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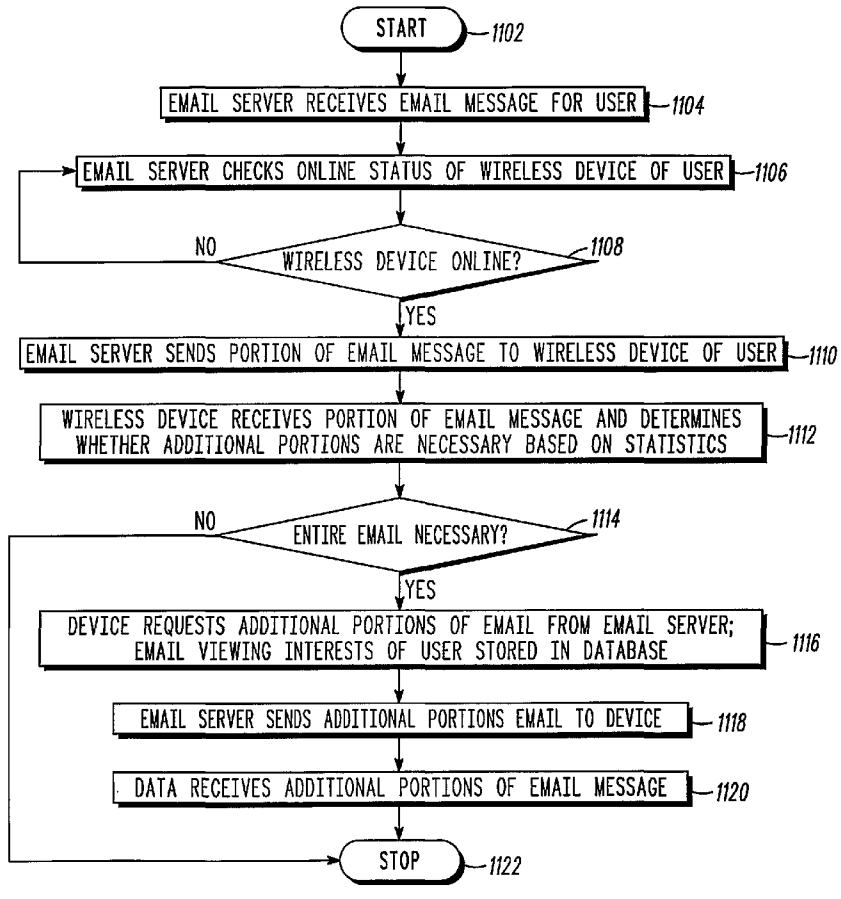
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(54) Title: WIRELESS E-MAIL BASED ON USER VIEWING INTEREST



(57) Abstract: Disclosed is a system (100), method and computer program product for facilitating wireless transmission of email messages. The method on a wireless device (106) includes storing a user's email viewing interest profile (110) and receiving a first portion of a wirelessly transmitted email message. The method further includes wirelessly transmitting a request for transmission of a second portion of the wirelessly transmitted email message in response to determining that the stored user's email viewing interest profile (110) indicates a user's interest in receiving a second portion of the wirelessly transmitted email message. The stored user's email viewing interest profile (110) associates a measure of a user's viewing interest with key field information of an email message.

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