FIG. 1

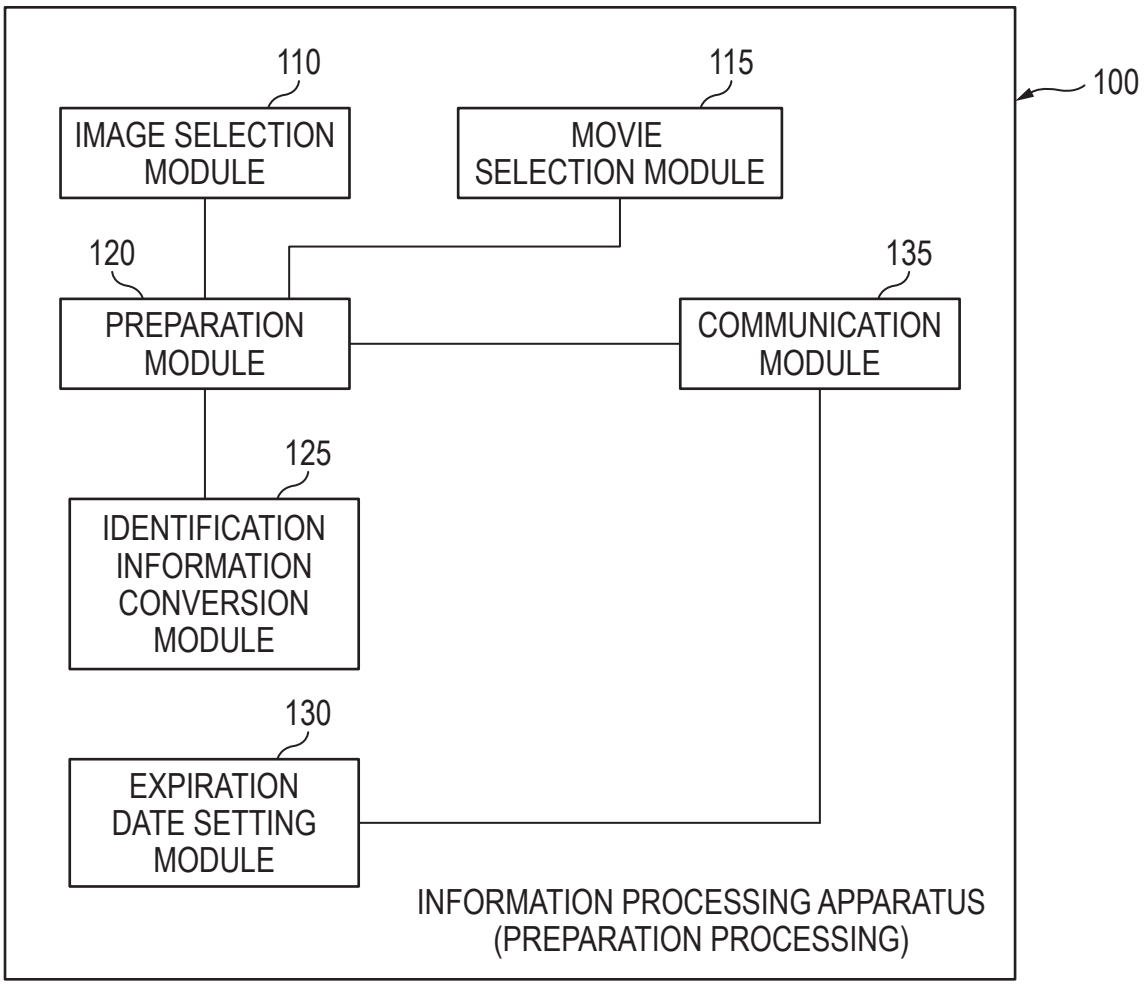

110
IMAGE SELECTION MODULE
115
MOVIE SELECTION MODULE
100
120
PREPARATION MODULE
135
COMMUNICATION MODULE
125
IDENTIFICATION INFORMATION CONVERSION MODULE
130
EXPIRATION DATE SETTING MODULE
INFORMATION PROCESSING APPARATUS
(PREPARATION PROCESSING)

