



US00RE50071E

(19) **United States**
(12) **Reissued Patent**
Gutierrez et al.

(10) **Patent Number:** **US RE50,071 E**
(45) **Date of Reissued Patent:** ***Aug. 6, 2024**

(54) **APPARATUS AND METHOD FOR GRID-BASED VIRTUAL REALITY ATTRACTION**

(58) **Field of Classification Search**
CPC A63G 33/00; A63G 31/16; A63G 31/00;
G06T 19/003; G06T 19/006; G06F 3/012;
(Continued)

(71) Applicant: **FanX, Inc.**, Oakland, CA (US)

(56) **References Cited**

(72) Inventors: **Kalon Ross Gutierrez**, Corte Madera, CA (US); **John Joseph Duncan**, San Anselmo, CA (US); **Douglas Griffin**, Mill Valley, CA (US); **Richard Schulze**, Sausalito, CA (US)

U.S. PATENT DOCUMENTS

5,645,488 A * 7/1997 Collins G03B 15/10
472/80

7,693,702 B1 4/2010 Kerner et al.

(Continued)

(73) Assignee: **FanX, Inc.**, Oakland, CA (US)

FOREIGN PATENT DOCUMENTS

(*) Notice: This patent is subject to a terminal disclaimer.

KR 20120105845 A * 9/2012 A63F 13/57
KR 1020180001890 1/2018

(Continued)

(21) Appl. No.: **17/476,865**

OTHER PUBLICATIONS

(22) Filed: **Sep. 16, 2021**

Preliminary Amendment, U.S. Appl. No. 15/783,664, filed Nov. 18, 2017, 35 Pages.

(Continued)

Related U.S. Patent Documents

Reissue of:

(64) Patent No.: **10,413,839**
Issued: **Sep. 17, 2019**
Appl. No.: **16/116,034**
Filed: **Aug. 29, 2018**

Primary Examiner — Christina Y. Leung
(74) *Attorney, Agent, or Firm* — Berkeley Law & Technology Group, LLP

U.S. Applications:

(63) Continuation of application No. 15/783,664, filed on Oct. 13, 2017, now Pat. No. 10,105,619.

(Continued)

(57) **ABSTRACT**

A comprehensive solution is provided to transforming locations and retail spaces into high-traffic virtual reality (VR) attractions that provide a VR experience blended with a real-world tactile experience. A grid-based stage and kit of fixed and moveable accessories suitable for a wide variety of commercial venues contain all of the necessary equipment, infrastructure, technology, and content to assemble and operate a tactile, on-site VR attraction. Utilizing a modular set of set design and physical props, the physical structure and layout of the installations are designed to be easily rearranged and adapted to new VR content without requiring extensive construction or specialized expertise.

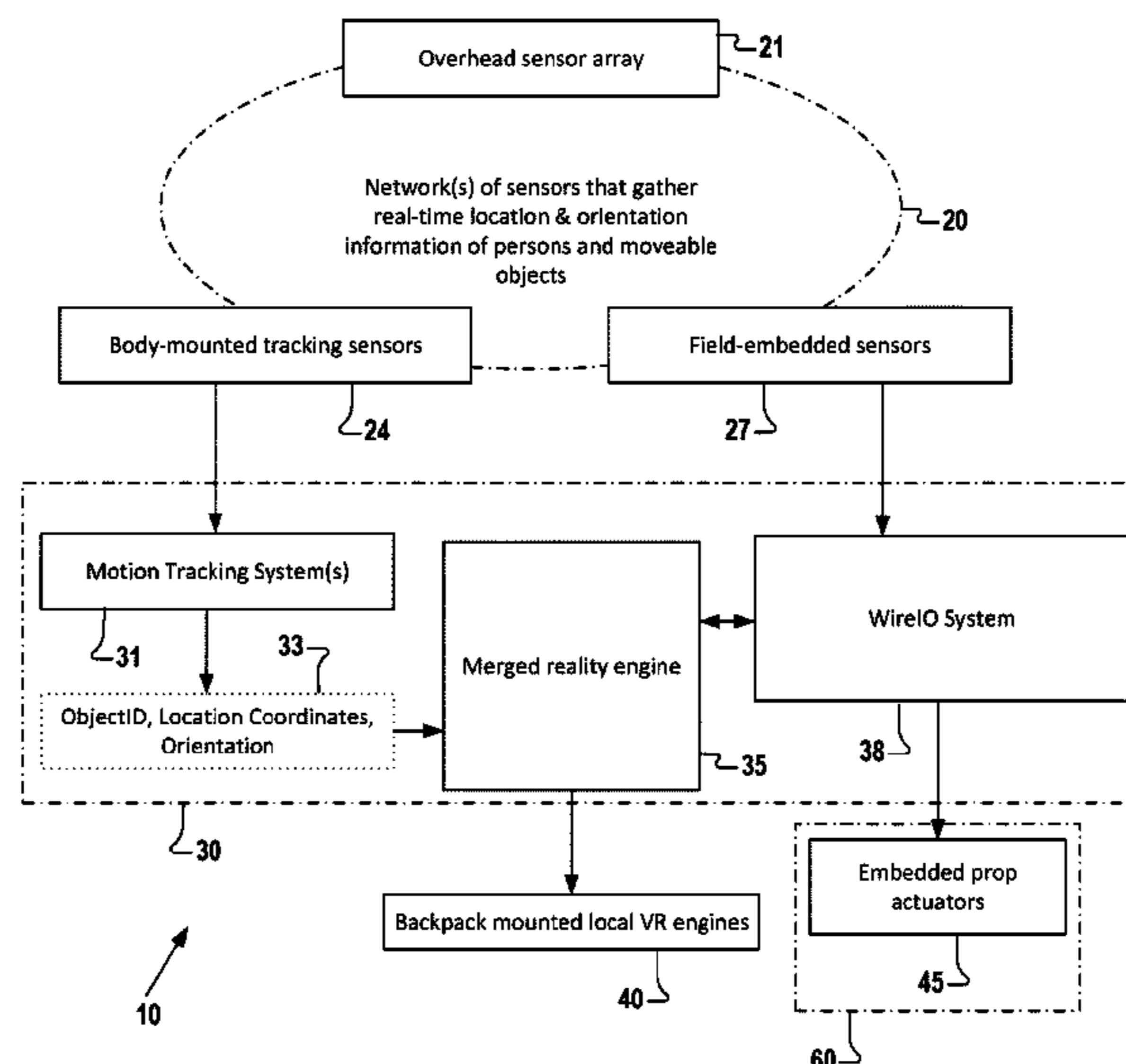
(51) **Int. Cl.**
A63G 33/00 (2006.01)
A63F 9/02 (2006.01)

(Continued)

(52) **U.S. Cl.**
CPC **A63G 33/00** (2013.01); **A63F 9/0278** (2013.01); **A63F 13/216** (2014.09); **A63G 31/00** (2013.01);

(Continued)

38 Claims, 22 Drawing Sheets



Related U.S. Application Data

(60) Provisional application No. 62/571,638, filed on Oct. 12, 2017, provisional application No. 62/424,587, filed on Nov. 21, 2016, provisional application No. 62/408,667, filed on Oct. 14, 2016.

(51) **Int. Cl.**

A63F 13/216 (2014.01)
A63G 31/00 (2006.01)
A63G 31/16 (2006.01)
A63J 1/02 (2006.01)
A63J 5/02 (2006.01)
G06F 3/01 (2006.01)
G06T 19/00 (2011.01)
G09G 5/00 (2006.01)

(52) **U.S. Cl.**

CPC *A63G 31/16* (2013.01); *A63J 1/02* (2013.01); *A63J 5/02* (2013.01); *G06F 3/011* (2013.01); *G06F 3/012* (2013.01); *G06T 19/003* (2013.01); *G06T 19/006* (2013.01)

(58) **Field of Classification Search**

CPC G06F 3/011; A63F 13/216; A63F 9/0278; A63J 5/02; A63J 1/02
 See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

8,638,989	B2	1/2014	Holz	
9,215,293	B2	12/2015	Miller	
9,363,569	B1 *	6/2016	van Hoff	G06Q 30/0263
9,573,062	B1	2/2017	Long et al.	
9,669,321	B2	6/2017	Reveley	
D821,473	S	6/2018	Patel	
10,105,619	B2	10/2018	Gutierrez et al.	
10,183,232	B2	1/2019	Gutierrez et al.	
10,188,962	B2	1/2019	Gutierrez et al.	
10,192,339	B2	1/2019	Gutierrez et al.	
10,192,340	B2	1/2019	Gutierrez et al.	
D847,913	S	5/2019	Patel	
10,413,839	B2	9/2019	Gutierrez et al.	
10,449,443	B2	10/2019	Gutierrez et al.	
10,482,643	B2	11/2019	Gutierrez et al.	
10,500,487	B2	12/2019	Gutierrez et al.	
10,549,184	B2	2/2020	Gutierrez et al.	
10,567,745	B2	2/2020	Patel	
10,679,412	B2	6/2020	Griffin et al.	
11,054,893	B2	7/2021	Bretschneider et al.	
2006/0150530	A1	7/2006	Davey	
2009/0209343	A1	8/2009	Foxlin et al.	
2009/0325699	A1	12/2009	Delgiannidis	
2013/0236040	A1	9/2013	Crawford et al.	
2016/0001175	A1	1/2016	Aronzon et al.	
2016/0004298	A1 *	1/2016	Mazed	G06F 3/011 345/633
2016/0011425	A1 *	1/2016	Thurber	G02B 27/64 345/8
2016/0225188	A1	8/2016	Ruddell et al.	
2016/0227509	A1	8/2016	Krenz	
2016/0275722	A1 *	9/2016	Bretschneider	G06T 19/006
2016/0300395	A1	10/2016	Bretschneider et al.	
2016/0316336	A1	10/2016	Krenz et al.	
2017/0095732	A1	4/2017	Ghaffari et al.	
2017/0124767	A1	5/2017	Foust	
2017/0197146	A1	7/2017	Miller	
2017/0200197	A1	7/2017	Brubaker	
2017/0228916	A1	8/2017	Patrick et al.	
2017/0232336	A1	8/2017	Patel	
2017/0237977	A1	8/2017	Patel	
2017/0261745	A1	9/2017	Fitzgerald et al.	
2017/0262020	A1	9/2017	Patel	
2017/0277940	A1	9/2017	Vandonkelaar	

2017/0285733	A1	10/2017	Bretschneider et al.
2018/0104614	A1	4/2018	Gutierrez et al.
2018/0140963	A1	5/2018	Gutierrez et al.
2018/0140964	A1	5/2018	Gutierrez et al.
2018/0142483	A1	5/2018	Gutierrez et al.
2018/0144525	A1	5/2018	Gutierrez et al.
2018/0350136	A1	12/2018	Rowley
2019/0009956	A1	1/2019	Fitzpatrick
2019/0019034	A1	1/2019	Beall et al.
2019/0108682	A1	4/2019	Spivack et al.
2019/0108686	A1	4/2019	Spivack et al.
2019/0111333	A1	4/2019	Gutierrez et al.
2019/0111334	A1	4/2019	Gutierrez et al.
2019/0111336	A1	4/2019	Gutierrez et al.

FOREIGN PATENT DOCUMENTS

KR	1020180001891	1/2018
KR	1020180001892	1/2018
KR	1020180001893	1/2018

OTHER PUBLICATIONS

Notice of Allowance, U.S. Appl. No. 15/783,664, Mailed Jul. 2, 2018, 12 Pages.
 Office Action, U.S. Appl. No. 15/828,276, Mailed Jul. 3, 2018, 8 Pages.
 Response to Office Action and Terminal Disclaimer, U.S. Appl. No. 15/828,276, filed Sep. 27, 2018, 6 Pages.
 Notice of Allowance, U.S. Appl. No. 15/828,276, Mailed Nov. 2, 2018, 8 Pages.
 Office Action, U.S. Appl. No. 15/828,257, Mailed Jul. 3, 2018, 8 Pages.
 Response to Office Action and Terminal Disclaimer, U.S. Appl. No. 15/828,257, filed Sep. 27, 2018, 6 Pages.
 Notice of Allowance, U.S. Appl. No. 15/828,257, Mailed Nov. 2, 2018, 8 Pages.
 Office Action, U.S. Appl. No. 15/828,198, Mailed Jul. 3, 2018, 8 Pages.
 Response to Office Action and Terminal Disclaimer, U.S. Appl. No. 15/828,198, filed Sep. 27, 2018, 6 Pages.
 Notice of Allowance, U.S. Appl. No. 15/828,198, Mailed Nov. 9, 2018, 9 Pages.
 Office Action, U.S. Appl. No. 15/828,294, Mailed Jul. 3, 2018, 8 Pages.
 Response to Office Action and Terminal Disclaimer, U.S. Appl. No. 15/828,294, filed Sep. 27, 2018, 6 Pages.
 Notice of Allowance, U.S. Appl. No. 15/828,294, Mailed Nov. 2, 2018, 9 Pages.
 Office Action, U.S. Appl. No. 16/116,034, Mailed Oct. 5, 2018, 7 Pages.
 Response to Office Action and Terminal Disclaimer, U.S. Appl. No. 16/116,034, filed Jan. 2, 2019, 7 Pages.
 Notice of Allowance, U.S. Appl. No. 16/116,034, Mailed Apr. 18, 2019, 10 Pages.
 Notice of Allowance, U.S. Appl. No. 15/873,589, Mailed May 31, 2019, 14 Pages.
 Office Action, U.S. Appl. No. 15/828,307, Mailed Nov. 2, 2018, 10 Pages.
 Response to Office Action and Terminal Disclaimer, U.S. Appl. No. 15/828,307, filed Jan. 9, 2019, 7 Pages.
 Ex Parte Quayle Office Action, U.S. Appl. No. 15/828,307, Mailed Apr. 19, 2019, 5 Pages.
 Response to Ex Parte Quayle Office Action, U.S. Appl. No. 15/828,307, filed Jun. 7, 2019, 8 Pages.
 Notice of Allowance, U.S. Appl. No. 15/828,307, Mailed Jun. 26, 2019, 9 Pages.
 Notice of Allowance, U.S. Appl. No. 15/873,523, Mailed Jul. 8, 2019, 14 Pages.
 Notice of Allowance, U.S. Appl. No. 15/873,553, Mailed Aug. 7, 2019, 14 Pages.
 Office Action, U.S. Appl. No. 16/228,891, Mailed Sep. 6, 2019, 27 Pages.

(56)

References Cited

OTHER PUBLICATIONS

Response to Office Action, U.S. Appl. No. 16/228,891, filed Dec. 3, 2019, 14 Pages.

Notice of Non-Compliant Amendment, U.S. Appl. No. 16/228,891, Mailed Dec. 19, 2019, 3 Pages.

Response to Notice of Non-Compliant Amendment, U.S. Appl. No. 16/228,891, filed Dec. 26, 2019, 10 Pages.

Notice of Allowance, U.S. Appl. No. 16/228,891, Mailed Feb. 3, 2020, 11 Pages.

