

FIG. 1

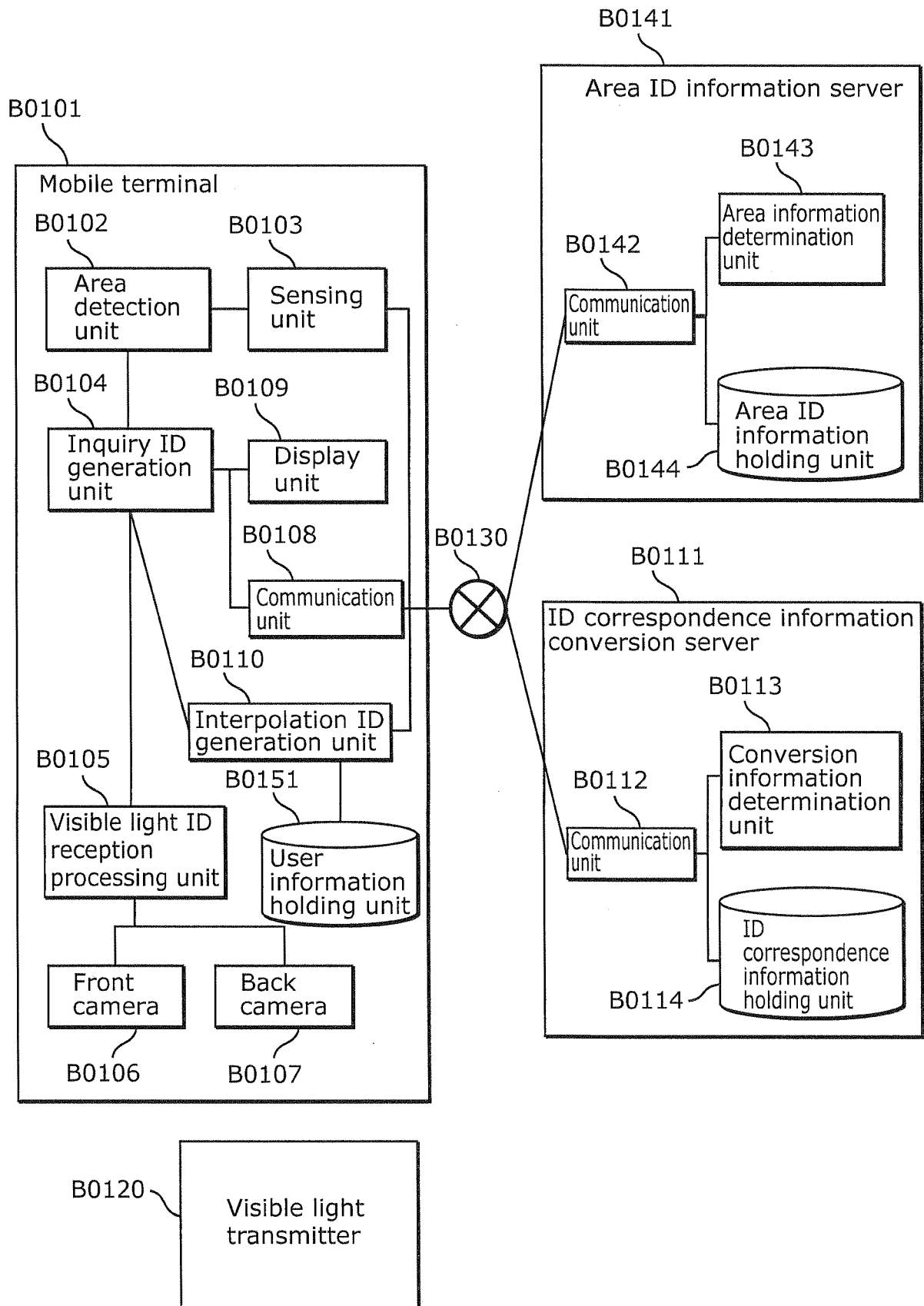


FIG. 2

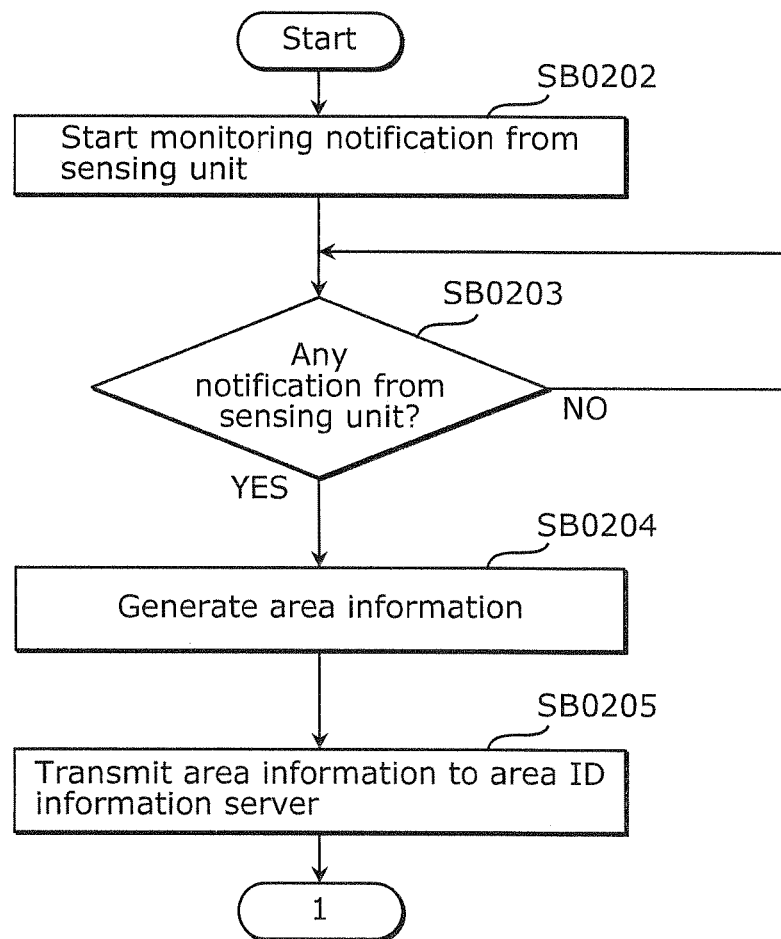


FIG. 3

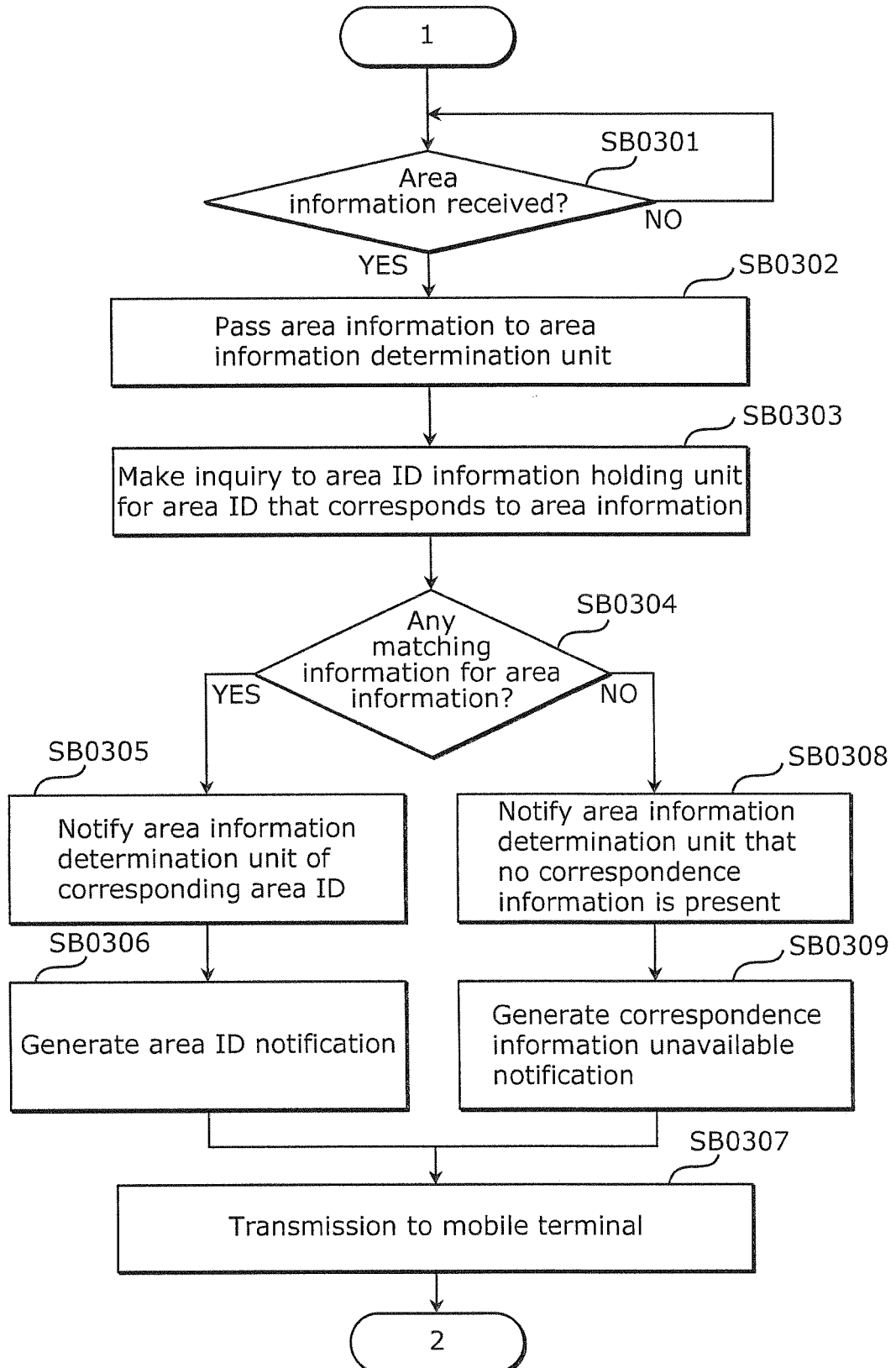


FIG. 4

Area ID	GPS	Wireless LAN access point identifier	Store information
1A1	Latitude 34.704788 Longitude 135.496933	001038123455	XX Shop Store No.: 121433
1A2	Latitude 34.699848 Longitude 135.498306	003267234511	XX Building Store No.: 141436
1A3	Latitude 34.699496 Longitude 135.495666	000124567214	YY Department Store Store No.: 201639
:		:	

