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Bellotti

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(54) **CONTEXT AND ACTIVITY-DRIVEN
CONTENT DELIVERY AND INTERACTION**

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patent is extended or adjusted under 35
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(51) **Int. Cl.**
G06F 17/30 (2006.01)

(52) **U.S. Cl.**
USPC **707/736**

(58) **Field of Classification Search**
None
See application file for complete search history.

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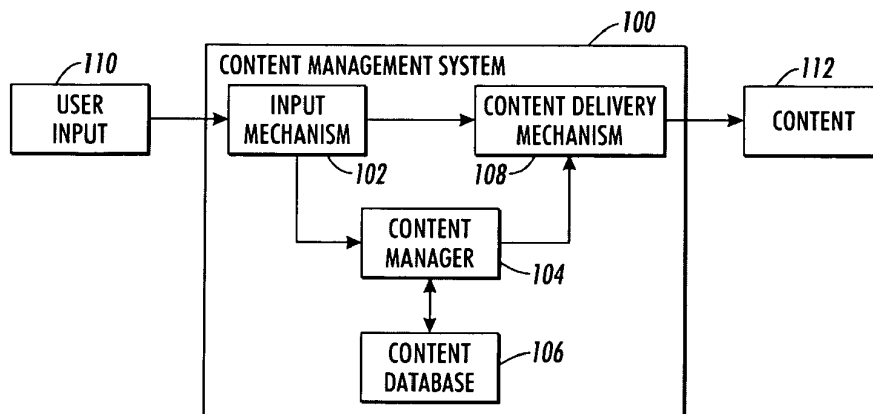
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(57) **ABSTRACT**

One embodiment of the present invention provides a computing device that delivers personally-defined context-based content to a user. This computing device receives a set of contextual information with respect to the user, and processes the contextual information to determine a context which is associated with an activity being performed by the user. The computing device then determines whether either or both the context and a current activity of the user satisfy a trigger condition which has been previously defined by the user. If so, the computing device selects content from a content database, based on the context, to present to the user, and presents the selected content.