* cited by examiner

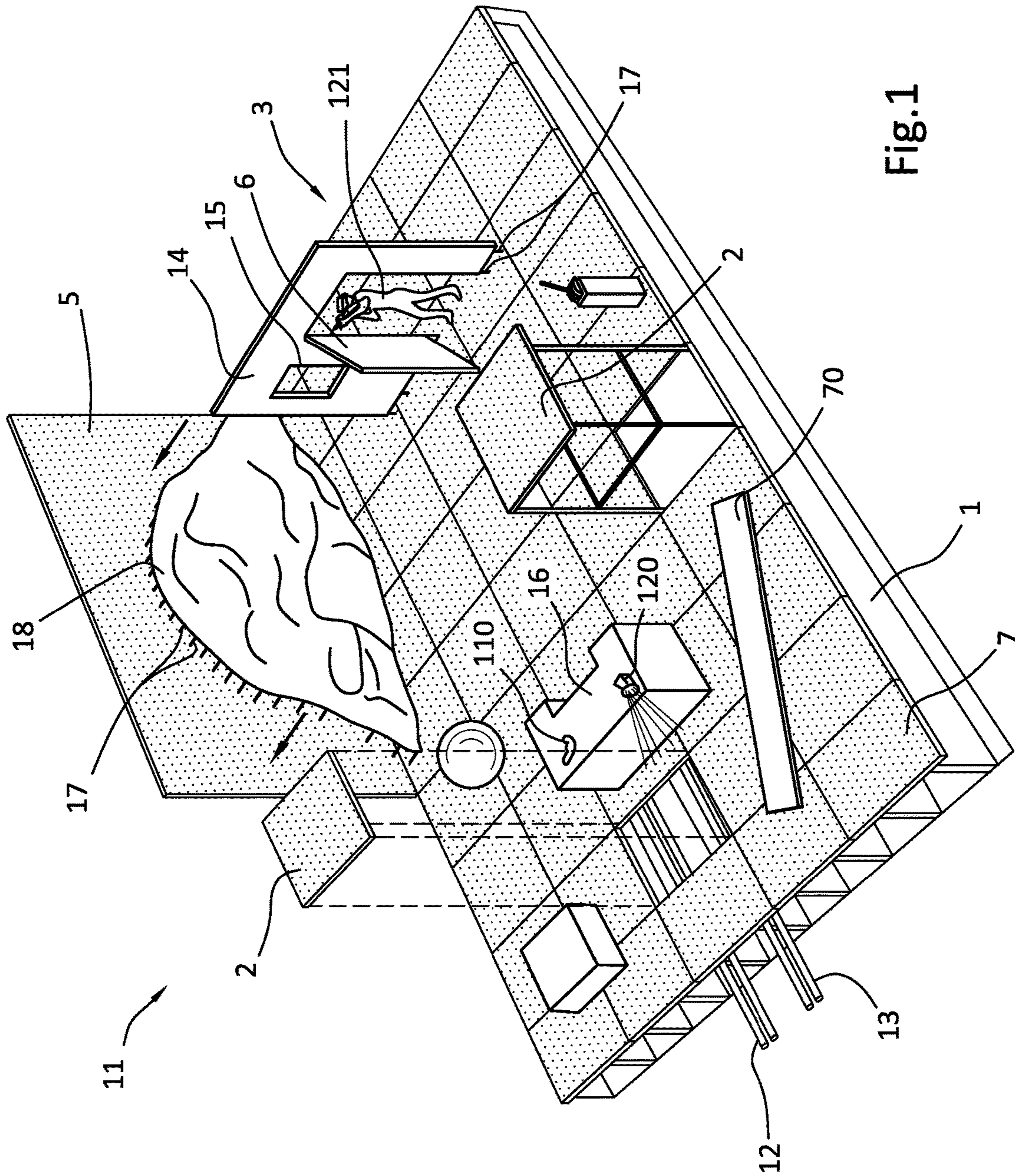


Fig.1

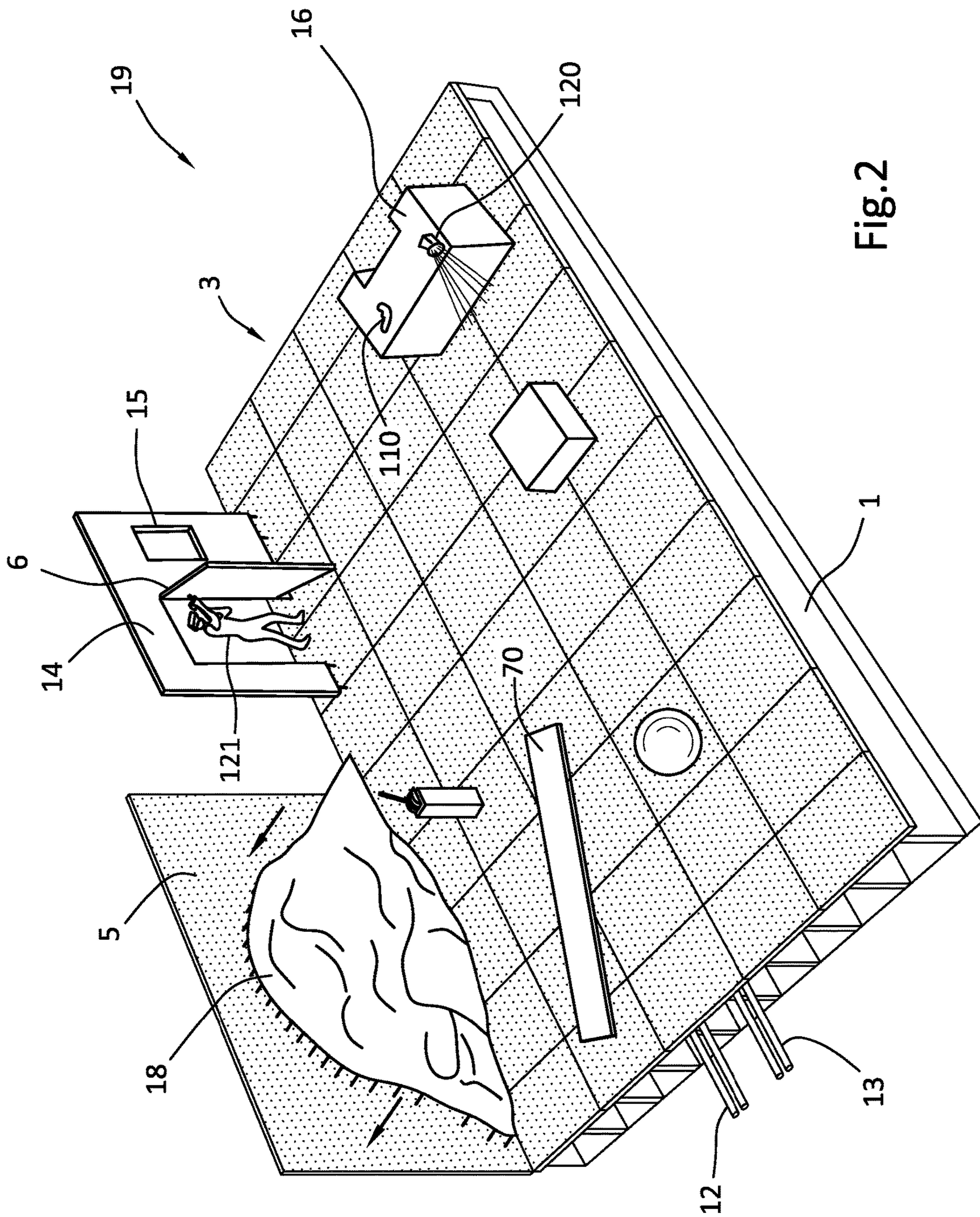


Fig. 2

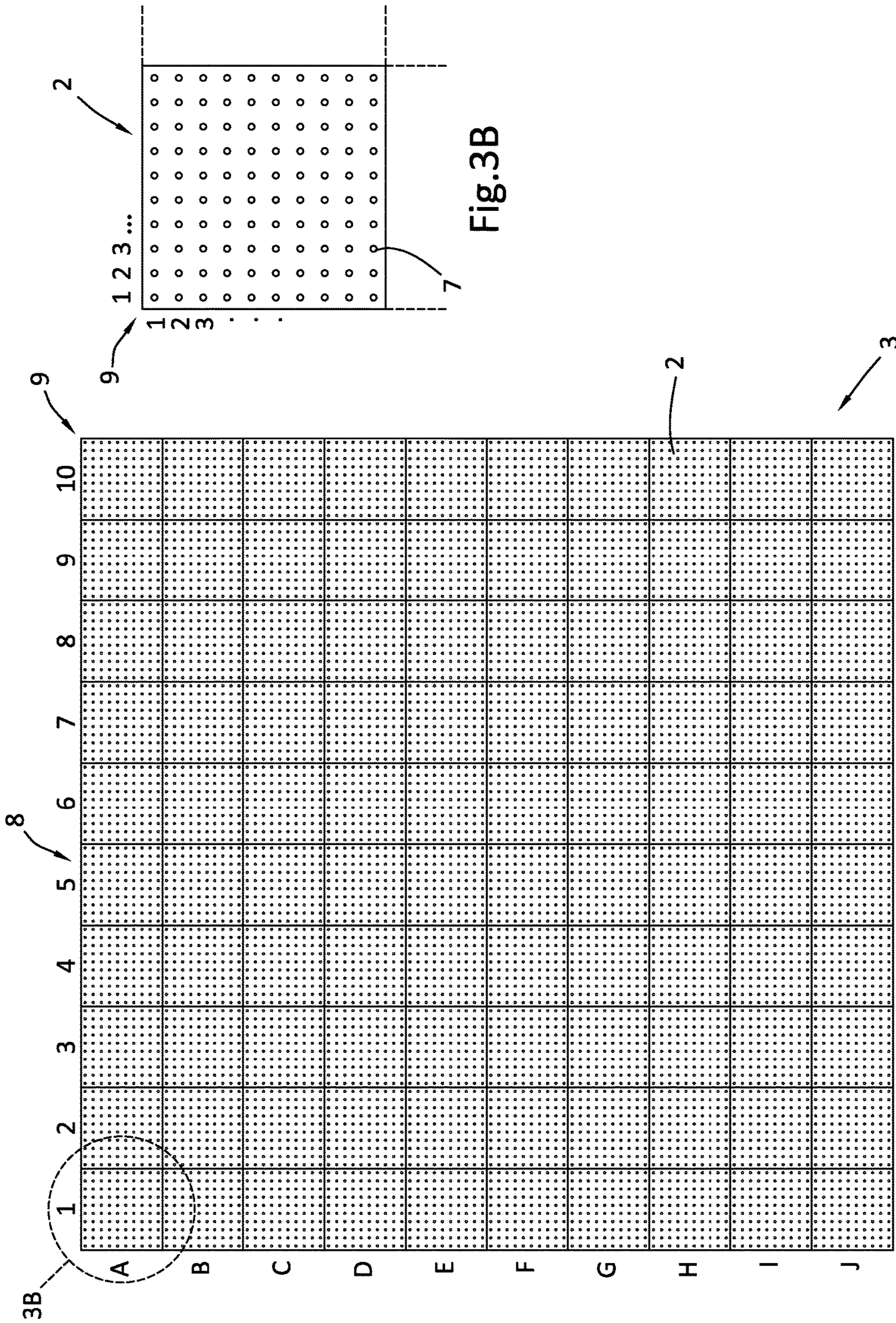


Fig.3A

Fig.3B

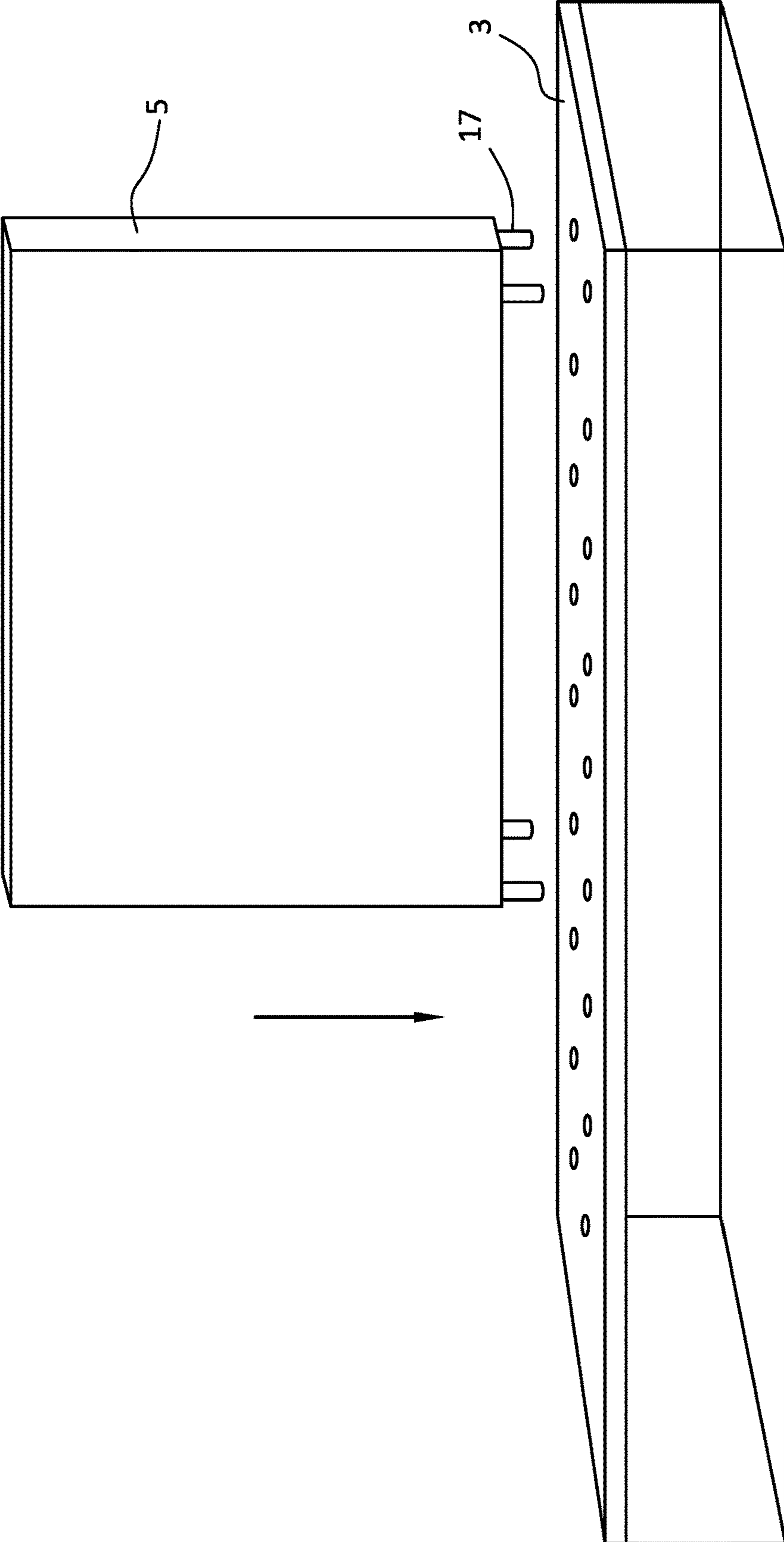


Fig.4

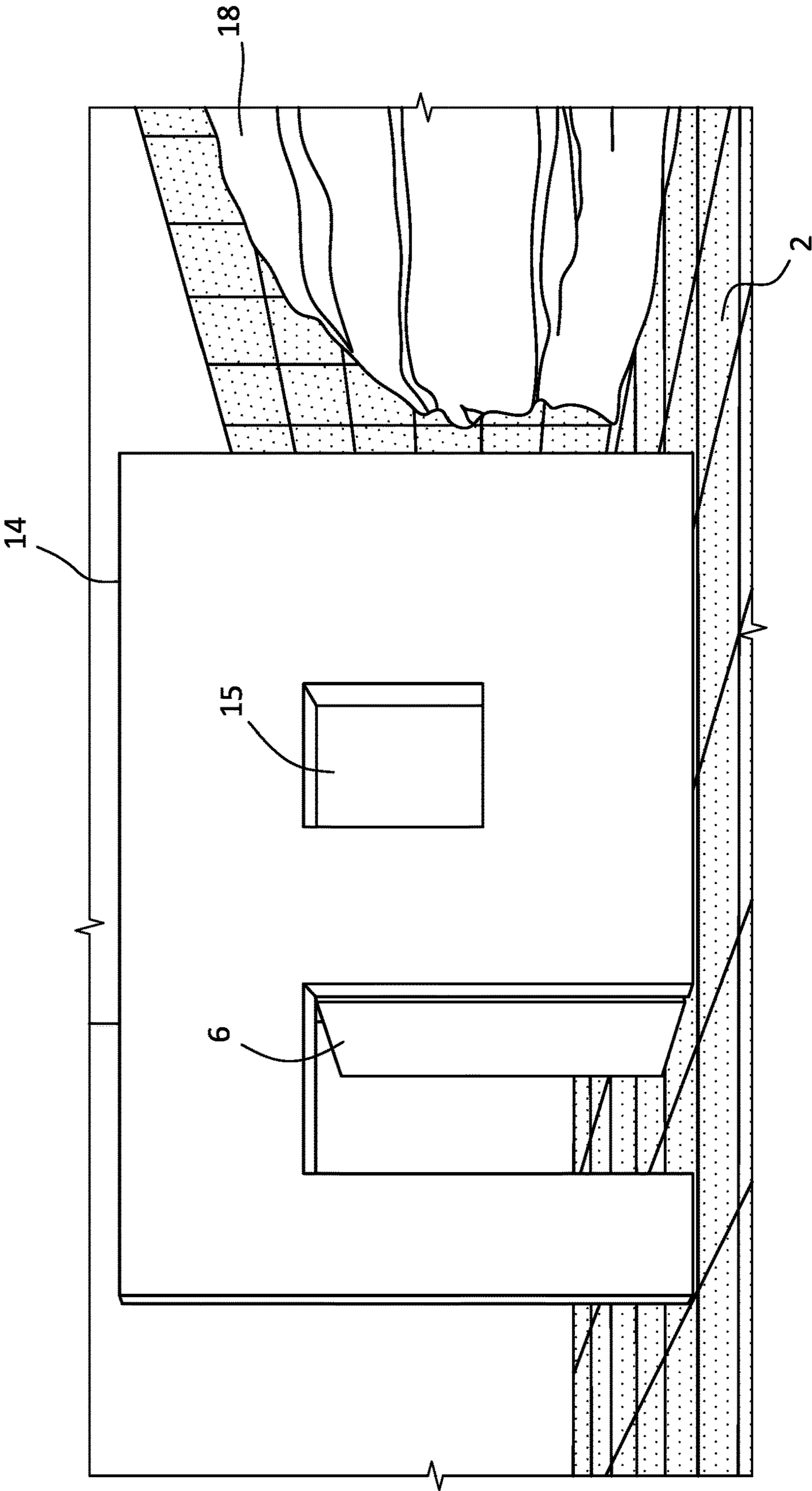