FIG. 5

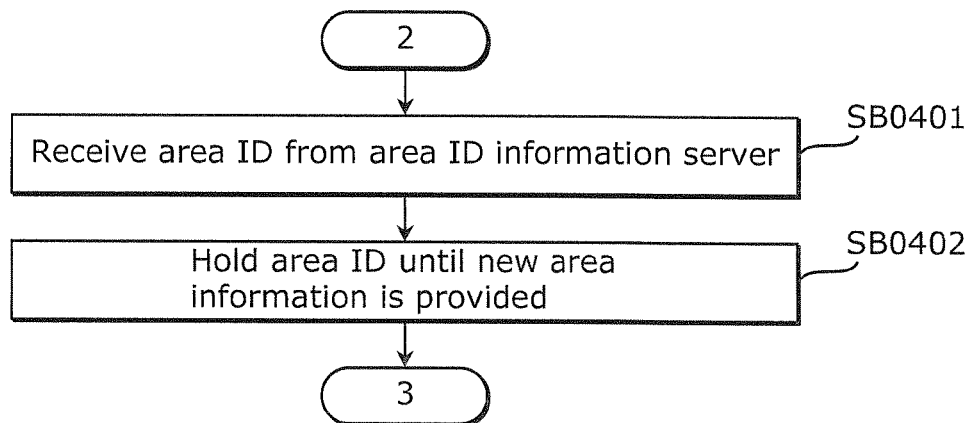


FIG. 6

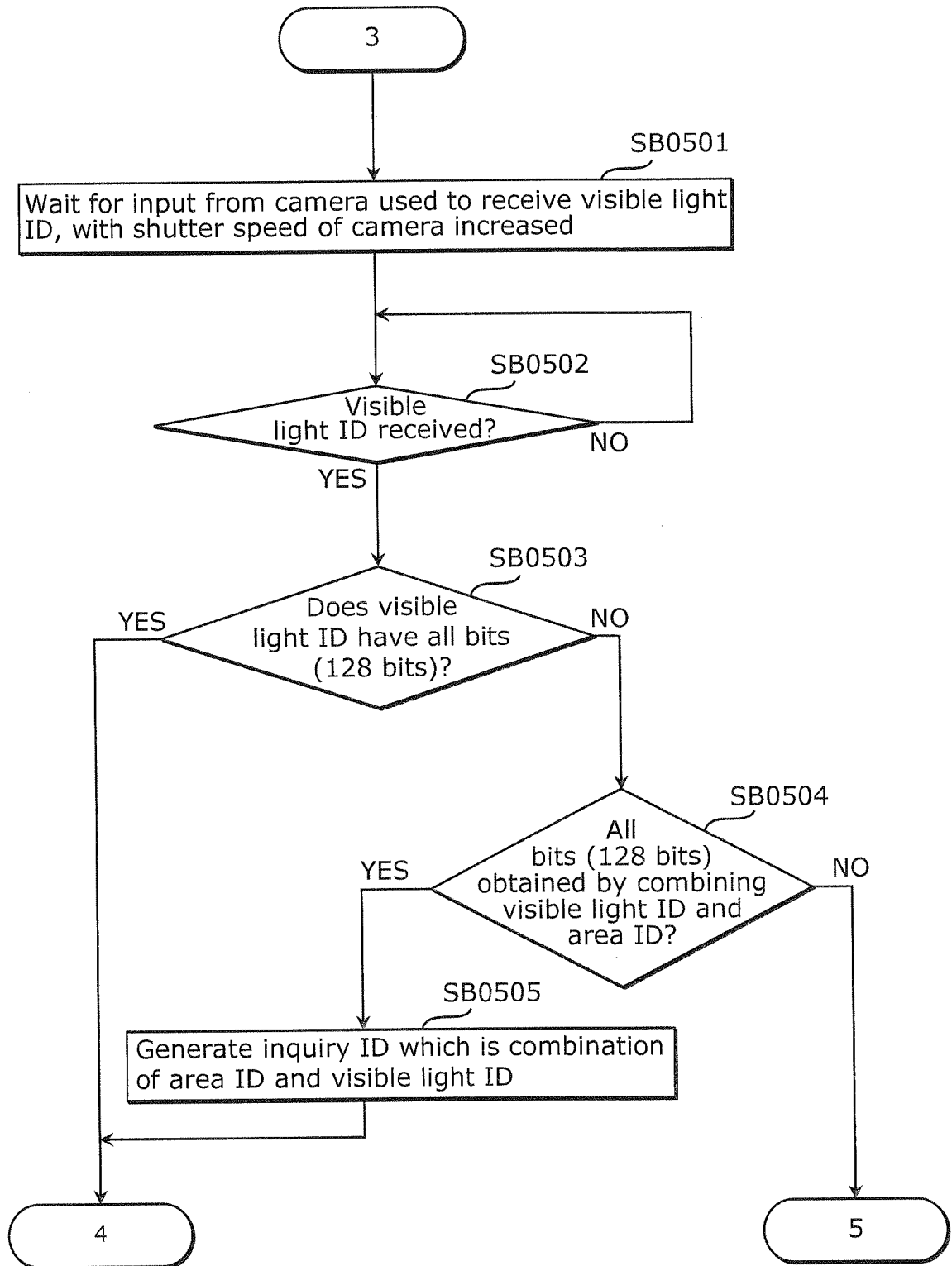


FIG. 7

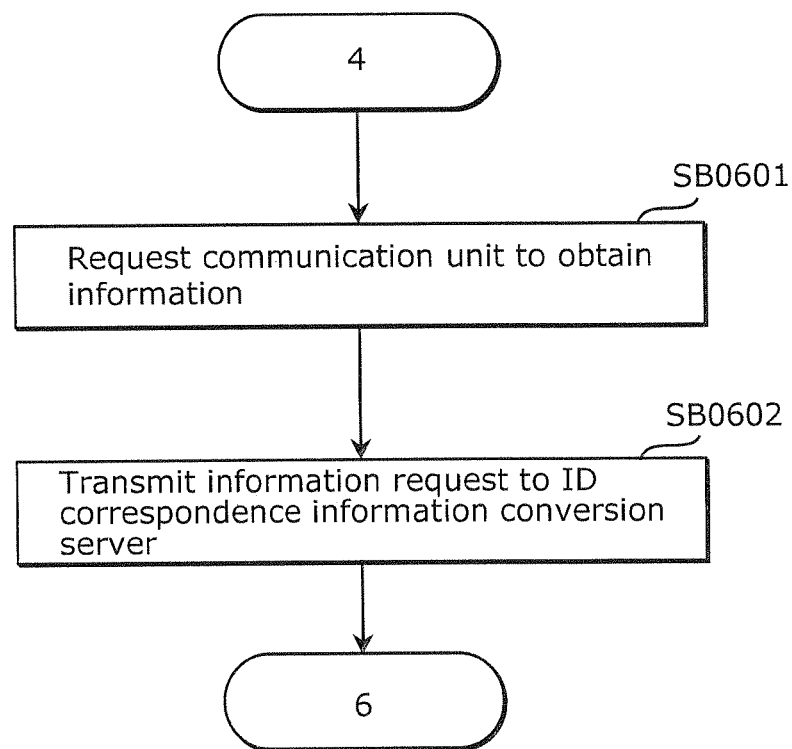


FIG. 8

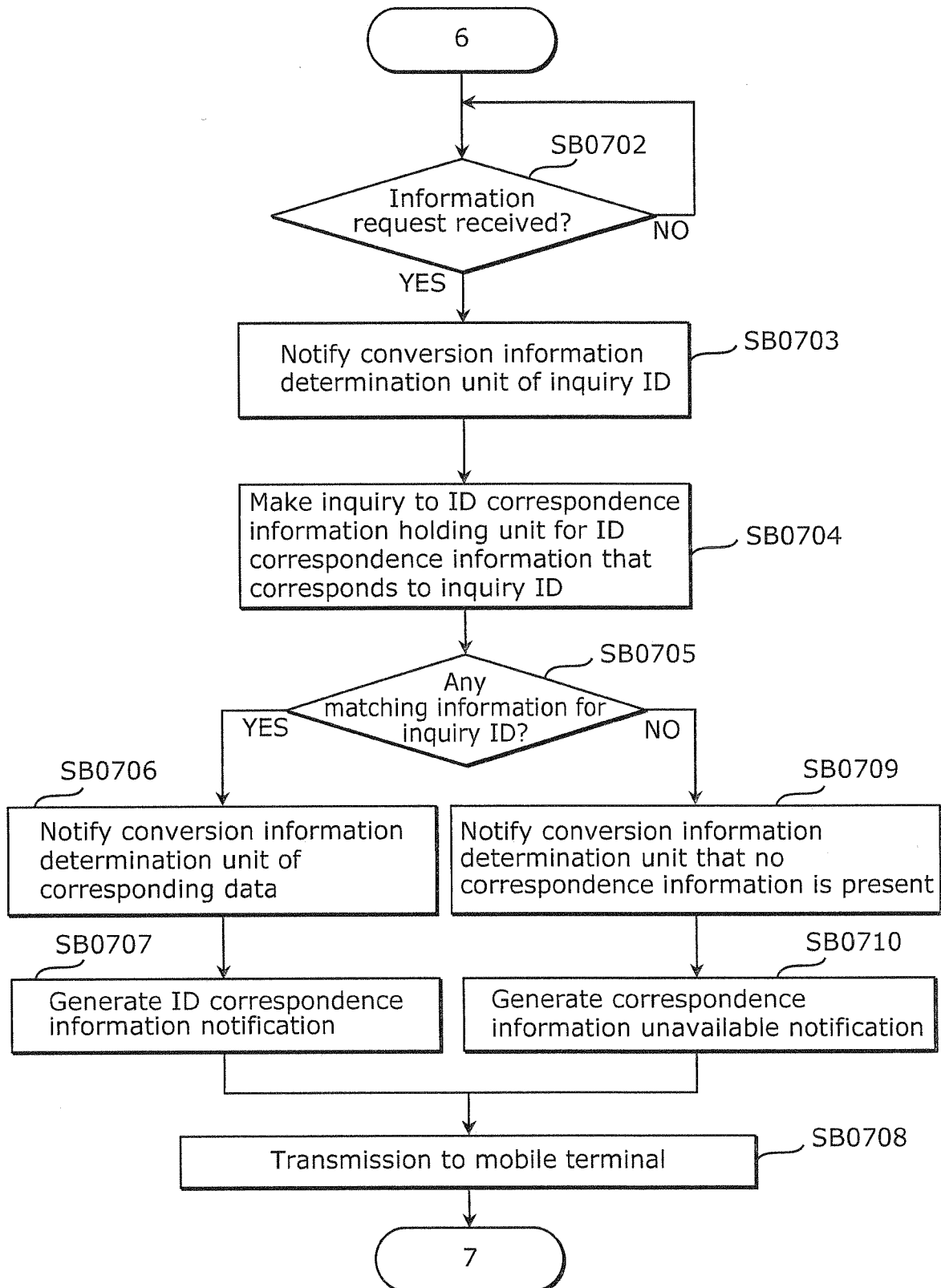


FIG. 9

B1801 Inquiry ID	B1802 ID correspondence information
A1B2D1F1	http://example.com/indexA.html
A1B2D1F2	http://example.com/indexB.html
A1B2D1F3	http://example.com/indexC.html
A1B2D1F4	http://example.com/indexD.html
A1B2D1F5	http://example.com/infoA.html
A1B2D1F6	http://example.com/infoC.html
:	:

FIG. 10

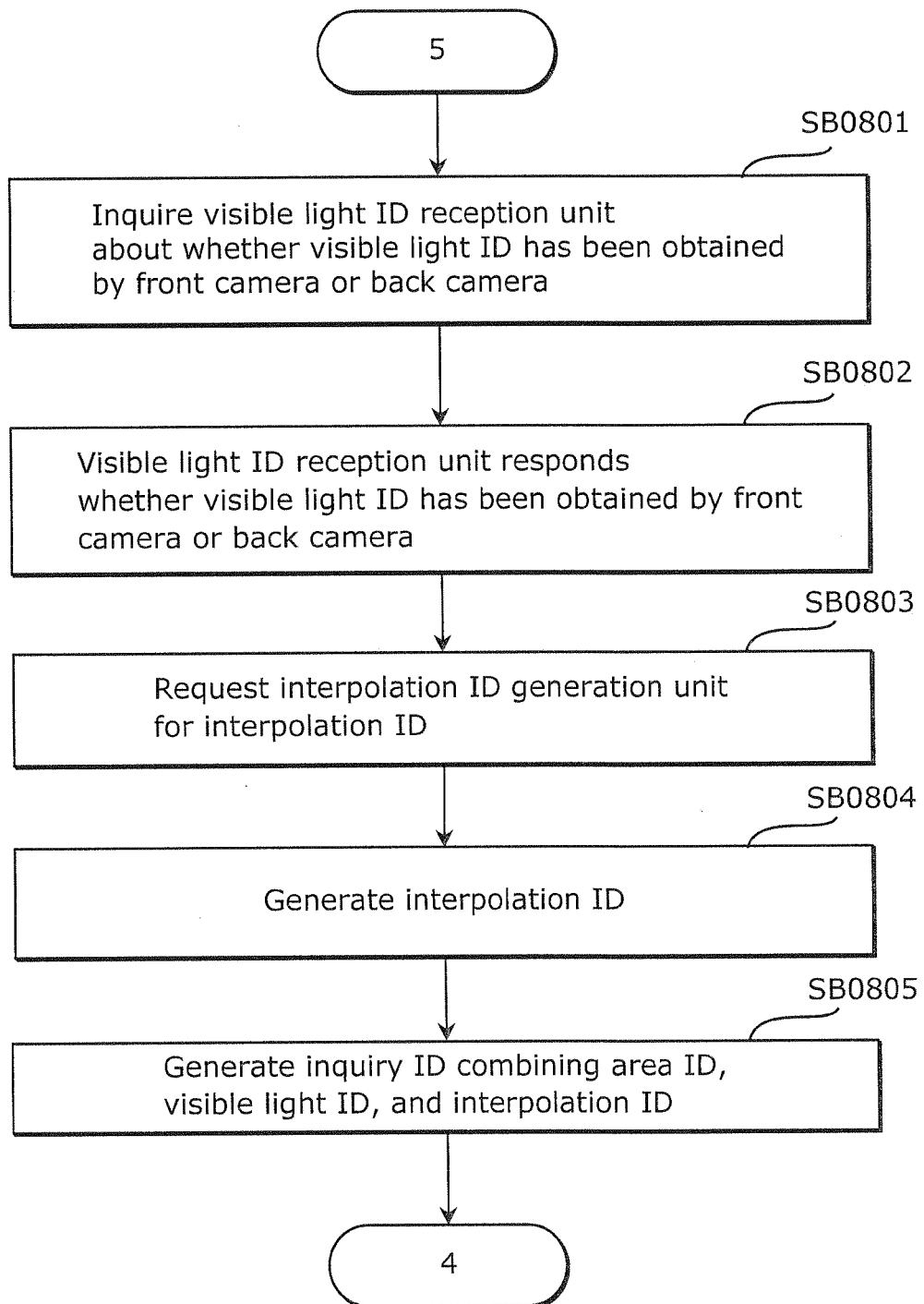


FIG. 11

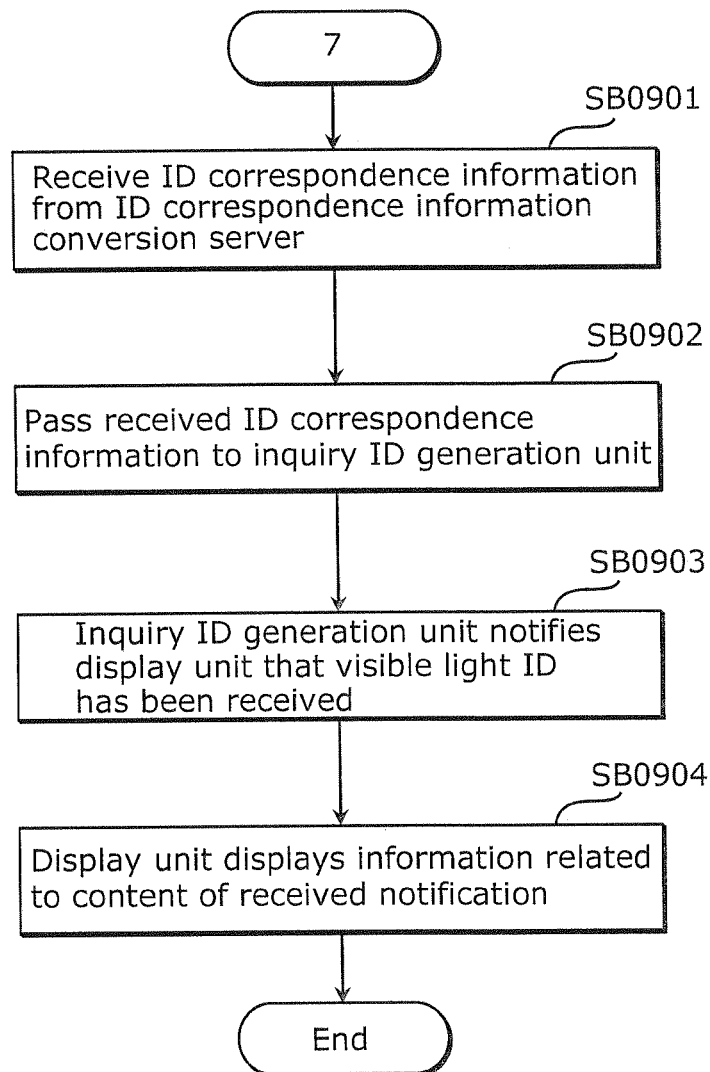


FIG. 12

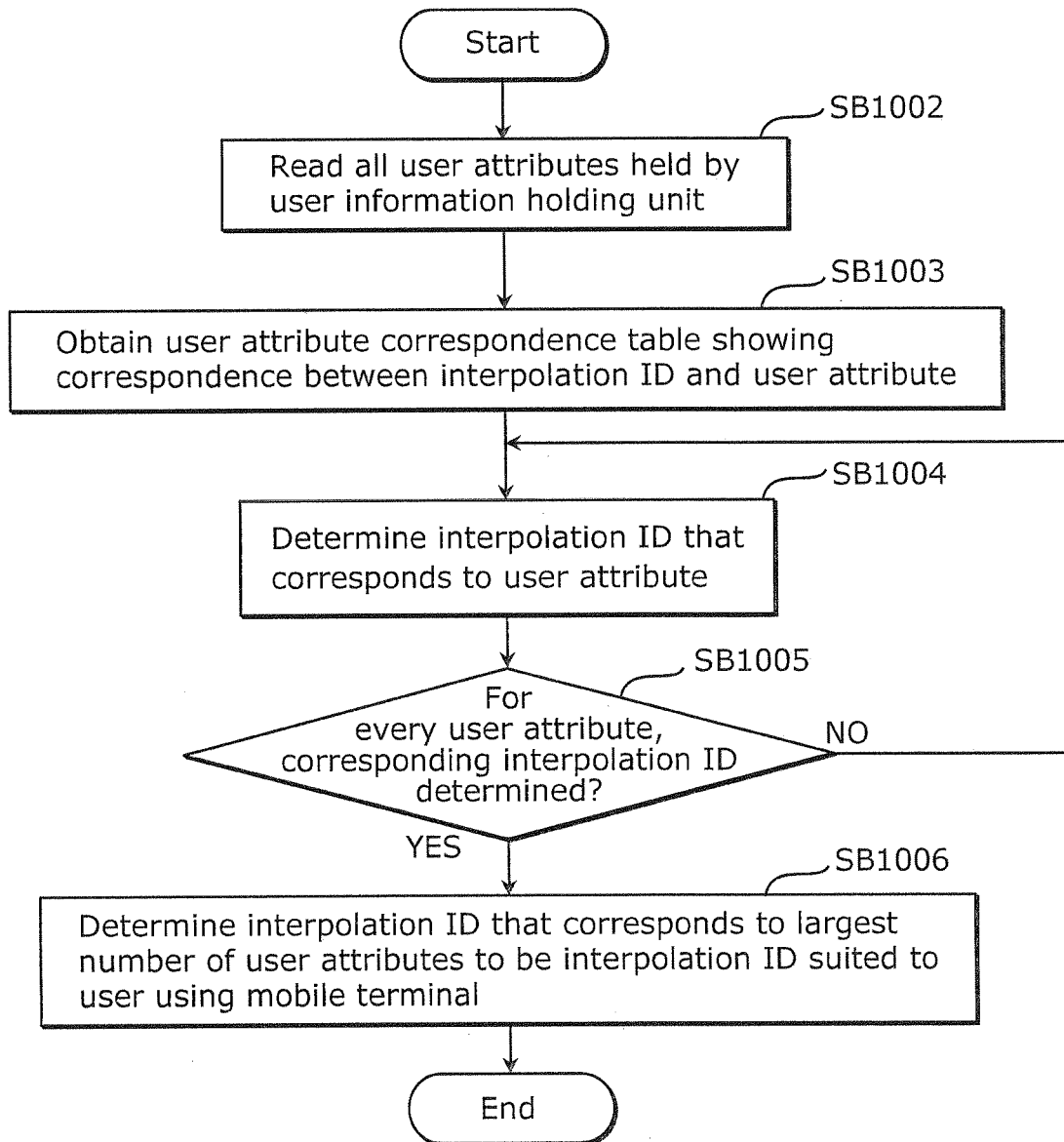


FIG. 13

Attribute name	Attribute value
Name	Matsushita Taro
Sex	Male
Address	4 - 1 XX town, Osaka city, Osaka
Membership rank	Premium
Age	35 years old
Last purchase date	2013/10/1
:	:

FIG. 14

Interpolation ID	User attribute
1B0	Default interpolation ID (used when the following interpolation IDs do not apply)
1B1	Sex: Male, Membership rank: Premium, Age: 30 to 39
1B2	Sex: Female, Age: 40 to 45
1B3	Last purchase date: before 2013/6/1
:	:

FIG. 15

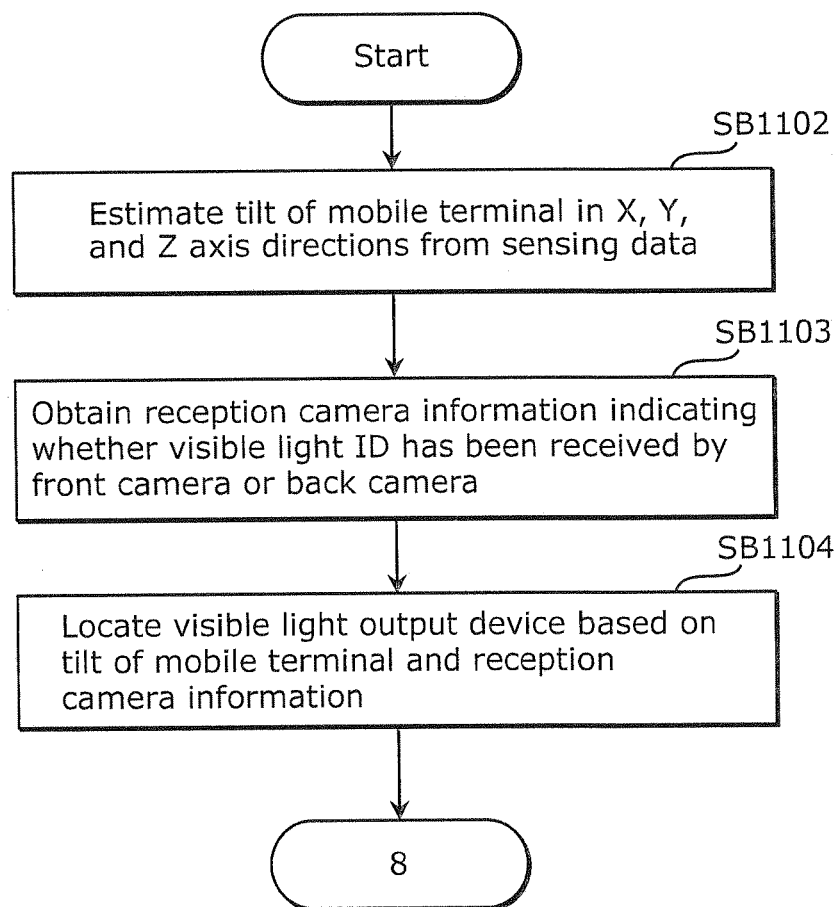


FIG. 16

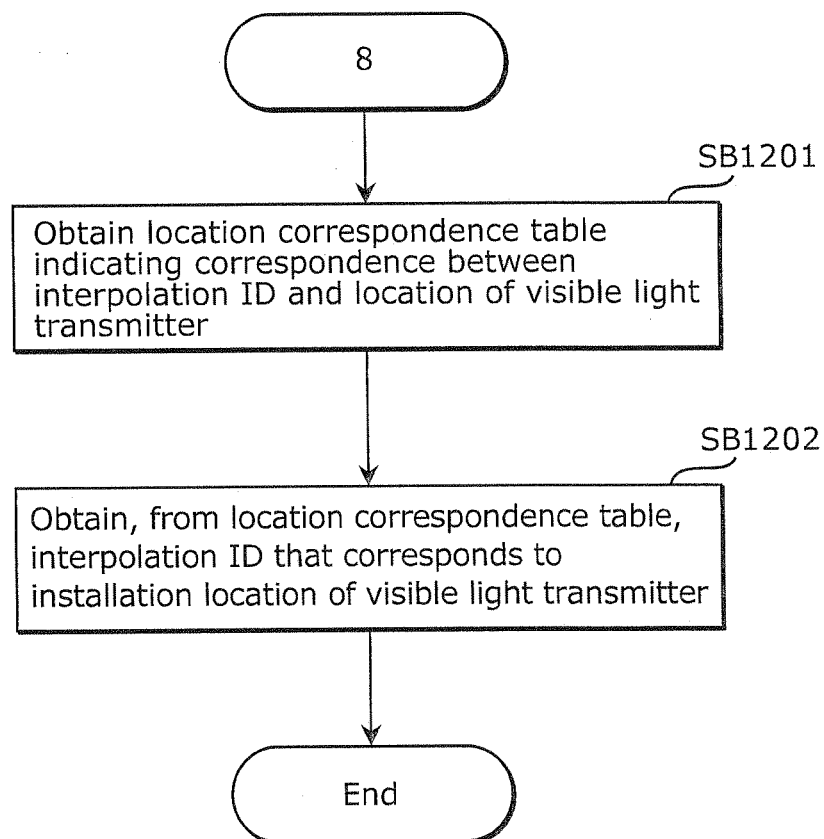


FIG. 17

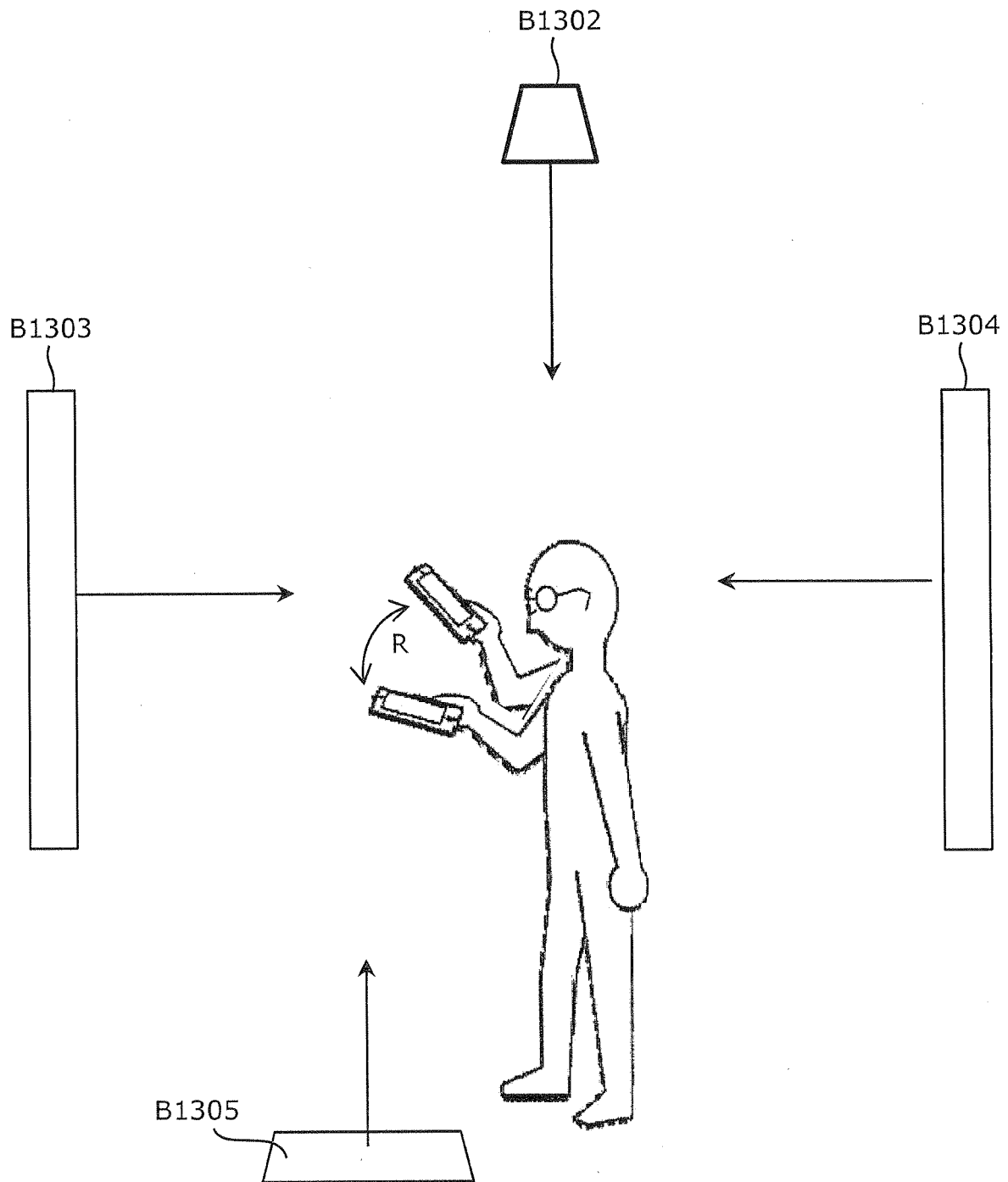


