FIG. 1

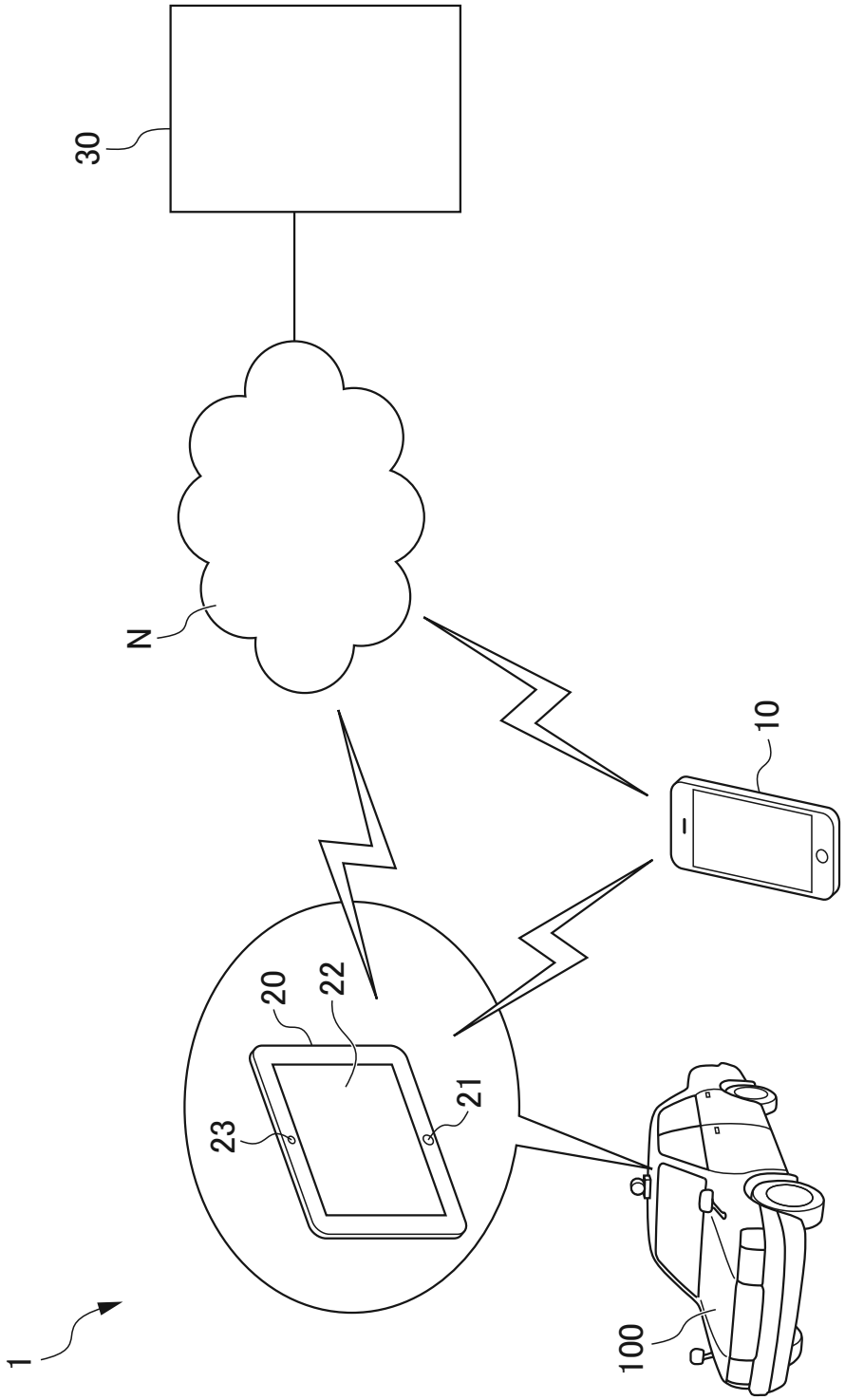


FIG. 2

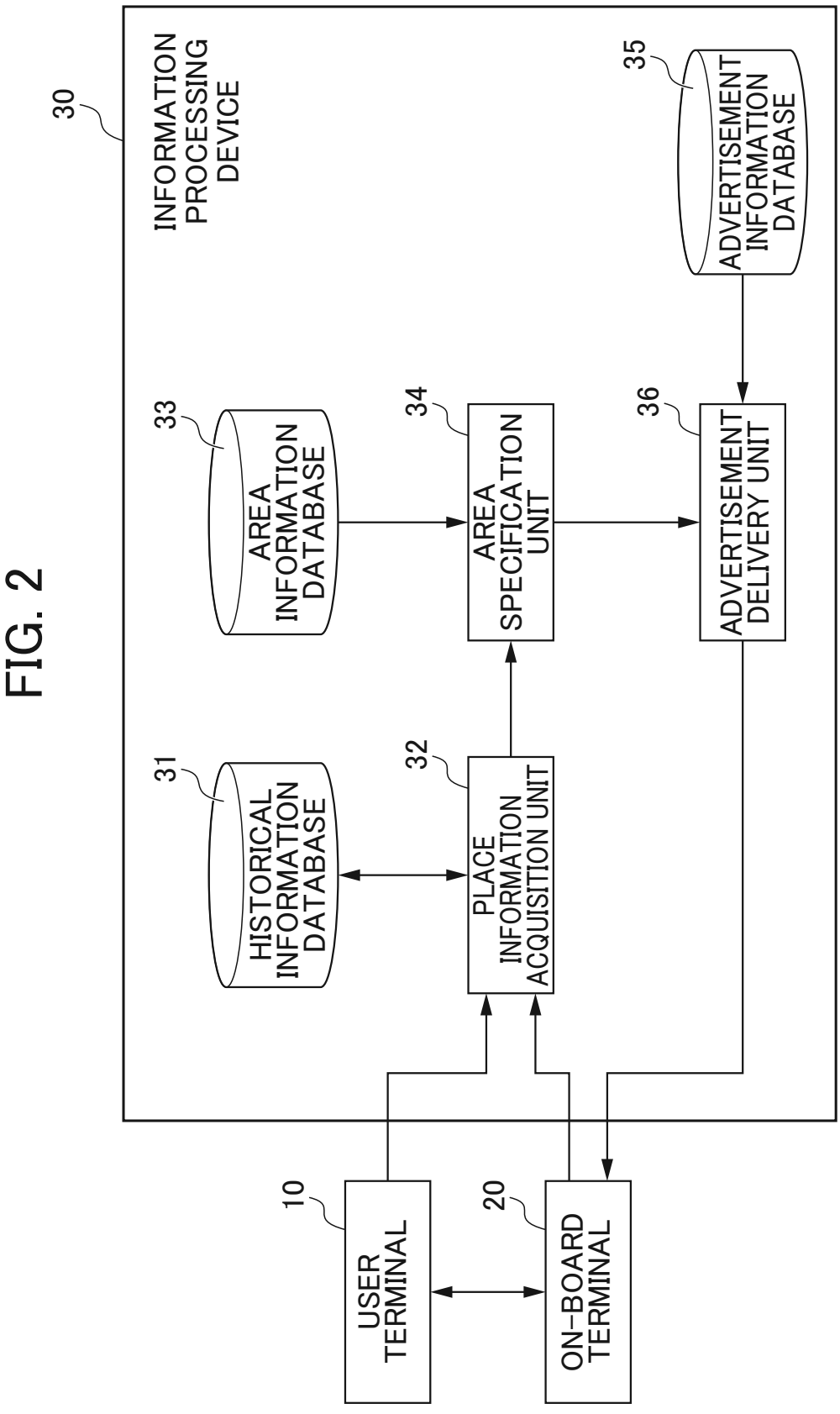

30
INFORMATION PROCESSING DEVICE
35
ADVERTISEMENT INFORMATION DATABASE
33
AREA INFORMATION DATABASE
34
AREA SPECIFICATION UNIT
36
ADVERTISEMENT DELIVERY UNIT
31
HISTORICAL INFORMATION DATABASE
32
PLACE INFORMATION ACQUISITION UNIT
10
USER TERMINAL
20
ON-BOARD TERMINAL

