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A frame marker would be good for making pin points for whatever someone needs to map out, triangulate, or display stuff. An example would be using multiple squares to create a collage on a piece of paper. Image markers are probably best at being a link or display different information based on what image is used. Having a strategy guide with different images that you can scan with your phone to display information related to the image would be neat. I can see a lot of use out of gps markers, it's good to have location and compass capabilities. Have you ever been in a new city and it feels disorienting because you can't remember street names? Maybe it's time to put some landmarks down whenever you're at places you frequent. So next time you're lost you'll have some idea of where you are in contrast to your normal hangout spots. Of course, you have google maps, but maybe you want something more small scale that loads faster. The reason you want to use different markers is because they have different magnitudes and aptitudes. For example, if I wanna know my location I can't use a frame marker because it's not meant for gps tracking.