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(57) Abstract :

The present disclosure provides an augmented reality kiosk (100) for interactive marketing and shopping to attract users or customers to check products interactively and facilitates booking of the product from the kiosk. The kiosk may be configured to display augmented reality-based advertisements, and the user checks products available from one or more brands and merchants and enables the customer to compare and purchase the product from the kiosk. Additionally, the kiosk (100) having a display device (112) configured to enable the user to check an interactive view of products through the augmented reality. Additionally, the user provides voice input to the display device (112), and the display device (112) extracts information on corresponding products from a server (110) and displays to the display device (112).

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