FIG. 2

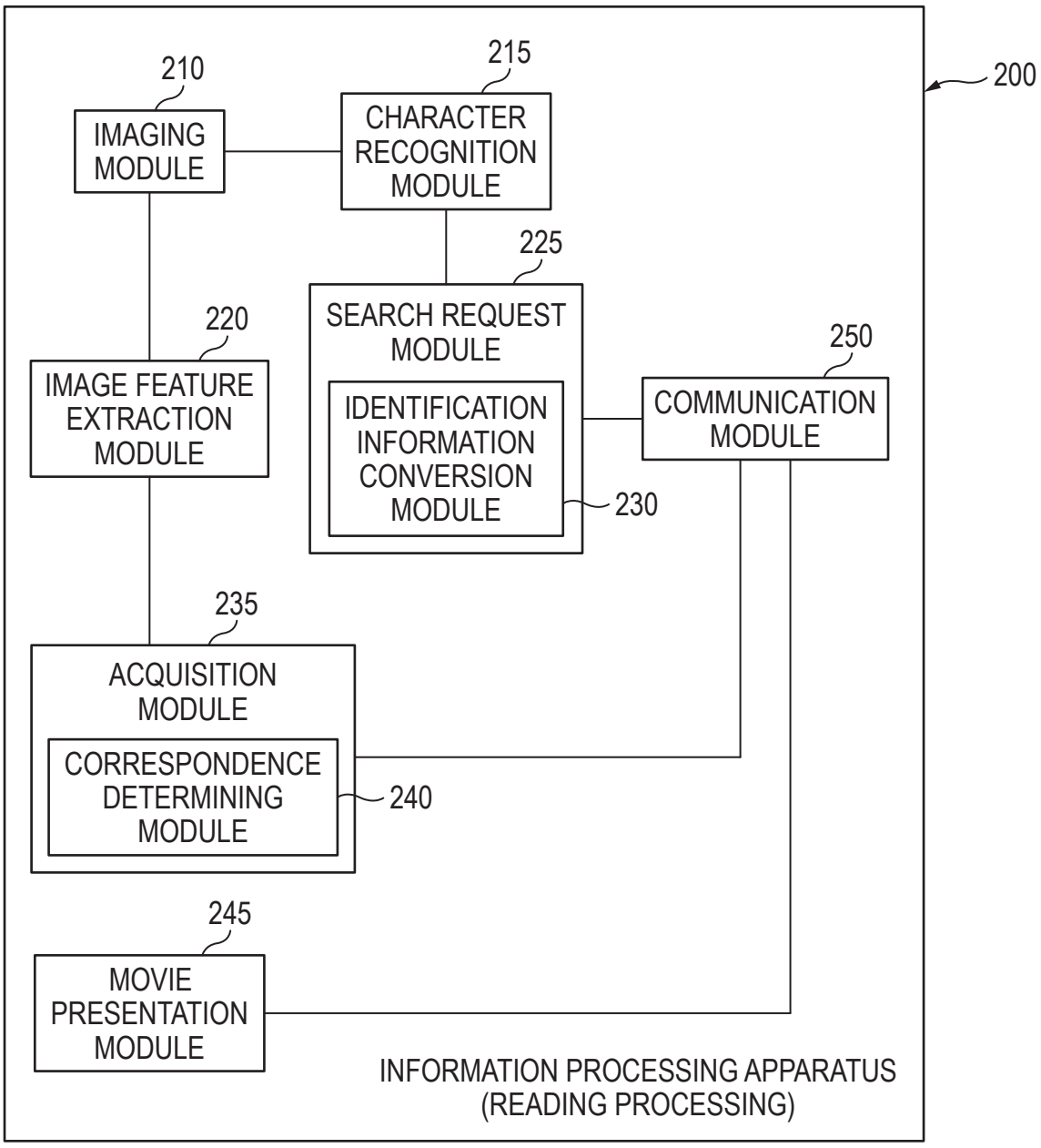

200
210
IMAGING MODULE
215
CHARACTER RECOGNITION MODULE
225
SEARCH REQUEST MODULE
IDENTIFICATION INFORMATION CONVERSION MODULE
230
220
IMAGE FEATURE EXTRACTION MODULE
250
COMMUNICATION MODULE
235
ACQUISITION MODULE
CORRESPONDENCE DETERMINING MODULE
240
245
MOVIE PRESENTATION MODULE
INFORMATION PROCESSING APPARATUS
(READING PROCESSING)

FIG. 3

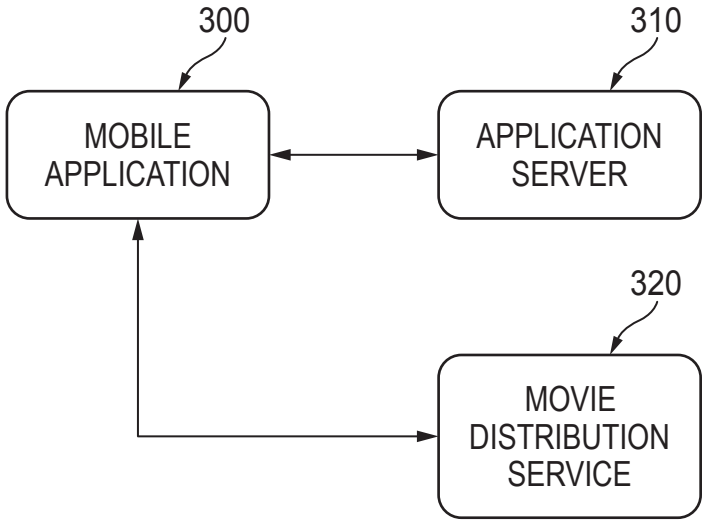

300
310
MOBILE APPLICATION
APPLICATION SERVER
320
MOVIE DISTRIBUTION SERVICE

FIG. 4

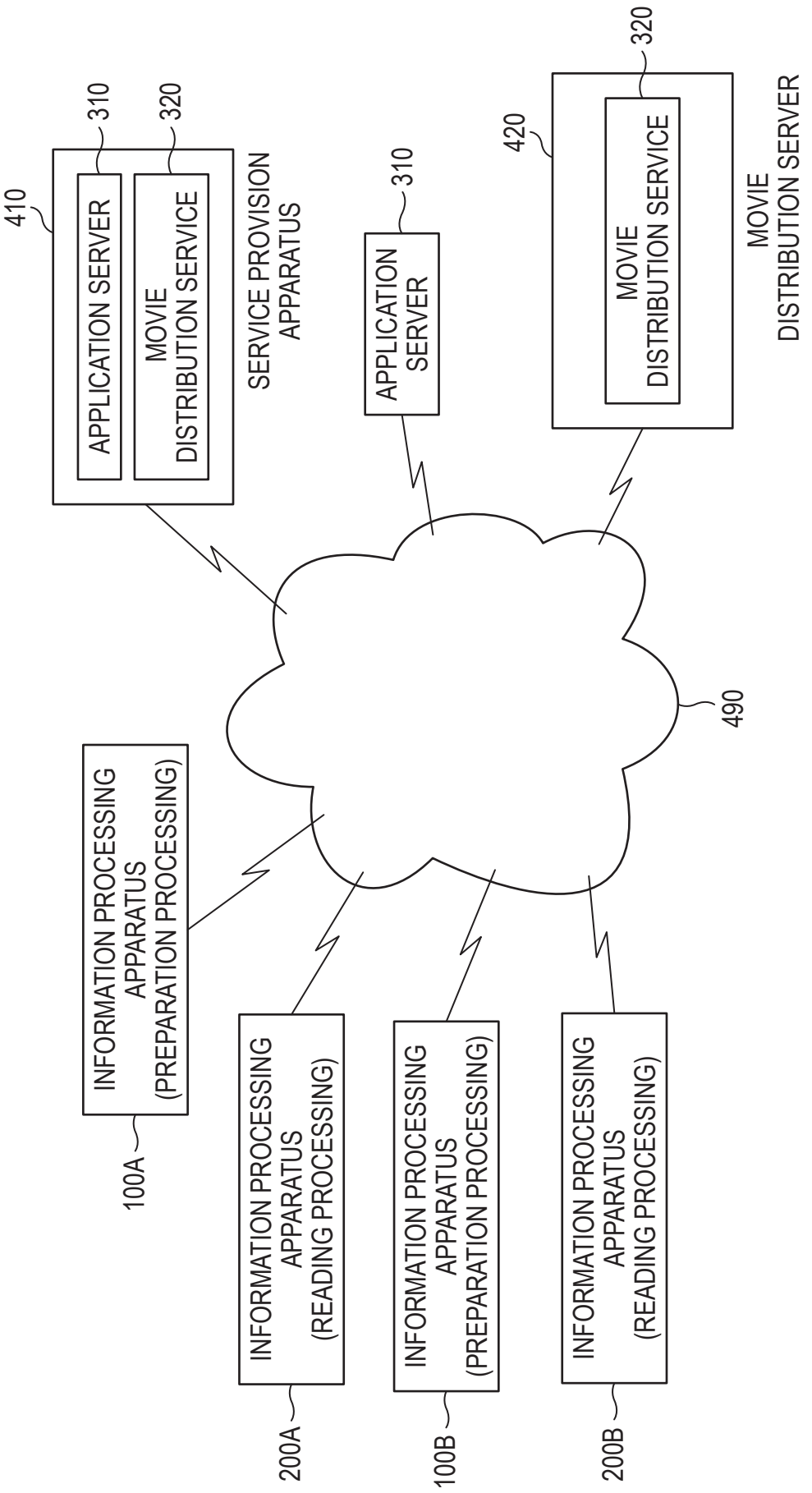

410
310
320
APPLICATION SERVER
MOVIE DISTRIBUTION SERVICE
SERVICE PROVISION APPARATUS
310
APPLICATION SERVER
420
320
MOVIE DISTRIBUTION SERVICE
MOVIE DISTRIBUTION SERVER
490
INFORMATION PROCESSING APPARATUS (PREPARATION PROCESSING)
100A
INFORMATION PROCESSING APPARATUS (READING PROCESSING)
200A
INFORMATION PROCESSING APPARATUS (PREPARATION PROCESSING)
100B
INFORMATION PROCESSING APPARATUS (READING PROCESSING)
200B

