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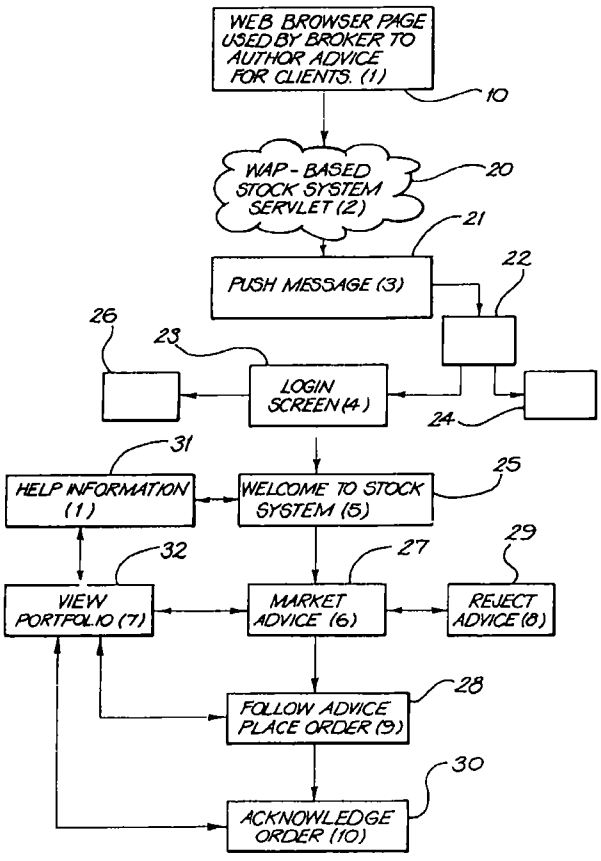
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(54) Title: WIRELESS TRANSACTIONS



(57) Abstract: Methods and apparatus are disclosed for allowing a seller to use a computer to send messages to individual wireless telephone users (62). Web based advice from the seller is ultimately forwarded through a telephonic gateway (60). In preferred embodiments, replies from users (62) are provided by links embedded in text messages to those users. The links allow the users to reply to invitations to buy, directly, without need to establish a new internet or telephone connection with the seller.



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