

Fig.1

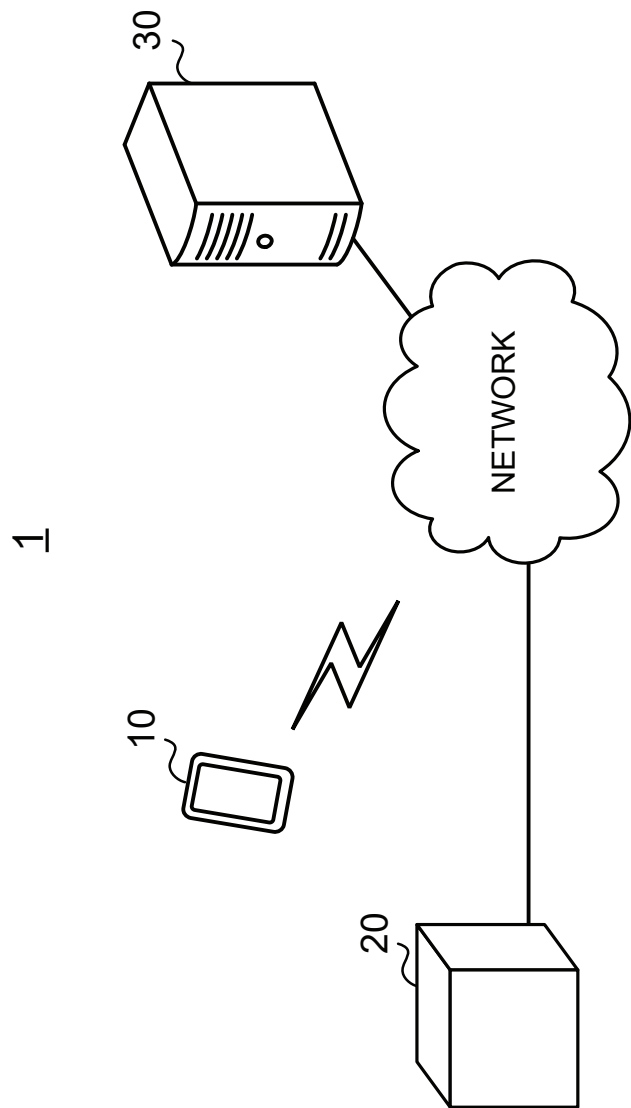


Fig.2

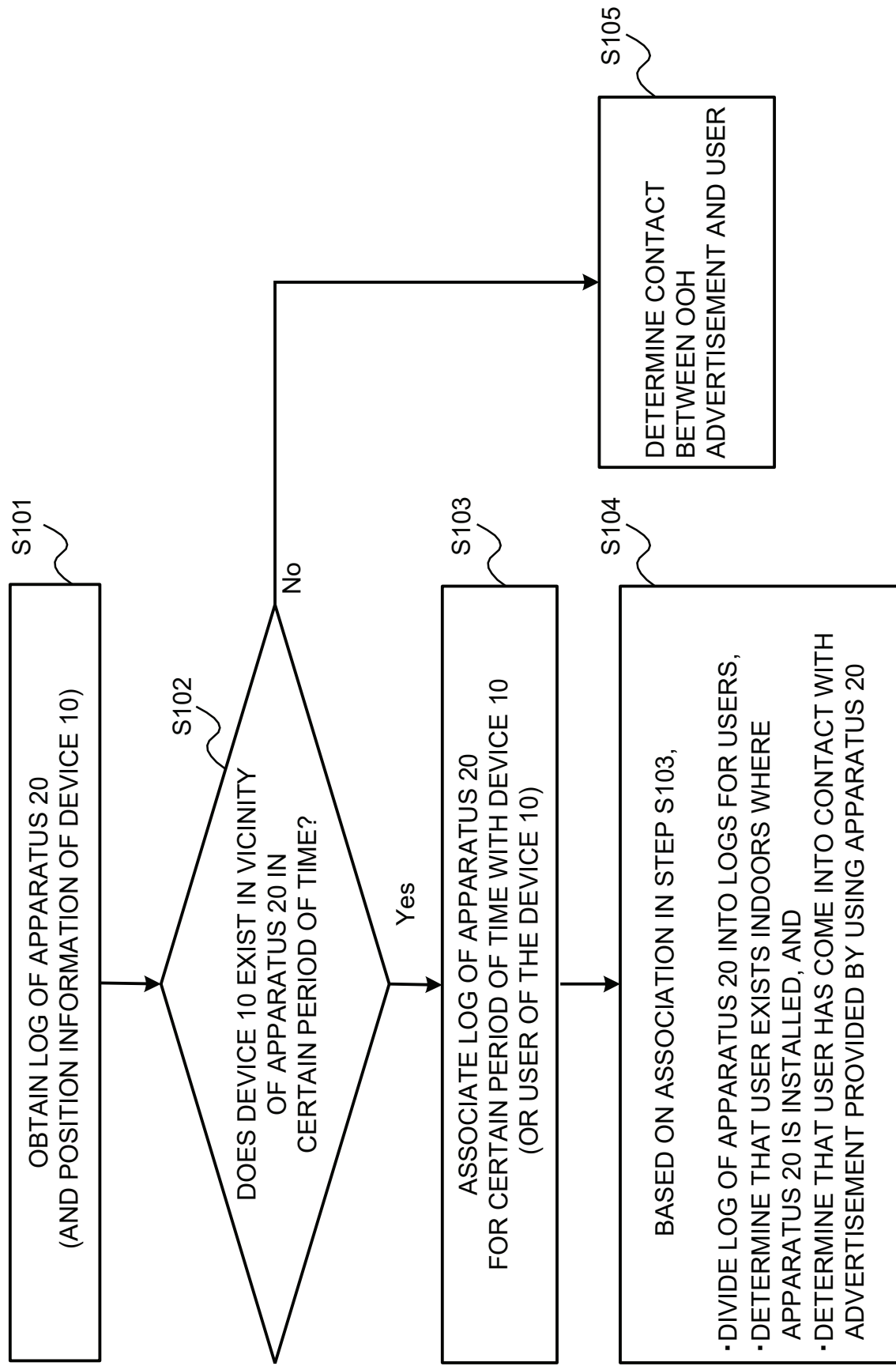
