[0029] In a second aspect, the CICP is used as a method for predicting a future contextual environmental setting for the user of the connected device.

[0029a] According to an embodiment, there is provided a computer-implemented process for contextually intelligent mobile communication comprising: providing a first user mobile communication device; associating said device with a first user; providing first user historical, demographic and environmental data to a cloud based, contextually intelligent server to create first user acquired data; providing known image data to said server; capturing by said first user mobile communication device through an image recognition application, real-time image data to create first user captured real-time image data; generating first user current contextual data for said first user with said first user mobile communication device, said first user current contextual data including said known image data and said first user captured real-time image data; gathering said first user current contextual data on said first user mobile communication device to create said first user current contextual data corresponding to the first user's current context; uploading said first user current contextual data corresponding to the first user's current context via a wide area mobile communication network to ~~a~~ said contextually intelligent server; matching said first user current contextual data corresponding to the first user's current context with said first user historical, demographic and environmental data; generating feedback data for said first user that is contextually relevant to said user's current context and that is predictably useful to said first user as said first user enters a new context to form first user useful feedback data; and, transmitting to and displaying on said device said first user useful feedback data to provide said contextually intelligent mobile communication.

[0029b] According to another embodiment, there is provided a process for communicating with mobile devices in a contextually intelligent way comprising: providing n mobile communication devices, where n is an integer and each of the n mobile communication

devices is associated with an nth user; providing m current context input devices, where m is an integer, said m current context input devices comprise any of the following types of devices: augmented reality glasses; augmented reality displays; interactive displays; vending machines with interactive displays; fixtures and product displays that incorporate interactive and connected devices that include image recognition capability; headphones; sensors that transmit real-time sounds; sensors that transmit real-time images; sensors that transmit current data about the physical condition of the nth user; and, devices that provide any of the nth user's current situation, location, activity, actions, motion, speed of travel, direction of travel, time/day/date, identity of the nth user, mental state of the nth user, level of engagement of the nth user, identity of other ones of the n users in the proximity of the nth user and identity of other ones of the n mobile communication devices in the proximity of the nth user; operatively connecting one or more said m current context input devices to one or more of said n mobile communication devices; generating nth user current context awareness data and providing said nth user current context awareness data to said nth selected mobile communications device; providing current context awareness definitions data; providing historical data relating to the nth user; providing demographic data relating to the nth user; providing content and experiences database in a cloud based server; said content and experiences database containing data comprising any of types of content as follows: offers, video files, audio files, augmentations, 3D models, games, coupons and advice; connecting each of the n mobile communication devices to said cloud based server; providing a mobile customer relationship management system; connecting said relationship management system to said content and experiences database server, to said cloud based server and to said n mobile communication devices; and, in said mobile customer relationship management system; comparing current contextual data associated with each nth user to data in said content and experiences database server while each nth user is in a specific context to

determine whether current contextual data for an nth user matches with content and experiences in said content and experiences database server; delivering to each nth device information that is relevant to each nth user while said nth user is in the specific context and when current contextual data for said nth user matches with content and experiences in said content and experiences database server; and, updating the information that is relevant to each nth user as each nth user moves to another context to provide updated relevant information, presenting said updated relevant information for each nth user to said nth user's mobile device and to any other connected device or equipment that is relevant to the nth user's then specific context to thereby create and update an nth user sphere of influence context bubble for each of the n users, whereby, each of said n users may engage in contextually intelligent communication.

[0029c] According to another embodiment, there is provided a process of creating a cloud based, contextually intelligent, electronic eco-system comprising: acquiring with a sensor resident on a user mobile communication device current context data for the user to define the user's current context data; acquiring environmental data defining an environment which the user is in at a current time to define the user's current environmental data; and, combining the user's current context data with the user's current environmental data; reporting the user's current context data and current environmental data to a communication platform residing in the cloud; populating a relationship management system residing in the cloud with historical demographic data for the user; combining and processing in the relationship management system the user's context data, current environmental data and historical demographic data to define a message relevant to the user while the first user is in the current context; and, communicating back to the user mobile communication device the message.