FIG. 5

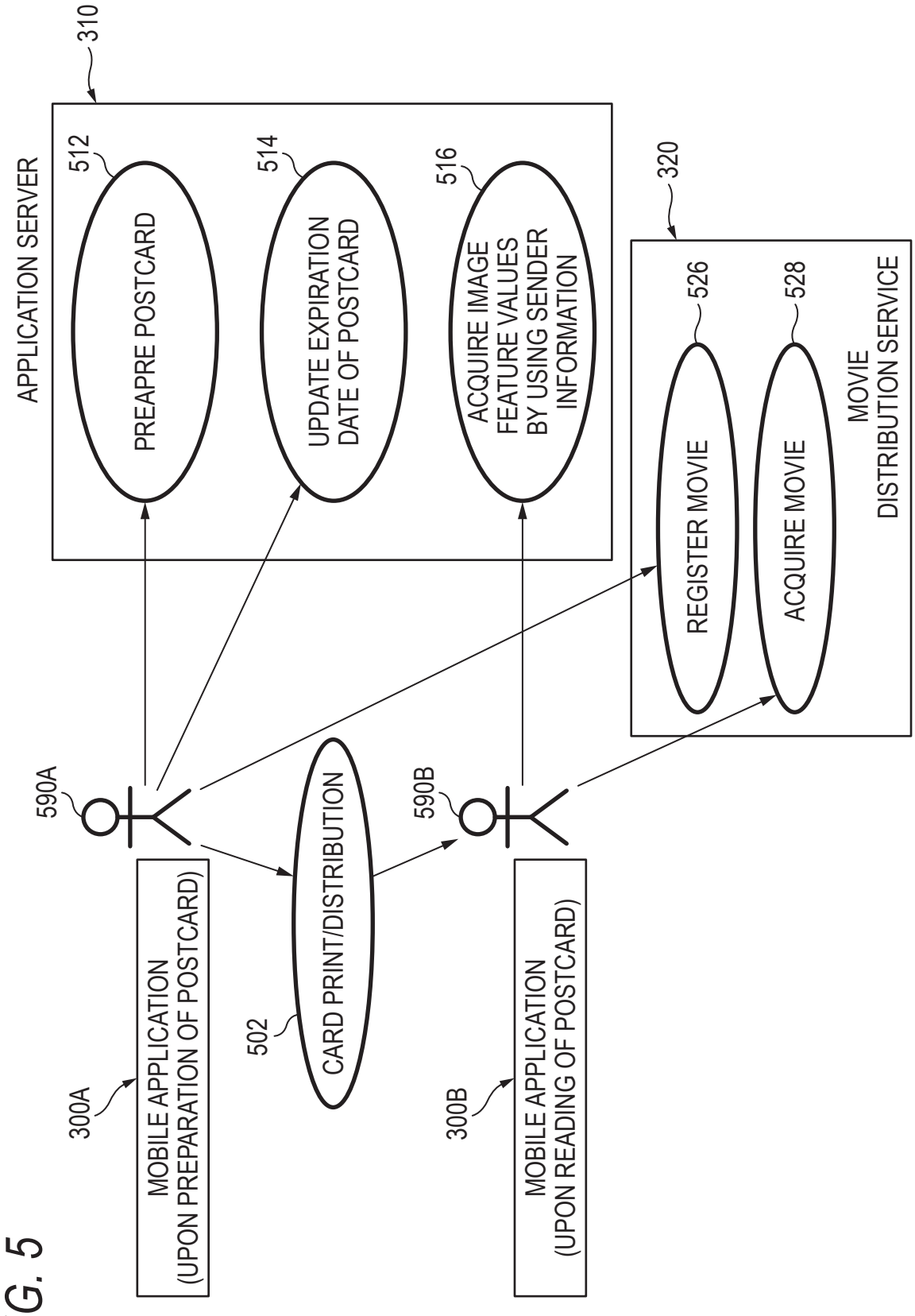

310
APPLICATION SERVER
512
PREAPRE POSTCARD
514
UPDATE EXPIRATION DATE OF POSTCARD
516
ACQUIRE IMAGE FEATURE VALUES BY USING SENDER INFORMATION
320
526
REGISTER MOVIE
528
ACQUIRE MOVIE
MOVIE DISTRIBUTION SERVICE
590A
590B
502
CARD PRINT/DISTRIBUTION
300A
MOBILE APPLICATION (UPON PREPARATION OF POSTCARD)
300B
MOBILE APPLICATION (UPON READING OF POSTCARD)

