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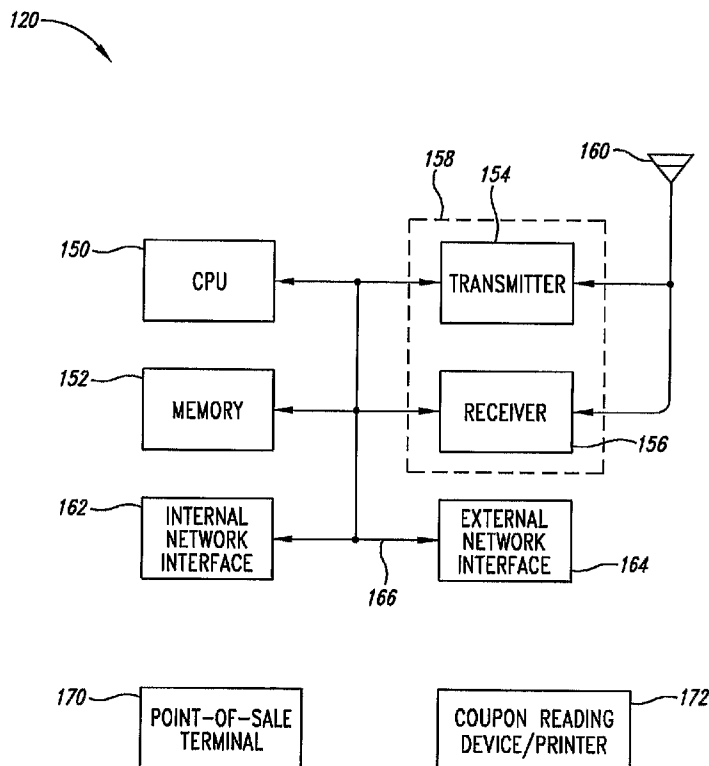
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(54) Title: SYSTEM AND METHOD FOR WIRELESS COUPON TRANSACTIONS



(57) Abstract: A system and method for delivering coupon messages to a consumer wireless device utilizes a fixed communication device that functions as a base station for the consumer wireless device. The fixed communication device has limited coverage zone. When the consumer wireless device comes within the coverage zone of the fixed communication device, the consumer wireless device selects the fixed communication device as the preferred base station. Upon completion of registration, the fixed communication device transmits one or more coupon messages to the consumer wireless device. The consumer may enter the associated retail establishment and complete a transaction using the received coupon message. The consumer wireless device may be viewed manually, or the display scanned or read electronically to accept the coupon message in the retail establishment.



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