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(54) **BILLBOARD INTERFACES FOR VEHICLE DISPLAYS**

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(57) **ABSTRACT**

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Method and apparatus are disclosed for billboard interface for display of vehicle. An example method for generating a billboard interface for a vehicle display includes obtaining, via a camera, an image of a billboard and identifying, via a processor, a segment of the image. The example method also includes determining an event associated with the segment and generating a billboard interface to include a hyperlink of the segment that initiates the event. The example method also includes communicating, via a communication module, the billboard interface to a vehicle display for presentation to a user.

