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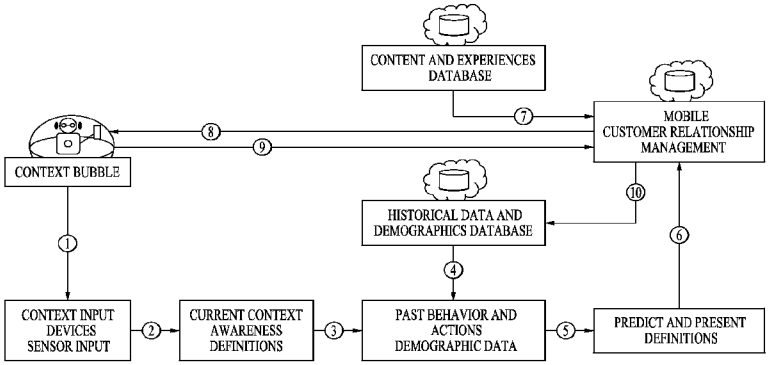


Fig. 1

(57) Abstract: A contextually intelligent communication system and processes acquire and processes data on the current context of a user who is using a connected mobile communication device such as a smart phone or tablet by using various sensors, image recognition or augmented reality residing in the connected device; providing additional data to define the user's current environment; combining the contextual data on the device with the additional data to define the user's complete, relevant context; gathering the user's current context data and updating the device by uploading the data via a wide area mobile network to a contextually intelligent server in the cloud, matching the user's current contextual data with the user's past and historical data and then downloading updated data back to the device, with the updated data including any of a variety of contextually relevant information such as feedback, experiences, recommendations, offers, coupons, advice, tactile feedback, content such as visual and audio representations, augmented reality, and other audio/visual displays to the device of the user that is predictably useful and relevant to the user's current context and future context as the user enters a new context.

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