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(54) Title: CONTEXTUALLY AWARE MONITORING OF ASSETS

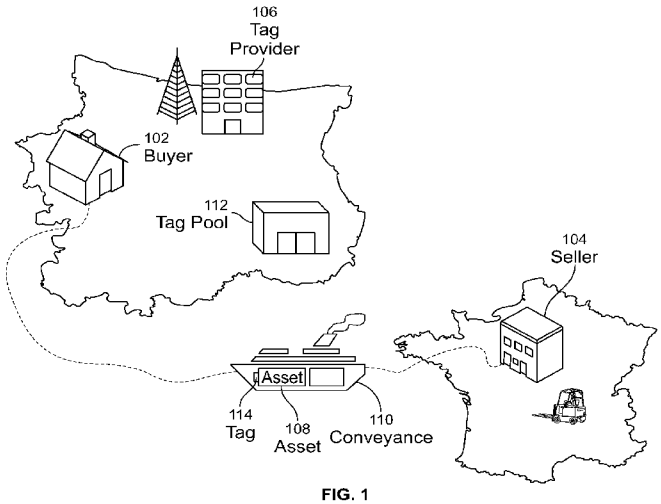


FIG. 1

(57) Abstract: An apparatus, method and system for contextually aware monitoring of a supply chain are disclosed. In some implementations, contextually aware monitoring can include monitoring of the supply chain tradelane with tracking devices including sensors for determining location, velocity, heading, vibration, acceleration (e.g., 3D acceleration), or any other sensor that can monitor the environment of the shipping container to provide contextual awareness. The contextual awareness can be enabled by geofencing and recursive algorithms, which allow dynamic modification of the tracking device behavior. Dynamic modification can reduce performance to save power (e.g., save battery usage) and lower costs. Dynamic modification can increase performance where it matters in the supply chain for improved reporting accuracy or frequency or recognition of supply chain events. Dynamic modification can adapt performance such as wireless communications to the region or location of the tracking device.

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