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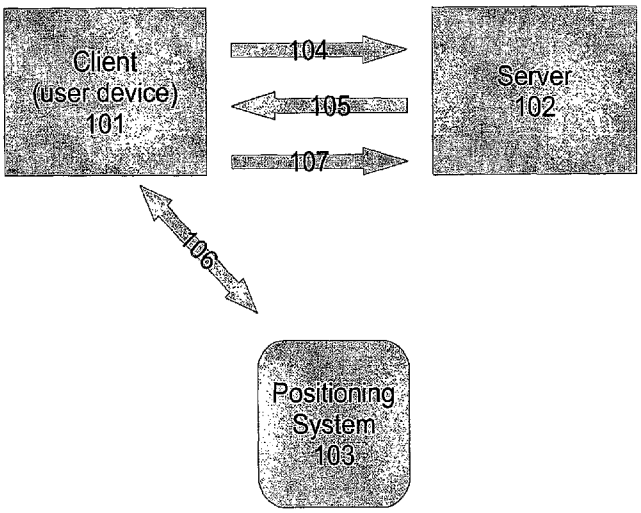
(54) **Title:** SYSTEMS AND METHODS OF AUTOMATED RETRIEVAL OF LOCATION INFORMATION FROM A USER DEVICE FOR USE WITH SERVER SYSTEMS



(57) **Abstract:** Systems and methods of automated retrieval of location information from a user device for use with server systems are provided. A method of a server retrieving information indicative of a geographic position of a client device for use in selecting and send information based on the geographic position includes providing a server having location independent content and location dependent content. The client device sends a request to the server. In response to the request, the server sends a message to the mobile client device requesting information indicative of the geographic position of the client device. In response, the client device automatically sends information indicative of the geographic position of the client device to the server. In response to receiving the information indicative of the geographic position of the client device, the server selects location dependent content that corresponds to the client geographic position and sends it to the client device.

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