What is claimed is:

1. A communication system, the system comprising:

a wireless transceiver configured to detect a mobile device in proximity to a fuel dispenser using a Bluetooth Low Energy (BLE) beacon emitted by the fuel dispenser; and

a processor configured to

cause a graphical user interface (GUI) related to the fuel dispenser to be displayed on the mobile device detected to be in proximity to the fuel dispenser prior to a BLE connection being established with the mobile device detected to be in proximity of the fuel dispenser,

establish the BLE connection with the mobile device and then receive input from the mobile device relating to controlling operation of a fuel dispenser to deliver fuel to a vehicle, and

provide information to the mobile device.

2. The system of claim 1, wherein the information comprises first information and second information.

3. The system of claim 2, wherein the first information comprises information relating to controlling operation of the fuel dispenser to deliver fuel to the vehicle.

4. The system of claim 3, wherein the first information comprises at least a portion of information presented on a display of a fuel dispenser.

5. The system of claim 2, wherein the second information comprises additional information that is provided to the mobile device during a time when the fuel dispenser delivers fuel to the vehicle.

6. The system of claim 5, wherein the additional information comprises at least one of an advertisement and a promotion.

7. A method of operating a mobile computing device to communicate with a fuel dispenser, comprising:

simultaneously detecting a Bluetooth Low Energy (BLE) beacon emitted from each of a plurality of fuel dispensers;

receiving a signal indicative of a selection of one of the plurality of fuel dispensers, the signal being one of a user input to the mobile device selecting the one of the plurality of fuel dispenser and a signal generated at the mobile device based on which of the plurality of fuel dispensers is located closest to the mobile device;

establishing a secure BLE connection with the selected fuel dispenser; and communicating with the selected fuel dispenser over the secure BLE connection.

8. The method of claim 7, wherein communicating with the fuel dispenser comprises instructing the fuel dispenser to deliver fuel to a reservoir.

9. The method of claim 8, further comprising displaying on a display of the mobile computing device information relating to the delivery of fuel from the fuel dispenser to a reservoir.

10. The method of claim 9, wherein the reservoir comprises a fuel tank of a vehicle.

11. The method of claim 7, wherein communicating with the fuel dispenser comprises configuring the fuel dispenser over the BLE connection.

12. The method of claim 11, wherein configuring the fuel dispenser comprises configuring least one of software, hardware, and firmware of the fuel dispenser.

13. The method of claim 7, wherein communicating with the fuel dispenser comprises installing at least one of software and firmware on the fuel dispenser.

14. The method of claim 7, wherein communicating with the fuel dispenser comprises collecting information relating to an operating status of the fuel dispenser.

15. The method of claim 7, wherein communicating with the fuel dispenser comprises collecting information relating to history of operation of the fuel dispenser.

16. A method of operating a portable computing device to communicate with at least one fuel dispenser, comprising:

establishing a Bluetooth Low Energy (BLE) connection with at least one fuel dispenser;

receiving an instruction from the at least one fuel dispenser to cause a graphical user

interface (GUI) to be displayed on the mobile device prior to the BLE connection being established;and

communicating with the at least one fuel dispenser over the BLE connection to control operation of the at least one fuel dispenser.

17. The method of claim 16, wherein communicating with the at least one fuel dispenser over the BLE connection comprises configuring the at least one fuel dispenser.

18. The method of claim 17, wherein configuring the at least one fuel dispenser comprises configuring at least one of software, hardware and firmware of the fuel dispenser.

19. The method of claim 16, wherein communicating with the at least one fuel dispenser over the BLE connection comprises installing at least one of software and firmware on the at least one fuel dispenser.

20. The method of claim 16, wherein communicating with the at least one fuel dispenser comprises collecting information relating to an operating status of the fuel dispenser.

21. The method of claim 16, wherein communicating with the at least one fuel dispenser comprises collecting information relating to history of operation of the at least one fuel dispenser.

22. A non-transitory computer-readable storage medium storing computer-executable instructions that, when executed by at least one processor, cause the at least one processor to perform a method comprising:

displaying a graphical user interface (GUI) on a mobile device in response to the mobile device receiving a wireless Bluetooth Low Energy (BLE) beacon being emitted from a fuel dispenser located in proximity to the mobile device;

after displaying the GUI, establishing a secure BLE connection between the fuel dispenser and the mobile device; and

interacting with the fuel dispenser located in proximity to the mobile computing device over the BLE connection.

23. The non-transitory computer-readable storage medium of claim 22, wherein interacting with the fuel dispenser comprises at least one of instructing the fuel dispenser to

deliver fuel to a reservoir and interacting with the fuel dispenser to perform payment for the fuel.

24. The non-transitory computer-readable storage medium of claim 23, wherein interacting with the fuel dispenser comprises receiving user input via a display of the mobile device.

25. The non-transitory computer-readable storage medium of claim 22, wherein interacting with the fuel dispenser comprises receiving content from the fuel dispenser at a time when the fuel dispenser is delivering fuel to a reservoir.

26. The non-transitory computer-readable storage medium of claim 22, wherein interacting with the fuel dispenser comprises providing at least one instruction to the fuel dispenser to configure at least one component of the fuel dispenser.