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(54) **INTELLIGENT MESSAGING**

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(57) **ABSTRACT**

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A method includes sending notification messages to a plurality of subscribers of a notification platform via a plurality of communications devices of the subscribers over a plurality of communications channels, each communications device associated with at least one of the plurality of communications channels, including sending notification messages to devices over first channels associated with the communications devices. The method also includes monitoring a status of the first channels and a status of the notification messages sent over the first channels; and adapting the sending of the notification messages according to the monitored statuses, including sending at least some of the notification messages over second channels associated with the communications devices.

(21) Appl. No.: **13/293,662**

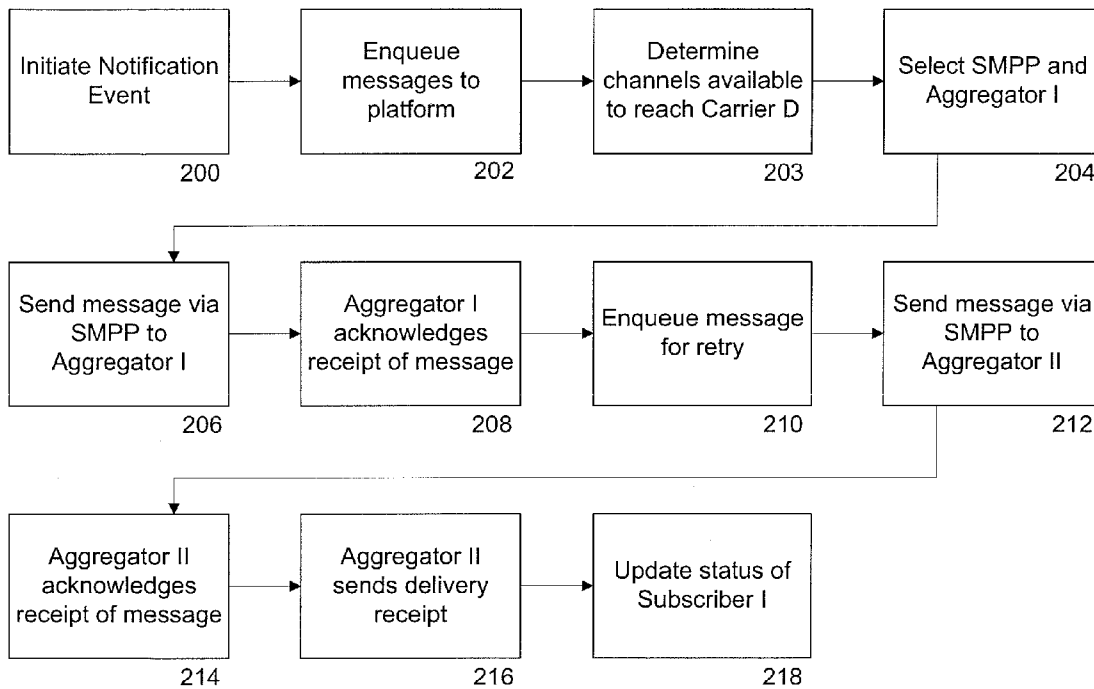
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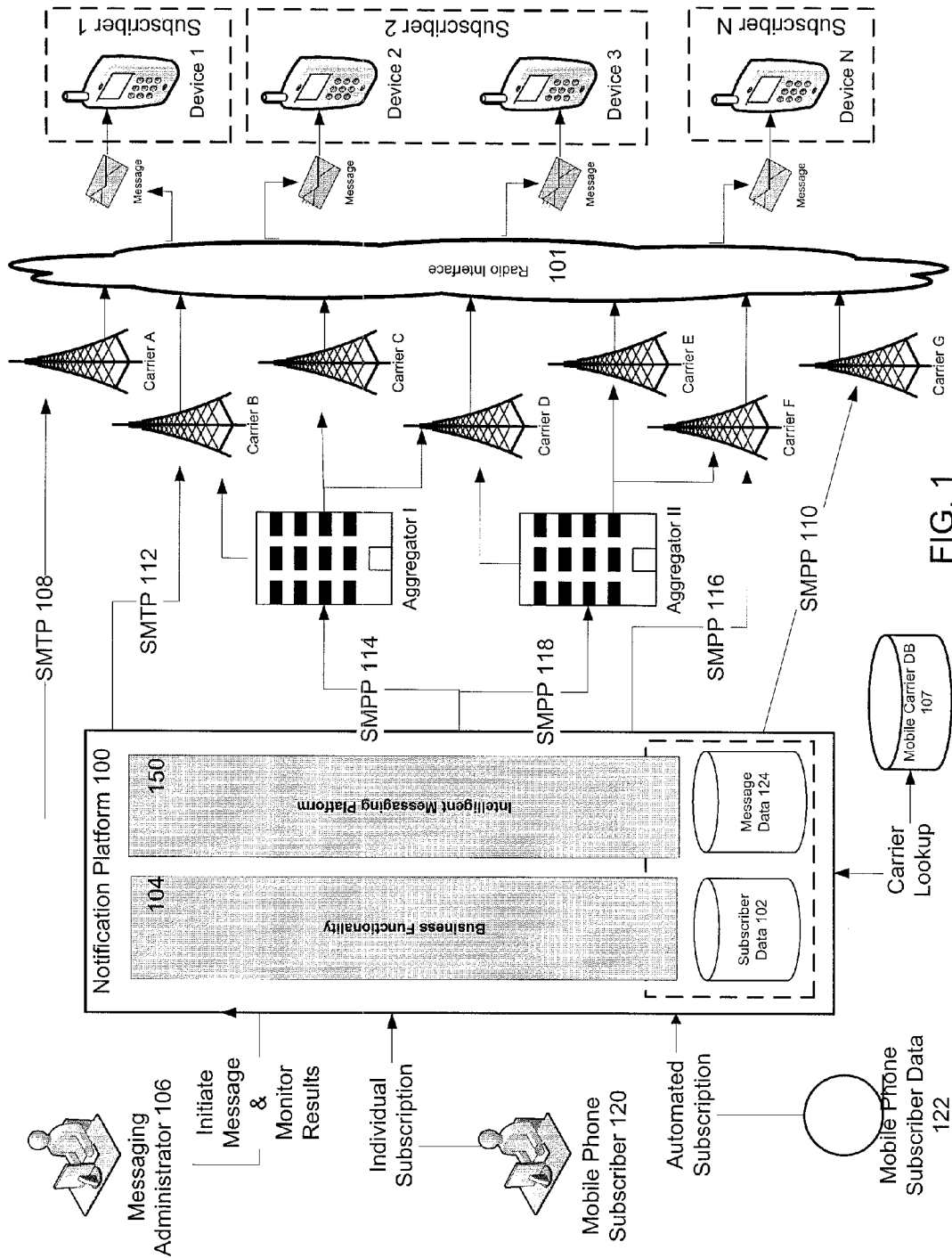