FIG. 6

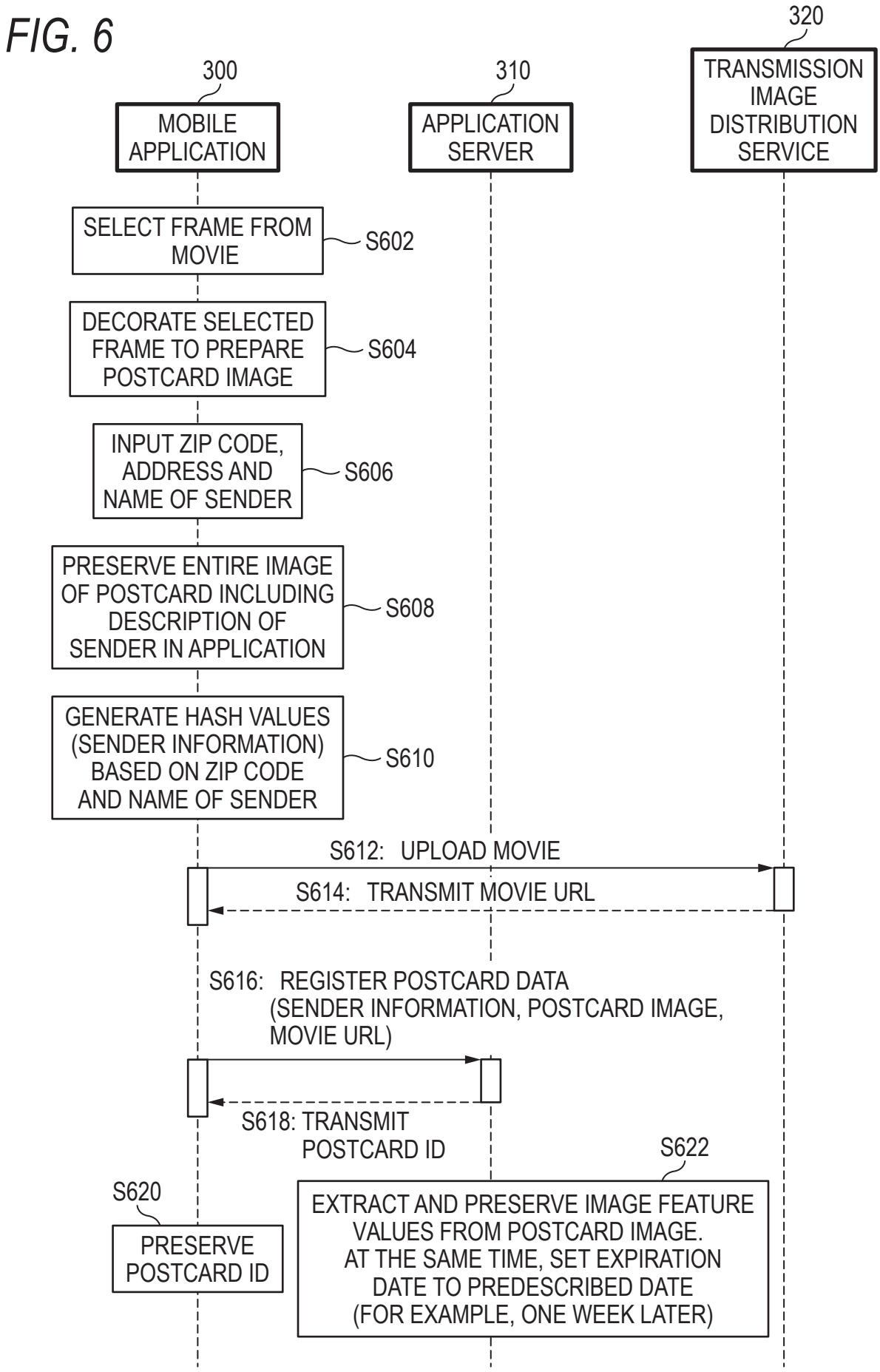

300
MOBILE APPLICATION
310
APPLICATION SERVER
320
TRANSMISSION IMAGE DISTRIBUTION SERVICE
SELECT FRAME FROM MOVIE
S602
DECORATE SELECTED FRAME TO PREPARE POSTCARD IMAGE
S604
INPUT ZIP CODE, ADDRESS AND NAME OF SENDER
S606
PRESERVE ENTIRE IMAGE OF POSTCARD INCLUDING DESCRIPTION OF SENDER IN APPLICATION
S608
GENERATE HASH VALUES (SENDER INFORMATION) BASED ON ZIP CODE AND NAME OF SENDER
S610
S612: UPLOAD MOVIE
S614: TRANSMIT MOVIE URL
S616: REGISTER POSTCARD DATA (SENDER INFORMATION, POSTCARD IMAGE, MOVIE URL)
S618: TRANSMIT POSTCARD ID
S620
PRESERVE POSTCARD ID
S622
EXTRACT AND PRESERVE IMAGE FEATURE VALUES FROM POSTCARD IMAGE. AT THE SAME TIME, SET EXPIRATION DATE TO PREDESCRIBED DATE (FOR EXAMPLE, ONE WEEK LATER)

FIG. 7

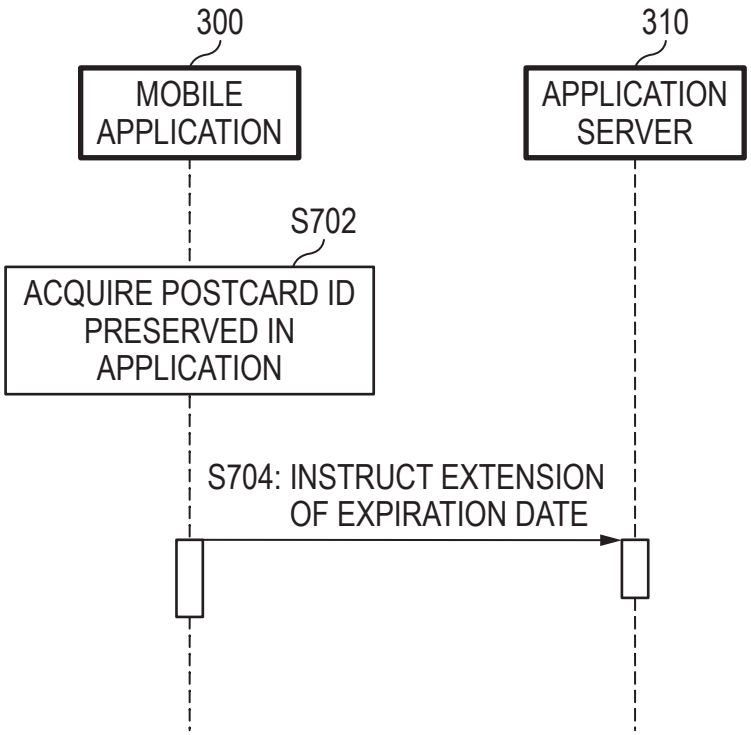

300
MOBILE APPLICATION
310
APPLICATION SERVER
S702
ACQUIRE POSTCARD ID PRESERVED IN APPLICATION
S704: INSTRUCT EXTENSION OF EXPIRATION DATE