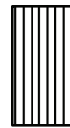
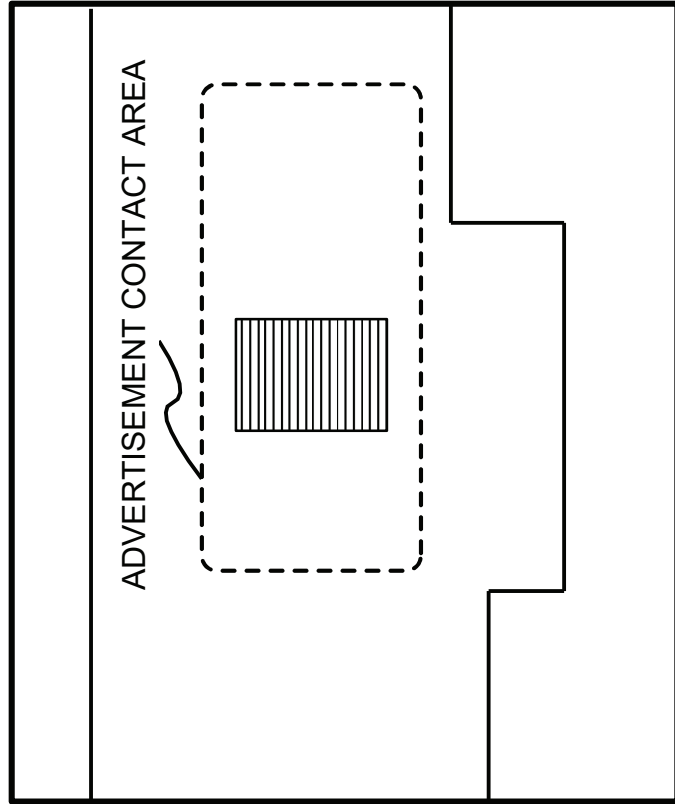


