Context Aware Computing

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Context means information about an individual and his surrounding environment that may be used to deduce the ways in which the computing system can best serve the individual. This deduction can be made without active input from the individual. Some examples are automatically switching to the silent mode after entering the office, preloading news articles when stuck in a traffic jam, suggestion of new places to eat and stay when a user enters a new town. Advertisements can be delivered to the user based on his/her browsing history. Alerts to carry different types of clothing based on the weather.