FIG. 8

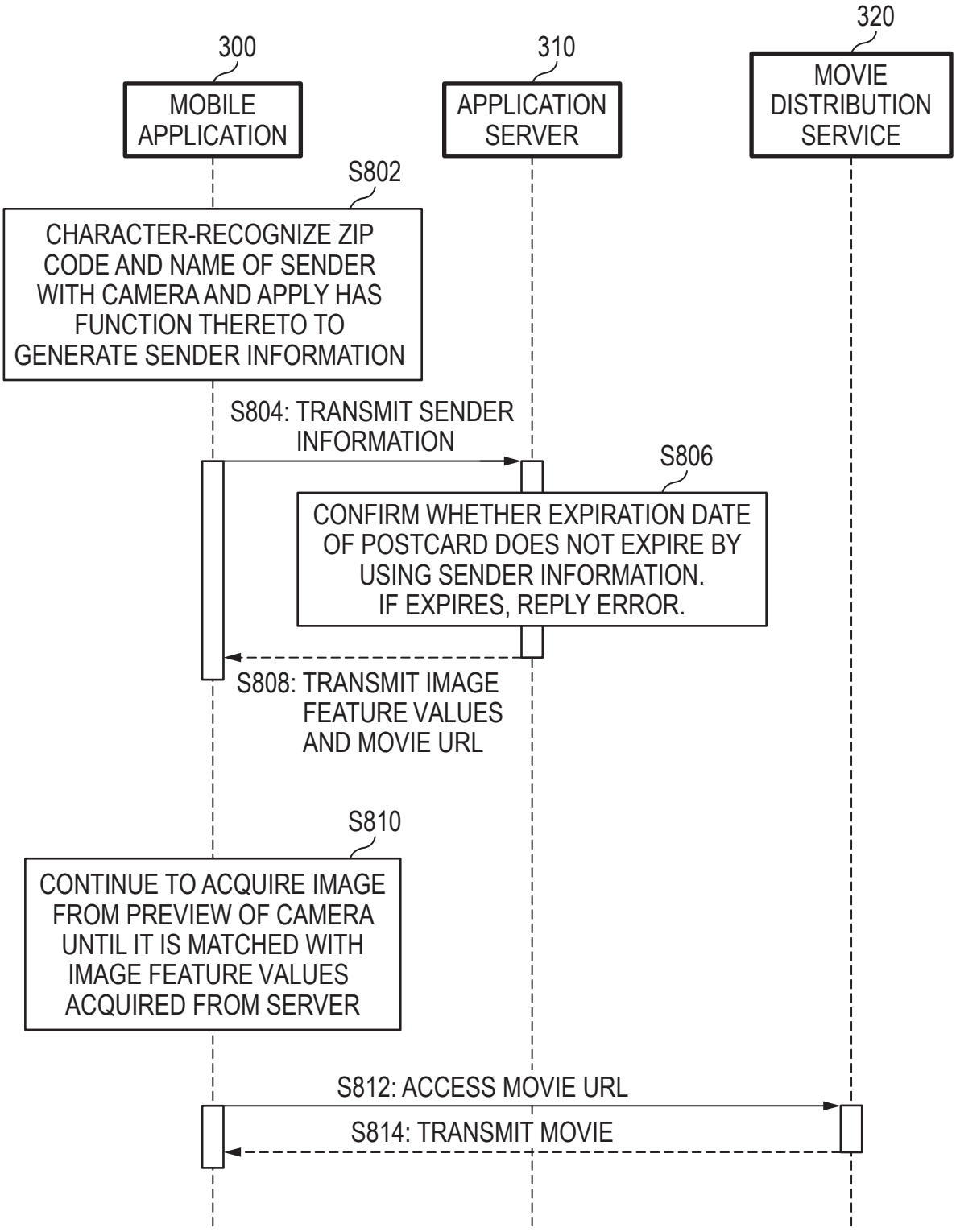

300
MOBILE APPLICATION
310
APPLICATION SERVER
320
MOVIE DISTRIBUTION SERVICE
S802
CHARACTER-RECOGNIZE ZIP CODE AND NAME OF SENDER WITH CAMERA AND APPLY HAS FUNCTION THERETO TO GENERATE SENDER INFORMATION
S804: TRANSMIT SENDER INFORMATION
S806
CONFIRM WHETHER EXPIRATION DATE OF POSTCARD DOES NOT EXPIRE BY USING SENDER INFORMATION. IF EXPIRES, REPLY ERROR.
S808: TRANSMIT IMAGE FEATURE VALUES AND MOVIE URL
S810
CONTINUE TO ACQUIRE IMAGE FROM PREVIEW OF CAMERA UNTIL IT IS MATCHED WITH IMAGE FEATURE VALUES ACQUIRED FROM SERVER
S812: ACCESS MOVIE URL
S814: TRANSMIT MOVIE

FIG. 9

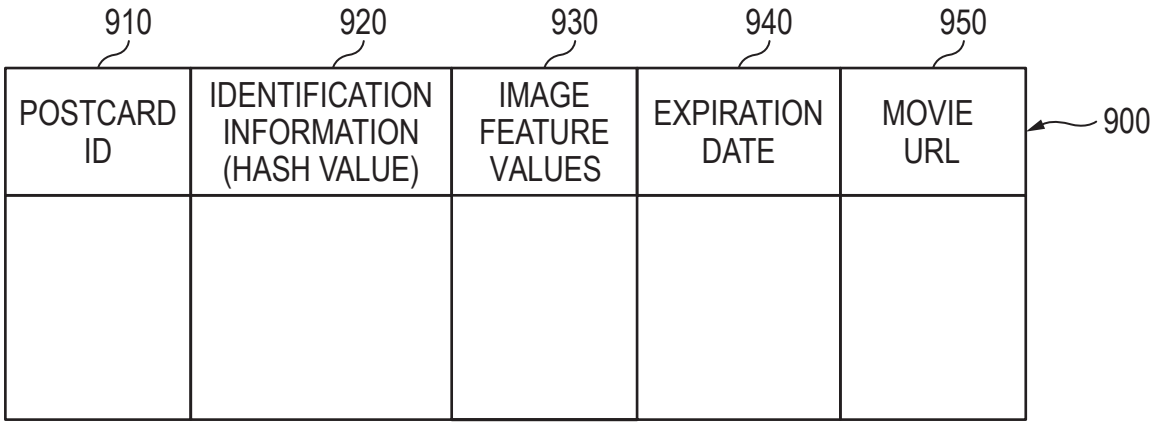

910
920
930
940
950
POSTCARD ID
IDENTIFICATION INFORMATION (HASH VALUE)
IMAGE FEATURE VALUES
EXPIRATION DATE
MOVIE URL
900

FIG. 10

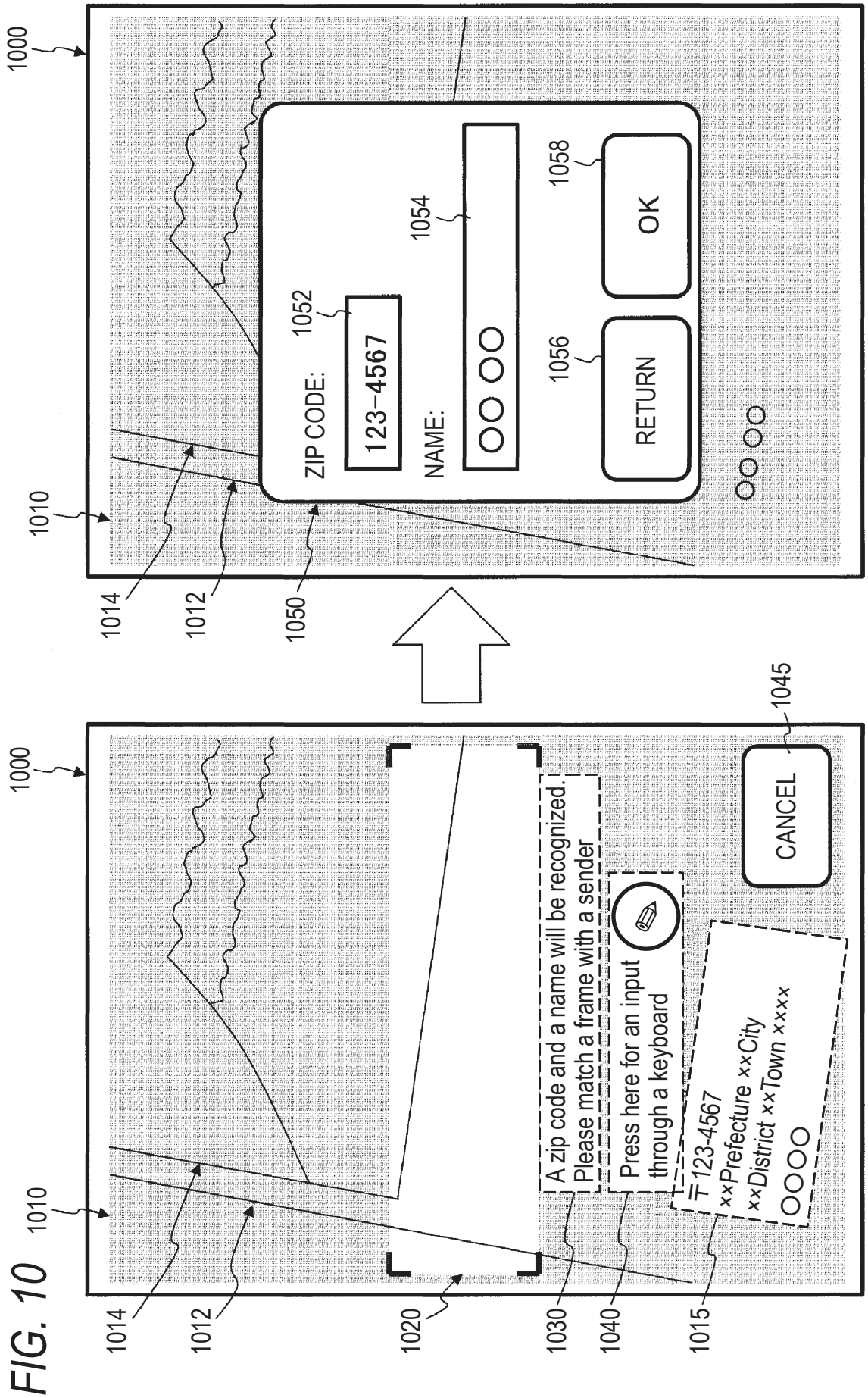

1000
1010
1014
1012
1020
1030
A zip code and a name will be recognized.
Please match a frame with a sender
1040
Press here for an input through a keyboard
1015
〒123-4567
××Prefecture ××City
××District ××Town ××××
OOOO
1045
CANCEL
(a)
1000
1010
1014
1012
1050
1052
ZIP CODE:
123−4567
1054
NAME:
OO OO
1056
RETURN
1058
OK
OO OO
(b)

