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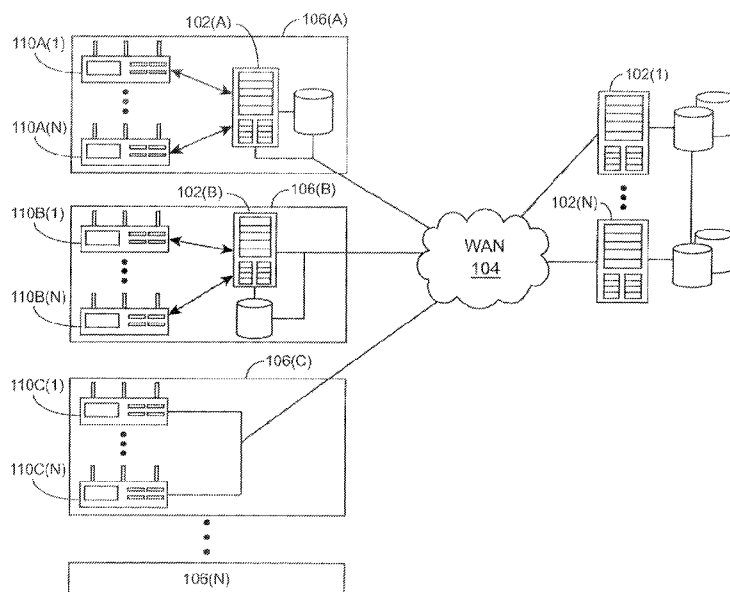
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(54) Title: SYSTEM AND METHOD FOR LOCATION-BASED, INTERACTIVE CONSUMER ENGAGEMENT PLATFORM



(57) Abstract: A location based wireless consumer interactive system is disclosed. The system includes a first gateway device stationed at a first location which includes a first antenna configured to generate a first wireless zone covering a preassigned area proximal to the first location. The first gateway device includes a first network interface coupled to the first antenna which is configured to communicate with a client device that is connected to the first wireless zone. The first gateway device includes a first memory configured to store a first content profile received from a server device via the first network interface, wherein the first memory stores executable programming instructions to process preloaded consumer content of the first content profile. The first gateway device includes a first processor configured to generate a first interactive content site containing the consumer content on the client device.



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