Fig.5

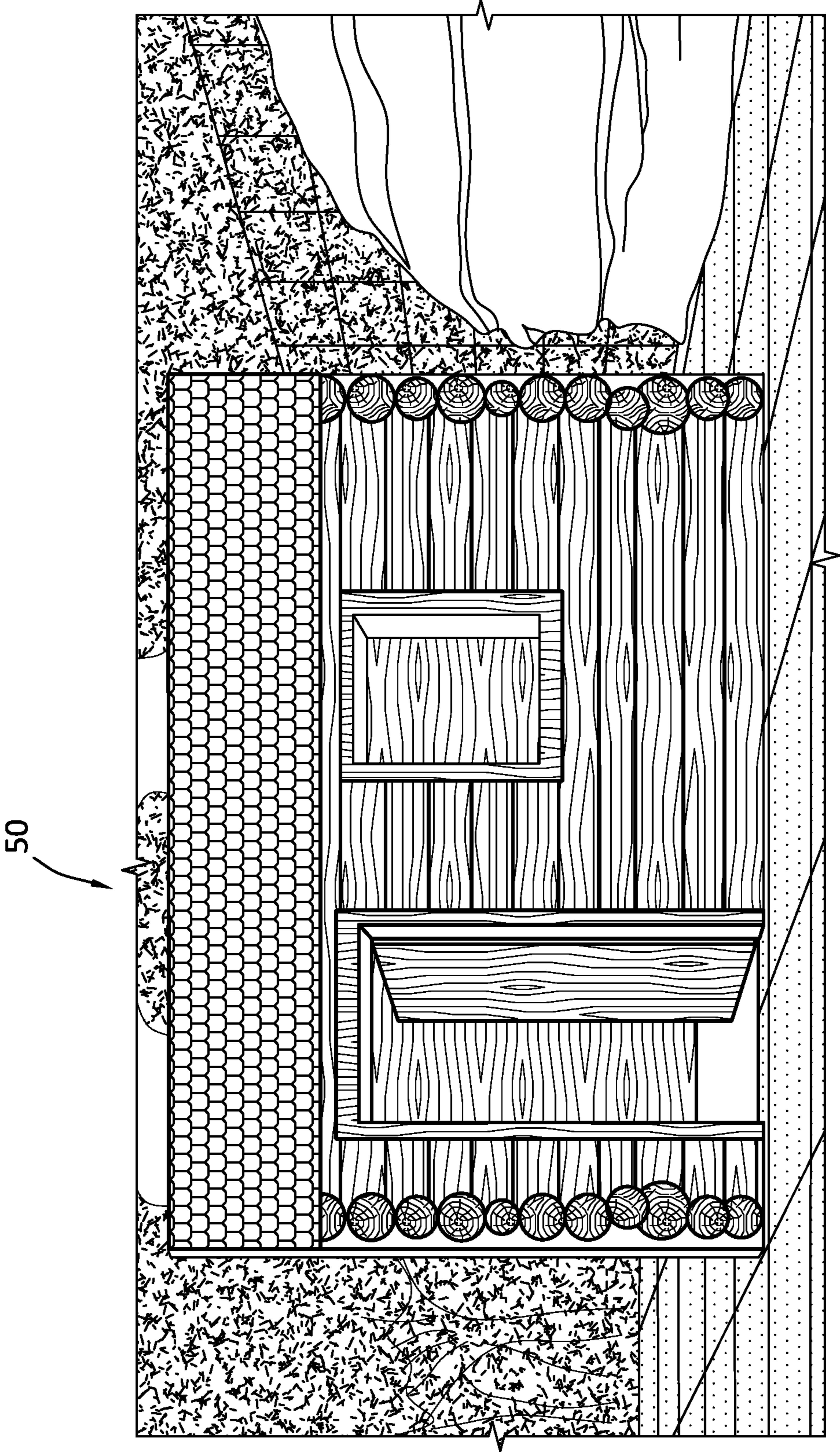


Fig.6

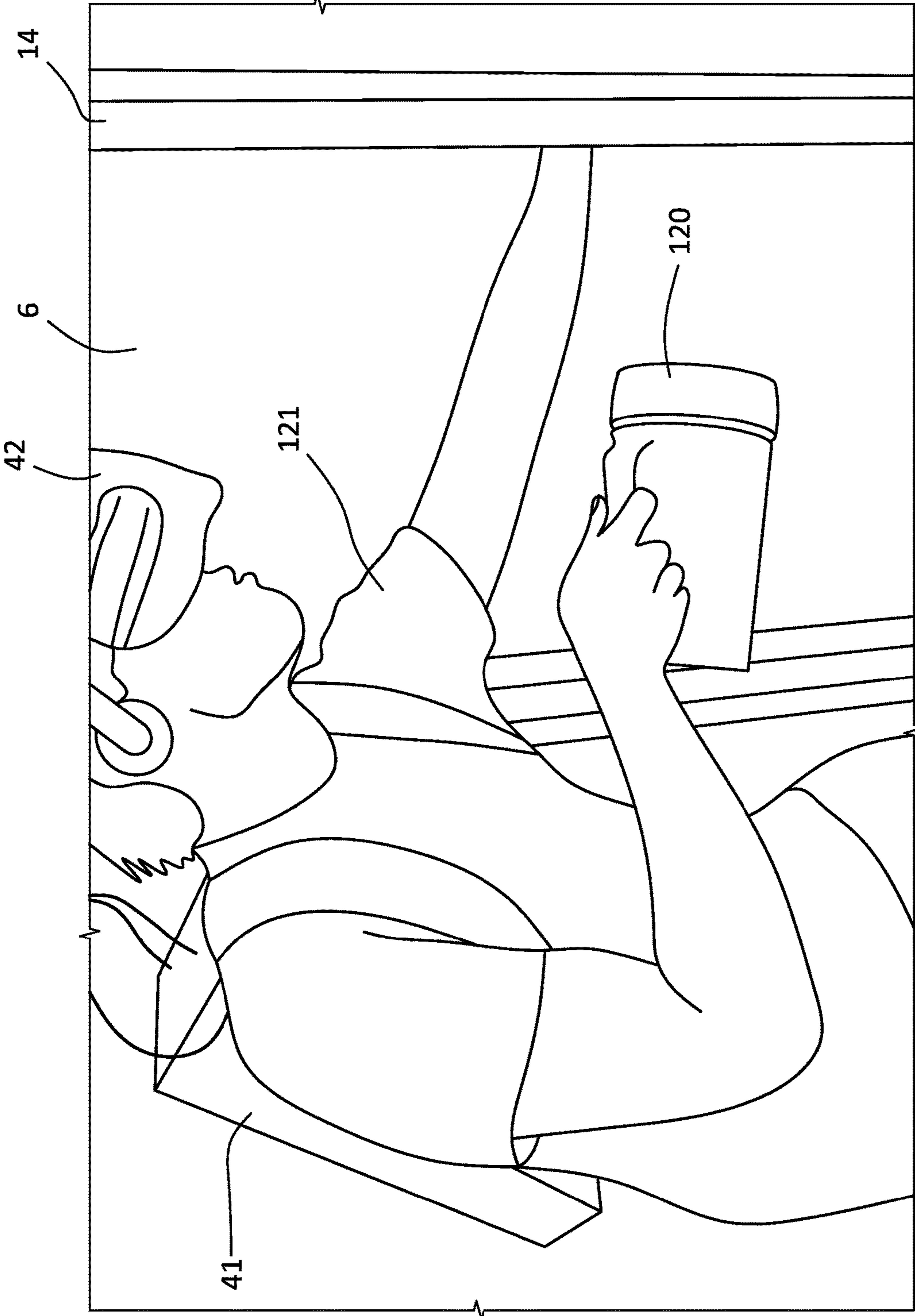


Fig. 7

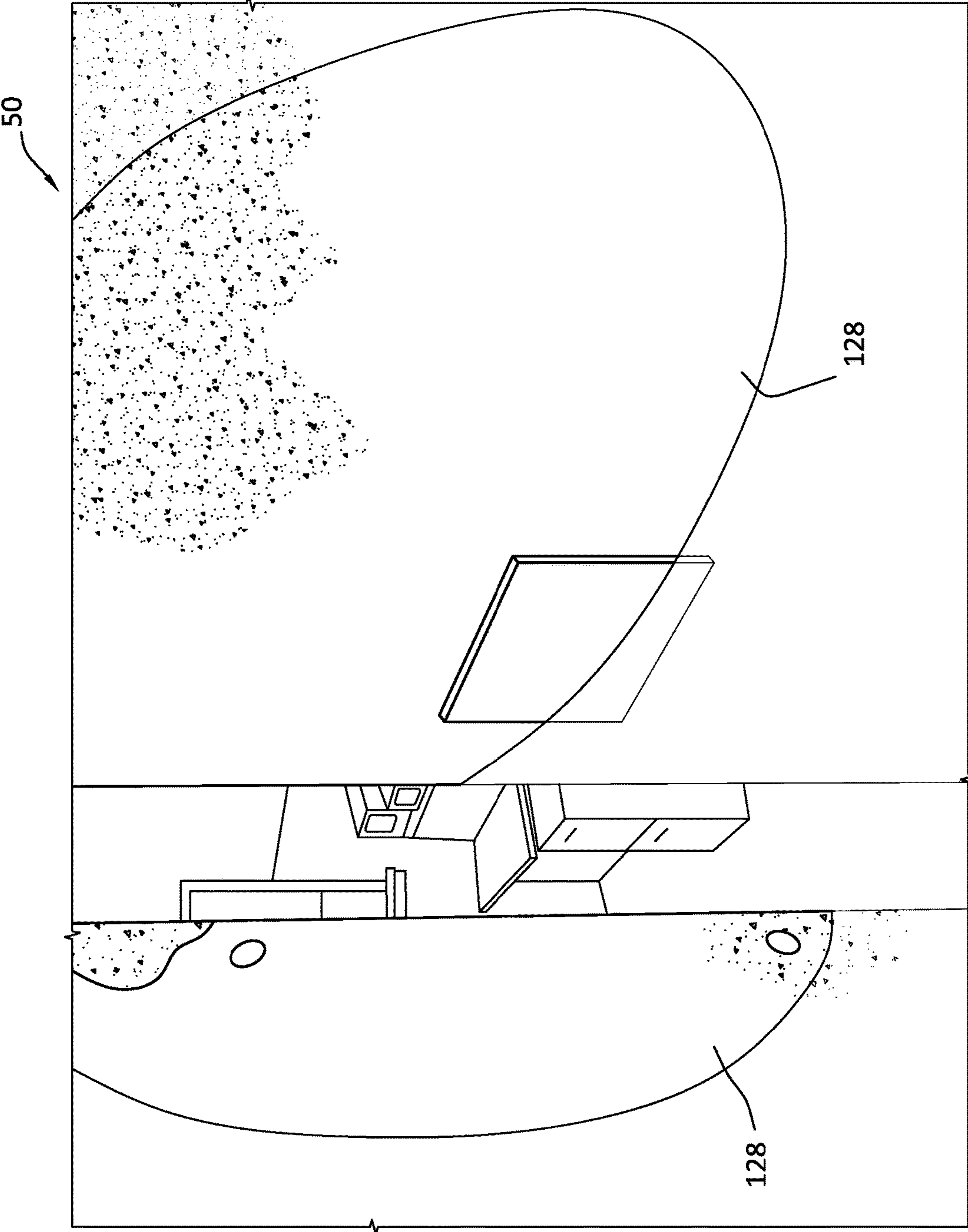


Fig.8

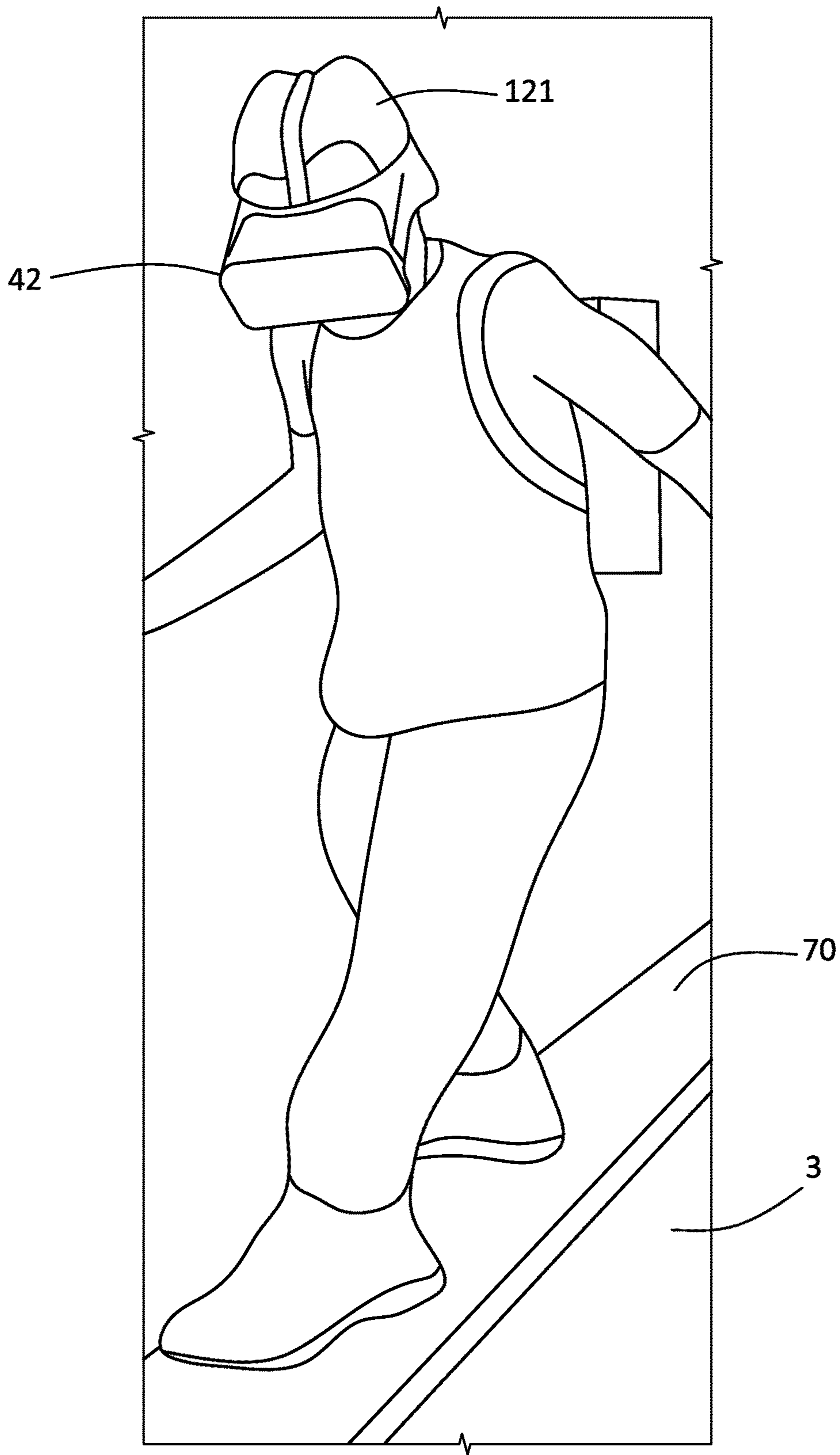


Fig.9

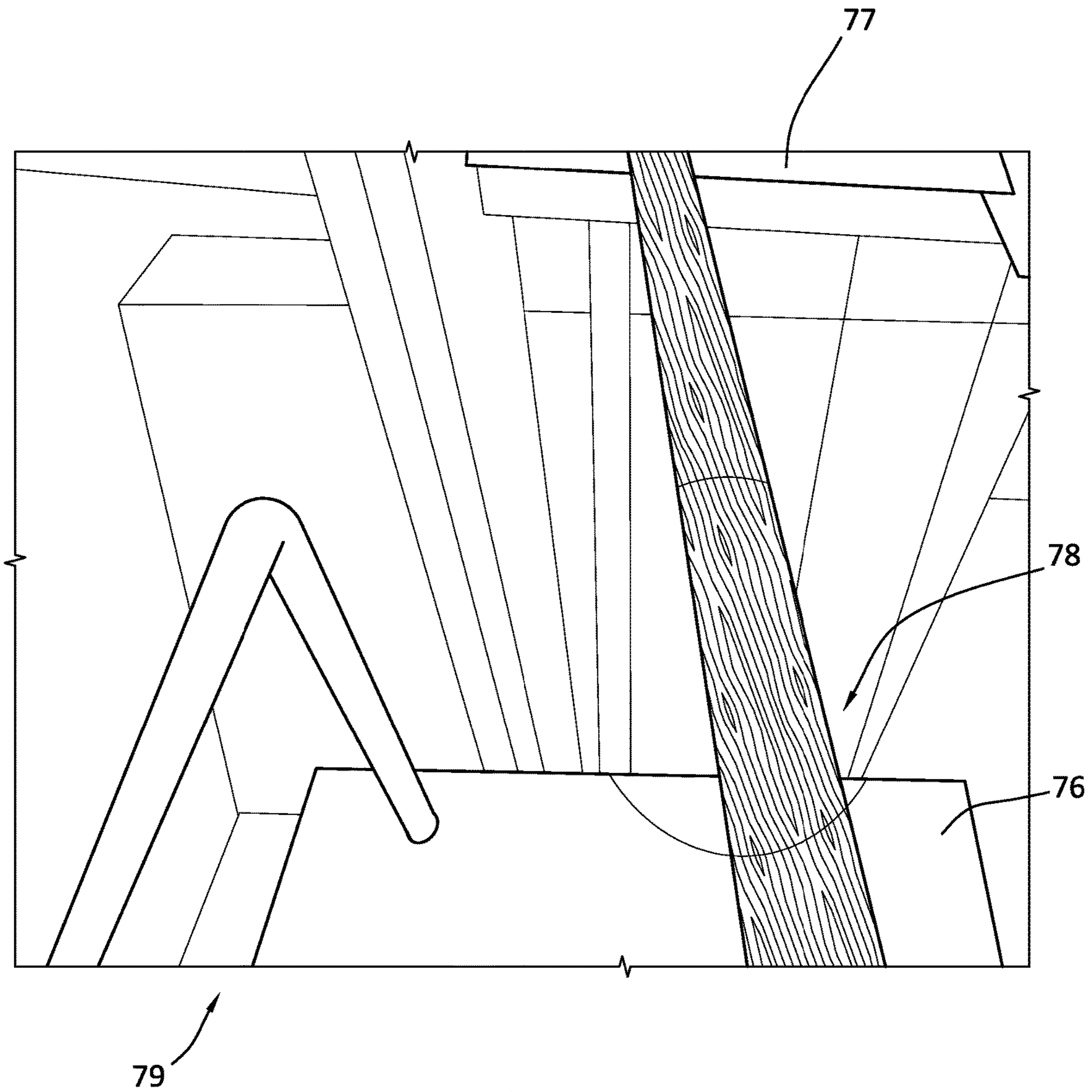


Fig.10

