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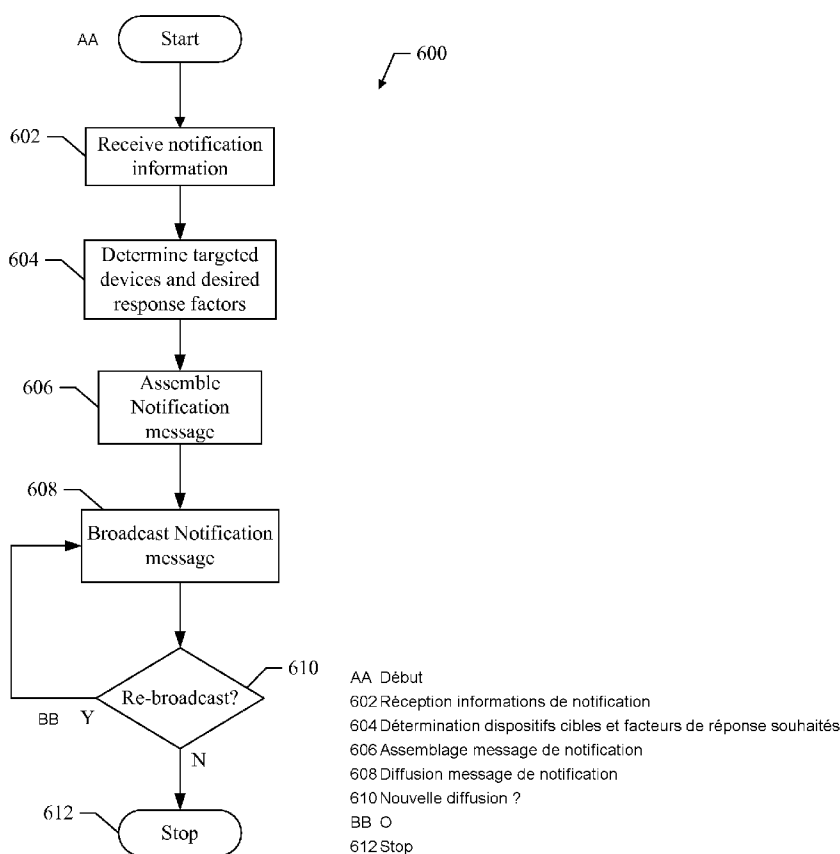
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(54) Title: METHODS AND APPARATUS FOR PROVIDING SERVICE NOTIFICATIONS IN A NETWORK ENVIRONMENT



(57) Abstract: Methods and apparatus for providing service notifications in a network environment. In an aspect, a method is provided that operates to provide a notification system. The method includes obtaining notification information, determining a response factor, generating a notification message comprising selected notification information, wherein the notification message is generated to produce a response based on the response factor, and broadcasting the notification message. In an aspect, an apparatus is provided that operates to provide a notification system. The apparatus includes a notification interface configured to obtain notification information, processing logic configured to determine a response factor and generate a notification message comprising selected notification information, wherein the notification message is generated to produce a response based on the response factor, and broadcast logic configured to broadcast the notification message.

WO 2008/005681 A1



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