FIG. 11

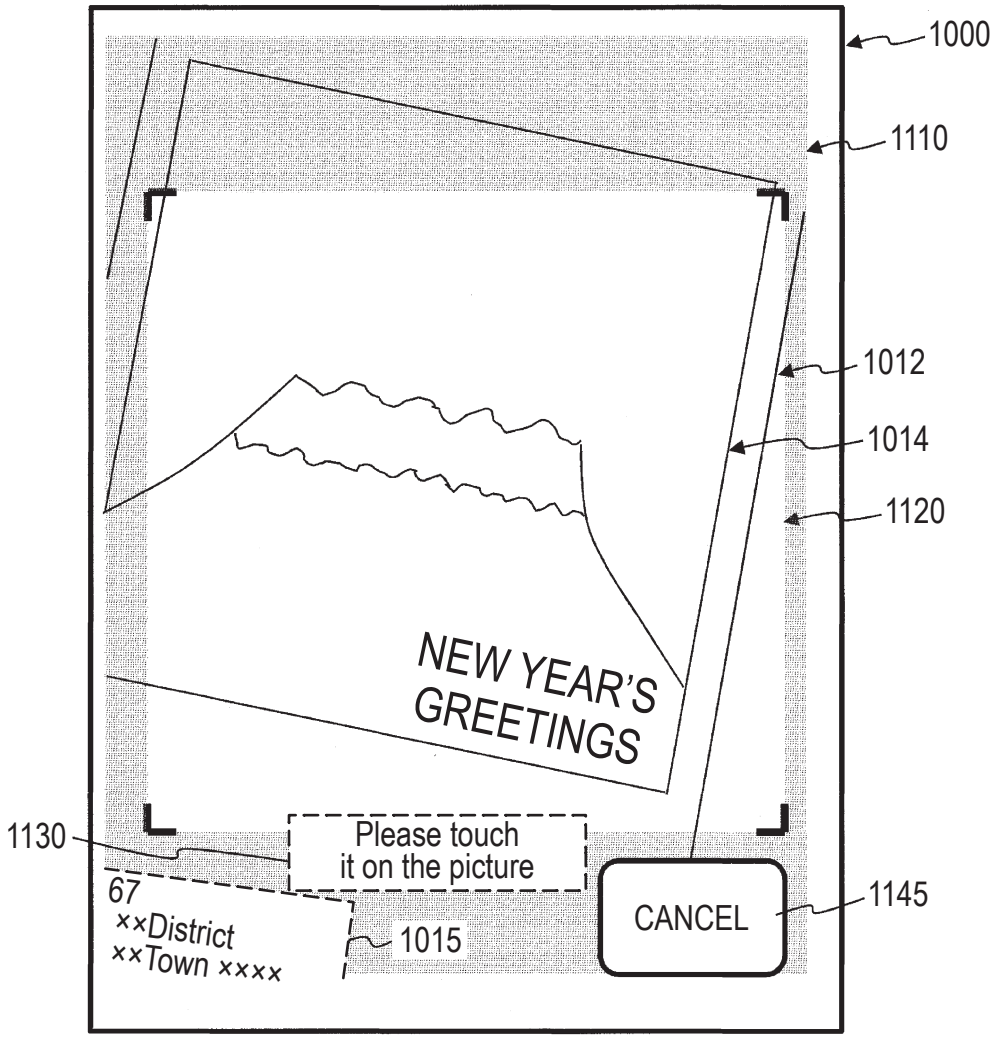

1000
1110
1012
1014
1120
NEW YEAR'S GREETINGS
1130
Please touch it on the picture
67
××District
××Town ××××
1015
CANCEL
1145

FIG. 12

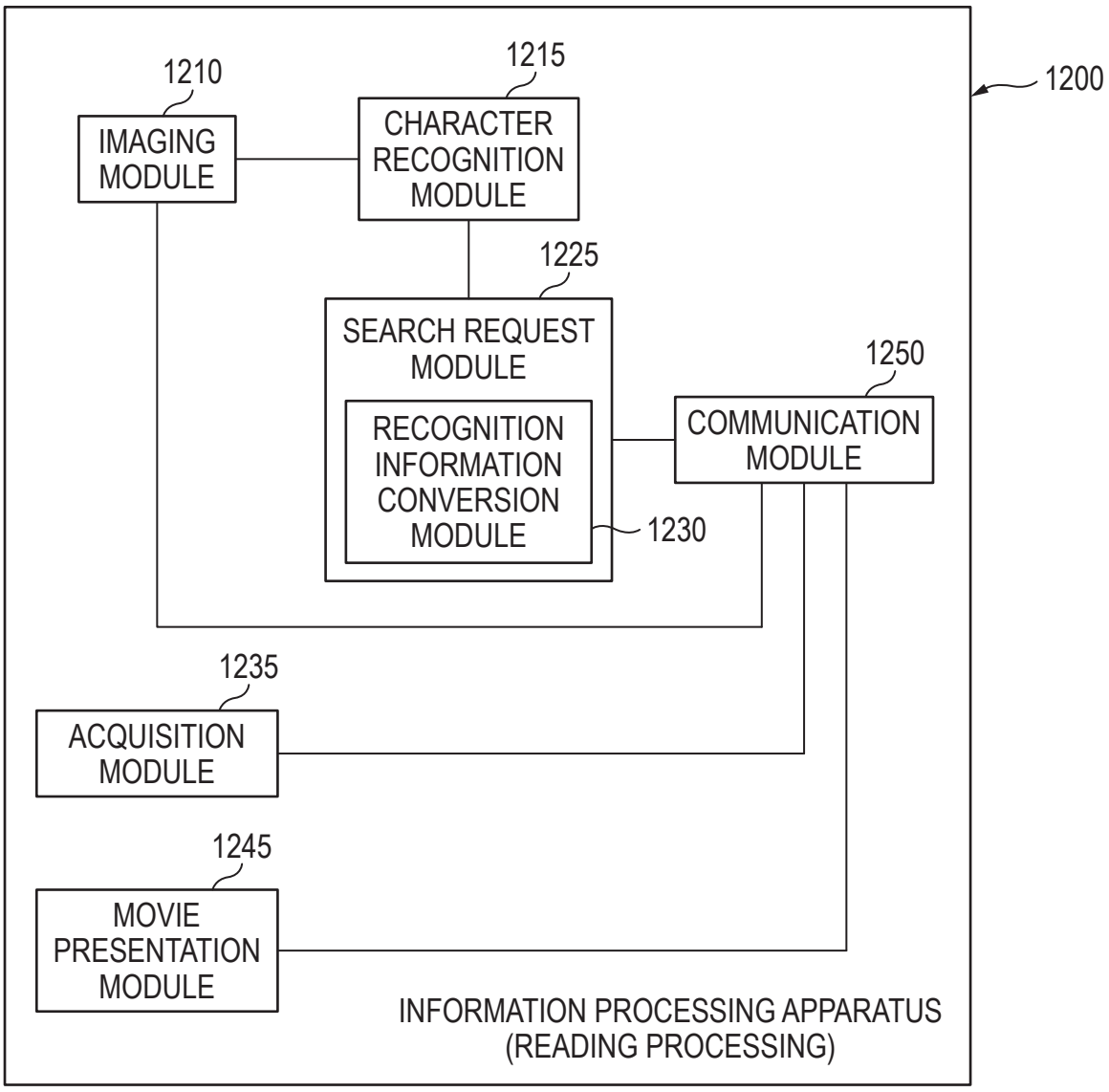

1200
1210
IMAGING MODULE
1215
CHARACTER RECOGNITION MODULE
1225
SEARCH REQUEST MODULE
RECOGNITION INFORMATION CONVERSION MODULE
1230
1250
COMMUNICATION MODULE
1235
ACQUISITION MODULE
1245
MOVIE PRESENTATION MODULE
INFORMATION PROCESSING APPARATUS
(READING PROCESSING)