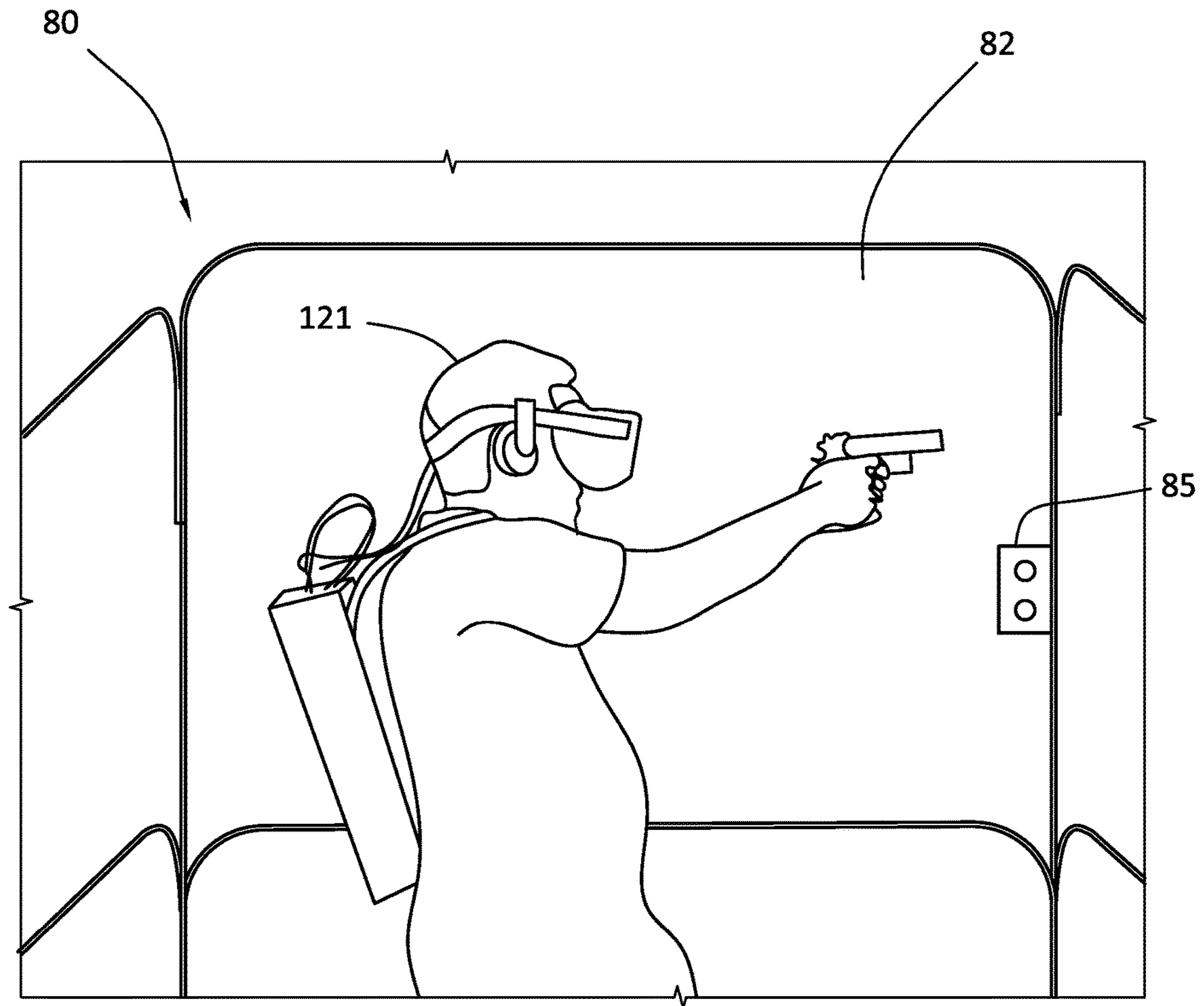


Fig.11

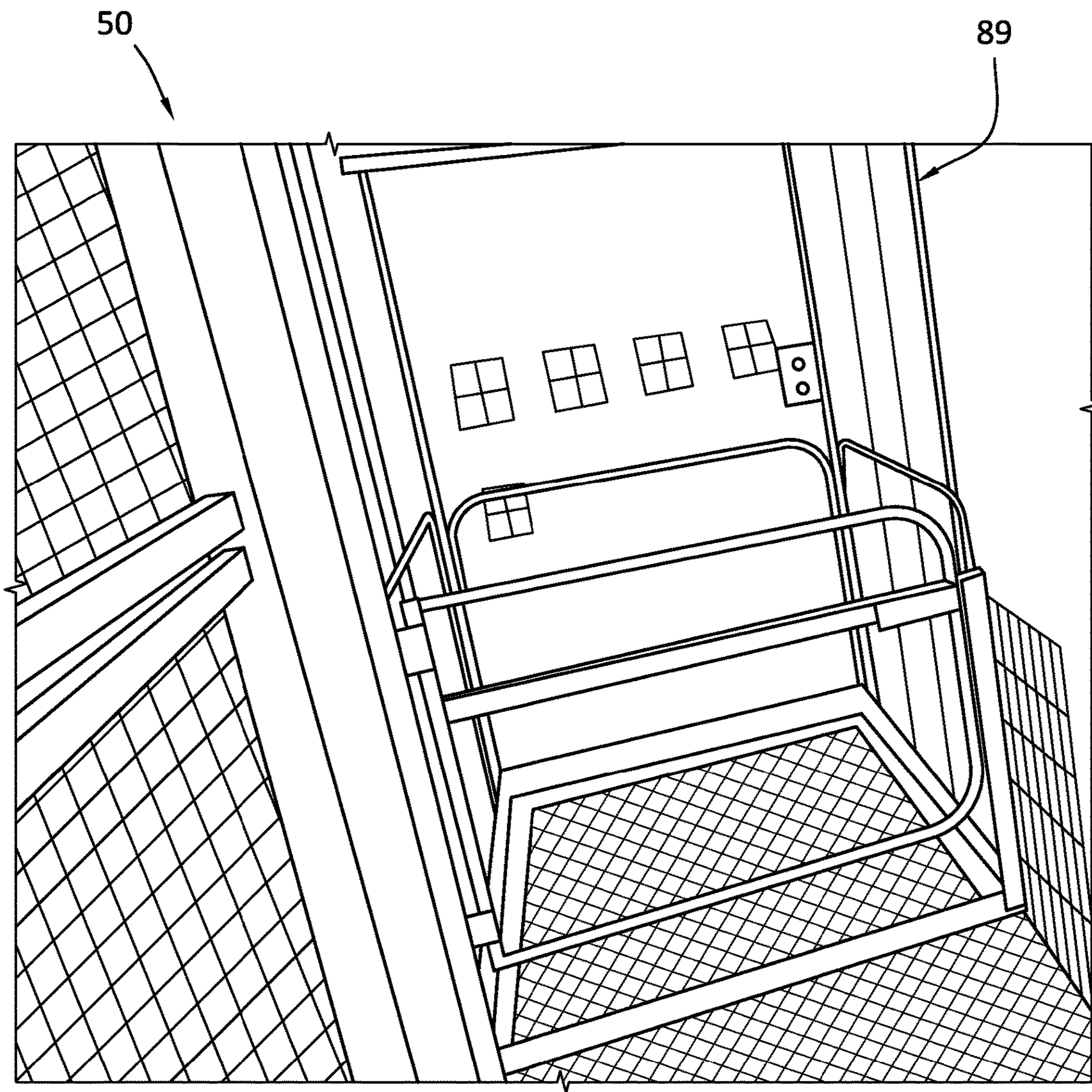


Fig.12

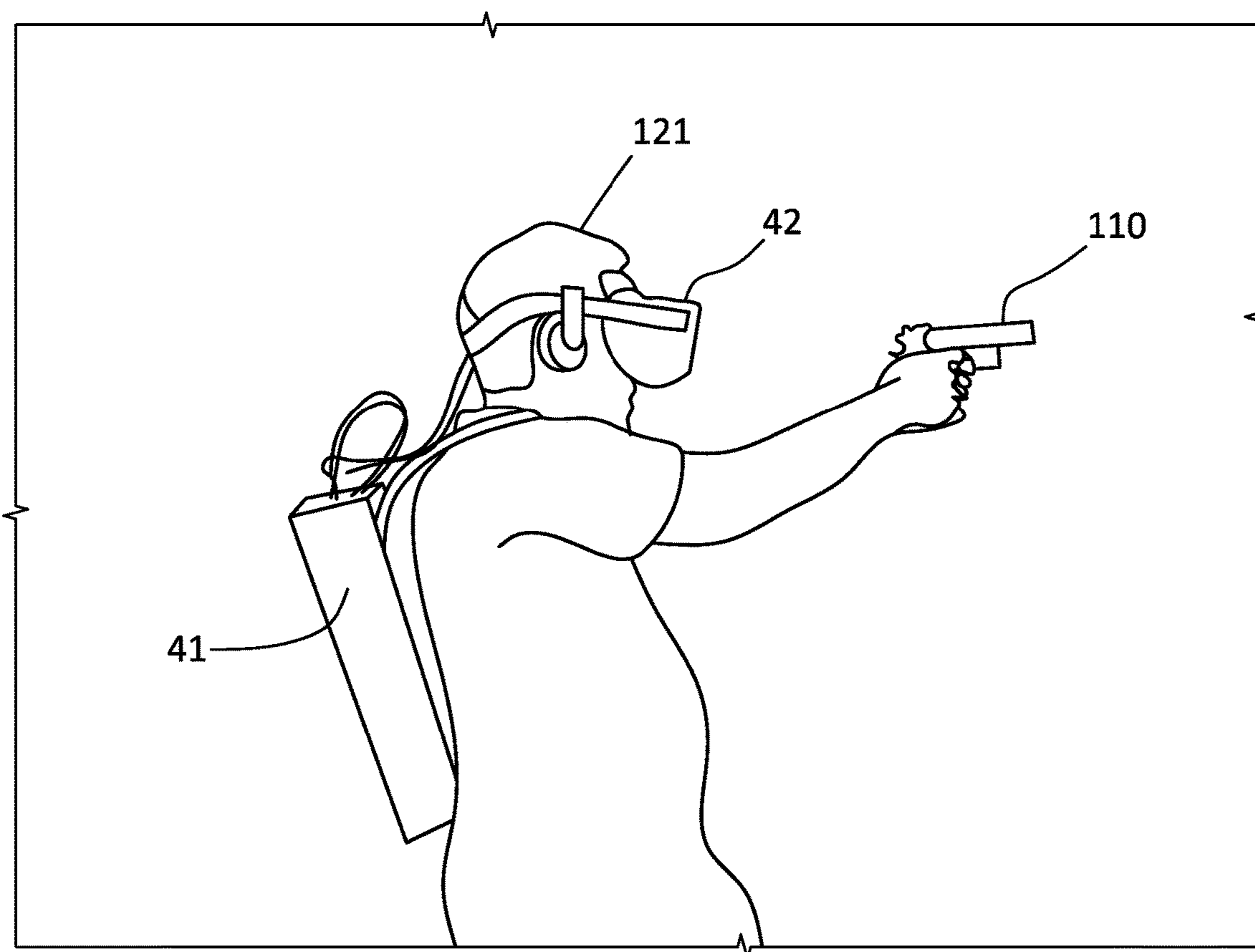


Fig.13

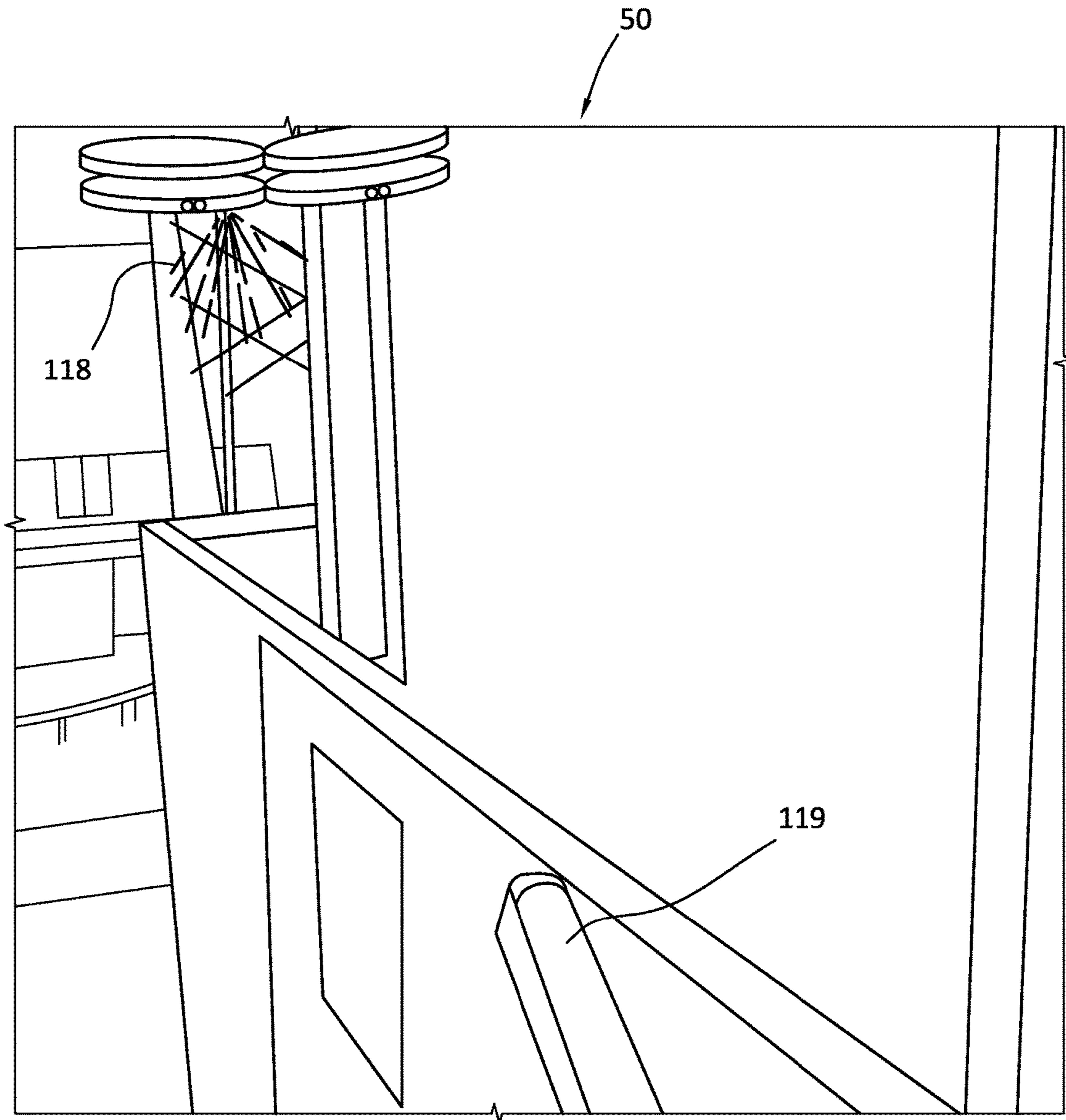


Fig.14

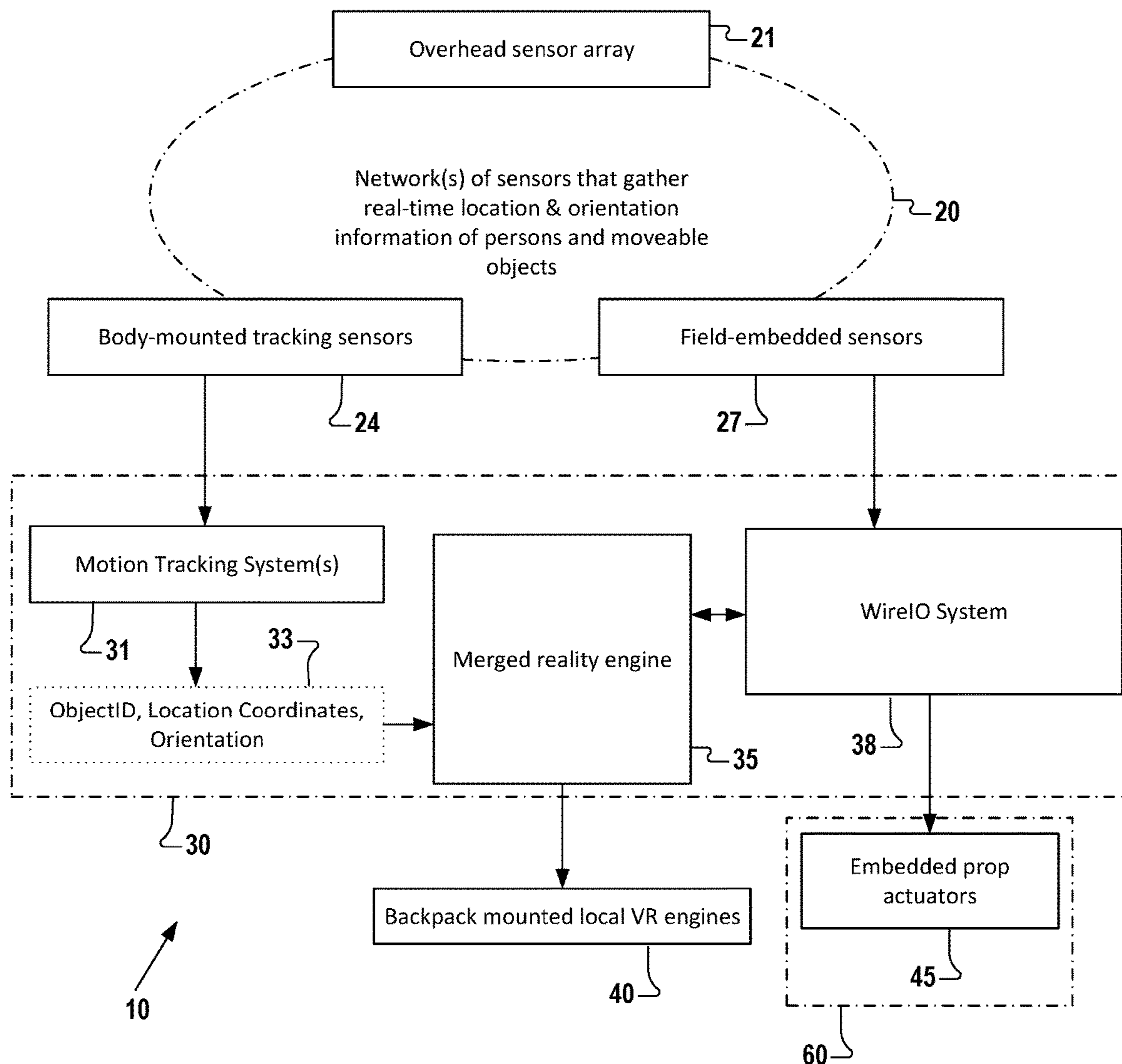
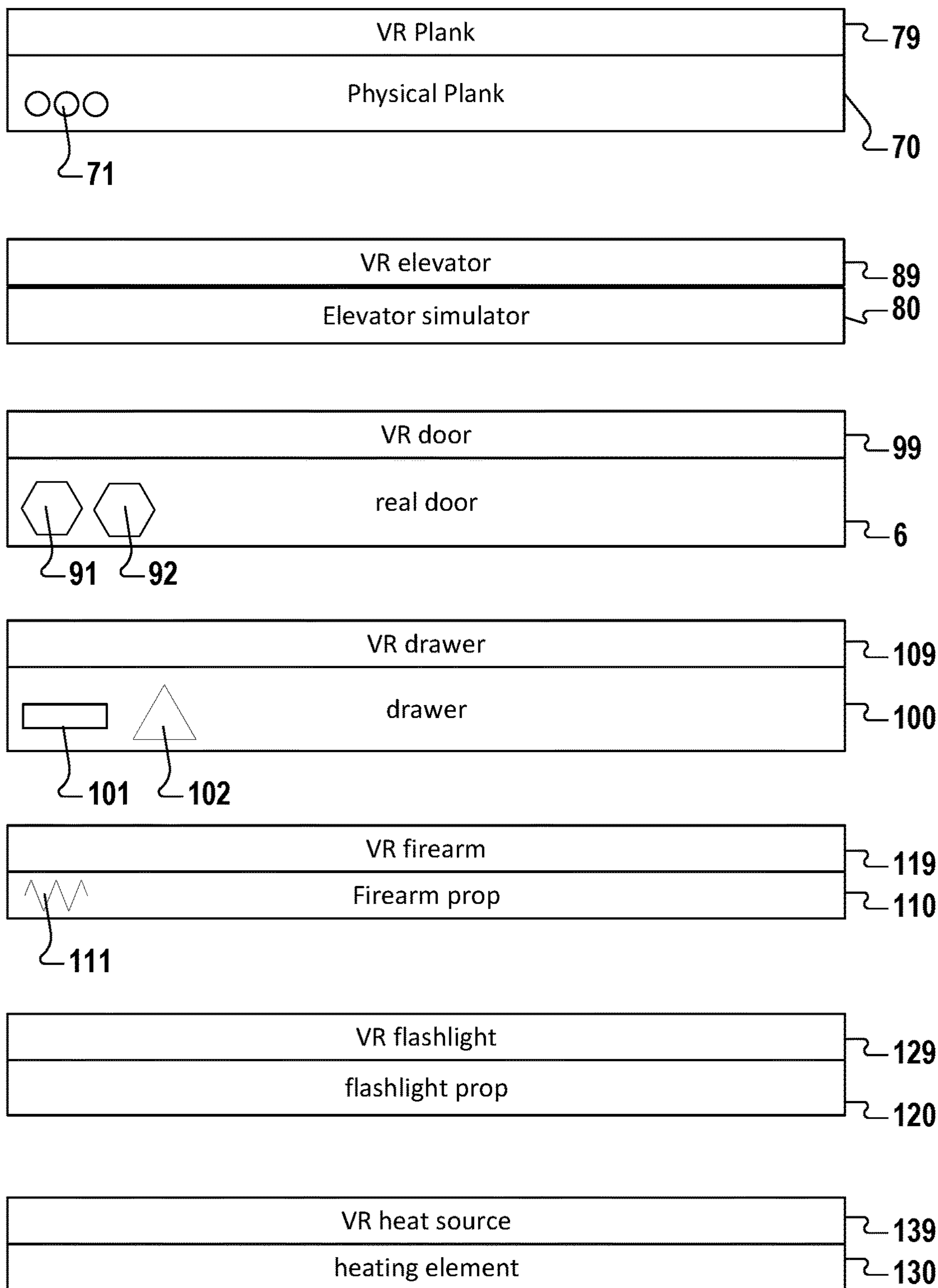