FIG. 1

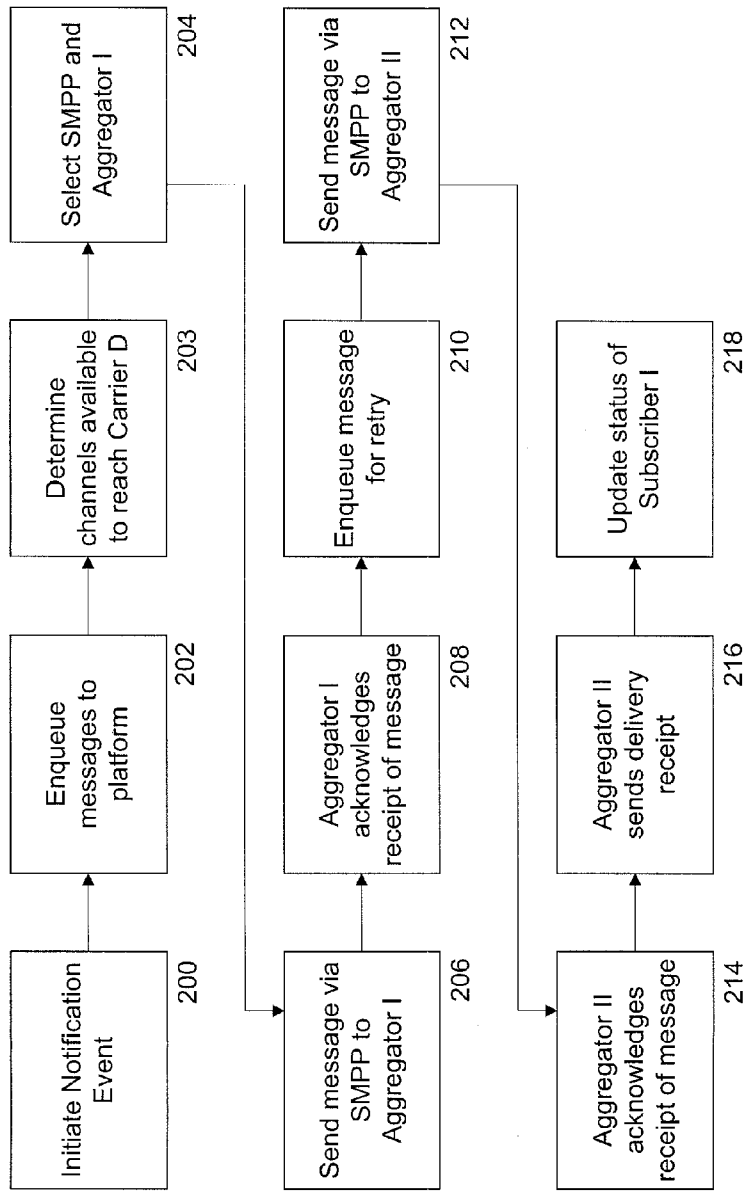


FIG. 2

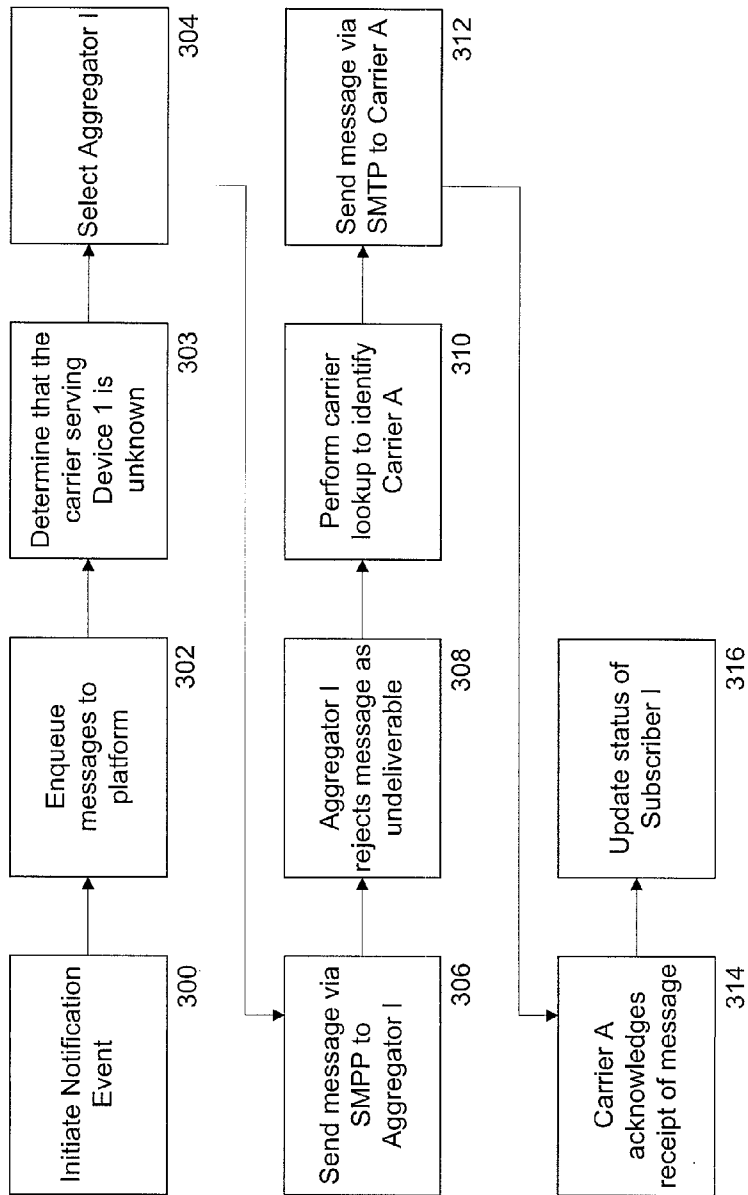


FIG. 3

