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Eby et al.

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- (54) **SYSTEMS AND METHODS FOR FACILITATING ENHANCED DEVICE FUNCTIONALITIES WITHIN A RETAIL STORE**
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- (58) **Field of Classification Search**
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See application file for complete search history.

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(57) **ABSTRACT**

Embodiments are provided for enhancing an in-store experience for a user of an electronic device. According to certain aspects, the electronic device initiates an in-store mode of an application when the electronic device is located within a retail store, where the in-store mode may enable certain functionalities having certain capabilities. The electronic device may detect when it connects to a network within the retail store and, in response, may indicate enhanced capabilities of the functionalities. The user may select an enhanced capability, and the electronic device may facilitate the associated functionality.

11 Claims, 14 Drawing Sheets

