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(73) Patentee: Crunchfish AB, Stora Varvsgatan 6 A, 4 tr, 211 19 Malmö SE  
 (72) Inventor: Paul Cronholm, Malmö SE  
 Carl Tönsgård, Malmö SE  
 Joakim Nydemark, Malmö SE  
 Örjan Johansson, Lund SE  
 Joachim Samuelsson, Helsingborg SE  
 (74) Agent: Ström & Gulliksson AB, P.O. Box 4188, SE-203 13, MALMÖ SE  
 (54) Title: Selective user interaction in a dynamic, proximity-based group of wireless communication devices  
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 (57) Abstract:

A method is provided for establishing a dynamic, proximity-based group of wireless communication devices (2, 3, 4) to support potential interaction between a user (1a) of a first wireless communication device (1) and one or more users (2a, 3a, 4a) of the wireless communication devices in the dynamic, proximity-based group. In the method, the first wireless communication device sends (20) a short-range wireless beacon broadcast message to other wireless communication devices (2, 3, 4, 5) in a proximity zone (10) around the first wireless communication device. The short-range wireless beacon broadcast message is adapted for requesting the other wireless communication devices to send (22) a response message to a server (13, 16). The server registers (24) responding devices (2, 3, 4) among the other wireless communication devices. The first wireless communication device communicates (26) with the server to enable the user of the first wireless communication device to interact selectively with one or more of the users of the registered wireless communication devices, wherein said one or more users (2a, 3a) are less than all users (2a, 3a, 4a) of the registered wireless communication devices.

