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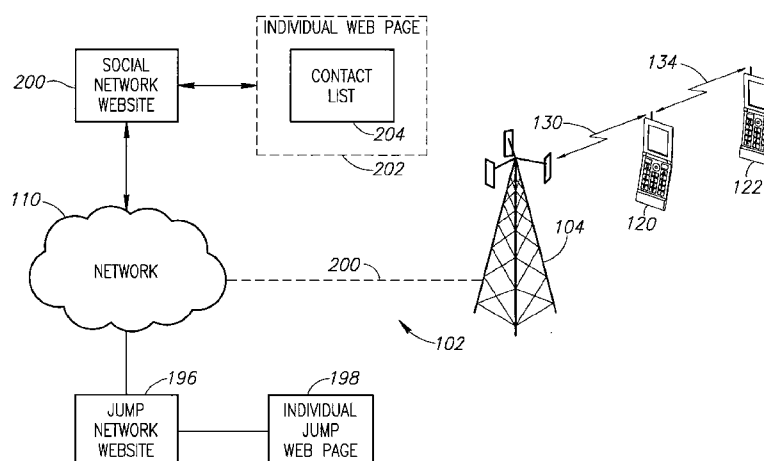


FIG. 4

(57) Abstract: A wireless communication device includes conventional components to permit a network communication link to be established with a wireless communication network. In addition, the wireless communication device includes a non-network transceiver that detects the presence of a wireless access point. When two such equipped devices come within proximity of the access point, a non-network wireless communication link is established. The two devices exchange portions of profile data which is analyzed to determine if a match exists. If a match occurs, a contact notification is generated. This permits the wireless communication device to act as an auto-detecting social network device that detects the proximity of other devices whose owners have a profile that matches the stored user preference data. Subsequent communication may occur in a conventional manner using the wireless network communication channels and web applications may also be used to gain additional information.