

generation methods that may be associated with various embodiments of the present invention.

[0102] In other embodiments of the present invention, the present invention operator may charge for additional services and/or features that may be provided. For example, the present invention operator may charge a fee to upgrade a particular portion of the photorealistic, 3-D environment. This upgrade may include enhanced resolution and/or detail or may include the provision of additional features and/or services such as, for example, providing lights which may turn on and off or providing an interior environment. These services and/or features may be desirable in a number of contexts including, inter alia, a store in the 3-D environment. Other services and/or features that may be provided for a fee may include interaction with users in the 3-D environment including the use of chat, voice, video, and/or avatars. These and other service and/or features may be used for the direct selling of goods and/or services through the 3-D environment. The embodiments discussed above are merely examples of the numerous revenue generation possibilities of the present invention. The present invention operator may charge for any feature and/or service provided by or through the 3-D environment.

What is claimed is:

1. A method for providing a virtual interaction with a real-life entity, comprising the steps of:

generating a photorealistic, 3-D model of the entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one navigation parameter, wherein the navigation parameter corresponds to an orientation relative to the entity;

receiving at least one interaction parameter, wherein the interaction parameter corresponds to an action relative to the entity; and

displaying a photorealistic, 3-D image of the entity as a function of the navigation parameter, the interaction parameter, and the information for rendering a graphical representation of the entity.

2. The method according to claim 1, wherein the interaction parameter corresponds to a trip planning action.

3. The method according to claim 1, wherein the interaction parameter corresponds to a route marking action.

4. The method according to claim 1, wherein the interaction parameter relates to an interaction between a first party and a second party.

5. The method according to claim 4, wherein at least one of the first party and the second party is represented by an avatar in the photorealistic, 3-D image.

6. A method for trip planning using an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;

receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;

determining a route between the first route end point and the second route end point;

determining an orientation relative to the entity, wherein the orientation corresponds to a movement along the route; and

displaying a photorealistic, 3-D image of the entity as a function of the orientation and the information for rendering a graphical representation of the entity.

7. The method according to claim 6, wherein the first route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

8. The method according to claim 6, wherein the second route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

9. A method for route marking on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;

receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;

determining a route between the first route end point and the second route end point;

determining route marking information relative to the entity, wherein the route marking information includes information for rendering at least one of a 2-D effect and a 3-D effect; and

displaying a photorealistic, 3-D image of the entity as a function of the route marking information and the information for rendering a graphical representation of the entity.

10. The method according to claim 9, wherein the first route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

11. The method according to claim 9, wherein the second route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

12. A method for advertising on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a