may include a selectable button to activate and/or deactivate recording of the multimedia content presented via the first portion **1612**. First portion **1612** may be offset from a bottom edge of display **172** and second portion **1614** may be positioned between the bottom edge of display **172** and a bottom edge of first portion **1612**.

[0141] A first frame **1610** of the series **1600** displays target **512** via first portion **1612**. In some implementations, target **512** may be presented based on accessing application **160**, detecting identifier **187**, communicating identifier data **197** to server **130**, receiving video content **193**, or a combination thereof. Second portion **1614** includes user interface **1616** to enable a user to initiate recording of multimedia content presented via first portion **1612**.

[0142] A second frame **1620** of series **1600** includes target **512** positioned over marker **188** of package **186**. Between first frame **1610** and second frame **1620**, user interface **1616** may have been selected to initiate recording. Accordingly, as shown in second frame **1620**, user interface **1616** indicates that recording is pending. When user interface **1616** indicates that recording is pending, selection of user interface **1616** may cancel the pending recording. Application **160** may perform object recognition/detection on second frame **1620** to identify marker **188**. Based on detecting marker **188**, application **160** may remove target **512** from display **172** and/or may initiate presentation of the multimedia message (e.g., the multimedia content) including AR content **162** and video content **193**. In addition to initiating presentation of the multimedia message, application **160** may initiate recording to start upon presentation of the multimedia message.

[0143] A third frame **1630** of series **1600** includes AR content **162**, such as a 3D animated character, within third frame **1630**. Between second frame **1620** and third frame **1630**, application **160** initiates multimedia message and recoding of the multimedia message. Accordingly, as shown in second frame **1630**, user interface **1616** indicates that recording. In some implementations, user interface **1616** may indicate a duration of the recording. When recording, application **160** may record a portion or all of display **172**. For example, application **160** may record first portion **1612** but not second portion **1614**. When user interface **1616** indicates recording, selection of user interface **1616** may stop the recording.

[0144] Thus, FIG. **16** illustrates aspects of initiation and presentation of the multimedia message via display **172**. FIG. **16** further illustrates user interface **1616** to enable recoding of the multimedia message.

[0145] Referring to FIGS. **17** and **18**, examples of techniques for occlusion of AR content are shown. For example, FIG. **17** illustrates a first technique for occlusion of AR content and FIG. **18** illustrates a second technique for occlusion of AR content. The first technique (of FIG. **17**) or the second technique (of FIG. **18**) may be implemented may implemented by a device configured to generate AR content, such as electronic device **110**, server **130**, mobile device **150** (e.g., processor **154** and/or application **160**), an AR engine, or another device. For example, the first technique (of FIG. **17**) or the second technique (of FIG. **18**) may be used to generate and/or provide multimedia content, such as multimedia content described herein with reference to FIGS. **1**, **5-8**, **9A-9D**, **10-11**, and **15-16**.

[0146] Referring to FIG. **17**, the first technique is describes as series of stages. It is noted that the series of stages of FIG. **17** are presented for illustration purposes and depictions of one or more stages may not be presented via a display (e.g., **172**). A first stage **1700** illustrates package **186** of a real world environment. A second stage **1710** includes virtual objects include in a virtual environment. For example, the virtual objects may be generated by mobile device **150** (e.g., processor **154** and/or application **160**). The virtual objects may be positioned within a coordinate system established based on package **186** (e.g., marker **188**). As shown, the virtual objects include a 2D plane **1712**, a hole **1714** (or opening) defined in the 2D plane **1712**, and a container **1716**. As shown, container **1716** includes a cylinder, however, in other implementations, container **1716** may include a different shape. Container **1716** may include an opening that is aligned with hole **1714**. In some implementations, an opening of container **1716** may be larger than hole **1714**. The virtual objects **1712-1716** may be configured to be used for occlusion, collision detection, or both.