FIG. 3

| USER TERMINAL ID | HISTORICAL INFORMATION | | |
|---|---|---|---|
| | DATE AND TIME | DEPARTURE POINT | DESTINATION |
| ○○○ | YY-MM-DD HH:MM | X | Y |
| ⋮ | ⋮ | ⋮ | ⋮ |

FIG. 4

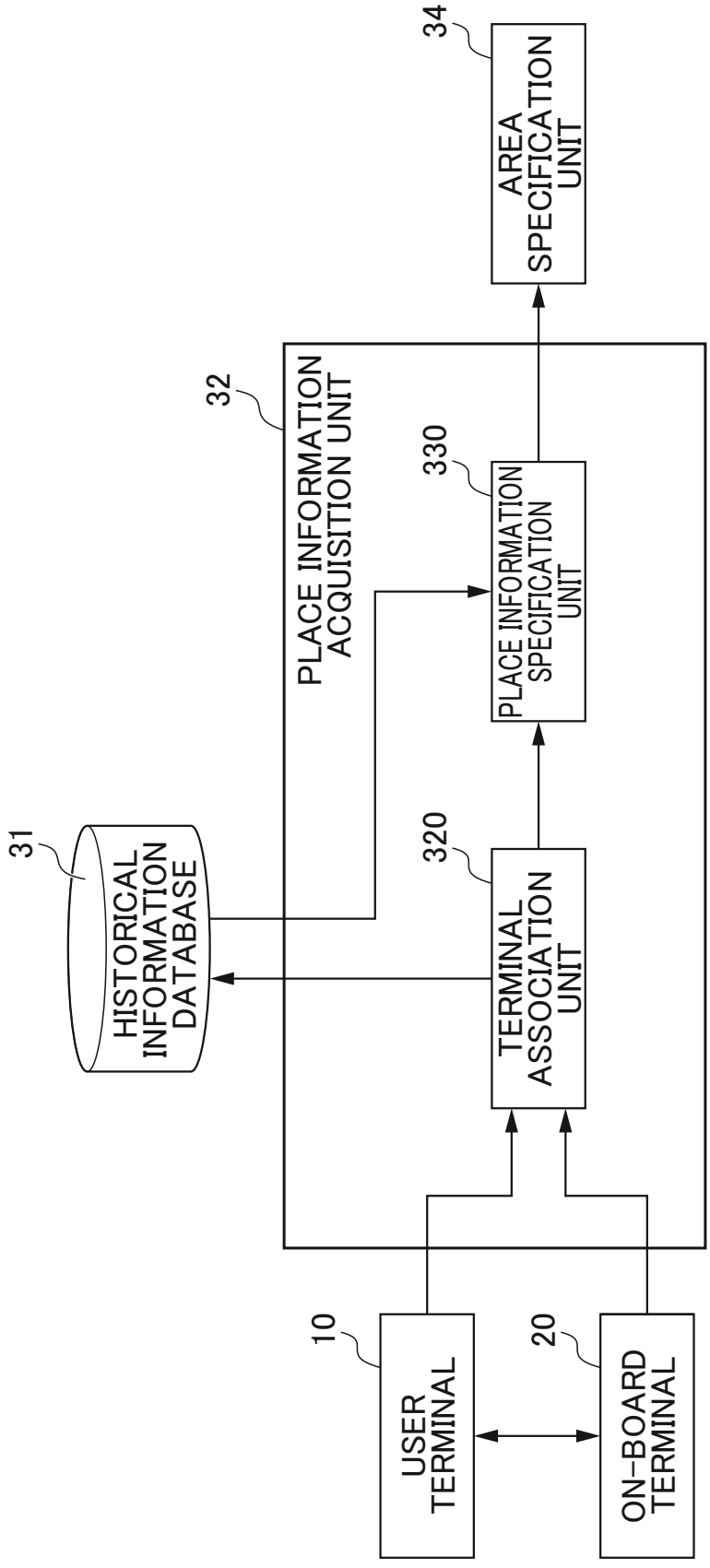

34
AREA SPECIFICATION UNIT
32