Fig. 15



11

Fig. 16

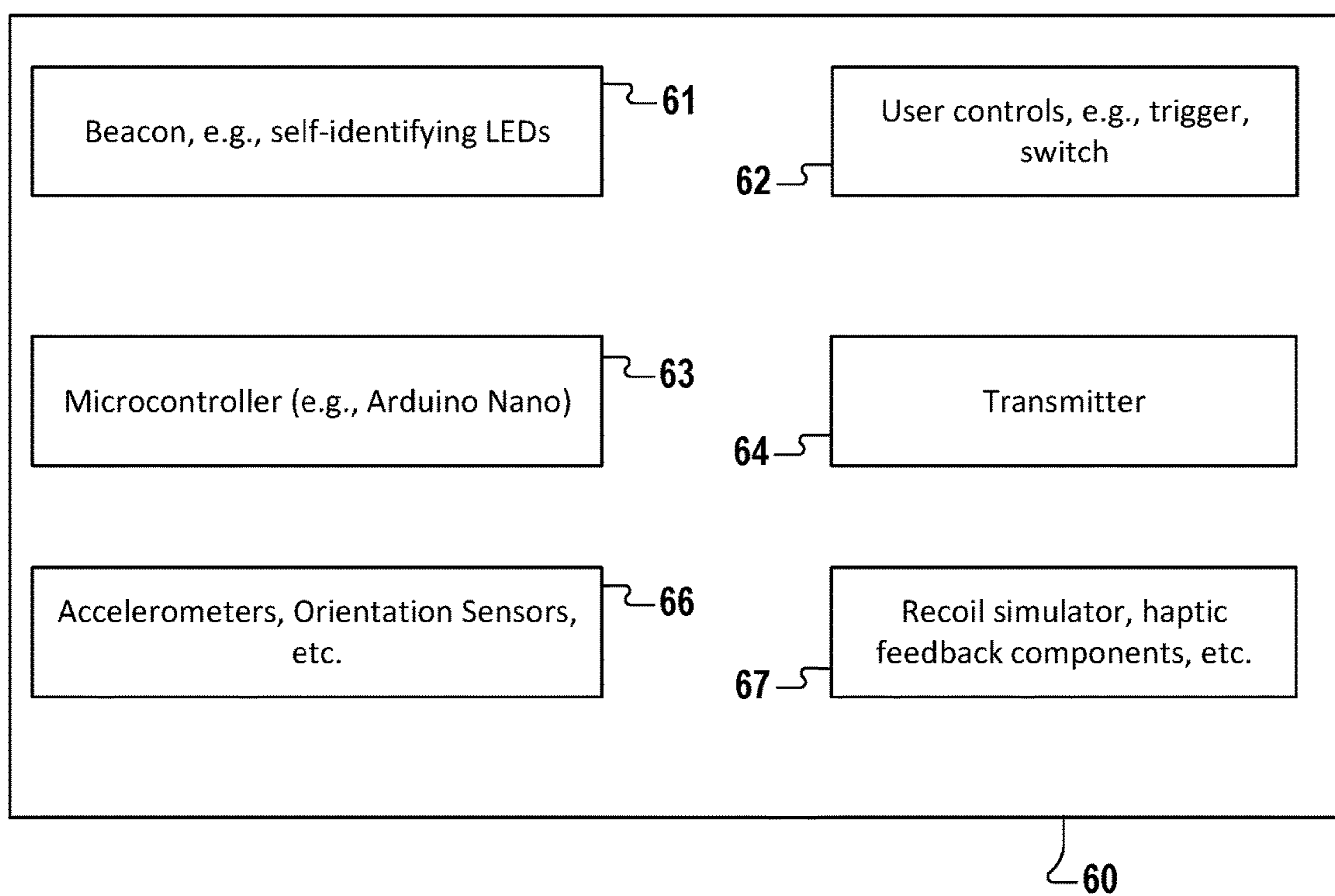


Fig. 17

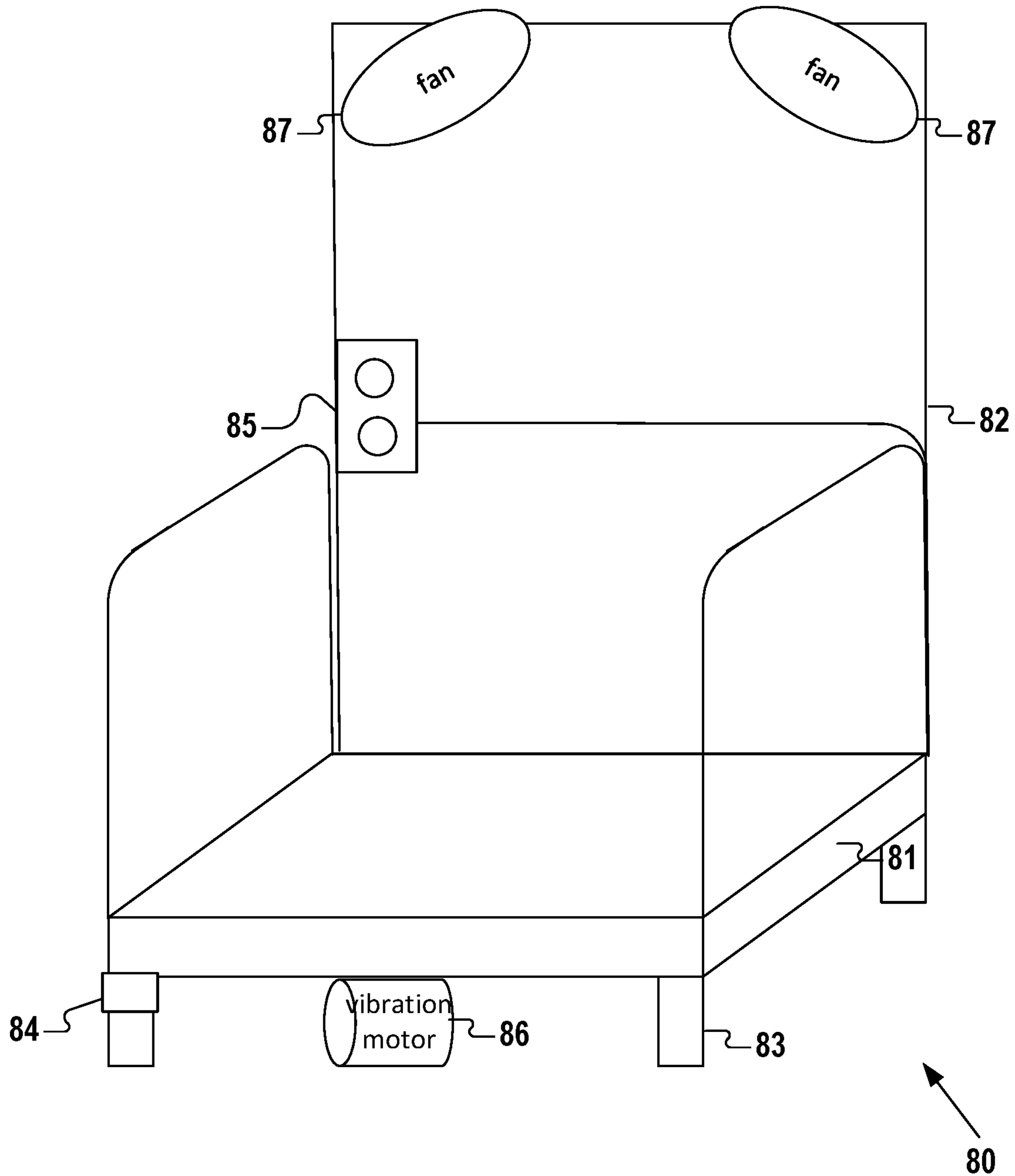


Fig. 18

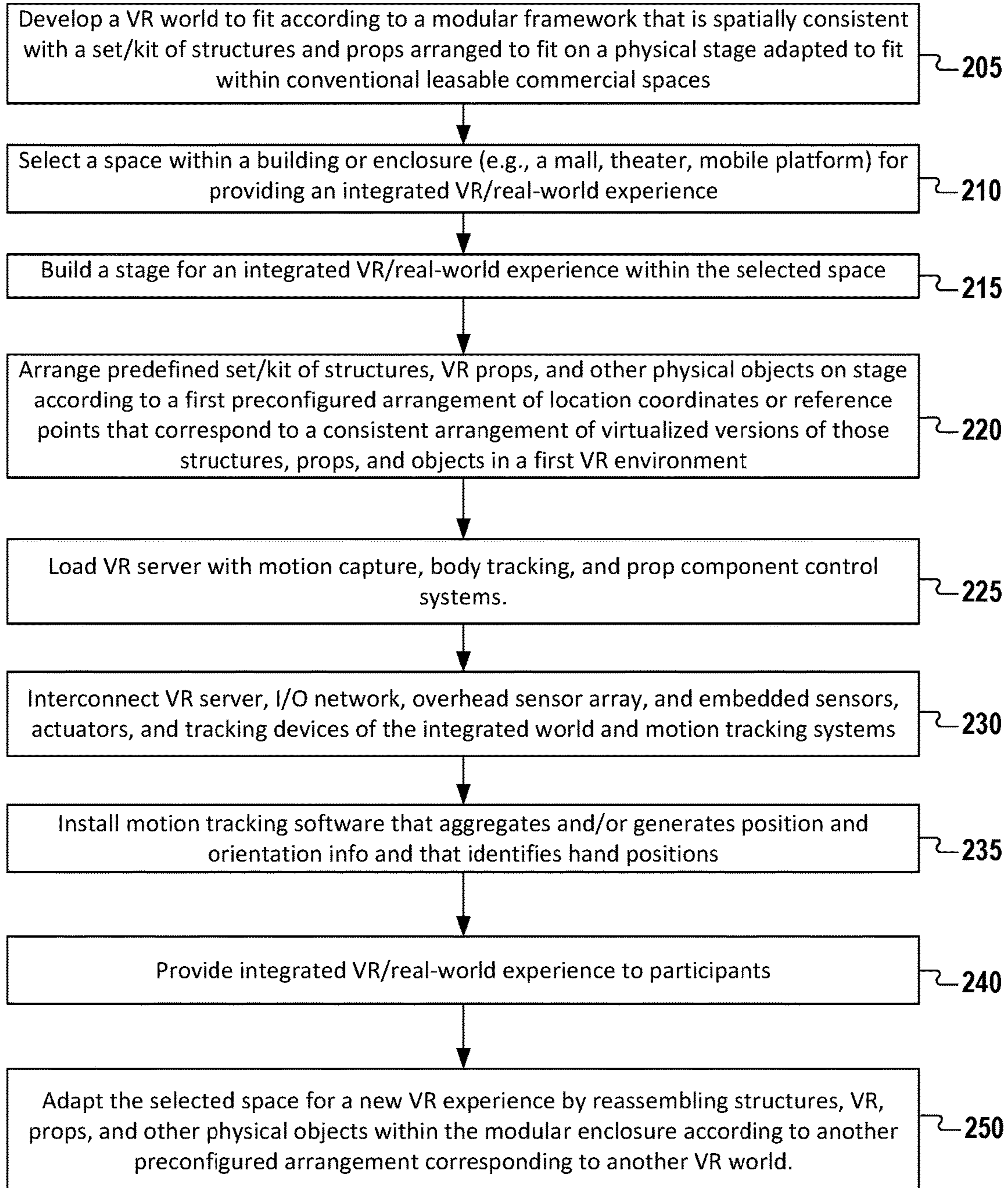


Fig. 19

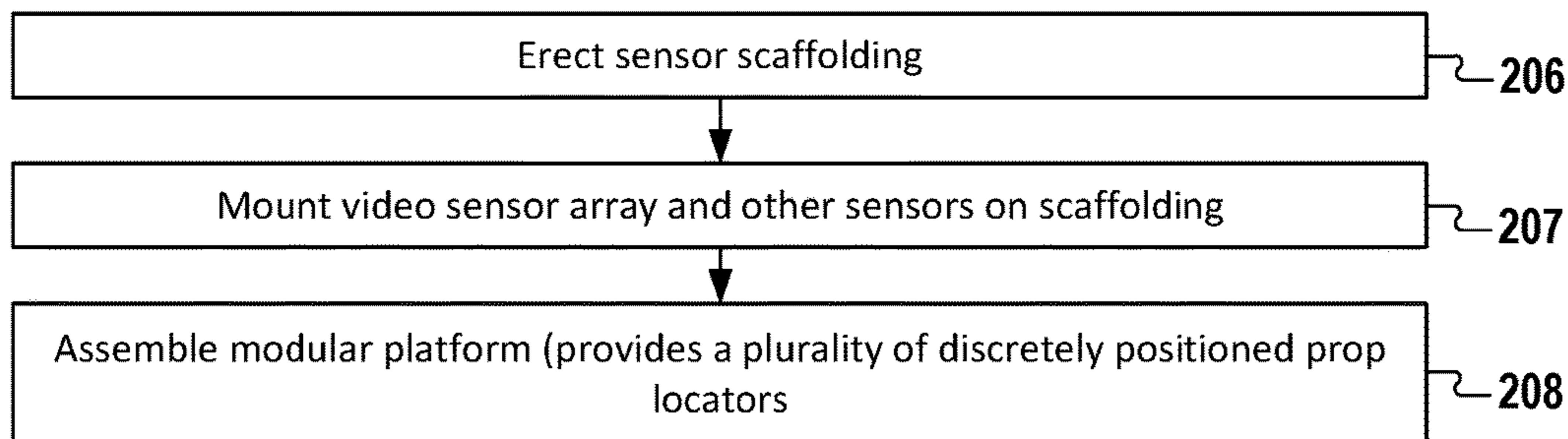


Fig. 20

205

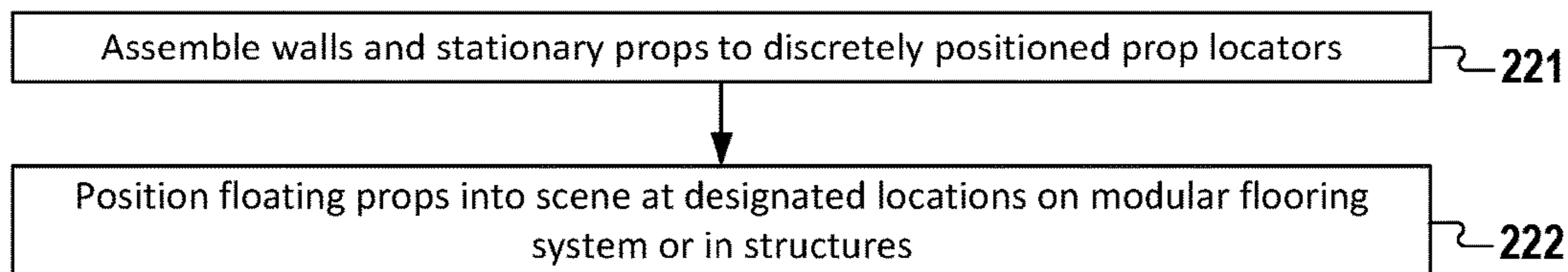


Fig. 21

220

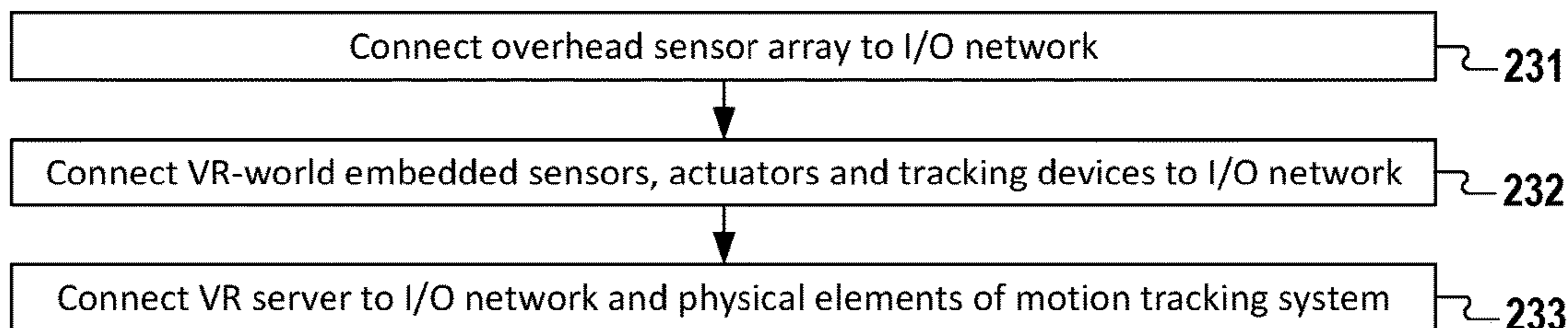


Fig. 22

230

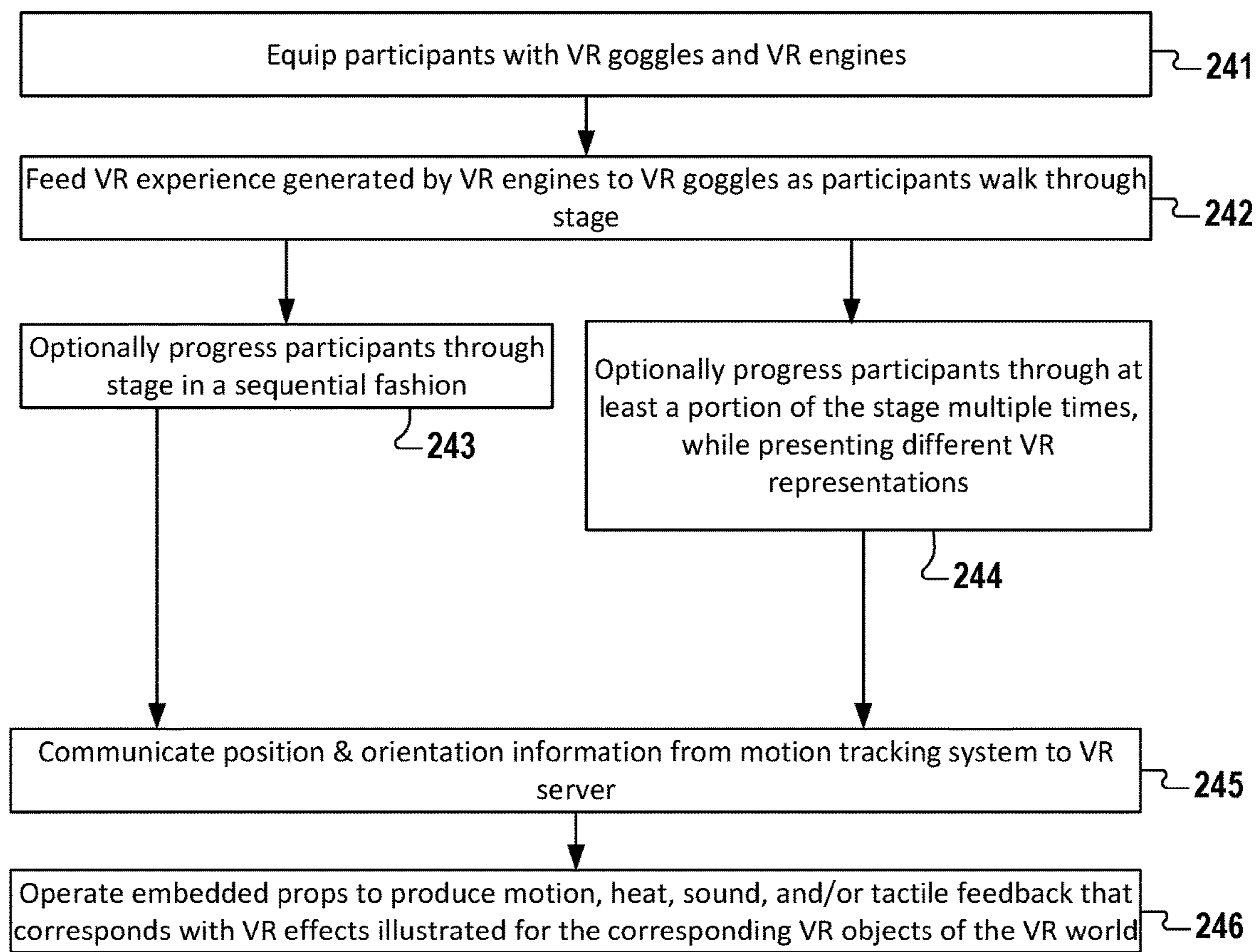


Fig. 23

240

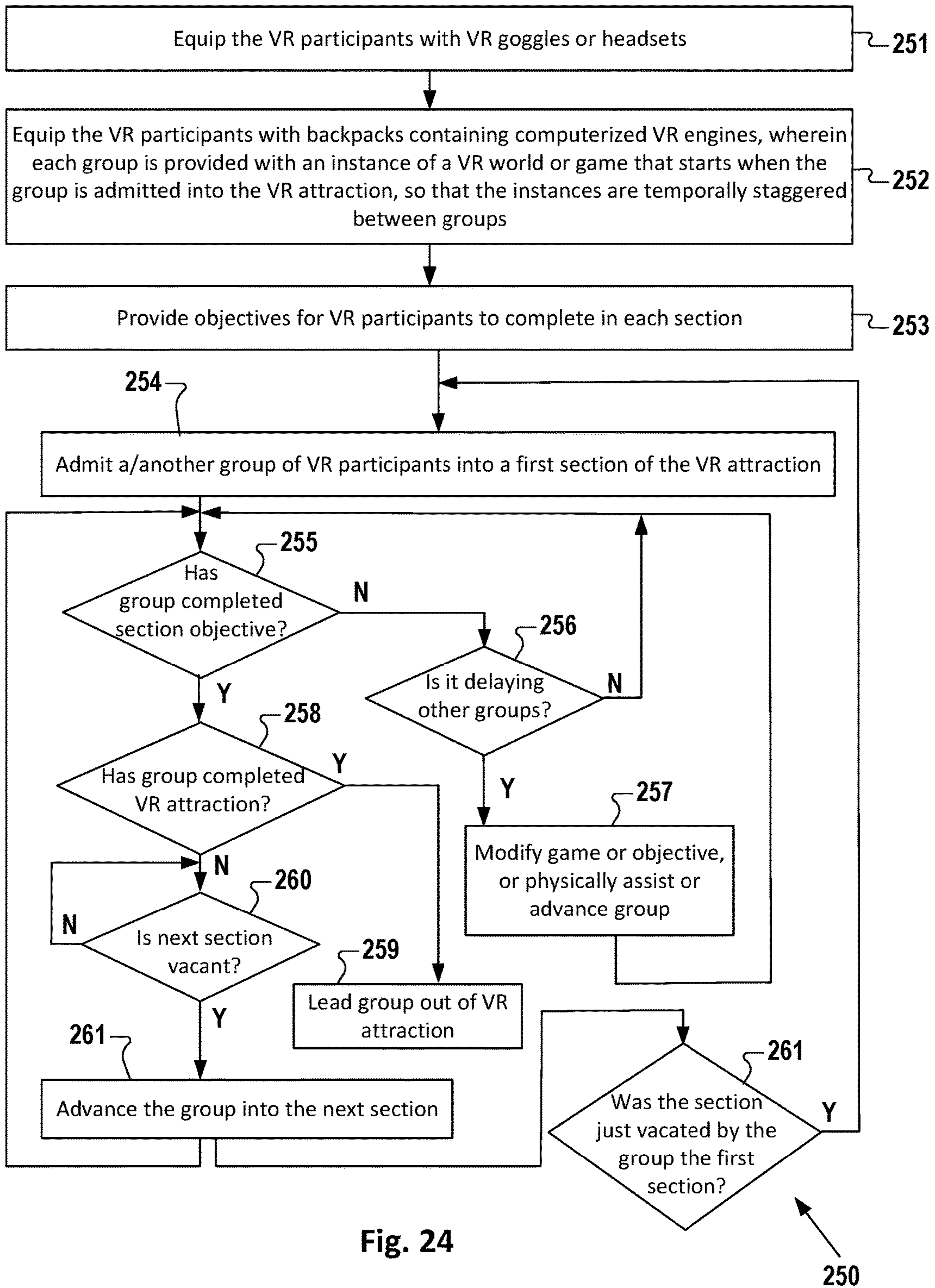


Fig. 24

**APPARATUS AND METHOD FOR
GRID-BASED VIRTUAL REALITY
ATTRACTION**

Matter enclosed in heavy brackets [] appears in the original patent but forms no part of this reissue specification; matter printed in italics indicates the additions made by reissue; a claim printed with strikethrough indicates that the claim was canceled, disclaimed, or held invalid by a prior post-patent action or proceeding.

CROSS-REFERENCE TO RELATED
APPLICATIONS

This application is a continuation of the following U.S. Patent Application, which is herein incorporated by reference in its entirety.

SERIAL NUMBER	FILING DATE	TITLE
15783664 (DVR.0101)	Oct. 13, 2017	MODULAR SOLUTION FOR DELIVERING A VIRTUAL REALITY ATTRACTION

This application is related to the following co-pending U.S. Patent Applications, each of which has a common assignee and common inventors.

SERIAL NUMBER	FILING DATE	TITLE
15828198 (DVR.0101-C1)	Nov. 30, 2017	METHOD FOR GRID-BASED VIRTUAL REALITY ATTRACTION
15828257 (DVR.0101-C2)	Nov. 30, 2017	GRID-BASED VIRTUAL REALITY ATTRACTION SYSTEM
15828276 (DVR.0101-C3)	Nov. 30, 2017	SMART PROPS FOR GRID-BASED VIRTUAL REALITY ATTRACTION
15828294 (DVR.0101-C4)	Nov. 30, 2017	MULTIPLE PARTICIPANT VIRTUAL REALITY ATTRACTION
15828307 (DVR.0101-C5)	Nov. 30, 2017	GRID-BASED VIRTUAL REALITY SYSTEM FOR COMMUNICATION WITH EXTERNAL AUDIENCE

BACKGROUND OF THE INVENTION

Field of the Invention

This invention relates in general to the field of virtual reality (VR) attractions, and more particularly to virtual reality attractions that blend physical elements with VR representations.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other objects, features, and advantages of the present invention will become better understood with regard to the following description, and accompanying drawings where:

FIG. 1 illustrates one embodiment of a modular stage with a first arrangement of stage accessories to augment the illusion of a first VR experience.

FIG. 2 illustrates the modular stage of FIG. 1 with a second arrangement of stage accessories to augment the illusion of a second VR experience.

FIG. 3A illustrates the modular stage of FIG. 1 illustrating a labeled grid of separable modular stage sections, each having a plurality of peg holes for fixing the stage accessories to the modular stage.

FIG. 3B is an enlarged view of a separable modular stage section, showing a labeled secondary grid of peg holes in the modular stage section.

FIG. 4 is a perspective view of a wall equipped with pegs positioned over holes in a portion of the modular stage.

FIG. 5 illustrates a building facade accessory mounted on a modular stage.

FIG. 6 illustrates a VR representation of the building facade, embellished with an appearance of log siding and a tiled roof in a wooded surrounding.

FIG. 7 illustrates a VR participant holding a flashlight prop while pushing open a door of the building facade.

FIG. 8 illustrates a VR representation of an aged industrial doorway, with a flashlight-illuminated area that corresponds to the direction in which the flashlight prop is pointing.

FIG. 9 illustrates a VR participant walking over a wooden plank prop positioned on a modular stage platform.

FIG. 10 illustrates a corresponding VR representation of the wooden plank positioned over a deep gap separating two buildings.

FIG. 11 illustrates an elevator simulator on the modular stage.

FIG. 12 illustrates a corresponding VR representation of a VR elevator.

FIG. 13 illustrates a VR participant holding a firearm prop.

FIG. 14 illustrates a corresponding VR representation provided to the VR participant as he holds the firearm prop.

FIG. 15 is a block diagram illustrating one embodiment of a plurality of devices and systems used to augment or enhance a VR experience using a grid-aligned arrangement of props on a modular stage.

FIG. 16 is a block diagram illustrating one embodiment of a kit of VR-represented "smart props" that are used to enhance a VR experience.

FIG. 17 is a block diagram illustrating components that are found in various embodiments of a VR-represented object.

FIG. 18 is a functional illustration of the elevator simulator of FIG. 11.

FIG. 19 illustrates one embodiment of a method of developing, deploying, and implementing a modular VR attraction.

FIG. 20 illustrates one embodiment of a method of building a stage for the modular VR attraction.

FIG. 21 illustrates one embodiment of a method of assembling stage accessories for the modular VR attraction.

FIG. 22 illustrates one embodiment of a method of digitally interconnecting the smart props with systems that service the VR experience.

FIG. 23 illustrates one embodiment of a method of providing a real-world-integrated VR experience to participants.

FIG. 24 illustrates a method of providing a VR attraction to a plurality of groups of VR participants in a staggered fashion.

DETAILED DESCRIPTION

Exemplary and illustrative embodiments of the invention are described below. In the interest of clarity, not all features of an actual implementation are described in this specification, for those skilled in the art will appreciate that in the

development of any such actual embodiment, numerous implementation specific decisions are made to achieve specific goals, such as compliance with system-related and business-related constraints, which vary from one implementation to another. Furthermore, it will be appreciated that such a development effort might be complex and time-consuming but would nevertheless be a routine undertaking for those of ordinary skill in the art having the benefit of this disclosure. Various modifications to the preferred embodiment will be apparent to those skilled in the art, and the general principles defined herein may be applied to other embodiments. Therefore, the present invention is not intended to be limited to the particular embodiments shown and described herein but is to be accorded the widest scope consistent with the principles and novel features herein disclosed.

The present invention will now be described with reference to the attached figures. Various structures, systems, and devices are schematically depicted in the drawings for purposes of explanation only and so as to not obscure the present invention with details that are well known to those skilled in the art. Nevertheless, the attached drawings are included to describe and explain illustrative examples of the present invention. The words and phrases used herein should be understood and interpreted to have a meaning consistent with the understanding of those words and phrases by those skilled in the relevant art. No special definition of a term or phrase (i.e., a definition that is different from the ordinary and customary meaning as understood by those skilled in the art) is intended to be implied by consistent usage of the term or phrase herein. To the extent that a term or phrase is intended to have a special meaning (i.e., a meaning other than that understood by skilled artisans) such a special definition will be expressly set forth in the specification in a definitional manner that directly and unequivocally provides the special definition for the term or phrase.

FIG. 1 illustrates one embodiment of a modular stage 1 with a first grid aligned arrangement 11 of stage accessories 14, 16, 18, 70, 110, 120 to augment the illusion of a first VR experience/representation. The stage accessories 14, 16, 18, 70, 110, 120 are provided as part of a VR stage kit 11. The stage accessories 14, 16, 18, 70, 110, 120 are assembled to the stage 1 according a plurality of stage plans or arrangements that correspond to a plurality of VR representations (aka "VR worlds") provided in a VR attraction. The stage accessories 14, 16, 18, 70, 110, 120 include set pieces and props. For example, FIG. 1 illustrates a facade 14 with a window 15 and door 6, a rock 18 attached to a perimeter wall 5, a flashlight prop 120 and a firearm prop 110 resting on a desk 16, and a plank 70 on resting on a floor of a modular stage platform 3. The accessories 14, 16, 18, 70, 110, 120 give virtual reality participants sensory feedback that augments a virtual reality representation. Some of the accessories 14, 16, 18, 70, 110, 120 may comprise fittings 17 (such as pegs) to mount them to the modular stage platform 3.

A modular stage 1 comprises a plurality of separable modular stage sections 2 designed to fit and cooperate with each other for ease of assembly to form the stage 1. The modular stage 1 and its kit 11 of stage accessories 14, 16, 18, 70, 110, 120 are configurable to fill a discrete set of spatial areas—for example, 10 meters by 20 meters and 15 meters by 15 meters—that might be found in a mall, theater, or other retail space. Different spatial representations of a VR world are created to fit one or more of these areas and correspond to one or more stage plans or arrangements of accessories 14, 16, 18, 70, 110, 120 on the stage 1.

In one embodiment, the modular stage 1 comprises a commercially available stage kit (not to be confused with the accessory kit 11 described herein). Discretely positioned (and preferably regularly spaced) accessory mounts 7 are either provided with, or incorporated into, the stage 1. In one embodiment, the stage 1 is elevated above the ground, enabling signal lines 12 and power lines 13 to pass underneath the platform 3 and through openings in the platform 3 (e.g., the peg holes 7) to service the accessories 14, 16, 18, 70, 110, 120 mounted on the stage 1.