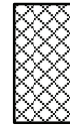
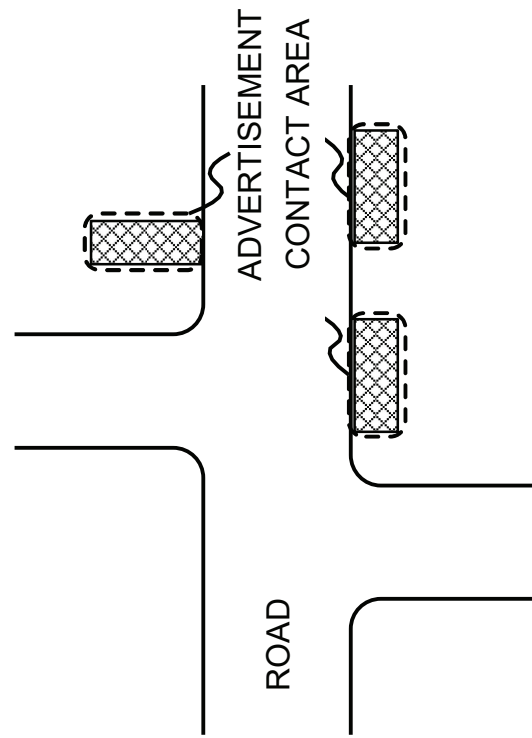
Fig.3A



