CLAIMS

1. A system for real time ophthalmic biometric based information communication comprising:

an energized ophthalmic device including a skirt surrounding an annular insert device and an optical zone, wherein the annular insert device includes:

a sensing means, wherein the sensing means measures from a user's eye at least one of a pupil characteristic in concert with an ambient light level, an intraocular pressure, a rapid eye movement characteristic, a muscle/nerve signaling, a user's pulse, a user's blood pressure, a user's body temperature, and a user's blood chemical characteristics;

an energization device; and

a communication means;

a user electronic device, wherein the user electronic device is paired in a communication protocol with the energized ophthalmic device through the communication means;

a communication hub, wherein the hub receives communication containing at least a biometric data result, and wherein the hub transmits the communication to a content server, wherein the user electronic device is paired in a communication protocol with the communication hub;

wherein the content server is authorized, via a signal from the energized ophthalmic device and to initiate an algorithm to be executed to retrieve targeted and individualized content based on the biometric data result to generate the targeted and individualized content; and

a feedback element, wherein the feedback element receives and displays to the user a message comprising the targeted and individualized content.

2. The system of Claim1, wherein the feedback element includes a vibrational transducer.

3. The system of Claim 1, wherein the content server transmits a targeted message through a biometric information communication system to the feedback element.

4. A real time method to communicate a message from an energized ophthalmic device, the method comprising:

obtaining the energized ophthalmic device including a skirt surrounding an annular insert device, and an optical zone, wherein the annular insert device includes a sensing means is capable of sensing from a user's eye at least one of a pupil characteristic in concert with an ambient light level, an intraocular pressure, a rapid eye movement characteristic, a muscle/nerve signaling, a user's pulse, a user's blood pressure, a user's body temperature, and a user's blood chemical characteristics;

utilizing the energized ophthalmic device to perform the biometric measurement;

communicating a biometric data result indicative of the exposure of the user obtained by the biometric measurement;

receiving the biometric data result at a content server;

receiving a message based upon the communication of a biometric data result obtained by the biometric measurement; and

communicating the message to the user with a feedback device;

wherein the method further comprises:

authorizing the content server, via a signal from the energized ophthalmic device, to obtain data from the sensing means;

authorizing the content server to initiate an algorithm to be executed to retrieve targeted and individualized content based on the biometric data to generate the targeted and individualized content;

receiving said message comprising the targeted and individualized content; and

displaying the message to the user with said feedback device.

5. The real time system of Claim 4, wherein the feedback device comprises a smart phone.

6. The real time system of Claim 4, wherein the feedback device comprises a smart watch.