FIG. 3A illustrates a modular stage platform 3 made up of separable squares or platform sections 2. For example, each square 2 may be 1 m×1 m. FIG. 3B illustrates each square 2 as providing multiple aligned rows of accessory mounts 7 in the form of holes that are spaced 1 decimeter (for example) apart from each nearest accessory mount 7. The squares 2 are adapted to be connected to each other to create platforms 3 of different rectilinear dimensions. This enables the modular stage 1 to fit a wide range of conventional leasable commercial spaces.

The accessory mounts 7 are placed at preselected coordinates in a grid-like fashion in order to provide discrete places, readily and accurately represented in a VR world, for the mounting of the stage accessories 14, 16, 18, 70, 110, 120. In one practical embodiment, the accessory mounts 7 are peg holes that are regularly spaced and configured for receiving accessories that have cooperating pegs. In this application, the term "peg" is used in a broad sense to encompass large structures as well as small structures. The peg holes 7 may be round, square, dimensioned to receive a dimensional board, or some other shape. The peg holes 7 are defined by a surrounding structure that, in conjunction with cooperating fittings or mounts 17 (e.g., pegs), provide sufficient strength to fix and stabilize any mounted accessory 14, 16, 18, 70, 110, 120. In an alternative embodiment, the stage platform 3 is modified to incorporate pegs 17 for receiving accessories 14, 16, 18, 70, 110, 120 with cooperating holes 7.

Any suitable substitute for a peg-and-hole system would also fall within the scope of the present invention, including mounts in the form of seats, sockets, interconnectors, fasteners, couplers, couplings, clamps, hand-operated quick-release clasps, ties, pins, snaps, links, and the like. The scope of the invention also includes any arrangement of female and male parts that attach one object to another, provided that they facilitate quick assembly and disassembly.

Collectively, the peg holes or other accessory mounts 7 of the modular stage platform 3 are aligned within rectilinear rows and columns, forming a grid or regular pattern 8. In one embodiment, the stage sides have a primary set of alphanumeric markings 9, respectively, to identify each square 2 in the modular stage. In the 1-meter by 1-meter square embodiment, this grid density provides a 1 meter by 1-meter level of resolution. Each square or alternatively dimensioned platform section 2 may also be labeled with its own secondary set of alphanumeric markings 9, to identify each accessory mount 7 in the square or section 2. In the 100-holes per square embodiment, this grid density provides a 1-decimeter by 1-decimeter level of resolution. The invention is, of course, not limited to these square dimensions or grid densities.

The assembly of the accessories 14, 16, 18, 70, 110, 120 to the modular stage platform 3 makes use of the positioning grid 8. For example, as noted above, many of the accessories 14, 16, 18, 70, 110, 120 are arranged with fittings 17 (such as pegs) to mount them to the modular stage platform 3 at particular stage platform coordinates. The accessory mounts

5

7 cooperate with the fittings 17 to secure the accessories 14, 16, 18, 70, 110, 120 to the platform 3. This aids in fast and accurate alignment with objects in virtual reality.

FIG. 4 illustrates this ease of assembly and disassembly by showing a wall section 5 equipped with fittings 17 in the form of pegs positioned over peg holes 7 in a portion of the modular stage platform 3. Assembling the wall section 5 may be as simple as identifying the correct holes on the grid 8 using the alphanumeric markings 9 labeling the grid 8 and inserting the pegs into the holes 7. Disassembling the wall section 5 may be as simple as lifting it from the stage 3. Quick-release clamps or connectors (e.g., clamps or connectors that do not require tools to operate) may optionally be employed, because they would only modestly increase the amount of time needed to assemble and disassemble the accessories 14, 16, 18, 70, 110, 120.

Parts may be added to or subtracted from the kit 11 to create new configurations. In one embodiment, the modular stage 1 includes perimeter walls 5 that are also covered in a labeled grid pattern 8, facilitating fastening of objects to the walls 5 in precise, discrete, exact, and vertically-aligned locations. A primary modular stage accessory 5, such as an interior wall, may include its own labeled grid and pattern of accessory mounts (not shown) so that one or more secondary modular stage accessories 14, 16, 18, 70, 110, 120 can be accurately mounted to the primary stage accessory 5.

The grid-based approach described above is preferable to several alternative approaches to aligning a virtual world with a physical construction. One common alternative approach is to create a permanent "one-up" VR attraction that has not been designed in a modular fashion. It is not practical to update such attractions, limiting their ability to bring in and appeal to repeat customers. Another approach would require that video sensors and/or other sensors be used to determine the location and orientation of each fixed, stationary modular stage accessory 14, 16, 18. This approach in practice would provide a less accurate and/or reliable means of aligning the virtual and physical worlds than this invention's approach, in which the objects of the VR representation and the physical world are positioned at predetermined coordinates or grid points that select prepositioned accessory mounts 7. Another alternative would involve arranging accessories 14, 16, 18, 70, 110, 120 on to the stage platform 3 at specified coordinates without the benefit of a grid 8 or a patterned arrangement of peg holes or the like. A disadvantage of this approach is that it takes longer to assemble the stage, and with greater chance of error. Another disadvantage of this approach is that stage assemblers cannot assemble a stage as precisely and quickly, this way, as they would with the grid-based approach. The result is that the physical and virtual worlds may not align as precisely as they would with the grid-based approach.

As noted above, in one embodiment, the stage 1 is elevated above the ground, enabling signal lines 12 and power lines 13 to pass underneath the platform 3 and through openings in the platform 3 (e.g., the peg holes 7) to service the accessories 14, 16, 18, 70, 110, 120 mounted on the stage 1.

FIG. 2 illustrates the modular stage 1 of FIG. 1 with a second stage plan or arrangement 19 of stage accessories 14, 16, 18, 70, 110, 120 to augment the illusion of a second VR representation. FIGS. 1 and 2 illustrate the speed and convenience with which accessories 14, 16, 18, 70, 110, 120 can be accurately re-arranged on the stage 1 to correspond to different VR representations, with an ease that resembles rearranging LEGO® blocks or placing one's ships at the start of a new BATTLESHIP® game. Advantageously, this

6

makes it practical for proprietors to engage local customers with new experiences, keeping them coming back again and again.

FIG. 5 illustrates a building facade 14 mounted on a modular stage. The building facade 14 comprises a door 6 and window 15 and has simple, flat dimensions. A 3D polystyrene rendering of a rock 18 has the contour of a large rock or boulder and is coated with material like sand and simulated moss to give it a rock-like tactile sensation. FIG. 6 illustrates a VR representation 50 of the building facade 14, embellished with an appearance of log siding and a tiled roof in a wooded surrounding.

FIG. 7 illustrates a VR participant 121 carrying a backpack 41 and wearing a VR headset 42. The backpack 41 carries a computer (not shown) running a VR engine. The VR participant 121 is holding a flashlight prop 120 while pushing open the door 6 of the building facade 14. The flashlight prop 120 comprises a conventional flashlight case. To create the flashlight prop 120, any regular-sized battery, and optionally also the light bulb and lens, in the conventional flashlight case are removed. These items are replaced with a smaller power source, orientation sensors and/or a self-tracking beacon so that a motion tracking system (not shown) can determine the location and orientation of the flashlight prop 120.

As shown in FIG. 8, a VR engine running on the computer in the backpack 41 receives the ID, position, and location coordinates of the flashlight prop 120 and renders a VR representation 50 of a flashlight-illuminated portion of the facade 14 and door 6, and a portion of an office beyond the facade 14. In this VR representation 50, which contrasts with the woody VR representation 50 of FIG. 6, the doorway is embellished to look aged, with rust spots and paint chips. Elliptical areas 128 are rendered illuminated and the areas around the elliptical areas 128 are rendered dark, corresponding to the direction in which the flashlight prop 120 is pointing. This reinforces the illusion that the sensory information received from the VR headset 42 is real.

FIG. 9 illustrates the VR participant 121 walking over the wooden plank prop 70 that is shown in FIG. 1 positioned on a modular stage platform 3. The wooden plank prop 70 has a natural warp that causes it to wobble when crossed. The VR participant 121 walks very cautiously over the plank 70, even though the plank 70 is safely resting on the platform 3, and the VR participant 121 has a mere 1½ inches to fall should he lose his footing. The VR participant's fear is fueled by the VR representation 50 depicted through the participant's headset 42. As shown in FIG. 10, the VR participant 121 sees a virtual representation 79 of the plank 70 precariously spanning a deep gap 78 separating two buildings 76 and 77. And when the physical plank 70 wobbles, a motion tracking system (not shown) or accelerometer feedback wirelessly provided from the plank 70 detects the wobble. Using this data, the VR engine simulates the wobble and the disorienting effect of the wobble on in the VR representation 79 of the plank 70. Sound effects, such as squeaks, wood cracking and splintering further add to the illusion of danger.