ADVERTISEMENT

Fig.3B

Fig.3



SUBWAY STATION ENTRANCE/EXIT

Fig.4A

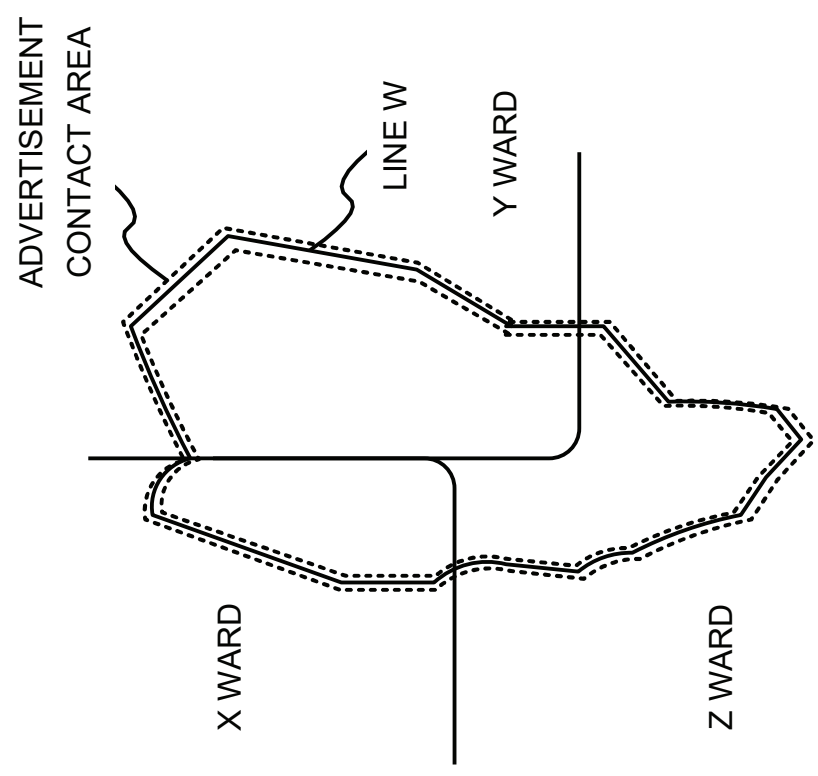