PLACE INFORMATION ACQUISITION UNIT
330
PLACE INFORMATION SPECIFICATION UNIT
31
HISTORICAL INFORMATION DATABASE
320
TERMINAL ASSOCIATION UNIT
10
USER TERMINAL
20
ON-BOARD TERMINAL

FIG. 5

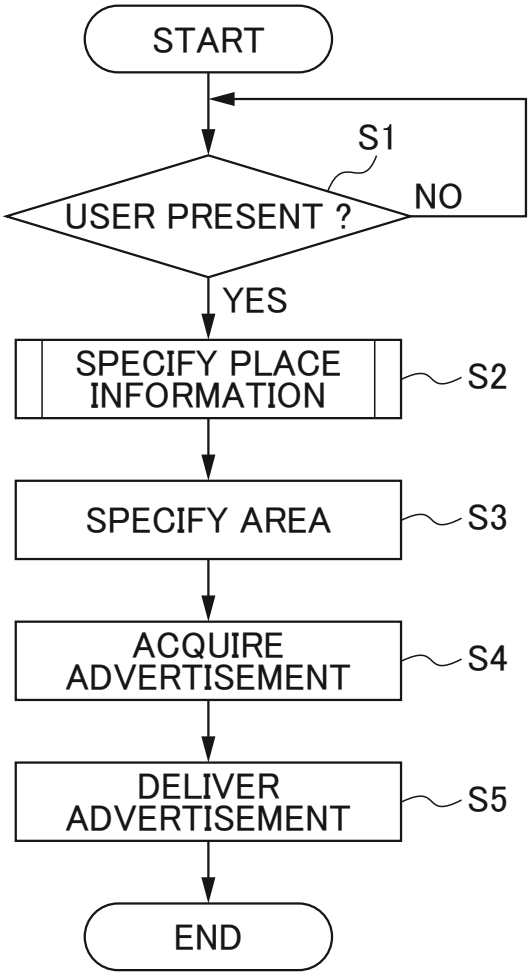
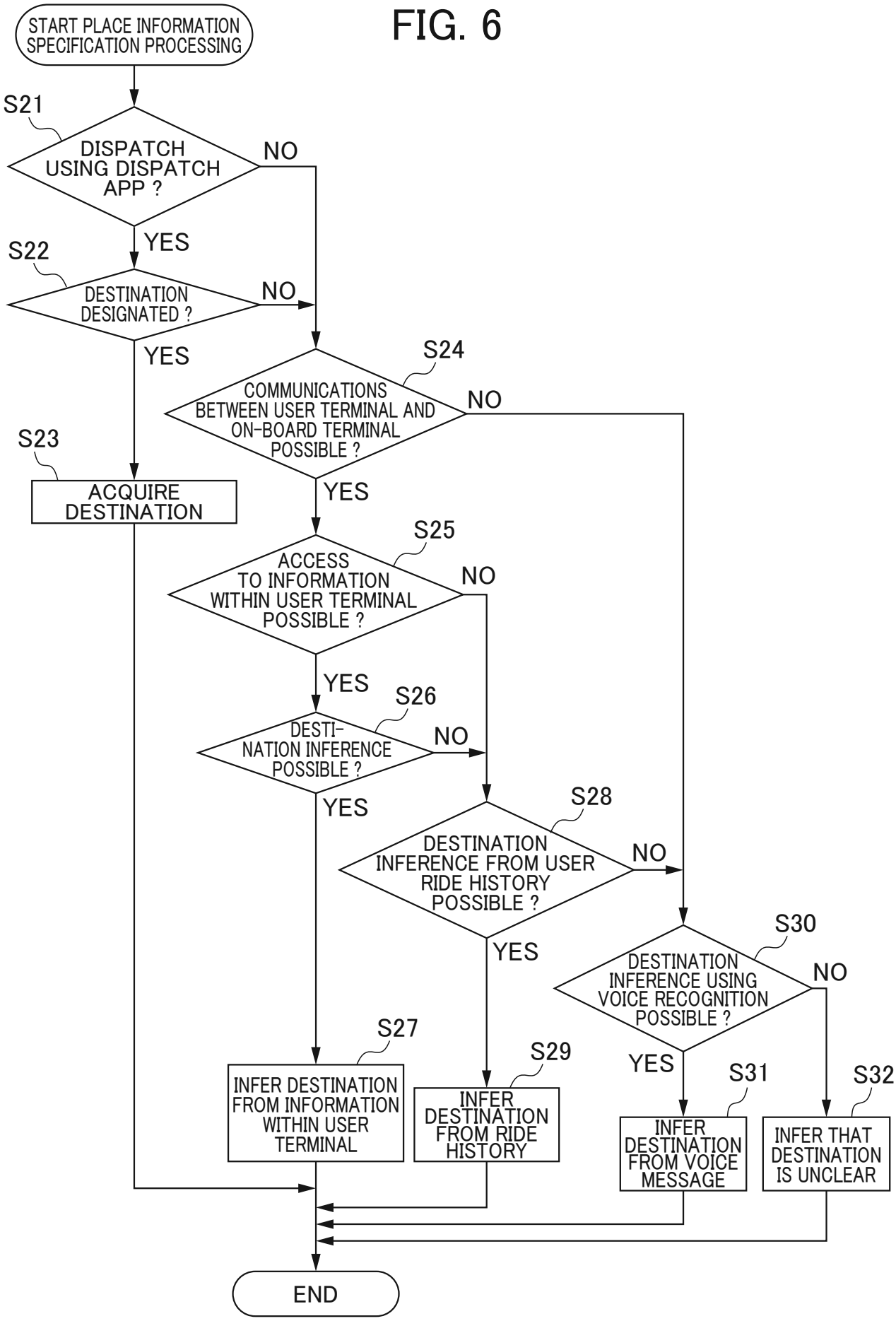