BRIEF DESCRIPTION OF DRAWINGS

[0030] The foregoing aspects and the attendant advantages of the present systems and processes will become more readily appreciated by reference to the following detailed description, when taken in conjunction with the accompanying drawings, wherein:

[0031] Figure 1 is a schematic overview of a preferred embodiment eco-system architecture including a context or virtual bubble;

[0032] Figure 2 is a schematic representation of the Figure 1 showing preferred exemplary connected devices;

[0033] Figure 3 is a listing of exemplary, preferred categories of variables and information that may be collected and used to determine current context for the Figure 1 context bubble;

[0034] Figure 4 is a listing of exemplary, preferred categories of variables and types of information that may be collected and used to define the current context and create current content awareness;

[0035] Figure 5 is a listing of exemplary, preferred categories of variables and types of information that may be collected and used to determine past behavior and action;

[0036] Figure 6 is a listing of exemplary, preferred variables and questions that may be posted, collected and used to determine the predictions and what to present next;

[0037] Figure 7 is a listing of exemplary content, experiences and information that may be gathered, stored and used on the content and experiences database of the Figure 1 embodiment;

WHAT IS CLAIMED IS:

1. A computer-implemented process for contextually intelligent mobile communication comprising:

providing a mobile communication device;

providing a plurality of sensors residing in said device;

associating said device with a first user;

providing first user past and historical data;

generating contextual data for said first user with said device;

gathering said contextual data on said device to create first user current contextual data;

uploading said first user current contextual data via a wide area mobile communication network to a contextually intelligent server;

matching said first user current contextual data with said first user past and historical data;

generating feedback data for said first user that is contextually relevant to said user's current context and predictably useful to said user as said user enters a new context to form first user useful feedback data;

transmitting to and displaying on said device said first user useful feedback data to provide said contextually intelligent mobile communication.

WHAT IS CLAIMED IS:

1. A computer-implemented process for contextually intelligent mobile communication comprising:

providing a first user mobile communication device;

associating said device with a first user;

providing first user historical, demographic and environmental data to a cloud based, contextually intelligent server to create first user acquired data;

providing known image data to said server;

capturing by said first user mobile communication device through an image recognition application, real-time image data to create first user captured real-time image data;

generating first user current contextual data for said first user with said first user mobile communication device, said first user current contextual data including said known image data and said first user captured real-time image data;

gathering said first user current contextual data on said first user mobile communication device to create said first user current contextual data corresponding to the first user's current context;

uploading said first user current contextual data corresponding to the first user's current context via a wide area mobile communication network to ~~a~~ said contextually intelligent server;

matching said first user current contextual data corresponding to the first user's current context with said first user historical, demographic and environmental data;

generating feedback data for said first user that is contextually relevant to said user's current context and that is predictably useful to said first user as said first user enters a new context to form first user useful feedback data; and,

transmitting to and displaying on said device said first user useful feedback data to provide said contextually intelligent mobile communication.

2. The process of claim 1 wherein said first user acquired data, said first user current contextual data and said feedback data are communicated between said first user mobile communication device and said cloud based contextually intelligent server.

3. The process of claim 1 further comprising:

providing additional mobile communication devices;

associating each of said additional mobile communication devices with a user; and,

wherein each of said additional mobile communication devices is able to communicate with each other additional mobile communication device, with said first user mobile communication device and with said cloud based, contextually intelligent server.

4. The process of claim 1 further comprising:

providing mobile communication equipment;

providing additional mobile communication devices;

associating each of said additional mobile communication devices with a user; and,

wherein each of said additional mobile communication devices is able to communicate with each other additional mobile communication device; with said first user mobile communication device, with said mobile communication equipment and with said cloud based, contextually intelligent server.

5. The process of claim 1 further creating a sphere of influence context bubble by:

providing additional mobile communication devices;

associating each of said additional mobile communication devices with an additional user;

generating current contextual data for each additional user; and,

establishing communication among said first user mobile communication device, said cloud based, contextually intelligent server and any of said additional mobile communication devices when said first user mobile communication device is in proximity to any of said additional communication devices.

6. The process of claim 1 further comprising:

creating a sphere of influence context bubble by:

providing additional mobile communication devices;

associating each of said additional mobile communication devices with an additional user;

generating current contextual data for each additional user; and,

establishing communication among any of said first user mobile communication device, said cloud based, contextually intelligent server and any of said additional mobile communication devices when any of said communication devices is in proximity to any other of said communication devices.

7. A process for communicating with mobile devices in a contextually intelligent way comprising:

providing n mobile communication devices, where n is an integer and each of the n mobile communication devices is associated with an nth user;

providing m current context input devices, where m is an integer, said m current context input devices comprise any of the following types of devices:

augmented reality glasses;

augmented reality displays;

interactive displays;

vending machines with interactive displays;

fixtures and product displays that incorporate interactive and connected devices that include image recognition capability;

headphones;

sensors that transmit real-time sounds;

sensors that transmit real-time images;

sensors that transmit current data about the physical condition of the nth user; and,

devices that provide any of the nth user's current situation, location, activity, actions, motion, speed of travel, direction of travel, time/day/date, identity of the nth user, mental state of the nth user, level of engagement of the nth user, identity of other ones of the n users in the proximity of the nth user and identity of other ones of the n mobile communication devices in the proximity of the nth user;

