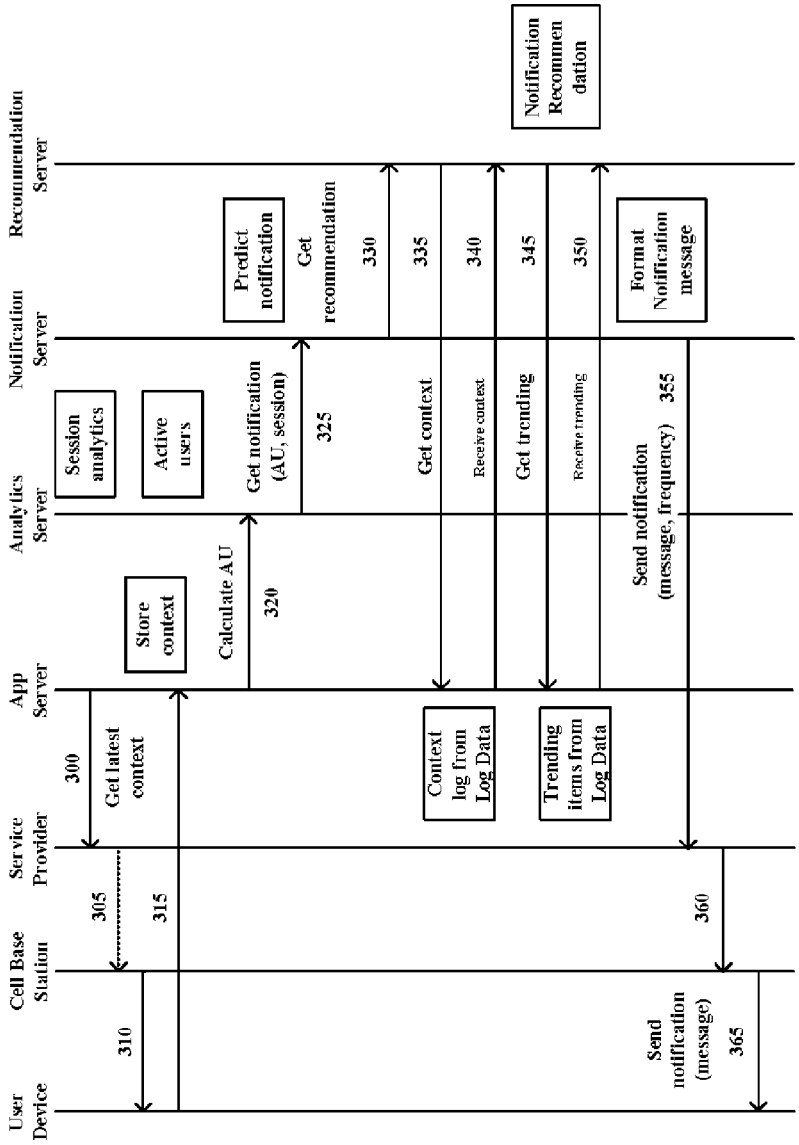
User Device
Cell Base Station
Service Provider
App Server
Analytics Server
Notification Server
Recommendation Server
300
Get latest context
305
310
315
Store context
Calculate AU
320
Session analytics
Active users
Get notification (AU, session)
325
Predict notification
Get recommendation
330
335
Get context
Receive context
340
Context log from Log Data
Get trending
Receive trending
345
Trending items from Log Data
350
Notification Recommendation
Send notification (message, frequency)
355
Format Notification message
360
Send notification (message)
365

Figure 3B