[0147] Referring to a third stage **1730**, AR content **1732** (e.g., a ladder) is shown within the virtual environment that includes virtual objects **1712-1716**. During generation of AR content (e.g., **162**) within a live video stream, a camera pose of an image capture device (e.g., **168**) may be determined and at least a portion of the AR content **1732** to be included in the live video stream may be determined based on the camera pose and the virtual objects **1712-1716**. To illustrate, based on a determined camera pose, a determination may be made as to one or more portions of the AR content **1732** to be occluded and one or more portions of the AR content **1732** to be included in the live video stream.

[0148] Referring to a fourth stage 1740, the virtual objects 1712-1716 (of the virtual environment) are depicted in relation to the package 186 (of the real world environment) to illustrate use of the virtual objects 1712-1716 to generate the AR content 1732 in the real world environment. Referring to a fifth stage 1750, the package 186 is shown along with the AR content 1732 that extends from an opening 1752 (additional AR content). The portion of the AR content 1732 was determined based on the virtual objects 1712-1716 and the camera pose, and include in the live video stream of the real world environment.

[0149] Thus, the stages shown with reference to FIG. 17 illustrate use of one or more virtual objects to determine a portion of the AR content 1732 to include in the live video stream. The virtual objects may enable one or more features of the AR content 162 to be occluded using one or more virtual objects 1712-1716. The virtual objects 1712-1716 may enable occlusion for one or more packages (e.g., 186) without having a specific 3D model for each of the one or more packages. Accordingly, the first technique enables uses of a single marker 188 for multiple packages, such as multiple packages having different physical dimensions. Additionally, or alternatively, the first technique enables reduced storage of virtual objects to enable occlusion as compared to techniques that utilize 3D models of real world objects. The first technique also enables reduced processing complexity to perform occlusion because the virtual objects used for occlusion are often less complex than a 3D model of the real world objects and, therefore, are easier to track and manipulate for different camera poses.

[0150] Referring to FIG. 18, the second technique is describes as series of stages. It is noted that the series of stages of FIG. 18 are presented for illustration purposes and depictions of one or more stages may not be presented via a display (e.g., 172). As shown, each of the stages shown in FIG. 18 includes one or more virtual objects 1804-1810 and a representative camera pose 1816. The camera pose 1816 may include or correspond to a position of mobile device 150 with respect to a real world object, such as package 186. The one or more virtual objects 1804-1810 include a first 2D plane 1804 (associated with a surface of package 186), an opening 1806 in the first 2D plane 1804, an axis 1808 that extends through a center of opening 1806, and a second 2D plane 1810. Second 2D plane has a top edge 1812 that is co-planer with first 2D plane. At least one virtual object (e.g., 1810) is dynamically positioned with respect to one or more other virtual objects 1804, 1806, 1808 based on camera pose 1816. To illustrate, second 2D plane is configured to rotate (e.g., be positioned) about axis 1808 based on a position of camera pose 1816, as described further herein. Although the at least one virtual object (e.g., 1810) is depicted as a 2D plane, in other implementations, the at least one virtual object (e.g., 1810) may be any shape (e.g., curved) and/or may be a three dimensional. Accordingly, AR content (e.g., 162, 1732) that is positioned to extend out of opening 1806 (and/or package 186) may be occluded based on one or more of the virtual objects 1804, 1806, 1810.

[0151] Referring to a first stage 1800, camera pose 1816 is determined at a first position (with respect to package 186 and/or marker 188). As shown, based on camera pose 1816 at the first position, second 2D plane 1810 is positioned about axis 1808 such that second 2D plane 1810 is positioned between axis 1808 and camera pose 1816.

[0152] Referring to a second stage 1830, camera pose 1816 is determined at a second position (with respect to package 186 and/or marker 188). As shown, based on camera pose 1816 at the second position, second 2D plane 1810 is positioned about axis 1808 such that second 2D plane 1810 is positioned between axis 1808 and camera pose 1816.

[0153] Referring to a third stage 1850, camera pose 1816 is determined at a third position (with respect to package 186 and/or marker 188). As shown, based on camera pose 1816 at the third position, second 2D plane 1810 is positioned about axis 1808 such that second 2D plane 1810 is positioned between axis 1808 and camera pose 1816.