Fig.4B

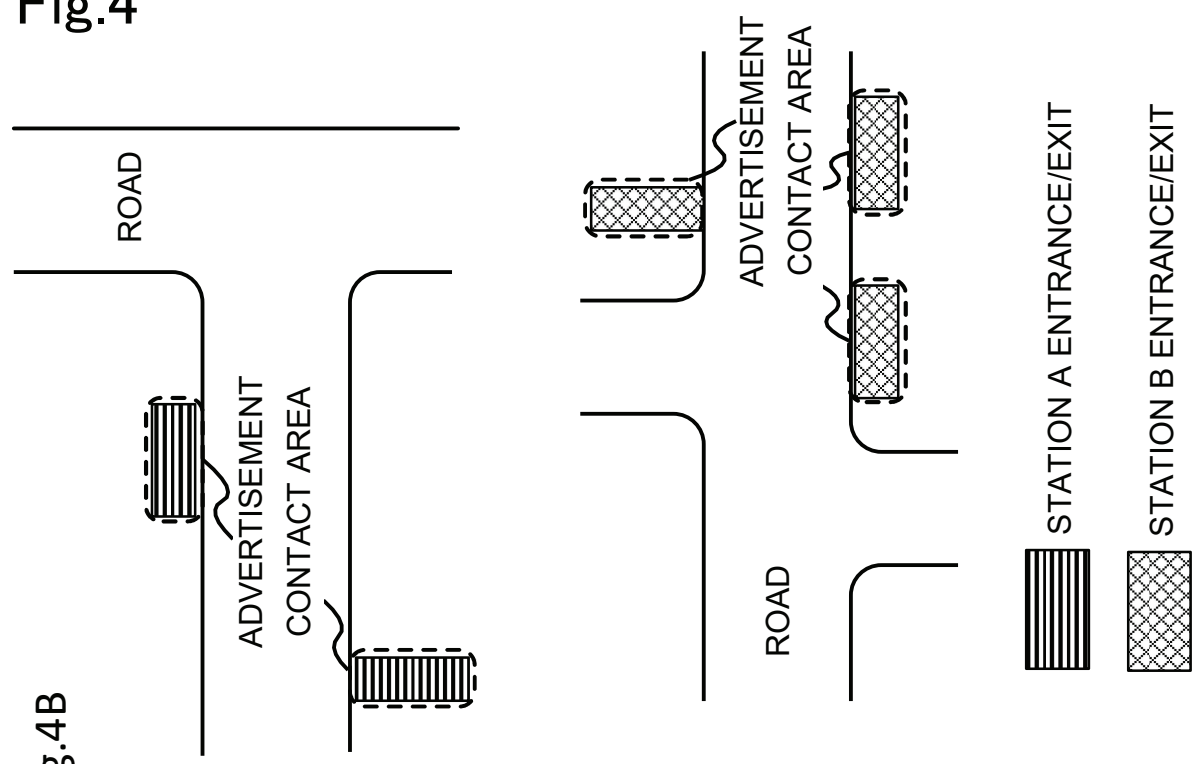


Fig.4

Fig.5A

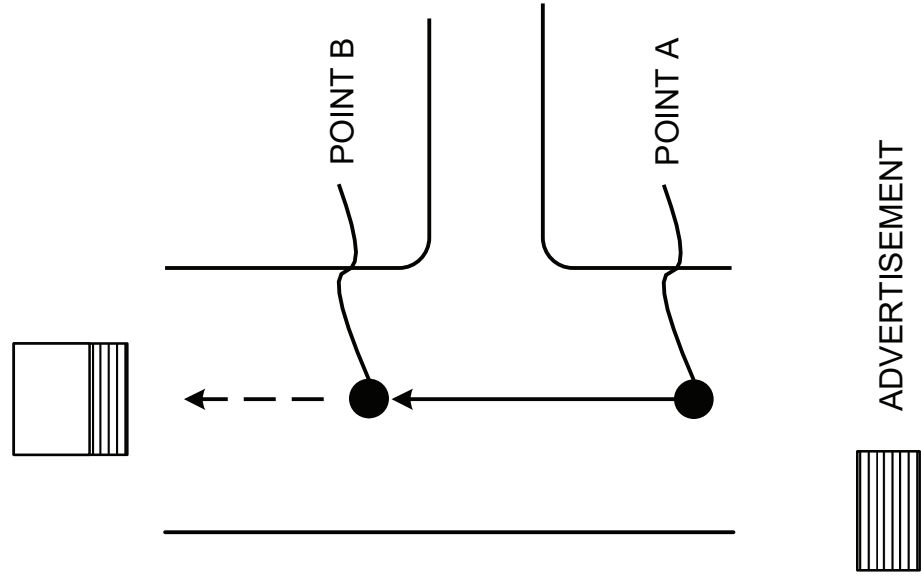