25 Claims, 4 Drawing Sheets



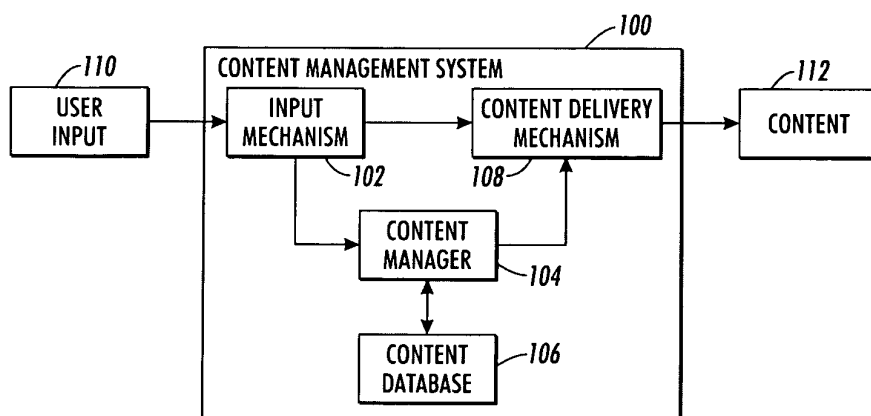


FIG. 1

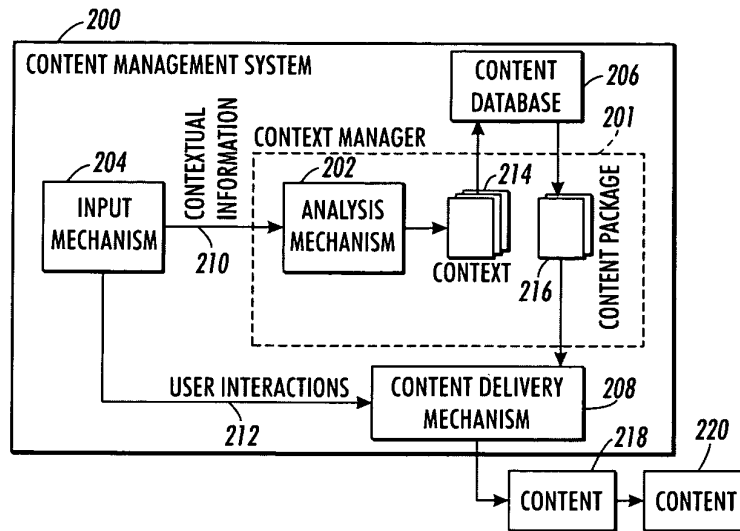


FIG. 2A

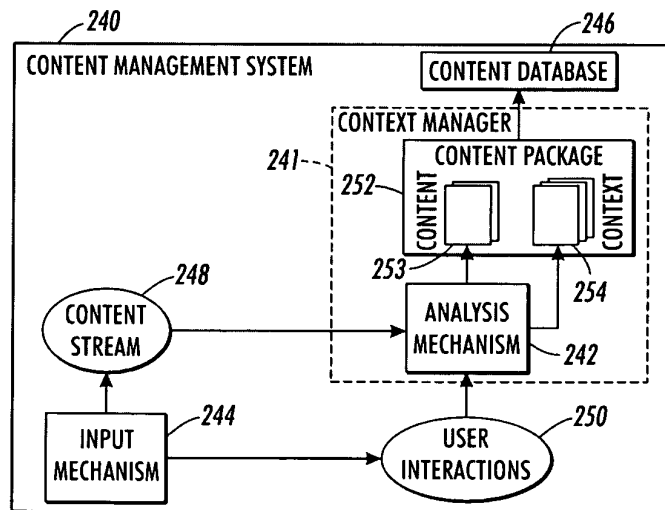
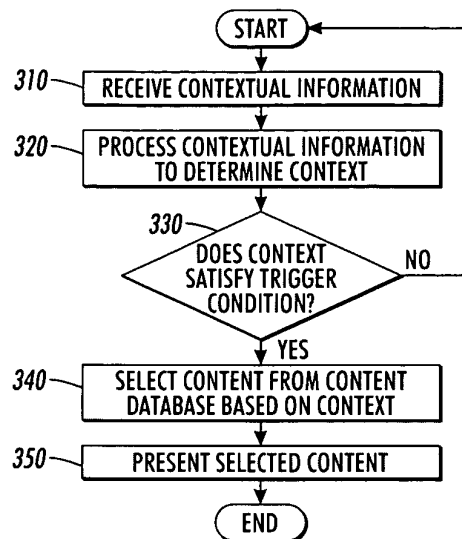
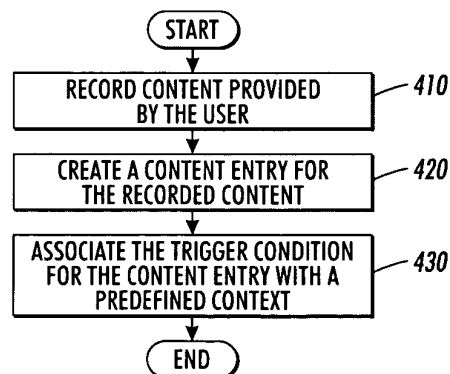


FIG. 2B

**FIG. 3****FIG. 4**

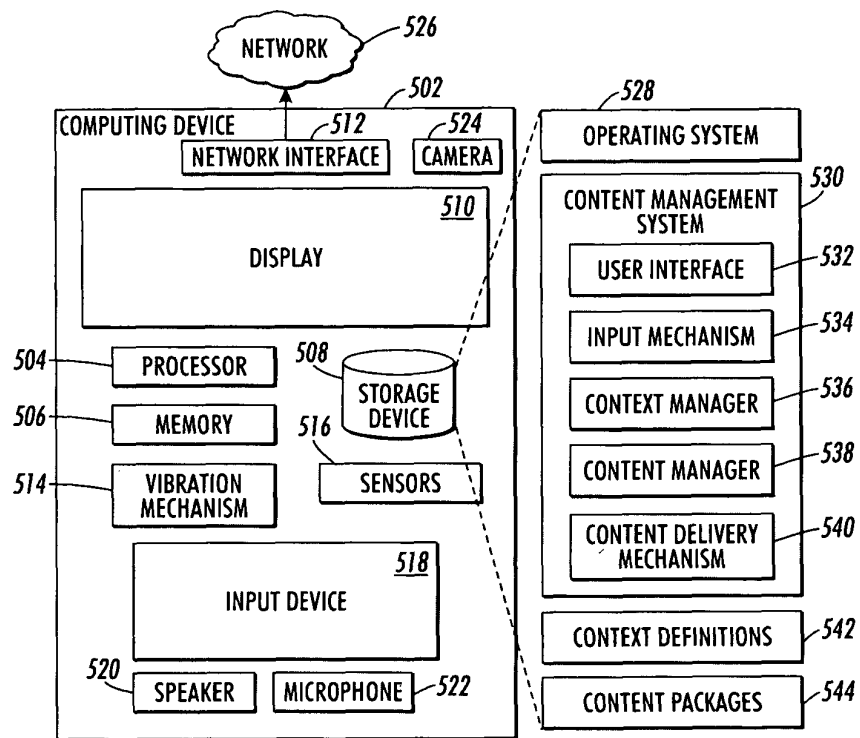


FIG. 5

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