FIG. 13

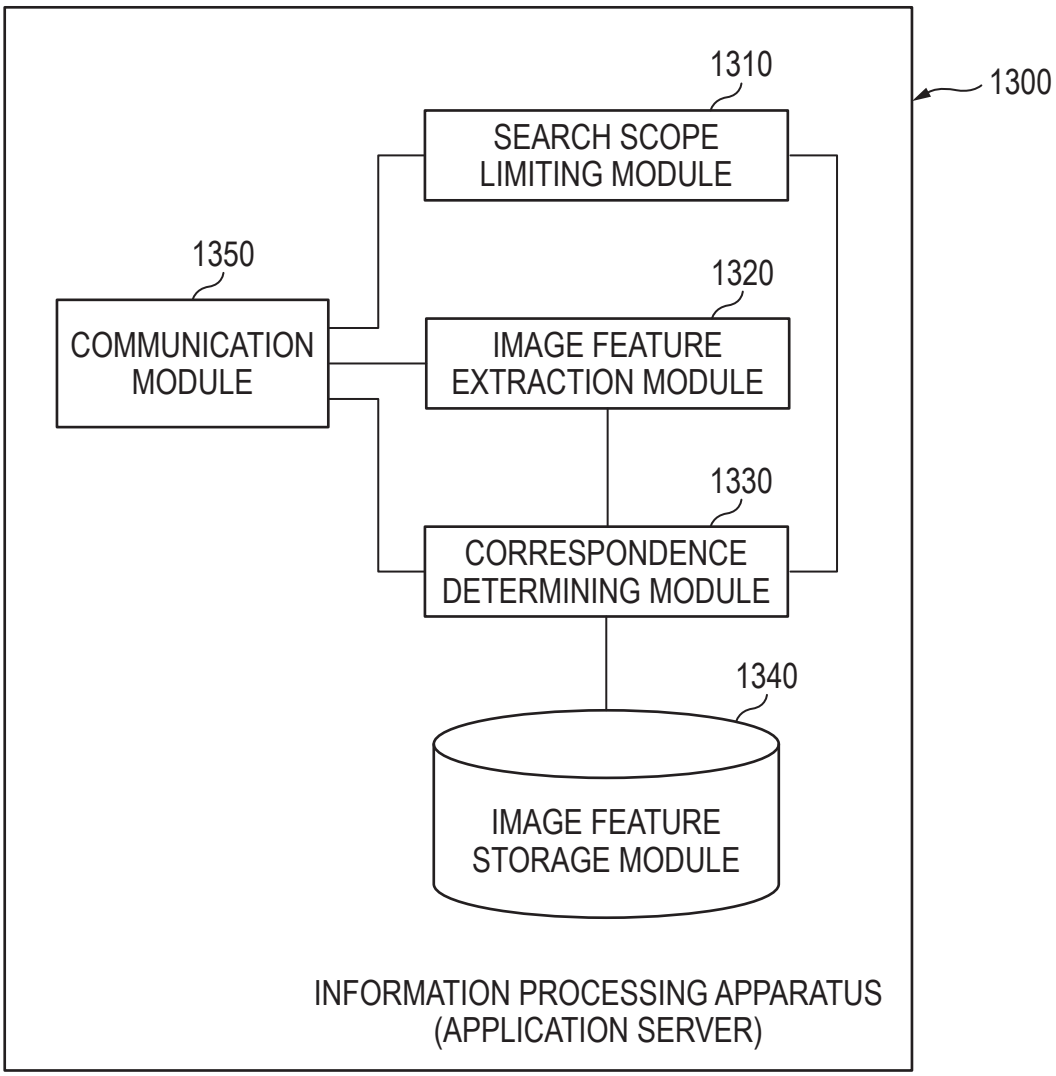

1300
1310
SEARCH SCOPE LIMITING MODULE
1350
COMMUNICATION MODULE
1320
IMAGE FEATURE EXTRACTION MODULE
1330
CORRESPONDENCE DETERMINING MODULE
1340
IMAGE FEATURE STORAGE MODULE
INFORMATION PROCESSING APPARATUS
(APPLICATION SERVER)