FIG. 11 illustrates the VR participant 121 in one embodiment of an elevator simulator 80 comprising an enclosure 82 made of bars, thatched plates, and/or gates. The simulator 80 may additionally comprise a controller 85 such as a switch or buttons mounted to the enclosure 82. The elevator simulator 80 is substantially stationary, moving over a span of only a few centimeters or inches to create an illusion of ascending or descending. FIG. 12 illustrates a VR representation 50 of a corresponding VR elevator 89. The VR

elevator **89** is shown ascending or descending one or more floors while the corresponding elevator simulator **80** vibrates a platform (not shown) that is coupled to the enclosure **82**. The elevator simulator **80** is further described in FIG. **18**.

FIG. **13** illustrates the VR participant **121** holding and pointing a firearm prop **110**. FIG. **14** illustrates a corresponding VR representation **50** provided to the VR participant **121** as he holds, points, and shoots the firearm prop **110**. The VR representation **50** includes a depiction of a VR firearm **119** that is pointed in a direction that corresponds to the direction in which the firearm prop **110** is pointed. The VR representation **50** also depicts kill simulations **118** in response to the VR participant **121** “firing” the firearm **110**.

FIG. **15** is a block diagram illustrating one embodiment of an interconnected system **10** of devices and systems used to augment or enhance a VR experience using a grid-aligned arrangement **11**, **19** of stage accessories **14**, **16**, **18**, **70**, **110**, **120** on a modular stage **1**. The system **10** comprises a plurality of sensors **20**, a plurality of digital systems **30**, a plurality of backpack-mounted local VR engines **40**, and a plurality of physical “smart props” **60** that are simultaneously represented in a corresponding VR representation **50** experienced by VR participants **121**. Some of the smart props **60** are interactive and designed for VR participants **121** to carry by hand as part of the VR experience. Some smart props **60** have embedded prop actuators **45** to actuate mechanical, electrical, tactile, or heating elements incorporated into the smart props **60**.

The plurality of sensors **20** include an overhead sensor array **21**, body-mounted tracking sensors **24** that are mounted on equipment (such as backpacks **41** and/or headsets **42**) carried by the VR participants **121**, and field-embedded sensors **27** embedded in one or more of the set pieces or props **60** of the staged physical environment.

The plurality of digital systems **30** comprise motion tracking systems **31**, a wire-based input-output system **38** (WireIO), and a merged reality engine **35**. The motion tracking systems **31** detect the position and orientation of each VR participant **121** and each VR participant **121**’s head and hands, as well as of smart props **60** used in the staged physical environment. Suitable motion tracking technology already exists. For example, U.S. Pat. No. 8,638,989, issued Jan. 28, 2014, describes technology that tracks a VR participant’s hands in the virtual world so that the VR experience can track the hands.

The motion tracking systems **31** send packets **33** of information—which include the location coordinates, orientation, and uniquely identifying information for each VR participant **121** or object—to the merged reality engine **35**. The wire-based input-output system **38** (WireIO) is a network of wired actuators **45** and sensors that are embedded in walls, doors, windows, smart props **60** and/or other objects of the physical environment. Many of the wired sensors sense when a stage accessory **14**, **16**, **18**, **70**, **110**, **120**, such as a door, a drawer, a door knob, or an elevator simulator platform, is opened or turned.

The merged reality engine **35** controls the actuators **45** to produce motion, direct a simulated breeze or wind (air), generate ambient heat, lock or unlock doors and windows, and/or generate other physical phenomena directed to and felt by the VR participant **121**. The generated motions and other physical phenomena are accompanied by VR optics and sound that depict a VR representation **50** with a consistent surrounding and objects. Suitable technology for this purpose already exists. For example, U.S. Patent Pub. No. 2016/0275722, published Sep. 22, 2016 and incorporated herein by reference, describes systems and methods for

merging a simulation experience with physical objects and sensory stimuli in a controlled physical environment.

The VR representation **50** includes VR representations of objects that correspond—in apparent physical location and orientation—to the staged physical environment. As the VR participant **121** moves through the staged physical environment, the VR participant **121** is presented with a VR experience that is consistent with, and that corresponds to, the VR participant **121**’s movement in the VR world. The VR world may be scaled differently than the physical world. For example, a wall that in the staged physical world is 20 feet away may appear 40 feet away in the VR world, but as the VR participant **121** approaches that wall, it appears to the VR participant **121** that he/she is advancing faster as he/she actually is. Although the scales differ, the physical world is perceived by touch and other non-visual senses to be “consistent” and to “correspond” with the virtual world. Also, the texture of doorknobs, smart props **60**, and other objects within the staged physical environment need not exactly match the textures that are displayed to the VR participant **121**’s eyes in the VR world. The existence of other sensory feedbacks may make a texture “feel” more like what the VR participant **121** expects to feel than it otherwise would.

The merged reality engine **35** is configured with information to enhance a VR representation **50**. The merged reality engine **35** receives and processes motion capture and other sensory feedback and uses that information to coordinate the physical “world” that exists on the stage **1** with the VR representation **50** of that world. The merged reality engine **35** tracks where each VR participant **121** is located and oriented within the staged physical environment, whether one of the VR participant’s **121** hands is reaching out to or holding a prop **60** in the staged physical environment, and where the VR participant **121**’s head and/or eyes are pointing. The merged reality engine **35** provides physical coordination by controlling doors, windows, fans, heaters, simulated elevators, and other smart props **60** in the staged physical environment. The VR coordination comprises sending signals regarding sensed conditions, VR participant **121** and prop locations, and actuator states to one or more VR engines. For example, if a VR participant **121** moves a prop **60**, then the merged reality engine **35** provides information to the VR engines **40** to reposition and/or reorient the corresponding virtual props to match the participant-altered location and orientation of the physical props **60**.

In one embodiment, a single VR engine provides individualized VR experiences to each of the VR participants **121**. In what, with current technology, is perhaps a more practical embodiment, separate VR engines **40**—each running on a backpack-mounted computer—are provided to each VR participant **121**. The coordination of the physical and virtual worlds ensures that the physical environment combines with the VR optics and audio to provide a convincingly consistent sensory experience.

FIG. **16** illustrates a kit **11** of stage accessories that are used inside an exemplary staged physical environment to enhance a VR experience. Seven set pieces and smart props **60** are illustrated. Two of them—a firearm **110** and a flashlight **120**—are designed for a VR participant **121** to hold and carry by hand as part of the VR experience. Two more—a drawer **100** and a door **6**—are designed to for a VR participant **121** to open to reveal a room or compartment. Another two—a plank **70** and an elevator simulator **80**—are designed for a VR participant **121** to walk on and/or operate. Also, a heating element **130** is designed to provide a source of heat corresponding to a visual depiction of a heat source—such as a boiler—in the virtual world. Many more

set pieces and smart props **60** are contemplated, including, for example, light saber props, fencing gear props, whips, tennis rackets, golf clubs, bats, balls, chair props, and a simulated moving platform. Further examples include land, sea, and air-based vehicular props. For example, a stationary rowing machine, in one embodiment, would enhance a VR simulation of rowing a boat across a pond or channel. Also contemplated are a game controller or remote that enables a VR participant **121** to alter or the VR scenery or switch the VR scenery between a plurality of VR representations **50** that correspond to the staged physical environment. Of course, the selection and arrangement **10** of smart props **60** will be particular to the design of the staged physical environment and the VR representation **50** it is created to enhance.

The physical plank **70**, which is also illustrated in FIGS. **1**, **2** and **9**, comprises a slightly warped wooden board. As illustrated in FIG. **10**, the VR representation **50** visually and audibly simulates a corresponding VR plank **79**. The physical plank **70** is embedded with a self-identifying beacon **61** (FIG. **17**)—for example, LED lights powered by a battery pack and controlled by a small programmable microcontroller **63** (FIG. **17**) that sets a sequence for illuminating the LED lights—that allows a motion tracking system **31** to track the position and orientation of the plank **70**. In one embodiment, the physical plank **70** is also embedded with a sensor **66** (FIG. **17**)—such as an accelerometer—to detect wobble in the board. The microcontroller **63** wirelessly communicates—using, for example, Wi-Fi or Bluetooth—the accelerometer output to the merged reality engine **35**, which is configured to generate a VR representation **50** of a wobble in the corresponding VR plank **79**.

The elevator simulator **80**, which is partially illustrated in FIG. **11** and more fully illustrated in FIG. **18**, comprises a platform **81**, an enclosure **82** (such as bars or walls and a gate or a door), a plurality of springs **83** (or pneumatic cylinders, pistons, or other actuators) supporting the platform **81**, and a vibration motor **86** to vibrate the springs **83** to create a sensation of elevator movement. Optionally, one or more sensors **84** sense when VR participants **121** have entered or exited the simulator **80**. Controllers **85** such as a switch or buttons are provided for selecting a floor or elevator direction and/or causing the VR elevator **89** to ascend or descend. Fans **87** project air on VR participants **121** to augment a VR depiction of an open-air elevator with the sensation of rapidly traveling through one. As illustrated in FIG. **12**, the corresponding VR representation **50** visually and audibly simulates a corresponding, but apparently fully-functioning, VR elevator **89**. While in a typical embodiment, the actual appearance of the elevator simulator **80** may be relatively simple and plain, the VR elevator **89** is depicted in a more visually engaging way.

The one or more sensors **84**—e.g., a load sensor, a motion sensor, and/or an accelerometer—detect a person on the elevator simulator **80**. As noted before, the springs **83** are vibrated by the vibration movement to create a sensation of movement. Feedback from testers indicates this to be sufficient to create a convincing sensation. But more elaborate simulators are also within the scope of the invention. In one alternative embodiment, for example, the springs **83** are pre-wound to a preset amount of compression or stretch from the springs' neutral positions. To simulate an elevator ascent, the springs **83** are pre-wound into the preset compressed position, and then suddenly released to simulate the start of an elevator rising. To simulate an elevator descent, the springs **83** are pre-wound into a preset stretched position, and then suddenly released to simulate the elevator lower-

ing. The vibration motor **86** simulates the travel of the elevator **80** from the start position through the end of travel. To simulate the elevator **80** coming to a stop, a cam (not shown) or other mechanical device is driven by a second motor to cause the springs to compress in a simulated descent or stretch in a simulated ascent followed by a second release, preferably to the position having the preset amount of compression or stretch to simulate the opposite movement of the elevator **80**. This simulated “bounce” simulates the elevator **80** coming to a stop.

The merged reality engine **35** controls the elevator simulator **80**. As the elevator simulator **80** simulates an ascent or descent and a stop, the merged reality engine **35** communicates information to the backpack-mounted VR engines **40**. To VR participants **121** for which the VR elevator **89** is in their field of view, the VR engines **40** simultaneously present VR optics and auditory feedback depicting the corresponding VR elevator **89** traveling between one or more floors.

Advantageously, the elevator simulator **80** does not actually travel between floors. The platform **84** travels only a slight amount vertically—for example, less than 1 foot and even 4 inches or less—and yet the experience, when paired with the optics of the corresponding VR elevator **89**, is genuinely realistic to nearly all, and certainly most, VR participants **121**.

Also, advantageously, in one embodiment, the VR representation **50** depicts two or more floors using a staged single-floor physical environment. The elevator simulator **80** is used to “travel” between them. The same walls, doors, windows, smart props, and other objects in the staged environment take on different appearances in each floor of the VR representation **50**. This enables a provider of the staged VR environment to simulate an experience that appears much larger and more varied than the modular stage **1** and its assorted accessories themselves.

Returning to FIG. **16**, the physical door **6** comprises a suitable door—such as a conventional door—with a knob and hinges. The physical door **6** includes rotary encoders **91** and **92** for the knob and one hinge, respectively. The rotary encoders **91** and **92**, which may be analog or digital, generate signals indicative of the angular position of the knob and door. The merged reality engine **35** uses the signals to generate a VR representation **50** that visually and audibly simulates a corresponding VR door **99**.

In one exemplary embodiment, the physical door **6** is an ordinary-looking metallic commercial door that is in good condition (few if any dents or scratches or paint chips) and lacks a frightening appearance. The hinges are lubricated so that they do not squeak when the door is opened or closed. A door safety mechanism (not shown), powered by a spring, hydraulics, or other mechanism, creates resistance to the opening and/or closing of the door **6**. In one VR representation **50**, such as shown in FIG. **8**, the VR door **99** appears to be an industrial metal door covered in badly chipped paint. A virtual danger warning sign hangs on the VR door **99**. As the door **6** is opened, the VR representation **50** presents squeaky noises as well as noises of the VR area behind the door **6**. VR cobwebs are illustrated stretching and then breaking, an illustration that is further enhanced when the VR participant **121**'s face passes through real-world sticky or tacky threads or other filaments hanging down into the staged physical environment. In a different VR representation **50**, such as shown in FIG. **6**, the VR door **99** appears to be a wooden door that is part of a log cabin building.

The physical drawer **100** is part of a filing cabinet, desk, dresser, or other piece of furniture or equipment. In one

embodiment, the drawer **100** is equipped with a touch sensor **102** to detect touch, and a linear encoder **101** to detect the drawer position. In an alternative embodiment, a small door or lid, such as a safe door, is provided in place of or in addition to the physical drawer **100**. A handheld prop **60**—such as a firearm prop **110**—is preferably placed in the drawer, safe, or other compartment, for a VR participant **121** to pick up and use.

The VR representation **50** visually and audibly simulates a corresponding VR drawer **109** or (in the alternative embodiment) door or lid, as illustrated, for example in the filing cabinet depicted in FIG. **8**. If a real handheld smart prop **60** is in the drawer **100** or compartment, then the VR representation **50** simultaneously depicts a corresponding virtual handheld prop.

Skipping briefly ahead, FIG. **17** illustrates some standard components of smart handheld props **60**, many of which are incorporated into the firearm prop **110** and the flashlight prop **120** identified in FIG. **16**. These standard components include a tracking beacon **61**, user controls **62**, a microcontroller **63**, sensors **66**, a transmitter **64**, and haptic feedback components **67**. It will be noted that the sensors **66** and/or transmitter **64** may be incorporated into or on the microcontroller **63**. In one embodiment, the beacon **61** comprises self-identifying LEDs that are used by a motion-tracking device, such as OptiTrack®, to determine the position and orientation of the device **60**. It will be understood that any particular smart prop **60** may have fewer than all of the components illustrated in FIG. **17**, as well as one or more components not illustrated in FIG. **17**. Generally, the standard components of a smart prop **60** contribute to the delivery of a cohesive VR experience in which the physical prop **60** complements, rather than detracts from, the realism of the VR experience.

Returning back, FIG. **16** also illustrates a firearm prop **110**. The firearm prop **110** is a handheld device with a gun-shaped form, including a handle, a barrel-like section, a trigger or switch, and a cocking device. At least most of the standard components of FIG. **17** are incorporated into the firearm prop **110**. The trigger of the firearm prop **110**, for example, would constitute a type of user control **62**. In one embodiment, the firearm prop **110** is equipped with a haptic feedback component **67** in the form of a trigger-activated spring recoil device **111** to simulate the firing recoil of a real gun.

The firearm prop **110** may be an actual firearm that is unarmed and modified for use in the staged physical environment. Preferably, the firearm prop **110** replicates portions—e.g., substantially only the portions of a firearm that are typically gripped, pushed, pulled, or depressed—of the form of any actual firearm, without including a chamber operable to load real ammunition. For example, the firearm prop **110** may be a lightweight polymeric replica of an actual firearm. The lightweight design makes it less susceptible to being used to actually harm—e.g., as a projectile or a battering device—another VR participant **121**.

The VR representation **50** visually and audibly simulates the use of the firearm prop **110**. Whereas the firearm prop **110** is unable to actually fire ammunition, the VR representation **50** simulates the sound and light effects of ammunition being fired as the VR participant **121** depresses the corresponding trigger—as well as the effects on the simulated living and nonliving objects impacted by the simulated shots.

Advantageously, the motion tracking systems **31** detect the position and orientation of both the handheld smart props **60** (such as the firearm prop **110**) and the position and

orientation of the VR participant **121**'s hands. Moreover, touch sensors and accelerometers incorporated into the firearm prop **110** enable the motion tracking systems **31** to detect whether the VR participant **121**'s hand is gripping and holding the firearm prop **100**. The merged reality engine **35** processes this information to enable the VR engines **40** to accurately depict the VR depiction of the VR participant **121** as either not touching, merely touching or actually gripping and holding the VR firearm **119**. The merged reality engine **35** also depicts a position and orientation of the corresponding VR firearm **119** that matches the position and orientation of the firearm prop **110**.

In other embodiments, not shown, physical smart props **60** for laser guns, light sabers, knives, swords, and hammers are also provided. Like the firearm prop **110**, they are equipped with components that enable them to be simulated in the VR representation **50**.

The handheld flashlight **120** preferably comprises a real polymeric flashlight case or shell with a user-operable switch that has been modified with many of the standard components of a smart prop **60**, including sensors **66**, a microcontroller **63**, and a transmitter **64** (which may be incorporated into the microcontroller **63**). The sensors **66** detect whether the flashlight prop **120** is being held, the position and orientation of the flashlight prop **120**, and whether the flashlight prop **120** is “switched” on or off. An actual flashlight bulb is unnecessary, because VR participants **121** would not see any actual light coming out of the flashlight **120**, but rather the virtual depiction within the VR goggles/headset **42** of the illumination created by a virtual flashlight **129**. Also, some of the space reserved in a conventional flashlight for batteries is preferably used to house the sensors **66**, microcontroller **63**, and transmitter **64**.

The physical heating element **130** is a real-world device, such as a space heater, infrared heat lamps, or an oven (which may be connected to a duct having a microcontroller-operated exit door or valve). The VR representation **50** illustrates a corresponding VR heat source **139**, such as a boiler, a raging fire, or a boiling pool of molten metal. The physical heating element **130** may stay on throughout the course of the VR experience. Alternatively, the physical heating element **130** or valves or windows or doors positioned to alternatively block or allow the release of heat are controlled to generate and provide sudden bursts of heat. Advantageously, the real heat felt by VR participants **121** dramatically enhances the sense of realism experienced by a VR participant **121**.

As illustrated above, a smart prop **60** may be a replica or modified version (or both) of a common utilitarian real-world object. These reinforce the typical expectations a VR participant **121** would have about the corresponding VR object. However, there are many other types of contemplated smart props **60** that do not have the form or feel of a common utilitarian real-world object. Such objects may reinforce the elements of suspense and surprise associated with the corresponding VR object.

FIG. **19** illustrates one embodiment of a method of developing, implementing, and deploying a modular VR attraction. The method comprises a plurality of steps, some of which are re-orderable.

In step **205**, using a commercially available VR development software program, create one or more VR representations **50** to which a physical modular stage **1** and its modular stage accessories can be fit, in a spatially realistic fashion, to enhance the illusion created by the VR representations **50**. In one embodiment, the modular stage and stage accessories are pre-existing, and a previous VR representation **50** has

been created for use with the modular stage and stage accessories. In an alternative embodiment, the modular stage and stage accessories are created after the VR representation **50** is created to augment and enhance that VR representation **50** and its various spatial adaptations.

