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(54) **COMPUTERIZED SYSTEM AND METHOD
FOR PROVIDING AN AUGMENTED
MESSAGE CONTENT DISPLAY**

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(57)

ABSTRACT

The disclosed systems and methods provide a novel frame-
work that provides mechanisms for enabling message send-
ers to dictate, control and/or create dynamic immersive
content consumption experiences for recipients of their
messages. The disclosed framework provides message send-
ers with previously non-existent functionality to control the
experience and environment within which their messages
are consumed. Conventional systems provide recipients with
capabilities to consume messages and/or supplemental con-
tent; however, these capabilities are driven and controlled by
the hosting messaging platform and/or the third party entity
that is availed opportunities to provide supplemental con-
tent. The disclosed framework prevents such experiences by
providing capabilities to the message sender that involves
control not only over the experience of the sender's mes-
sages but also control over the experience of the environ-
ment in which the messages are consumed by their recipi-
ents.

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