Information about a dispenser that is determined to be available or that is about to become available for pumping fuel (e.g., when there is a wait at the gas station such as in rush hour or during a holiday weekend), can be displayed on the display 305 in the form of the GUI 320. A particular dispenser can also be "suggested" to the user based on a distance between the fuel dispenser and the mobile device, a fuel grade desired by the user and other factors. In some cases, information about multiple fuel dispensers can be presented to the user on a GUI rendered by the display 305 such that the mobile device 304 can acquire information relating to user's selection of one of the available dispensers. In such cases, a GUI such as the GUI 320 can be presented to the user after user input was received indication a selection of the fuel dispenser number "7."

[0060] If the user's vehicle is stopped near a fuel dispenser (in this example, the fuel dispenser 102), a visual indicator such that the icon 322 and other accompanying icons and indicators can be presented to the user on the GUI 320. If the user's vehicle (and therefore the user's mobile device) moves so as to stop near another fuel dispenser (e.g., if the user decides to use another pump), information about that dispenser can be presented to the user. In this way, information about the fuel dispenser that is the closest to the mobile device of the user can be presented on the display of the mobile device.

[0061] As shown in FIG. 3B and as will be appreciated, the GUI 320 can include an indicator 325a indicating that the fuel dispenser identified at the GUI 320 is advertising and waiting for a BLE connection. Once the user input is received confirming the selection of the fuel dispenser, the mobile device 304 can initiate an outgoing connection request to that fuel dispenser.

[0062] After a user input is received specifying a selection and/or confirmation of the selection of a particular fuel dispenser, a BLE connection can be established between that fuel dispenser (in this example, fuel dispenser 102) and the mobile device 304. Also, a GUI such as a GUI 340 shown in FIG. 3C can be presented on the display 305. As shown in FIG. 3C, the indicator 325b (shown in FIG. 3B as indicator 325a) is modified ("turned on") to indicate that that BLE connection is established. The fact that the BLE connection has been established can be shown in any other manner in GUI 340.

[0063] As shown in FIG. 3C, the GUI 340 includes an indicator 342 of the current fuel dispenser and an indicator 344 of a grade of the fuel being pumped. As mentioned,

What is claimed is:

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

detecting a mobile device in proximity to a fuel dispenser using a Bluetooth Low Energy (BLE) connection with the mobile device, wherein detecting the mobile device comprises establishing a secure two-way connection with the mobile device;

in response to establishing the secure two-way connection, automatically identifying a user associated with the mobile device; and

the fuel dispenser communicating with the mobile device to

receive input from the mobile device relating to controlling operation of the fuel dispenser to deliver fuel to a vehicle, and

transmit information to the mobile device during a time when the fuel dispenser delivers fuel to the vehicle, wherein the information is selected based on the identified user.

2. The method of claim 1, wherein the information is transmitted to the mobile device automatically, without input from a user of the mobile device.

3. The method of claim 1, wherein communicating with the mobile device comprises communicating over the BLE connection.

4. The method of claim 1, wherein the information comprises multimedia information.

5. The method of claim 1, wherein the information comprises at least one of an advertisement and a promotion.

6. The method of claim 1, wherein the input comprises at least one parameter relating to delivering fuel from the fuel dispenser to the vehicle.

7. The method of claim 1, comprising automatically initiating the communication with the mobile device when the mobile device is detected.

8. 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.

9. The system of claim 8, wherein the information comprises first information and second information.

10. The system of claim 9, wherein the first information comprises information relating to controlling operation of the fuel dispenser to deliver fuel to the vehicle.

11. The system of claim 10, wherein the first information comprises at least a portion of information presented on a display of a fuel dispenser.

12. The system of claim 9, 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.

13. The system of claim 12, wherein the additional information comprises at least one of an advertisement and a promotion.

14. 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.

15. The method of claim 14, wherein communicating with the fuel dispenser comprises instructing the fuel dispenser to deliver fuel to a reservoir.

16. The method of claim 15, 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.

17. The method of claim 16, wherein the reservoir comprises a fuel tank of a vehicle.

18. The method of claim 14, wherein communicating with the fuel dispenser comprises configuring the fuel dispenser over the BLE connection.

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

20. The method of claim 14, wherein communicating with the fuel dispenser comprises installing at least one of software and firmware on the fuel dispenser.

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

22. The method of claim 14, wherein communicating with the fuel dispenser comprises collecting information relating to history of operation of the fuel dispenser.

23. 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.

24. The method of claim 23, wherein communicating with the at least one fuel dispenser over the BLE connection comprises configuring the at least one fuel dispenser.

25. The method of claim 24, wherein configuring the at least one fuel dispenser comprises configuring at least one of software, hardware and firmware of the fuel dispenser.

26. The method of claim 23, 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.

27. The method of claim 23, wherein communicating with the at least one fuel dispenser comprises collecting information relating to an operating status of the fuel dispenser.

28. The method of claim 23, wherein communicating with the at least one fuel dispenser comprises collecting information relating to history of operation of the at least one fuel dispenser.

29. 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.

30. The non-transitory computer-readable storage medium of claim 29, 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.

31. The non-transitory computer-readable storage medium of claim 30, wherein interacting with the fuel dispenser comprises receiving user input via a display of the mobile device.

32. The non-transitory computer-readable storage medium of claim 29, 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.

33. The non-transitory computer-readable storage medium of claim 29, 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.