In step **210**, select a space within a building or enclosure (e.g., a mall, theater, mobile platform) for providing an integrated VR/real-world experience. In step **215**, assemble the modular stage **1** within the selected space. FIG. **20** elaborates on this step. In step **220**, arrange a predefined set or kit **11** of set pieces and props **60** on the stage **1**. More specifically, arrange the accessories according to a first preconfigured stage plan or arrangement **11** of location coordinates or reference points that correspond to a consistent arrangement of virtualized versions of those set pieces and props **60** in a first VR environment. Also connect power lines **13** and signal lines **12** to accessories that need them. FIG. **21** further elaborates on this step. In step **221**, assemble set pieces (e.g., walls) and stationary props **60** to discretely positioned accessory mounts **7**. In step **222**, position floating props **60** (e.g., plank, gun) at designated locations on the modular stage **1** or in or on other accessories on the stage **1**.

In step **225**, load a VR server with motion capture, body tracking, and prop component control systems. Commercial packages are available that may be suitable, such as OptiTrack®. In step **230**, interconnect VR server, I/O network, overhead sensor array, and embedded sensors, actuators, and tracking devices of the integrated world and motion tracking systems. FIG. **22** further elaborates on this step. In step **235**, install motion tracking software (e.g., OptiTrack Motive®) that aggregates and/or generates position and orientation info and that identifies hand positions.

In step **240**, provide integrated VR/real-world experience to VR participants **121**. FIG. **23** elaborates on this step.

In step **250**, adapt the selected space for a new VR experience by reassembling structures, VR, props, and other physical objects within the modular enclosure according to another preconfigured stage plan or arrangement **19** corresponding to another VR representation **50**.

It will be apparent to one of ordinary skill in the art that some of the steps of FIG. **19** can be re-arranged without affecting the end-user experience. Furthermore, some steps can be modified or omitted. Whether such rearrangements or modifications are within the scope of the invention depends, of course, on the language of the claims.

FIG. **20** illustrates elements of a method **205** of assembling a stage **1** for the modular VR attraction. In step **206**, erect sensor scaffolding (e.g., stage lighting stands & trusses). In step **207**, mount video sensor array and other sensors on scaffolding. In step **208**, assemble the modular platform **3** and any perimeter walls **5**.

FIG. **21** illustrates one embodiment of a method **220** of setting up stage accessories for the modular VR attraction. In step **222**, fix walls **5** and stationary props **60** to discretely positioned accessory mounts **7**, for example, by inserting fittings **17** such as pegs attached to the walls **5** and props **60** into the accessory mounts **7**, such as peg holes, of the stage platform. These accessories are designed to be restricted to a fixed position on the stage platform **3** and are characterized within the VR world as being fixed. In step **222**, position floating props **60** that are not intended to be restricted to a fixed or stationary position on the stage platform **3**—for example, the plank **70** or the firearm **110**—on the stage **1** at more generalized designated locations (e.g., specifying one or more stage squares).

FIG. **22** elaborates on step **230** of FIG. **18**. It illustrates one embodiment of a method of digitally interconnecting the

smart props **60** with systems that service the VR experience. In step **231**, connect the overhead sensor array to the I/O network **20**. In step **232**, connect VR-world embedded sensors, actuators and tracking devices to the I/O network **20**. In step **233**, connect the VR server hosting the merged reality engine **35** to the I/O network **20** and the physical elements of the motion tracking system(s) **31**.

FIG. **23** illustrates one embodiment of the step **240** of providing a real-world-integrated VR experience to VR participants **121**. In step **241**, equip VR participants **121** with VR goggles (e.g., Oculus Rift®) and VR engines (e.g., backpacks). In step **242**, feed VR experience generated by VR engines to VR goggles as VR participants **121** walk through the stage **1**.

VR participants **121** may be advanced through the stage **1** in a plurality of different fashions. In step **243**, VR participants **121** are progressed through the stage **1** a single time in a sequential fashion. In alternative step **244**, VR participants **121** are advanced through at least a portion of the stage **1** multiple times, while coupling different traverses of the same stage section with different VR representations **50**. This means that the objects of the multiply-traversed stage sections are associated with a plurality of VR representations **50**, each one specific to a different traverse.

In step **245**, communicate position & orientation information from the motion tracking system(s) **31** to the VR server. In step **246**, operate embedded set pieces and props **60** to produce motion, heat, sound, and/or tactile feedback that corresponds with VR effects illustrated for the corresponding VR objects of the VR representation **50**.

Various embodiments of the present invention use a computer system and a computer network for executing one or more computer programs to assimilate sensory information, control actuatable features—such as motors, fans, heaters, and door locks—of stage accessories, and generate the VR representations.

FIG. **24** illustrates a method **250** of providing a VR attraction to a plurality of VR participants **121** in a staggered fashion, staggered by group or individual. The method **250** is described herein with respect to groups but would be equally applicable to an attraction in which one participant is let in at a time. Moreover, the method **250** is not strictly limited to the particular order in which the steps are described. The VR attraction is subdivided into a plurality of connected sections (aka rooms or booths) through which the groups or individuals are advanced, in a staggered, pipelined fashion.

In step **251**, VR participants **121** are equipped with VR goggles and headsets. In step **252**, the VR participants **121** are equipped with backpacks containing computerized VR engines, wherein each group is provided with an instance of a VR world or game that starts when the group is admitted into the VR attraction, so that the instances are temporally staggered between groups. In step **253**, the VR participants **121** are provided with objectives for VR participants **121** to complete in each section. In step **254**, a group of VR participants **121** is admitted into a first section of the VR attraction. The group is given a minimum amount of time to complete the objective. If the group has not completed the section objective in the minimum amount of time (block **255**), and it is delaying the progression of newer groups from progressing forward (block **256**), then in step **257**, the objective or the VR representation **50** is modified to help the group advance. For example, if an individual is too frightened to cross the plank **70**, then the VR representation **50** may modify the appearance of the plank **70** as spanning two buildings into an appearance of a plank spanning a small

brook. Or the VR representation 50 is replaced with a true video representation of the stage section. Alternatively, an attraction operator may physically assist the participant through the section and into the next section. Flow returns to block 255.

Once the group has completed the section objective (block 255), then as long as the group has not yet completed the VR attraction (block 258), and provided the next section is vacant (block 260), then in step 261, the group is advanced to the next section. Once the group has completed the VR attraction (block 258), then in step 259, the group is led out of the VR attraction. If the group has completed the section objective (block 255) but has not yet completed the VR attraction (block 258) and is blocked from advancing to the next section by another group (block 260) then the VR attraction 50 will prolong the challenge or extend the objective within the section.

Once a group vacates the first section of the VR attraction (block 261), then in step 254 another group is admitted into the first section of the VR attraction. Each group entering the first section begins a fresh instance of the VR world—and possibly even of a different VR world if the same arrangement 10 of stage accessories supports multiple VR representations 50. In this manner, multiple groups can participate in the VR attraction at the same time by having differently clocked instances of the same (or another) VR world.

Advantageously, admitting individuals or groups into the VR attraction in a staggered fashion facilitates greater throughput. In some VR attractions, multiple players are admitted all at once. There, they play a single instance of a multiplayer game for durations extending from 15 minutes to an hour. By contrast, the inventors have created a demo that has an average duration of 5 minutes. That creates the possibility of 12 game sessions/instances—each running for groups of as many as 6 players—running per hour. If the average group size (including single-member “groups”) is 3 players, then the VR attraction provides an efficient throughput of 36 players per hour. In short, the method of FIG. 24 maximizes the space by running several instances of the game, facilitating a steady throughput of people.

In another advantageous embodiment, the system is configured to differentiate between different numbers of group participants. For example, a group consisting of a single participant is presented with a VR representation of being solo or operating with artificial intelligence (AI) avatars. Also, or alternatively, the number of targets or other objectives is reduced to a number suitable for a single participant. But the greater the number of participants in the group, the greater the number of VR targets (e.g., monsters) to eliminate. And each participant is presented with a VR representation that includes a VR avatar of each other participant within the field of view. In one embodiment, the VR headsets have microphones that pick up the participant’s exclamations. These exclamations are incorporated into the VR representation 50 presented to other participants in the group.

In yet another enhancement, VR representations 50 being presented to one or more participants within the VR attraction are simultaneously livestreamed to an operator console, a livestreaming website (such as Twitch® or YouTube®), or to terminals outside the VR attraction that friends and relatives can watch. The feature of livestreaming an individual participant’s experience to an operator enables the operator to detect what might be slowing a group down and aid the operator in assisting the group (block 257). Livestreaming the experiences to others provides an excellent marketing technique. In one embodiment, friends and loved

ones can watch the VR representation in a booth and communicate words of encouragement—or of warning—to the VR participants. These communications are transmitted into the VR participant’s headset.

5 In yet a further embodiment, a smart prop 60 comprising a trackable camera prop is provided. The camera prop enables participants to simulate taking a picture within the VR attraction. A motion tracking system 31 tracks the position and orientation of the camera prop. A sensor, microcontroller, and transmitter combination in the camera prop transmits a signal indicating that a camera button has been pressed. The merged reality engine 31 receives this signal and tracking information to generate an image that is consistent with what a camera would have captured in the participant-held position and orientation were the VR representation 50 a depiction of the real world. Participants are given the opportunity to purchase these simulated photographs that they took while inside the VR attraction.

A typical computer system (not shown) for use with the present invention will contain a computer, having a CPU, memory, hard disk, and various input and output devices. A display device, such as a monitor or digital display, may provide visual prompting and feedback to VR participants 121 and a stage operator during presentation of a VR representation. Speakers or a pair of headphones or earbuds provide auditory prompting and feedback to the subject.

A computer network (not shown) for use with the present invention may connect multiple computers to a server and can be made via a local area network (LAN), a wide area network (WAN), or via Ethernet connections, directly or through the Internet.

Those skilled in the art should appreciate that they can readily use the disclosed conception and specific embodiments as a basis for designing or modifying other structures for carrying out the same purposes of the present invention without departing from the spirit and scope of the invention as defined by the appended claims.

What is claimed is:

1. A grid-based virtual reality (VR) attraction apparatus, comprising:
 - a VR stage kit that is associated with a plurality of VR representations generated by a VR simulation engine, said VR stage kit comprising:
 - a stage having a pattern of markings and accessory mounts arranged thereon for affixing accessories thereto, said pattern of markings identifying coordinates corresponding to [a location] locations of said accessory mounts; [and]
 - a motion tracking system, configured to track identity, location, and/or orientation of a VR participant on said stage; and
 - said VR simulation engine, coupled to said motion tracking system, configured to receive said identity, location, and/or orientation, and configured to generate said plurality of VR representations to simulate a virtual environment with virtually represented objects whose locations and orientations correspond to [locations and orientations of said accessories] coordinates identified by said pattern of markings.
2. The [system] apparatus as recited in claim 1, wherein said [accessories comprise] accessory mounts affix fixed accessories and moveable accessories, and wherein said accessory mounts restrict a possible location of said fixed accessories on said stage.
3. The [system] apparatus as recited in claim 2, wherein said plurality of VR representations align representations of fixed VR objects to locations and orientations of correspond-

ing fixed accessories without relying upon sensory information about the location of said fixed accessories.

4. The [system] *apparatus* as recited in *claim 3*, wherein representations of said fixed VR objects are more precisely aligned than representations of moveable virtual objects corresponding to said movable accessories.

5. The [system] *apparatus* as recited in *claim 1*, wherein said pattern of markings marks lines of a grid.

6. The [system] *apparatus* as recited in *claim 5*, wherein a corresponding virtual grid is displayed within one or more of said plurality of VR representations to illustrate a virtual coordinate system.

7. The [system] *apparatus* as recited in *claim 6*, wherein said virtual grid overlays a floor and includes grid lines that extend across and along a section of said floor.

8. The [system] *apparatus* as recited in *claim 7*, [wherein said fixed accessories comprise] *further comprising* a wall and a door *affixed to said accessory mounts*.

9. The [system] *apparatus* as recited in *claim 8*, wherein said virtual grid also overlays said wall and said door.

10. The [method] *apparatus* as recited in *claim [5] 1*, wherein a corresponding virtual grid is displayed within one or more of the plurality of VR representations [to illustrate a virtual coordinate system], and wherein the virtual grid overlays a floor and includes grid lines that extend across and along a section of the floor.

11. The [method] *apparatus* as recited in *claim 10*, [wherein the fixed accessories comprise] *further comprising* a wall and a door *affixed to said accessory mounts*, and wherein the virtual grid also overlays the wall and the door.

12. The [system] *apparatus* as recited in *claim 1*, wherein said accessory mounts comprise holes or pegs.

13. The [system] *apparatus* as recited in *claim 1*, wherein each of said plurality of VR representations comprises a unique set and/or position and/or orientation of VR objects, and wherein corresponding physical objects are modular, reconfigurable, and operable to be arranged to correlate with the position [and] *and/or* orientation of the VR objects in any selected one of said plurality of VR representations.

14. The [system] *apparatus* as recited in *claim 1*, [wherein said] *and further comprising* accessories [comprise] *affixed by the accessory mounts having textures[that], the affixed accessories to provide tactile sensations to complement and augment audio and visual sensations [said] of VR participant experiences within said [VR] virtual environment*.

15. The [method] *apparatus* as recited in *claim [1] 13*, wherein the pattern of markings marks lines of a grid.

16. A grid-based virtual reality (VR) method, comprising: employing a VR simulation engine to generate a plurality of VR representations and associating each of a plurality of stage kits with one or more of the plurality of VR representations; [and]

assembling one of the plurality of stage kits, the plurality of stage kits comprising a stage and accessories, the stage having a pattern of markings thereon to aid in assembling the accessories to the stage;

configuring a motion tracking system to track a VR participant's identity, location, and/or orientation on the stage, and communicating the VR participant's identity, location and/or orientation [information] to the VR simulation engine, *the pattern of markings identifying coordinates corresponding to locations of accessory mounts; and*

using the identity, location, and/or orientation to simulate a virtual environment with virtually represented objects whose locations and orientations correspond to [loca-

tions and orientations of the plurality of accessories] *coordinates identified by said pattern of markings*.

17. The method as recited in *claim 16*, wherein the accessories comprise fixed accessories and movable accessories.

18. The method as recited in *claim 17*, wherein the plurality of VR representations align representations of fixed VR objects to locations and orientations of corresponding fixed accessories without relying upon sensory information about the location of the fixed accessories.

19. The method as recited in *claim 16*, wherein the *stage comprises* accessory mounts [comprise] *including* holes or pegs.

20. The method as recited in *claim 16*, wherein each of the plurality of VR representations comprises a unique set and/or position and/or orientation of VR objects, and

wherein corresponding physical objects are modular, reconfigurable, and operable to be arranged to correlate with [the] position [and] *and/or* orientation of [the] VR objects in [any] *a* selected one of the plurality of VR representations.

21. *A method comprising:*

positioning one or more stage accessories at one or more discrete locations of a stage, the one or more discrete locations being defined by coordinates of a stage plan in advance;

via a motion tracking system, tracking location and/or movement of a human participant relative to a discrete location of at least one of the one or more stage accessories; and

via one or more computing systems, employing the tracked location and/or movement of the human participant to generate one or more virtual reality (VR) representations that simulate a virtual environment to be experienced by the human participant, the virtual environment to comprise one or more virtually represented objects corresponding to the at least one of the one or more stage accessories based, at least in part, on the tracked location and/or movement of the human participant and the one or more discrete locations defined by coordinates of the stage plan, wherein:

the stage comprises a stage platform having a pattern of markings identifying the one or more discrete locations along at least two dimensions; and

the stage comprises accessory mounts arranged on the stage platform to affix stage accessories at the pattern of markings.

22. *The method of claim 21, wherein:*

the stage comprises a plurality of stage sections that are adaptable to be interconnected according to the pattern to form the stage platform; and

the stage platform is configurable according to a plurality of stage plans comprising at least a first stage plan having a stage platform dimension of $A \times B$ fitting a first commercial space and a second stage plan of $C \times D$ fitting a second commercial space, wherein A , B , C , and D are different from each other.

23. *The method of claim 21, and further comprising, via the one or more computing devices, correlating and overlaying at least one of the one or more VR representations with the tracked location and/or movement of the human participant to simulate an experience of the human participant in time and space.*

24. *The method as recited in claim 21, wherein positioning the one or more stage accessories further comprises: positioning at least one wall and/or stationary prop on the stage according to the one or more discrete locations.*

25. The method of claim 21, wherein the one or more stage accessories comprise one or more stage props to produce motion, heat, sound or tactile feedback, or a combination thereof, corresponding to VR objects in the virtual environment.

26. The method of claim 25, wherein the one or more stage props comprise a fan, a heater or a vibration motor, or a combination thereof.

27. The method of claim 21, and further comprising aligning at least one of the one or more virtually represented objects to at least one of the discrete locations.

28. The method of claim 21, wherein at least one of the one or more virtually represented objects is to be virtually represented to have a position and/or orientation in the simulated virtual environment based, at least in part, on a position and/or orientation of a corresponding stage accessory.

29. The method of claim 21, and further comprising simultaneously livestreaming at least a portion of the one or more VR representations to one or more destinations.

30. The method of claim 21, wherein the one or more stage accessories comprise a physical heating element corresponding to one or more depictions of heat sources in the virtual environment.

31. The method of claim 30, and further comprising generating sudden bursts of heat from the physical heating element to be felt by the human participant.

32. The method of claim 21, wherein at least one of the one or more stage accessories comprises an elevator simulator.

33. The method of claim 21, via the motion tracking system, tracking location, movement and/or orientation of at least one of one or more props relative to at least one of the one or more discrete locations and/or relative to the tracked location and/or movement of the human participant, and wherein the virtual environment to comprise one or more virtually represented objects corresponding to at least one of one or more movable props based, at least in part on the tracked location, movement and/or orientation of the at least one of the one or more movable props.

34. A system comprising:

a stage defining one or more predefined discrete locations;

a motion tracking system to track location and/or movement of a human participant relative to at least a location of at least one of one or more stage accessories positioned on at least one of the one or more predefined discrete locations defined according to coordinates of a stage plan; and

one or more computing systems to employ the tracked location and/or movement of the human participant to generate one or more virtual reality (VR) representations that simulate a virtual environment to be experienced by the human participant, the virtual environment to comprise at least one virtually represented object corresponding to the at least one of the one or more stage accessories based, at least in part, on the tracked location and/or movement of the human participant and the one or more predefined discrete locations defined according to the coordinates of the stage plan, wherein the stage further comprises:

a platform having a pattern of markings identifying the one or more predefined discrete locations along at least two dimensions; and

one or more accessory mounts arranged on the platform to affix stage accessories at the pattern of markings.

35. The system of claim 34, wherein the one or more computing systems are further to:

correlate and overlay at least one of the one or more VR representations with the tracked location and/or movement of the human participant to simulate an experience of the human participant in time and space.

36. The system of claim 34, wherein the one or more stage accessories comprise a physical heating element corresponding to one or more depictions of heat sources in the virtual environment.

37. The system of claim 36, wherein the one or more computing systems are further to control a valve and/or exit door to provide sudden bursts of heat from the physical heating element to be felt by the human participant.

38. The system of claim 34, wherein the one or more computing systems are further to align the at least one virtually represented object to at least one of the one or more predefined discrete locations.

* * * * *