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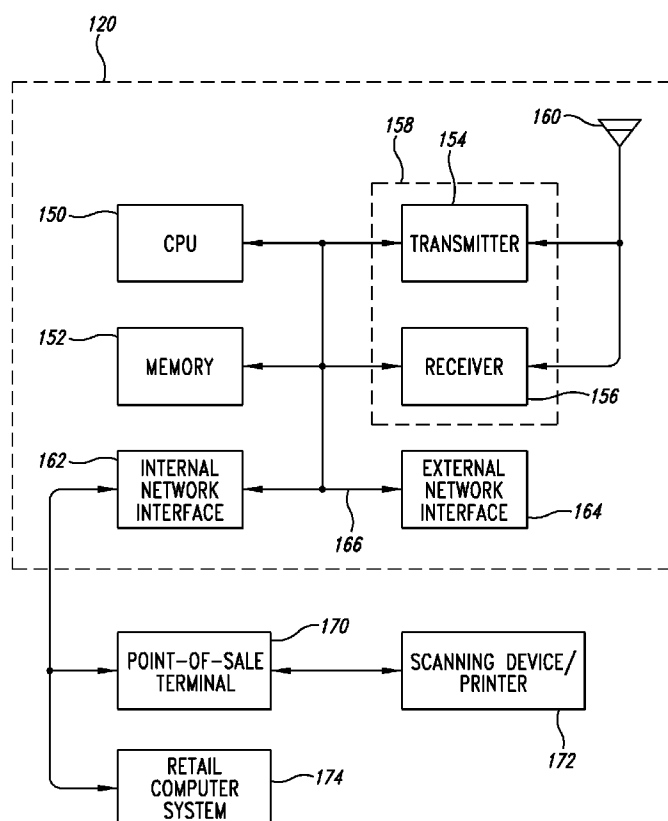
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(54) Title: SYSTEM AND METHOD FOR WIRELESS TRANSACTIONS



(57) Abstract: A system and method for using a consumer wireless device in retail transactions utilizes a fixed communication device that functions as a base station for the consumer wireless device. The fixed communication device has a limited coverage zone. When a consumer wireless device comes within the coverage zone of the fixed communication device, the consumer wireless device selects the fixed communication device as the preferred base station and initiates a registration with that base station. The consumer wireless device is uniquely identified with ID data transmitted by the consumer wireless device to the fixed communication device. The unique identification is subsequently used in the process of completing a transaction.

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