operatively connecting one or more said m current context input devices to one or more of said n mobile communication devices;

generating nth user current context awareness data and providing said nth user current context awareness data to said nth selected mobile communications device;

providing current context awareness definitions data;

providing historical data relating to the nth user;

providing demographic data relating to the nth user;

providing content and experiences database in a cloud based server;

said content and experiences database containing data comprising any of types of content as follows: offers, video files, audio files, augmentations, 3D models, games, coupons and advice;

connecting each of the n mobile communication devices to said cloud based server;

providing a mobile customer relationship management system;

connecting said relationship management system to said content and experiences database server, to said cloud based server and to said n mobile communication devices; and,

in said mobile customer relationship management system;

comparing current contextual data associated with each nth user to data in said content and experiences database server while each nth user is in a specific context to determine whether current contextual data for an nth user matches with content and experiences in said content and experiences database server;

delivering to each nth device information that is relevant to each nth user while said nth user is in the specific context and when current contextual data for said nth user matches with content and experiences in said content and experiences database server; and,

updating the information that is relevant to each nth user as each nth user moves to another context to provide updated relevant information,

presenting said updated relevant information for each nth user to said nth user's mobile device and to any other connected device or equipment that is relevant to the nth user's then specific context

to thereby create and update an nth user sphere of influence context bubble for each of the n users, whereby,

each of said n users may engage in contextually intelligent communication.

8. A process of creating a cloud based, contextually intelligent, electronic eco-system comprising:

acquiring with a sensor resident on a user mobile communication device current context data for the user to define the user's current context data;

acquiring environmental data defining an environment which the user is in at a current time to define the user's current environmental data; and,

combining the user's current context data with the user's current environmental data;

reporting the user's current context data and current environmental data to a communication platform residing in the cloud;

populating a relationship management system residing in the cloud with historical demographic data for the user;

combining and processing in the relationship management system the user's context data, current environmental data and historical demographic data to define a message relevant to the user while the first user is in the current context; and,

communicating back to the user mobile communication device the message.

9. The process of claim 8 wherein the mobile communication device comprises any of a smart phone, a tablet, augmented reality glasses, contact lenses, personal communication hubs, connected clothing, connected jewelry, connected shoes, connected accessories and any embedded communication device.

10. The process of claim 8 wherein the sensor comprises any device capable of sensing and providing to the user mobile communication device data representative of any of a location, a time, an activity, a speed of travel, a direction of travel, an anxiety level, a social media status, a gender, a relationship status, an ambient sound, an ambient light level, an air quality or other environmental aspect in proximity to the first user.

11. The process of claim 8 wherein the sensor comprises any device capable of image recognition and of providing to the user mobile communication device data representative of the image recognized.

12. The process of claim 8 wherein the sensor comprises an image recognition system capable of capturing and providing to the user communication device data representative of any of a product, image, ad, video, TV broadcast, billboard, poster, and other display with which the user is interacting.

13. The process of claim 8 wherein the sensor comprises any device capable of providing augmented reality data to the user mobile communication device.

14. The process of claim 8 wherein context data comprises data representative of any of activity, location, mental state, physical state, mode direction of travel, speed of travel and level of engagement of the user in an activity.

15. The process of claim 8 wherein context data comprises data representative of any of the user's surrounding environment, a nearby other person's surrounding environment and a nearby other mobile device's surrounding environment.

16. The process of claim 15 wherein said nearby other mobile device comprises any of other connected devices, equipment, vehicles, tools, computers, displays, point of sale systems, ticketing systems, inventory systems, video and audio capture sensors, ball(s), object and other tracking systems and other sensor system(s), devices and equipment that have capability to communicate via a wide area network or any other methodology directly to one or more end users through a back-end cloud based network connected to a cellular or WiFi network or any future method of communication capable of such communication.

17. The process of claim 8 further comprising updating said first user's current context data and said first user's current environmental data as the first user enters a next context, and so on as the first user continues to move from the next context to another context.

18. The process of claim 8 wherein said relationship management system includes content comprising any of offers, videos, audio files, augmentations, 3D models, games, coupons and advice.

19. The process of claim 8 wherein said combining and processing in the relationship management system the first user's context data, current environmental data and historical demographic data to define a message relevant to the first user while the first user is in the current context further includes matching identity information of said first user

20. The process of claim 8 wherein said message includes content relevant to the first user's current context comprises any of feedback information, experiences, recommendations, offers, coupons, advice, tactile feedback, visual and audio representations, augmented and audio/visual displays.