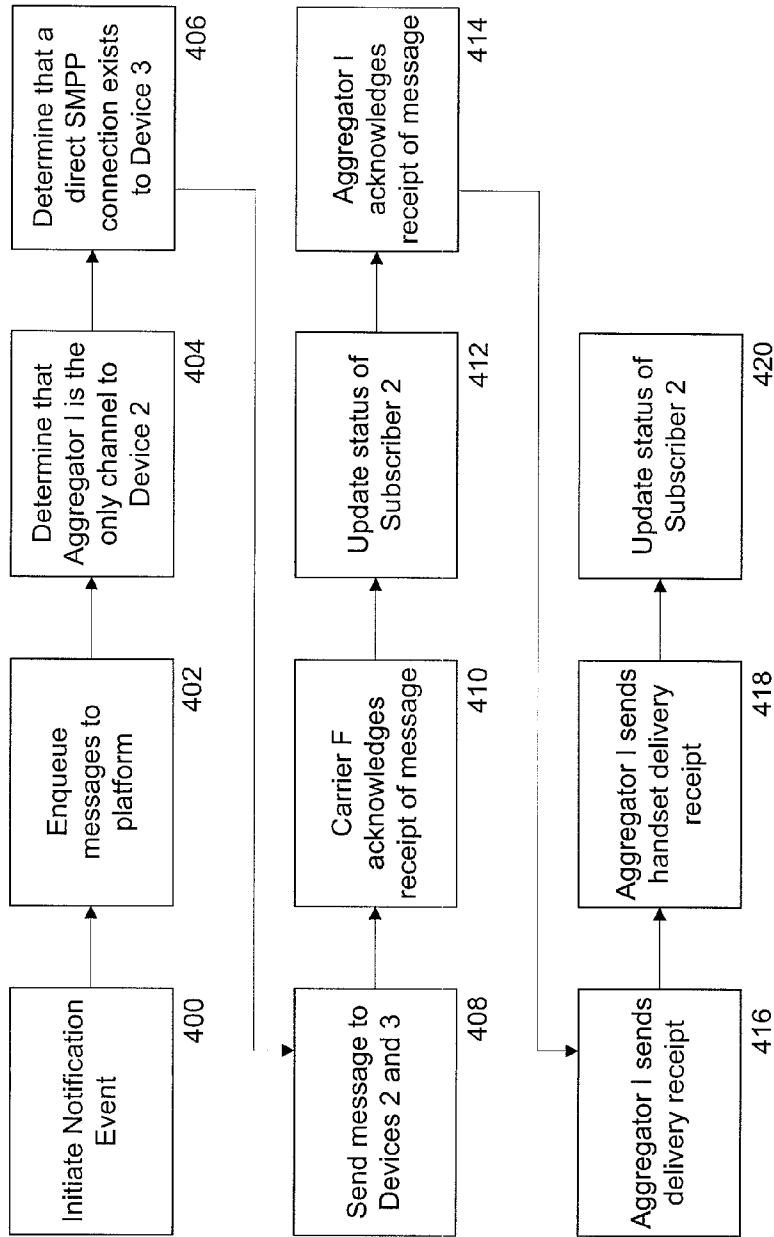


FIG. 4

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