[0154] Thus, the stages shown with reference to FIG. 18 illustrate use of one or more virtual objects to determine a portion of the AR content to include in the live video stream. The virtual objects may enable one or more features of the AR content 162 to be occluded using one or more virtual objects 1804-1810. The virtual objects 1804-1810 may enable occlusion for one or more packages (e.g., 186) without having a specific 3D model for each of the one or more packages. Accordingly, the second technique enables uses of a single marker 188 for multiple packages, such as multiple packages having different physical dimensions. Additionally, or alternatively, the second technique enables reduced storage of virtual objects to enable occlusion as compared to techniques that utilize 3D models of real world objects. The second technique also enables reduced processing complexity to perform occlusion because the virtual objects used for occlusion are often less complex than a 3D model of the real world objects and, therefore, are easier to track and manipulate for different camera poses.

[0155] Referring to FIG. 12, a method 1200 of operating an electronic device is shown. For example, method 1200 may be performed by electronic device 110, mobile device 150, or electronic terminal 182.

[0156] Method 1200 may include initiating, at the electronic device, an order request via a server, at 1502. For example, the order request may include or correspond to order form 210. The server may include or correspond to server 130.

[0157] Method 1200 includes generating order information by the electronic device, at 1204. For example, the order information may include or correspond to order information 192, input(s) provided to one or more fields 242-258, or a combination thereof. To illustrate, generating (e.g., 1204) the order information may include selecting an item, at 1206, providing sender information and recipient information, at 1208, and requesting a multimedia message, at 1210. Requesting (e.g., 1210) the multimedia content may include selecting augmented reality content, at 1212, providing video content, at 1214, providing a text message, at 1216, providing an image, at 1218, or a combination thereof. For example, the augmented reality content and the video content may include or correspond to AR content 162 and video content 193, respectively.

[0158] Method 1200 may include receiving, at the electronic device, a multimedia message preview from the server, at 1220. The multimedia message preview may include or correspond to preview content 139. Method 1200 includes submitting, by the electronic device, the order request to the server, at 1222. The order request may include or correspond to order information 192 and/or order form 210.

[0159] Method 1200 may include receiving, at the electronic device, a delivery confirmation, at 1224. The delivery confirmation, such as delivery confirmation 196, may correspond to delivery of a package that includes at least one item identified in the order request. For example, the package may include or correspond to package 186 delivered by distribution entity 180.

[0160] Method 1200 may include receiving, at the electronic device, mobile device content associated with the multimedia message, at 1226. For example, the mobile device content may include or correspond to mobile device content 199 and/or series of frames 1100. Method 1200 may include presenting the mobile device content via a display device of the electronic device, at 1228. Thus, method 1200 may enable operation of an electronic device (e.g., 110, 150) to order delivery of an item to a recipient and to be notified of delivery of multimedia content associated with the delivery.

[0161] Referring to FIG. 13, a method 1300 of operating a server is shown. For example, method 1300 may be performed by server 130. Method 1300 may include receiving, by the server from an electronic device, an order request for an item, at 1302. For example, the order request may include or correspond to the order information 192 or order form 210. The electronic device may include or correspond to electronic device 110, mobile device 150, or electronic terminal 182. The order request may be associated with video content, such as video content 193.

[0162] Method 1300 may include initiating storage of the video content by the server, at 1304. To illustrate, the server may initiate storage of the video content at a memory, such as memory 136, that is accessible to the server. In some implementations, the server may receive the video content from a device, such the electronic device that initiated the order request. In other implementations, the server may receive the video content from a manufacturer, provider, supplier, and/or distributor of the item, a delivery service or shipper of a package that includes the item, or another device or entity.

[0163] Method 1300 may include generating an order entry by the server, at 1306. For example, the order entry may include or correspond to entry 142. Generating (e.g., 1306) the order entry may include generating an order number, at 1308, generating an identifier corresponding to the order number, at 1310, or both. The order number may include or correspond to order number 310. The identifier may include or correspond to identifier 187, marker 188, or a combination thereof.

