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(54) **Title:** METHOD AND APPARATUS FOR PRESENTING CONTENT

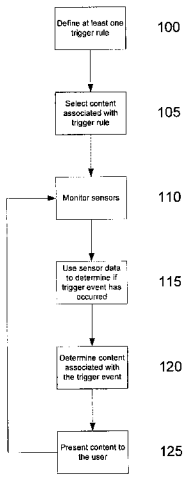


Fig. 1A

(57) **Abstract:** A method and apparatus is disclosed for providing content to a user. The method includes using sensor data from multiple sensors associated with the user to determine a trigger event, determining content associated with the trigger event, and causing the content to be presented to the user. A trigger rule is created which defines the trigger event, representing when content is to be presented. A number of different types of event criteria may be defined, such as position event criteria, movement event criteria, timing or duration criteria, time and/or date criteria, heart rate criteria, or the like, allowing each of the event criteria to be associated with a respective type of sensor. Also disclosed is a method and apparatus for charging for providing content to a user.

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