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- (54) PROXIMITY-AWARE VIRTUAL AGENTS FOR USE WITH WIRELESS MOBILE DEVICES
- (75) Inventors: David Timothy Cowing, New York, NY (US); Benjamin Gabriel Taylor, New York, NY (US)

Correspondence Address: FISH & RICHARDSON P.C. P.O. BOX 1022 MINNEAPOLIS, MN 55440-1022 (US)

- (73) Assignee: ENPRESENCE, INC., New York, NY (US)
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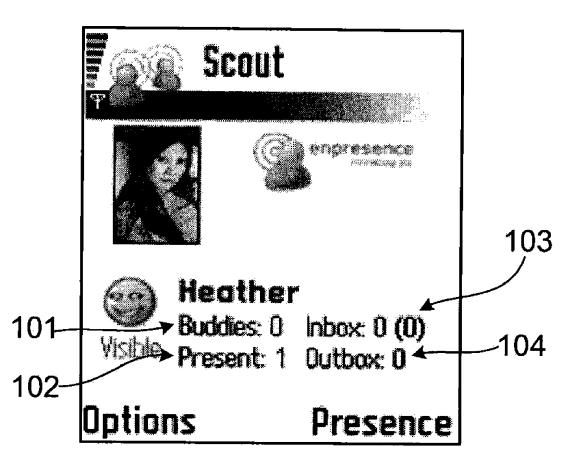
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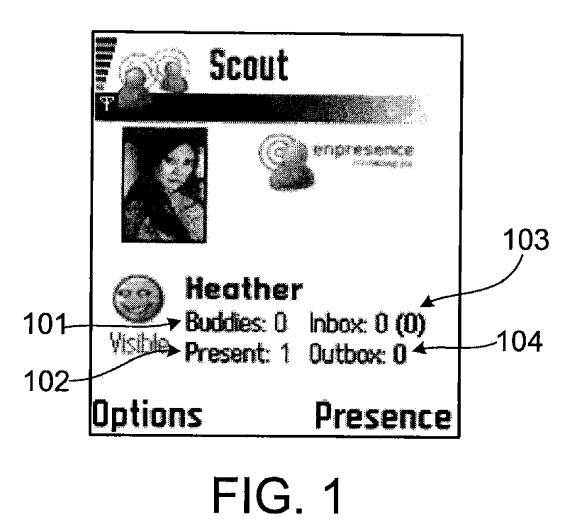
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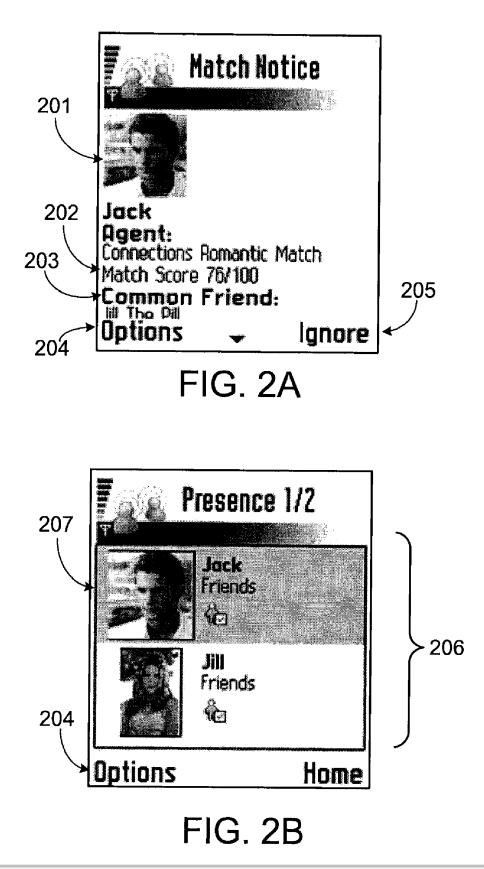
(57)ABSTRACT

Systems and methods are provided for facilitating the discovery of items, individuals, locations and business services that are relevant to the context of an individual (including, e.g., who an individual is, what an individual is looking for, where an individual is, the current time and/or date), facilitating post-discovery notifications (such as notifying the user or users), and executing post-discovery actions (such as making an offer to buy a product or prompting to add the user to an individual's personal network). Accordingly, in implementations of the present invention, agents are configured by the individual and deployed to or by the individual's computerized device (e.g., a mobile device, desktop computer, laptop computer, Internet appliance and/or server).

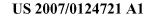


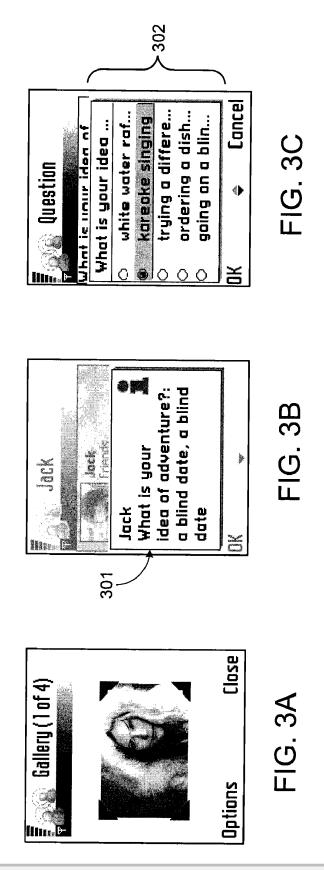




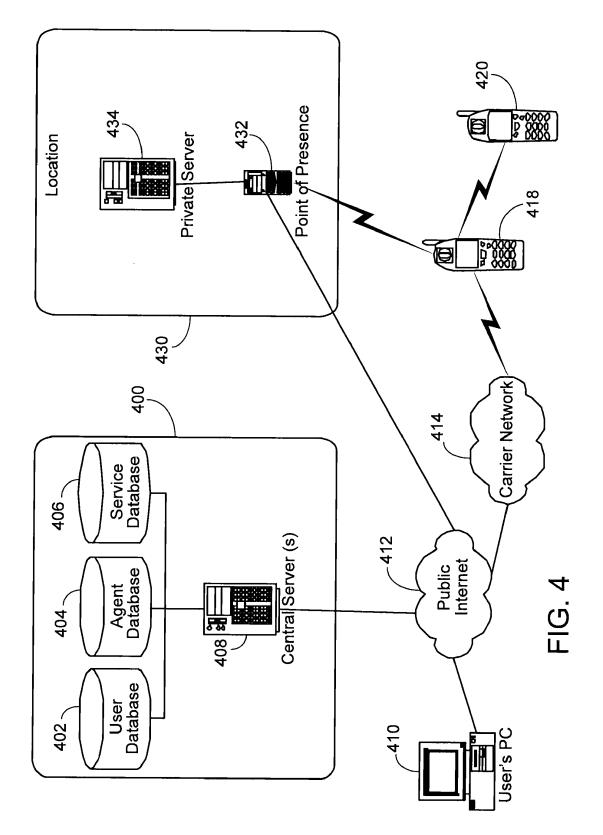


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