[0164] Method 1300 may include providing, by the server, an order request to a distribution entity, at 1312. For example, the order request may include or correspond to order request 195, and the distribution entity may include or correspond to distribution entity 180. Method 1300 may include receiving, by the server, confirmation of delivery of a package correspond to the order request, at 1314. For example, the confirmation may include or correspond to delivery confirmation 196. In some implementations, the server may receive the confirmation from distribution entity 180 and/or may send the confirmation to a device, such as a device that initiated the order request.

[0165] Method 1300 may include receiving, by the server, identifier data from a mobile device, at 1316. For example, the identifier data may include or correspond to identifier data 197, and the mobile device may include or correspond

to mobile device 150. The identifier data may include or correspond to identifier 187. Method 1300 includes identifying, by the server, the order entry based on the identifier data, at 1318. To illustrate, the server may identify and/or access entry 142 based on identifier data. Method 1300 further includes initiating, by the server, transmission of the video content to the mobile device, at 1320.

[0166] Method 1300 may also include receiving, at the server from the mobile device, a notification of presentation of a multimedia message, at 1322. For example, the notification may include or correspond to notification 198. The multimedia message may be associated with the order request and may include the video content and augmented reality content, such as 3D augmented reality content. To illustrate, multimedia message may include or correspond to mobile device content 199. In some implementations, the notification includes mobile device content 199. In such implementations, the server may provide the notification and/or the mobile device content 199 to a device, such as a device that initiated the order request. Thus, method 1300 describes operation of server (e.g., 130) to enable delivery of an ordered item to a recipient, delivery of multimedia content to the recipient, and notification of delivery of the multimedia content.

[0167] Referring to FIG. 14, a method 1400 of operating a mobile device is shown. For example, method 1400 may be performed by electronic device 110, mobile device 150, or electronic terminal 182.

[0168] Method 1400 includes receiving, at a mobile device from a server, video content corresponding to an identifier, at 1402. For example, the server may include or correspond to server 130, and the video content may include the video content 193. The identifier may be associated with a package. To illustrate, the identifier may include or correspond to identifier 187 associated with package 186.

[0169] Method 1400 include receiving, at the mobile device, a plurality of images including at least a portion of the package, at 1404. The plurality of images may correspond to a camera video stream. For example, the plurality of images may include or correspond to the one or more images 170.

[0170] Method 1400 includes generating, at the mobile device, multimedia content associated with the package, 1406. Generating (e.g., 1406) may include displaying the camera video stream by the mobile device, at 1408. Generating (e.g., 1406) may also include displaying, by the mobile device, augmented reality content within at least a portion of the displayed camera video stream, at 1410, and displaying, by the mobile device, the video content in relation to the augmented reality content, at 1412. The augmented reality may include or correspond to AR content 162.

[0171] In some implementations, the multimedia content associated with the package may be generated at a different device, such as at server 103. In such implementations, the sever may transmit (e.g., stream) the multimedia content to the mobile device for presentation via a display.

[0172] Thus, method 1400 describes operation of a device (e.g., 110, 150) to enable delivery of a multimedia message that corresponds to delivery of a package (e.g., an item). The multimedia message may advantageously display AR content and video content in a live video stream generated by a camera of the device.

[0173] Referring to FIG. 19, a method 1900 of operating a mobile device is shown. For example, method 1400 may be performed by electronic device 110, mobile device 150, or electronic terminal 182.

[0174] Method 1900 includes receiving, at a mobile device from a server, video content associated with a plurality of frames, at 1902. For example, the server may include or correspond to server 130, and the video content may include the video content 193. The video content may be associated with a package (e.g., 186). In some implementations, method 1900 includes buffering the one or more frames of the video content.

