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(54) Title: NEAR FIELD COMMUNICATION TRANSACTIONS WITH USER PROFILE UPDATES IN A MOBILE ENVIRONMENT

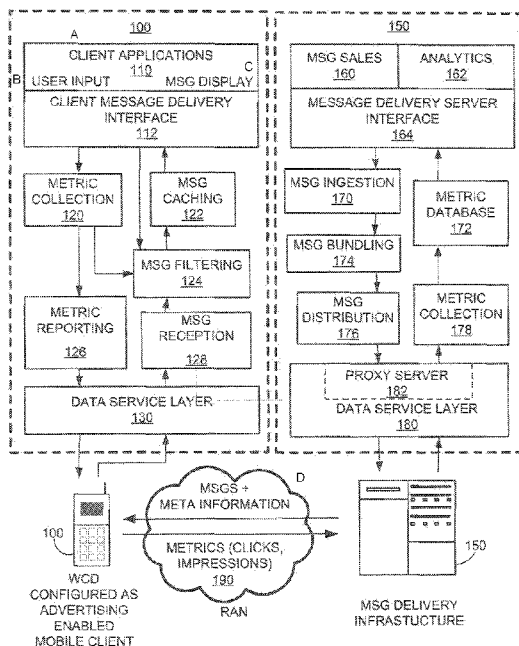


FIG. 1

(57) Abstract: Methods and systems for determining the suitability of information to be received by a mobile client are disclosed. For example, an exemplary method may include receiving on the mobile client, information relating to a transaction between the mobile client and a transaction host, using a near-field-communication (NFC) link, updating a user profile on the mobile client based on the received transaction information, and performing at least one of receiving, selecting and displaying one or more targeted content messages on the mobile client based upon the updated user profile.



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