START
S1
USER PRESENT ?
NO
YES
SPECIFY PLACE INFORMATION
S2
SPECIFY AREA
S3
ACQUIRE ADVERTISEMENT
S4
DELIVER ADVERTISEMENT
S5
END

FIG. 6


START PLACE INFORMATION SPECIFICATION PROCESSING
S21
DISPATCH USING DISPATCH APP ?
NO
YES
S22
DESTINATION DESIGNATED ?
NO
YES
S24
COMMUNICATIONS BETWEEN USER TERMINAL AND ON-BOARD TERMINAL POSSIBLE ?
NO
S23
ACQUIRE DESTINATION
YES
S25
ACCESS TO INFORMATION WITHIN USER TERMINAL POSSIBLE ?
NO
YES
S26
DESTI-NATION INFERENCE POSSIBLE ?
NO
YES
S28
DESTINATION INFERENCE FROM USER RIDE HISTORY POSSIBLE ?
NO
YES
S30
DESTINATION INFERENCE USING VOICE RECOGNITION POSSIBLE ?
NO
YES
S27
INFER DESTINATION FROM INFORMATION WITHIN USER TERMINAL
S29
INFER DESTINATION FROM RIDE HISTORY
S31
INFER DESTINATION FROM VOICE MESSAGE
S32
INFER THAT DESTINATION IS UNCLEAR
END