[0175] Method 1900 include applying, at the mobile device, a mask to one or more frames to generate modified video content, at 1904. The mask may include or correspond to mask 136. To illustrate, the mask may be configured to blur one or more edges of the one or more frames to create a falloff effect. Although method 1900 is described as generating modified video content, in some implementations, the video content may not be modified and be presented as received by the mobile device.

[0176] Method 1900 includes generating, at the mobile device, multimedia content, 1906. The multimedia content may be associated with the package (e.g., 186). Generating (e.g., 1906) may include displaying a camera video stream by the mobile device, at 1908. For example, the camera video stream may be generated by an image capture device of the mobile device and may include an object, such as package 186. Generating (e.g., 1906) may also include displaying, by the mobile device, augmented reality content within at least a portion of the displayed camera video stream, at 1910. The augmented reality content may include one or more virtual objects, such as a first virtual object and a second virtual object.

[0177] Generating (e.g., 1906) may also include displaying, by the mobile device, the modified video content based on the first virtual object onto the second virtual object, at 1912, and providing a virtual light source during display of the modified video content, at 1914. The virtual light source may be associated with the first virtual object and may be positioned to correspond with presentation of the version of the video content. In some implementations, the virtual light source may be configured to blink during presentation of the modified video content.

[0178] In some implementations, the modified video content and/or the multimedia content associated with the package may be generated at a different device, such as at server 103. In such implementations, the server may transmit (e.g., stream) the modified video content and/or the multimedia content to the mobile device for presentation via a display.

[0179] In some implementations, the object includes a real world object and/or the first virtual object comprises a film projector or a monitor. Additionally, or alternatively, the method 1900 may providing a user interface concurrently with display of the camera stream. The user interface configured to enable recording of the camera stream including the version of the video content. For example, the user interface may include or correspond to user interface 1616.

[0180] In some implementations, method 1900 may include displaying the second virtual object in the camera stream. In a particular implementation, when the first virtual object includes the film projector, the virtual light source may be positioned at the first virtual object, the second

virtual object may include a projector screen, and a version of the video content may be projected from the film projector toward the second virtual object. Alternatively, when the first virtual object includes the monitor, the virtual light source may be positioned within the first virtual object, and a version of the video content may be project from within the first virtual object onto a screen of the monitor.

[0181] In some implementations, method 1900 includes detecting a marker or the object in the camera stream and establishing a coordinate system based on the detected mark or the detected object. The coordinate system may be associated with a real world environment or a virtual environment. Method 1900 may also include: positioning, based on the coordinate system, a two dimensional (2D) plane in a virtual environment; determining an opening in the 2D plane; determining, based at least on the 2D plane, the opening, or both, a first portion of a third virtual object and a second portion of the third virtual object; and presenting the first portion of the third virtual object in the camera video stream based on the coordinate system. The 2D plane may include or correspond to virtual object 1712, 1804 and the opening may include or correspond to opening 1714, 1806. The first portion may comprise an occluded portion of the third virtual object; and the second portion may comprise a non-occluded portion of the third virtual object.

[0182] In a particular implementation, method 1900 may include positioning, based on the coordinate system and based on the opening, an axis (e.g., 1808) in the virtual environment, determining a camera pose associated with the image capture device, and positioning a fourth virtual object in the virtual environment based on the camera pose. The camera pose may include or correspond to 1816 and the fourth virtual object may include or correspond to virtual object 1810. The fourth virtual object may be positioned adjacent to the 2D plane, and the first portion of the third virtual object and the second portion of the third virtual object also be determined based on the fourth virtual object. Additionally, or alternatively, method 1900 may include positioning, based on the opening, a fifth virtual object in the virtual environment. The fifth virtual object may include or correspond to the virtual object 1716, 1810. The fifth virtual object may be positioned adjacent to the 2D plane and, in such implementations, the first portion of the third virtual object and the second portion of the third virtual object may also be determined based on the fifth virtual object.

[0183] Thus, method 1900 describes operation of a device (e.g., 110, 150) to enable delivery of a multimedia message that corresponds to delivery of a package (e.g., an item). The multimedia message may adventurously display AR content and video content in a live video stream generated by a camera of the device. The multimedia content may present the video content in the camera stream, such that the video content realistically appears to be projected by or onto the first virtual object.