Fig.5

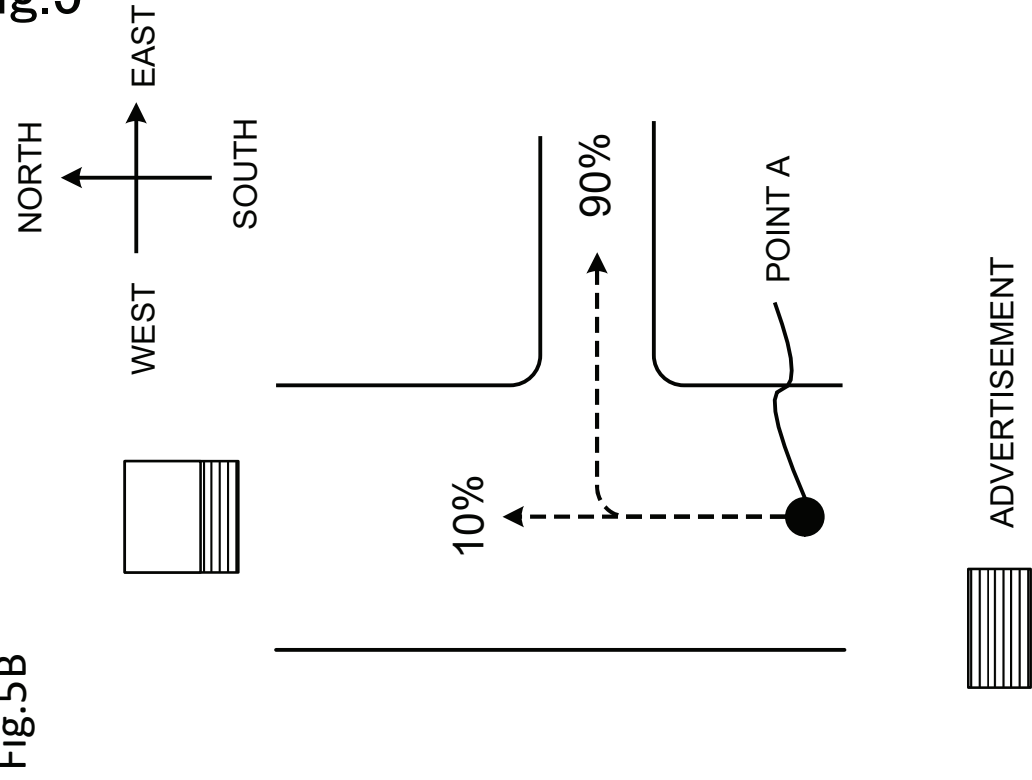
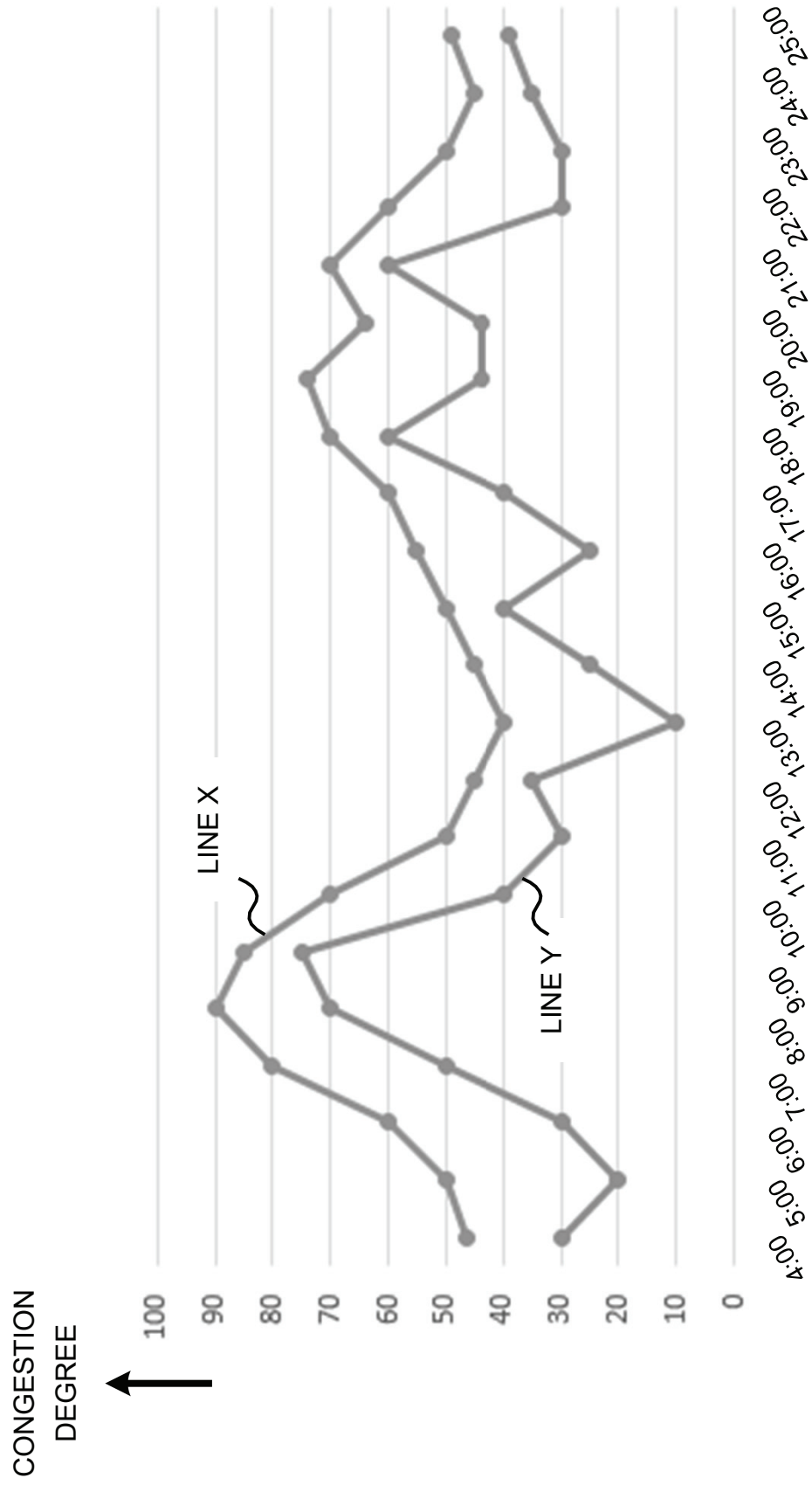