FIG. 14

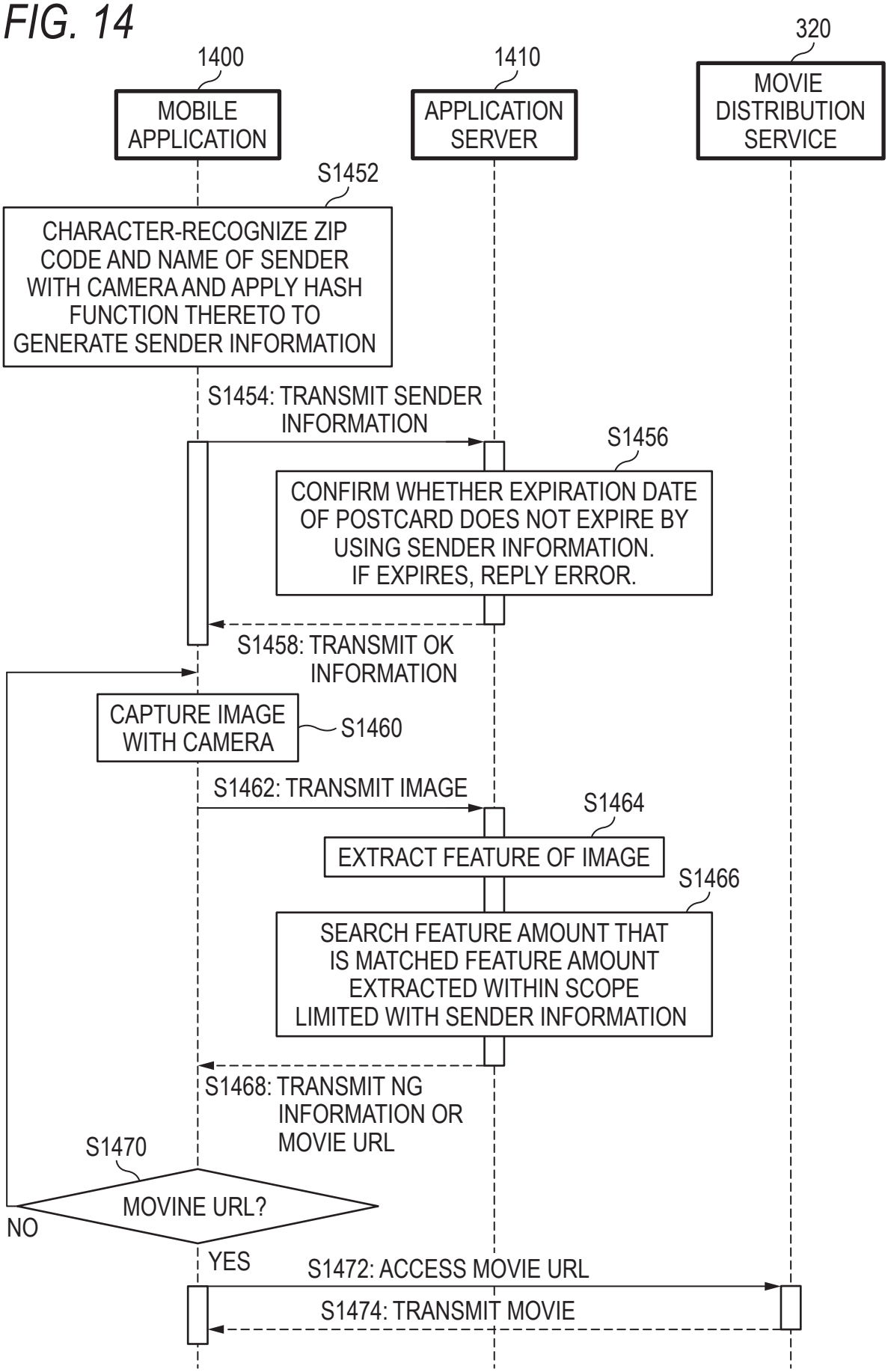
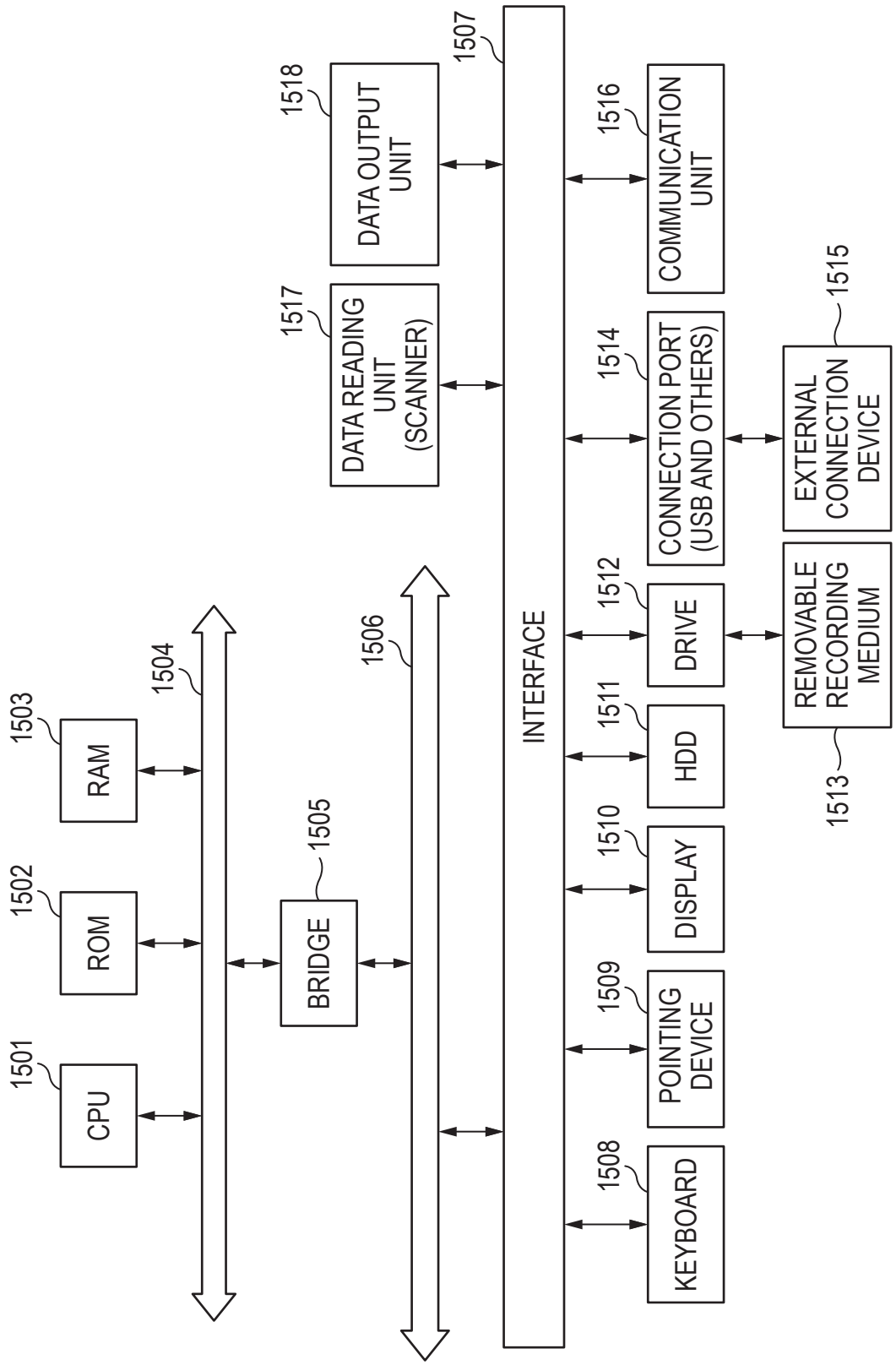

1400
MOBILE APPLICATION
1410
APPLICATION SERVER
320
MOVIE DISTRIBUTION SERVICE
S1452
CHARACTER-RECOGNIZE ZIP CODE AND NAME OF SENDER WITH CAMERA AND APPLY HASH FUNCTION THERETO TO GENERATE SENDER INFORMATION
S1454: TRANSMIT SENDER INFORMATION
S1456
CONFIRM WHETHER EXPIRATION DATE OF POSTCARD DOES NOT EXPIRE BY USING SENDER INFORMATION. IF EXPIRES, REPLY ERROR.
S1458: TRANSMIT OK INFORMATION
CAPTURE IMAGE WITH CAMERA
S1460
S1462: TRANSMIT IMAGE
S1464
EXTRACT FEATURE OF IMAGE
S1466
SEARCH FEATURE AMOUNT THAT IS MATCHED FEATURE AMOUNT EXTRACTED WITHIN SCOPE LIMITED WITH SENDER INFORMATION
S1468: TRANSMIT NG INFORMATION OR MOVIE URL
S1470
MOVINE URL?
NO
YES
S1472: ACCESS MOVIE URL
S1474: TRANSMIT MOVIE

FIG. 15


CPU
1501
ROM
1502
RAM
1503
1504
BRIDGE
1505
1506
INTERFACE
1507
KEYBOARD
1508
POINTING DEVICE
1509
DISPLAY
1510
HDD
1511
DRIVE
1512
REMOVABLE RECORDING MEDIUM
1513
CONNECTION PORT (USB AND OTHERS)
1514
EXTERNAL CONNECTION DEVICE
1515
DATA READING UNIT (SCANNER)
1517
DATA OUTPUT UNIT
1518
COMMUNICATION UNIT
1516