[0184] The operations described with reference to the methods of FIGS. 12-14 and 19 may be controlled by one or more a processing unit such as a central processing units (CPUs), controllers, field-programmable gate array (FPGA) devices, application-specific integrated circuits (ASICs), other hardware devices, firmware devices, or any combination thereof. It is noted that one or more operations described with reference to one of the methods of FIGS. 12-14 and 19 may be combined with one or more operations of another of FIGS. 12-14 and 19. For example, one or more operations of

method **1200** may be combined with one or more operations of method **1300**. As another example, one or more operations of method **1200** may be combined with one or more operations of method **1400**. As a further example, one or more operations of method **1200** may be combined with one or more operations of method **1900**.

[0185] Although one or more of the disclosed figures may illustrate systems, apparatuses, methods, or a combination thereof, according to the teachings of the disclosure, the disclosure is not limited to these illustrated systems, apparatuses, methods, or a combination thereof. One or more functions or components of any of the disclosed figures as illustrated or described herein may be combined with one or more other portions of another function or component of the disclosed figures. Accordingly, no single implementation described herein should be construed as limiting and implementations of the disclosure may be suitably combined without departing from the teachings of the disclosure.

[0186] Although the present disclosure and its advantages have been described in detail, it should be understood that various changes, substitutions and alterations can be made herein without departing from the spirit and scope of the disclosure as defined by the appended claims. Moreover, the scope of the present application is not intended to be limited to the particular embodiments of the process, machine, manufacture, and composition of matter, means, methods and steps described in the specification. As one of ordinary skill in the art will readily appreciate from the disclosure, processes, machines, manufacture, compositions of matter, means, methods, or steps, presently existing or later to be developed that perform substantially the same function or achieve substantially the same result as the corresponding embodiments described herein can be utilized according to the present examples. Accordingly, the appended claims are intended to include within their scope such processes, machines, manufacture, compositions of matter, means, methods, or steps.

1. A method comprising:

receiving, at a processor of a mobile device, video content including a plurality of frames;

displaying, at a display of the mobile device, a camera video stream generated by an image capture device of the mobile device, the camera video stream including an object;

displaying a first virtual object in the camera video stream, the first virtual object associated with presentation of a version of the video content in the camera video stream;

providing a virtual light source associated with the first virtual object, the virtual light source positioned to correspond with presentation of the version of the video content; and

presenting the version of the video content based on the first virtual object and concurrently with the virtual light source.

2. The method of claim **1**, wherein:

the object comprises a real world object;

the first virtual object comprises a film projector or a monitor; and/or

the version of the video content comprises the video content or a modified version of the video content.

3. The method of claim **2**, further comprising:

displaying a second virtual object in the camera video stream;

wherein, when the first virtual object comprises the film projector:

the virtual light source is positioned at the first virtual object;

the second virtual object comprises a projector screen; and

the version of the video content is projected from the film projector toward the second virtual object.

4. The method of claim **2**, wherein, when the first virtual object comprises the monitor:

the virtual light source is positioned within the first virtual object; and

the version of the video content is project from within the first virtual object onto a screen of the monitor.

5. The method of claim **1**, further comprising:

buffering one or more frames of the video content; and applying a mask to one or more frames of the video content to generate the version of the video content, wherein the mask is configured to blur one or more edges of the one or more frames to create a falloff effect.

6. The method of claim **1**, further comprising:

detecting a marker or the object in the camera video stream; and

establishing a coordinate system based on the detected marker or the detected object, the coordinate system associated with a real world environment or a virtual environment.

7. The method of claim **6**, further comprising:

positioning, based on the coordinate system, a two dimensional (2D) plane in a virtual environment;

determining an opening in the 2D plane;

determining, based at least on the 2D plane, the opening, or both, a first portion of a third virtual object and a second portion of the third virtual object; and

presenting the first portion of the third virtual object in the camera video stream based on the coordinate system.