Fig.6



TRAVELING
DIRECTION
↓

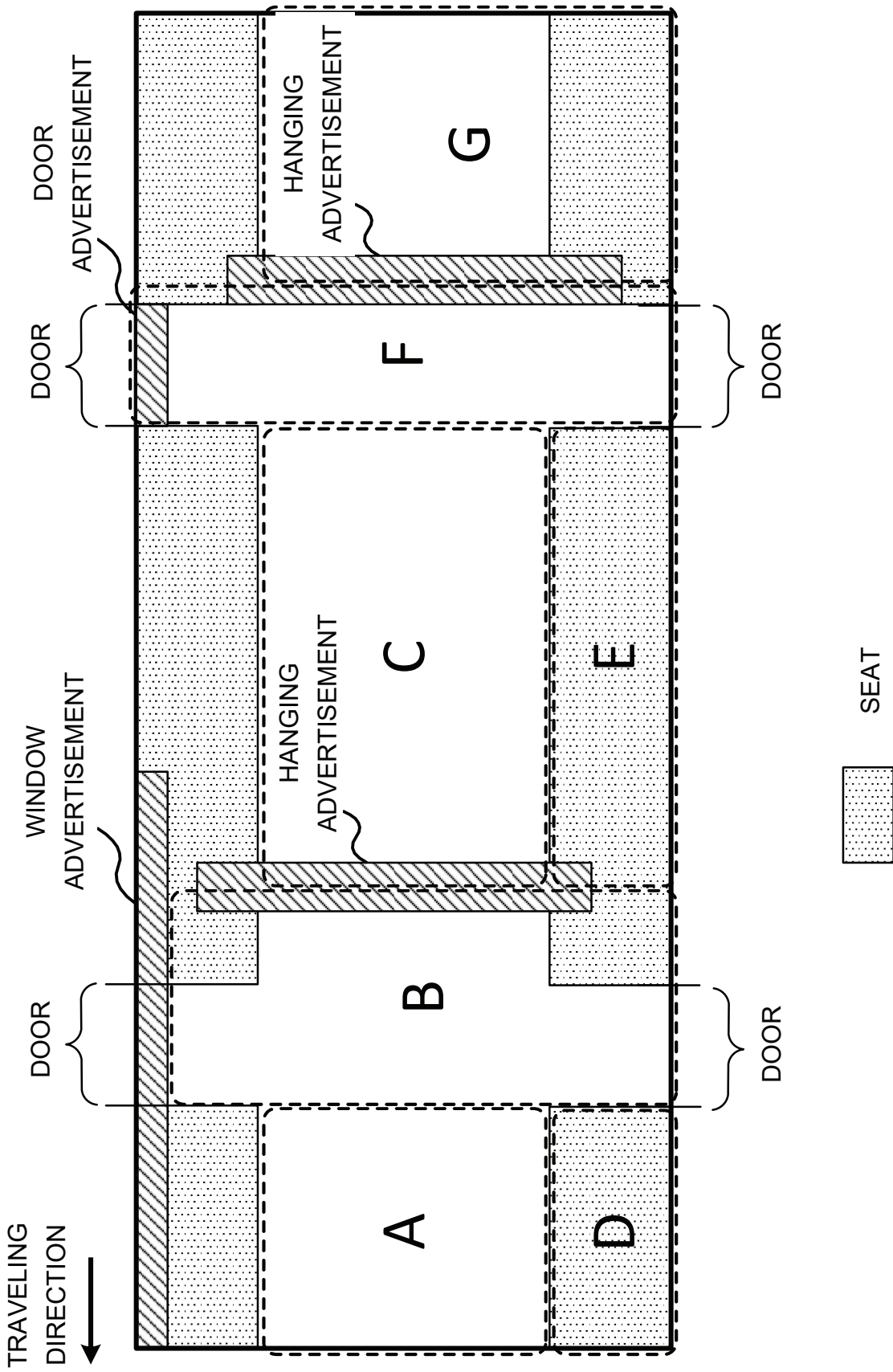


Fig. 7

Fig.8A

WHEN AISLE IS NOT CROWDED

	WINDOW ADVERTISEMENT	DOOR ADVERTISEMENT	HANGING ADVERTISEMENT
A	1	0	1
B	1	0	1
C	1	1	1
D	1	0	1
E	1	1	1
F	0	1	1
G	0	1	1

Fig.8

Fig.8B

WHEN CAR IS CROWDED

	WINDOW ADVERTISEMENT	DOOR ADVERTISEMENT	HANGING ADVERTISEMENT
A	1	0	1
B	1	0	1
C	1	0	1
D	0	0	1
E	0	0	1
F	0	0	1
G	0	0	1

Fig.9A

USER	WEEKDAYS		
	9:00 - 10:00	10:00 - 11:00	11:00 - 12:00
USER1	A	B	C
USER2		A	F
USER3	D		
USER4		G	

Fig.9

Fig.9B

WEEKDAYS		
9:00 - 10:00	10:00 - 11:00	11:00 - 12:00
CROWDED	AISLE LESS- CROWDED	AISLE LESS- CROWDED

Fig.9C

USER	WEEKDAYS		
	9:00 - 10:00	10:00 - 11:00	11:00 - 12:00
USER1	CROWDED	AISLE LESS-CROWDED	AISLE LESS-CROWDED
USER2		B	C
USER3	D	A	F
USER4		G	

