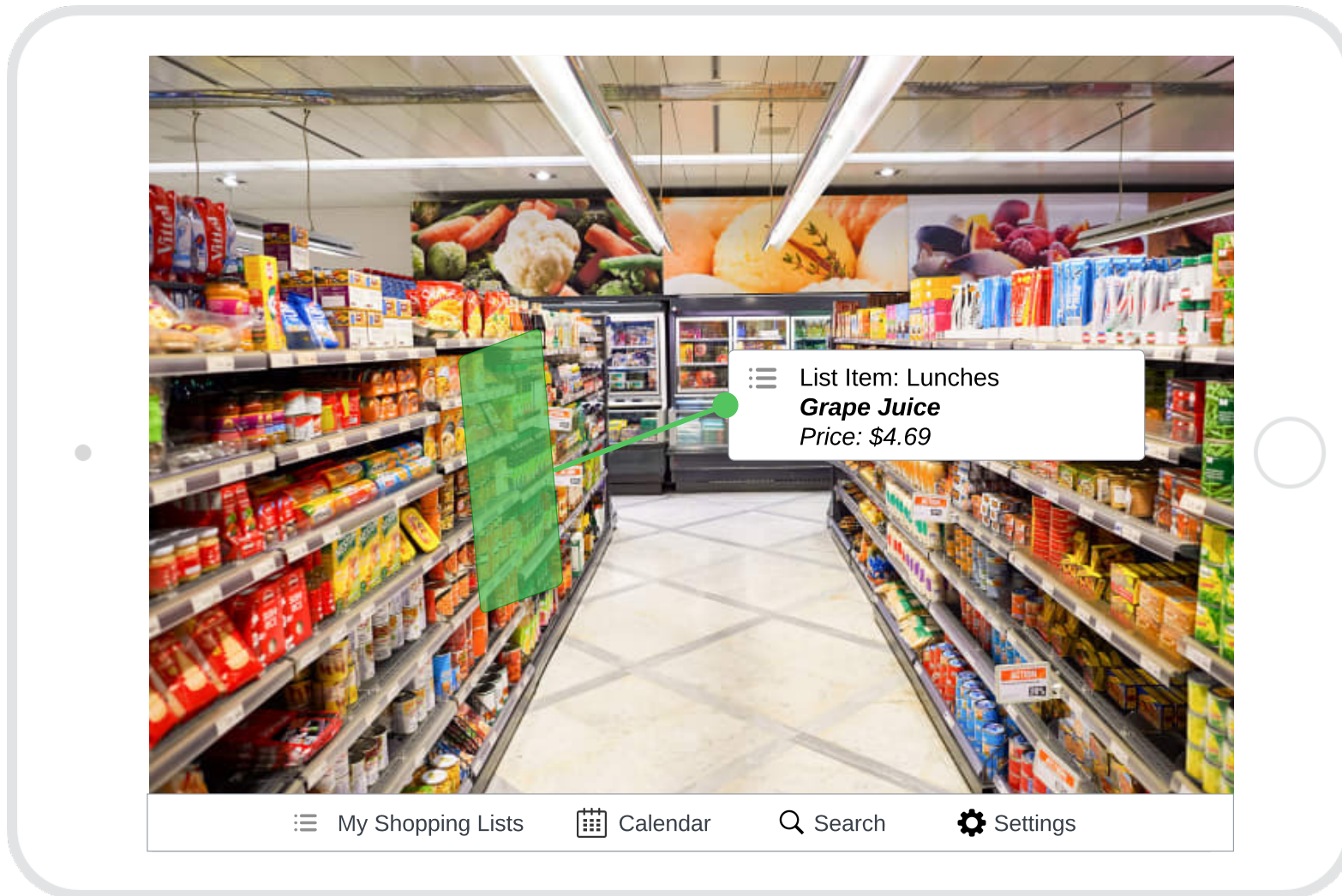
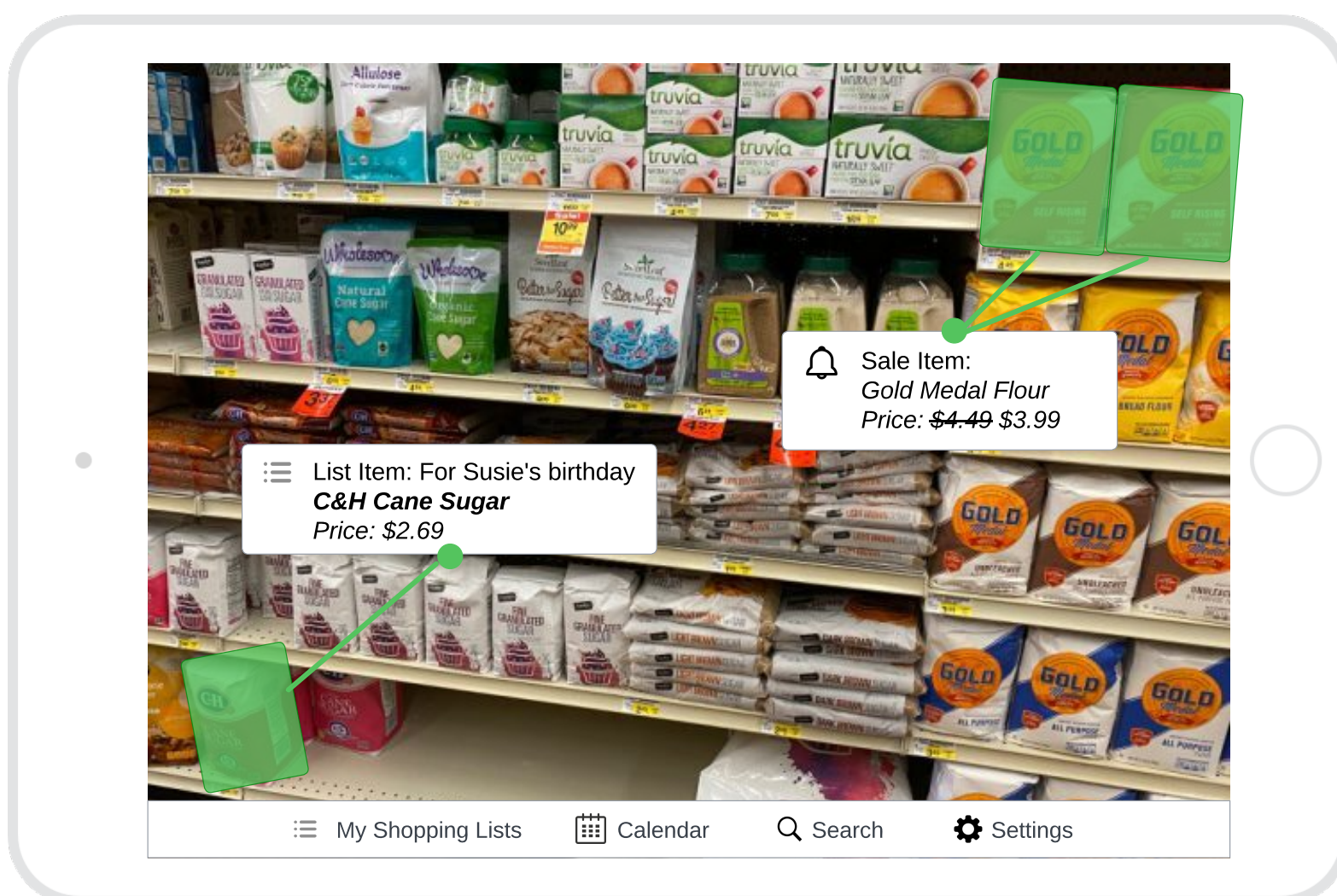


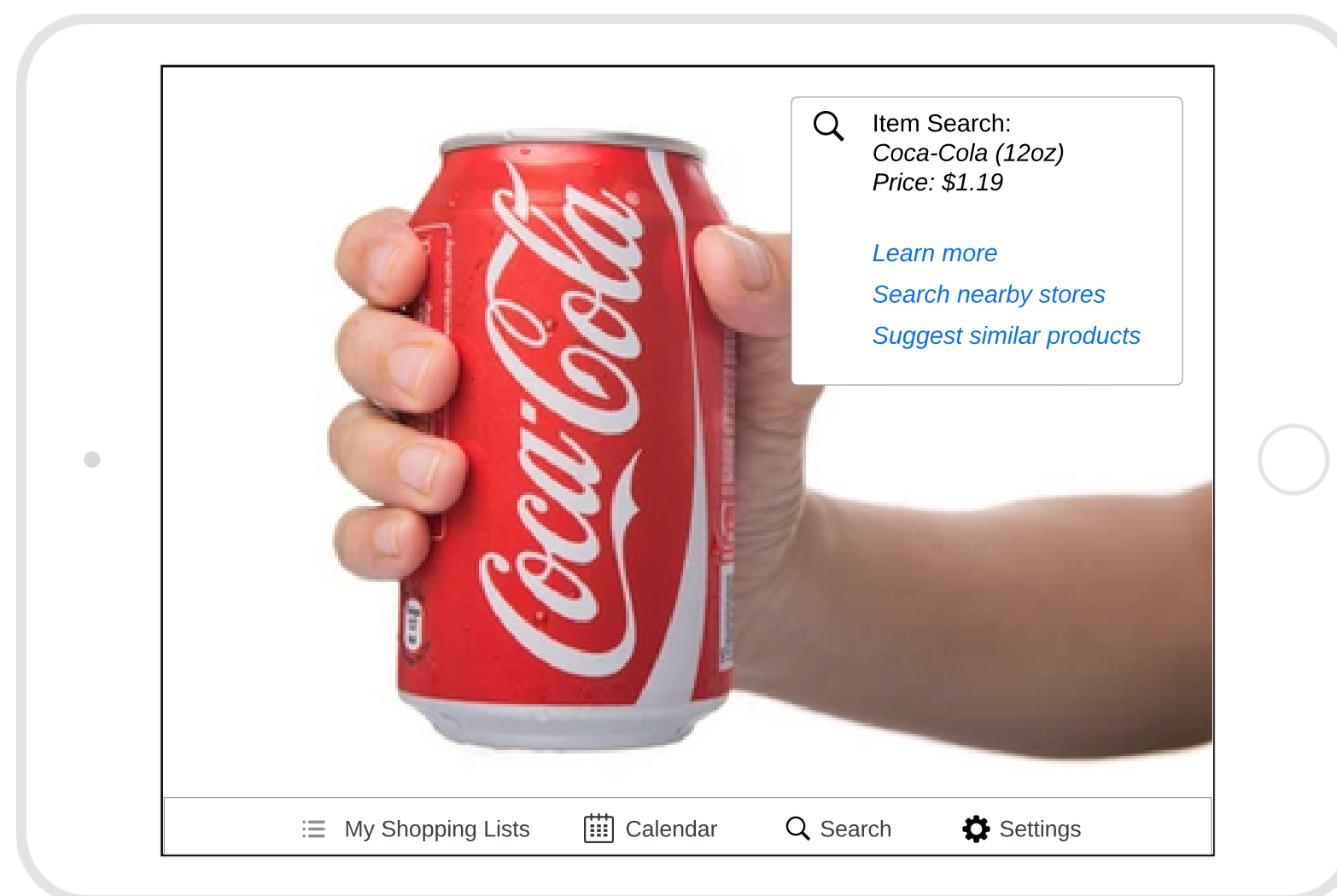
Real-world Item Searching (AR)



From far away, items on your shopping list appear highlighted under large rectangles so that the general area of the shelf can be located. (Done via a virtual positioning system, such as a store-based QR code.)



When nearby, items on your shopping list (and items of interest, such as sale items) appear more specifically by their boundaries being highlighted.



Users can learn more about a new item by scanning its barcode. This brings up information about it as well as other action item options.