8. The method of claim **7**, wherein:

the first portion comprises an occluded portion of the third virtual object; and

the second portion comprises a non-occluded portion of the third virtual object.

9. The method of claim **7**, further comprising:

positioning, based on the coordinate system and based on the opening, an axis in the virtual environment;

determining a camera pose associated with the image capture device; and

positioning a fourth virtual object in the virtual environment based on the camera pose, the fourth virtual object positioned adjacent to the 2D plane; and

wherein the first portion of the third virtual object and the second portion of the third virtual object are further determined based on the fourth virtual object.

10. The method of claim **9**, further comprising:

positioning, based on the opening, a fifth virtual object in the virtual environment, the fifth virtual object positioned adjacent to the 2D plane; and

wherein the first portion of the third virtual object and the second portion of the third virtual object are further determined based on the fifth virtual object.

11. The method of claim **1**, further comprising:

providing a user interface concurrently with display of the camera video stream, the user interface configured to

enable recording of the camera video stream including the version of the video content.

12. A device comprising:
 an image capture device;
 a processor coupled to the image capture device; and
 a memory storing one or more instructions that, when executed by the processor, cause the processor to:
 receive video content including a plurality of frames;
 display a camera video stream generated by the image capture device, the camera video stream including an object;
 display a first virtual object in the camera video stream, the first virtual object associated with presentation of a version of the video content in the camera video stream;
 provide a virtual light source associated with the first virtual object, the virtual light source positioned to correspond with presentation of the version of the video content; and
 present the version of the video content based on the first virtual object and concurrently with the virtual light source.

13. The device of claim **12**, further comprising:
 a display coupled to the processor; and
 wherein the image capture device comprises a camera.

14. The device of claim **13**, wherein the one or more instructions, when executed by the processor, further cause the processor to initiate storage at the memory of the version of the video content presented via the display.

15. The device of claim **12**, wherein the one or more instructions are included in an application that is stored at the memory.

16. The device of claim **12**, further comprising a network interface coupled to the processor, wherein the network interface comprises:
 a transmitter coupled to the processor, the transmitter configured to transmit one or more wireless signals; and/or
 a receiver coupled to the processor, the receiver configured to receive one or more wireless signals.

17. A computer-readable storage medium storing instructions that, when executed by one or more processors, cause the one or more processors to perform operations comprising:
 receiving, at a processor of a mobile device, video content including a plurality of frames;

displaying, at a display of the mobile device, a camera video stream generated by an image capture device of the mobile device, the camera video stream including an object;
 displaying a first virtual object in the camera video stream, the first virtual object associated with presentation of a version of the video content in the camera video stream;
 providing a virtual light source associated with the first virtual object, the virtual light source positioned to correspond with presentation of the version of the video content; and
 presenting the version of the video content based on the first virtual object and concurrently with the virtual light source.

18. The computer-readable storage medium of claim **17**, wherein:
 the object comprises a real world object;
 the first virtual object comprises a film projector or a monitor; and
 the version of the video content comprises the video content or a modified version of the video content.

19. The computer-readable storage medium of claim **18**, wherein the instructions that, when executed by the one or more processors, further cause the one or more processors to perform operations comprising:
 providing a user interface concurrently with display of the camera video stream, the user interface configured to enable recording of the camera video stream including the version of the video content.

20. The computer-readable storage medium of claim **18**, wherein the instructions that, when executed by the one or more processors, further cause the one or more processors to perform operations comprising:
 detecting a marker or the object in the camera video stream;
 establishing a coordinate system based on the detected marker or the detected object, the coordinate system associated with a real world environment or a virtual environment;
 positioning, based on the coordinate system, a two dimensional (2D) plane in a virtual environment;
 determining an opening in the 2D plane;
 determining, based at least on the 2D plane, the opening, or both, a first portion of a third virtual object and a second portion of the third virtual object; and
 presenting the first portion of the third virtual object in the camera video stream based on the coordinate system.

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