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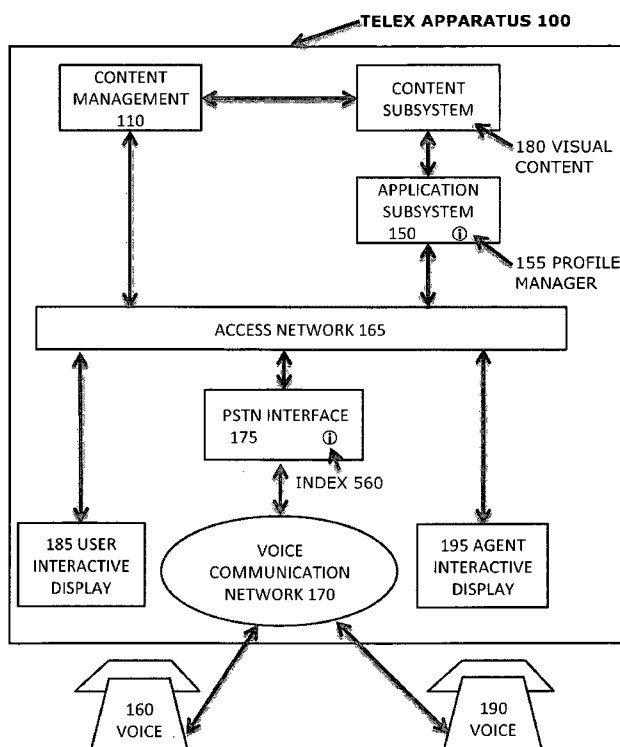
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(54) Title: VISUAL TELEPHONY APPARATUS, SYSTEM AND METHOD



(57) Abstract: A visual telephony apparatus, system and method are provided. In one embodiment, the visual telephony method includes a method implemented using a processor, the method including the steps of: detecting at least one telephony attribute associated with a voice call directed from a voice communication device to a publicly switched telephone network number; identifying a visual content that has been preassociated with the at least one telephony attribute; initiating a request for the visual content in response to the detecting step; and receiving the visual content in response to the initiating step, the visual content being received at a display device.



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