↑

CONTACT WITH WINDOW ADVERTISEMENT

↑

CONTACT WITH WINDOW ADVERTISEMENT

↑

NO CONTACT WITH WINDOW ADVERTISEMENT

↑

NO CONTACT WITH WINDOW ADVERTISEMENT

Fig.10

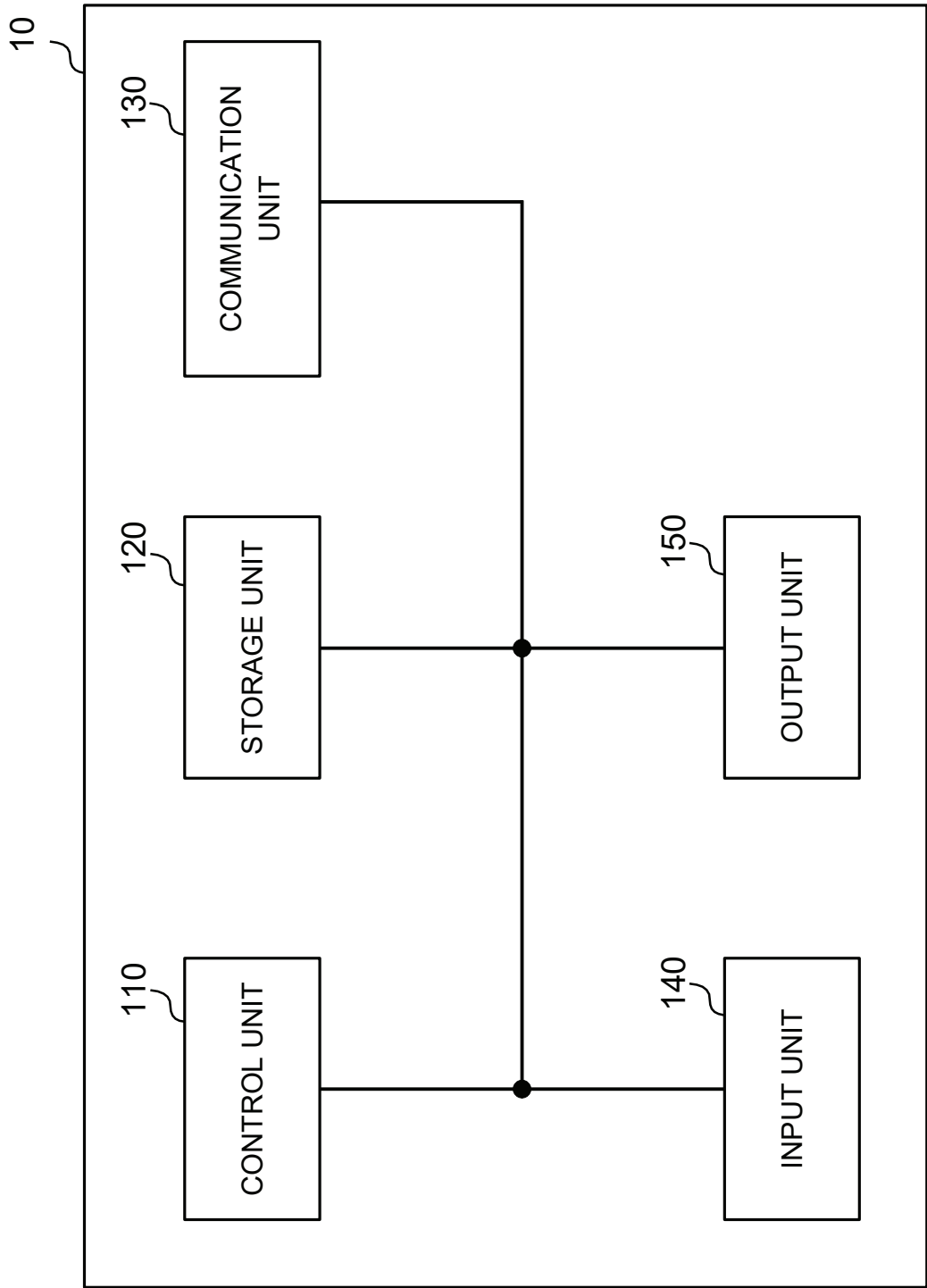


Fig.11