FIG. 18A

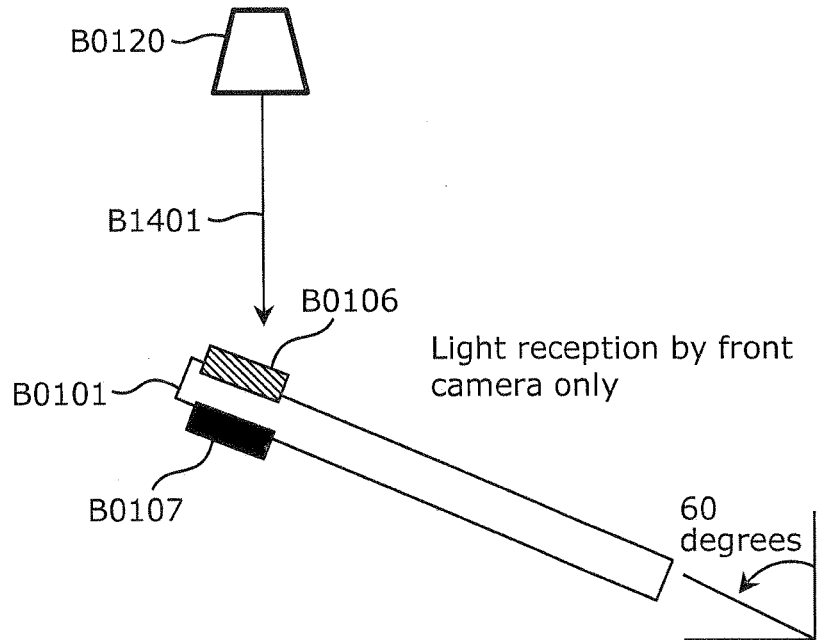


FIG. 18B

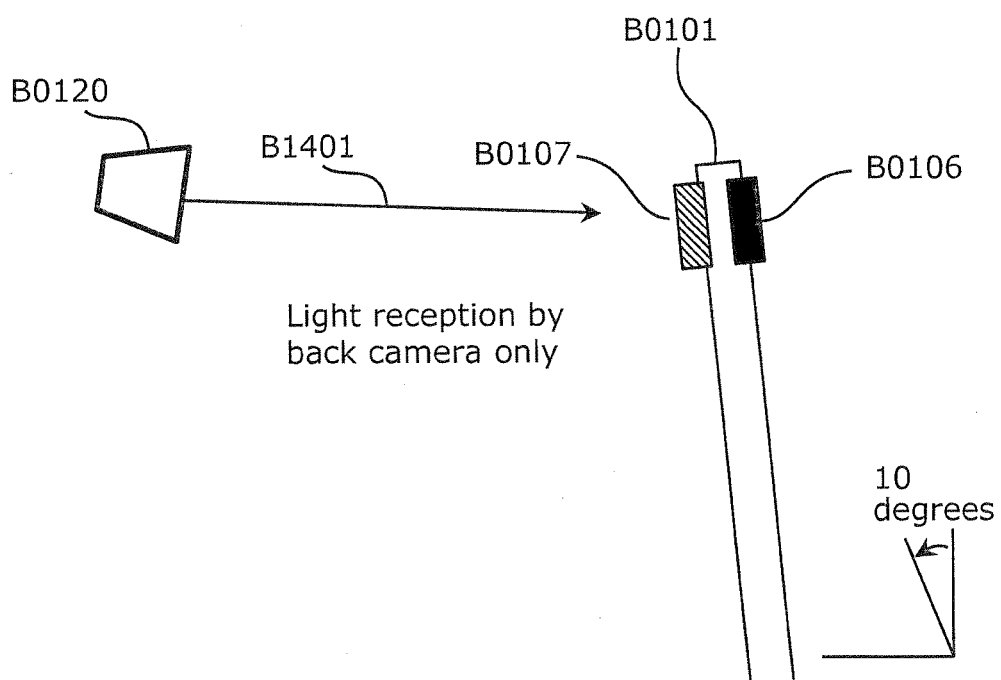
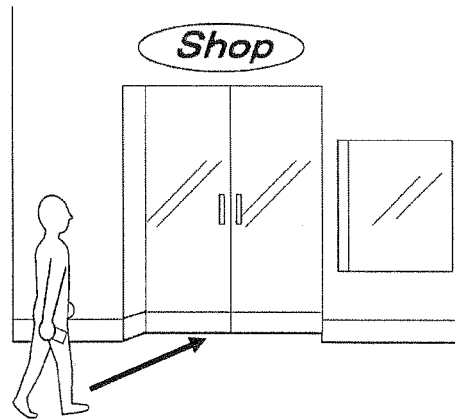


FIG. 19

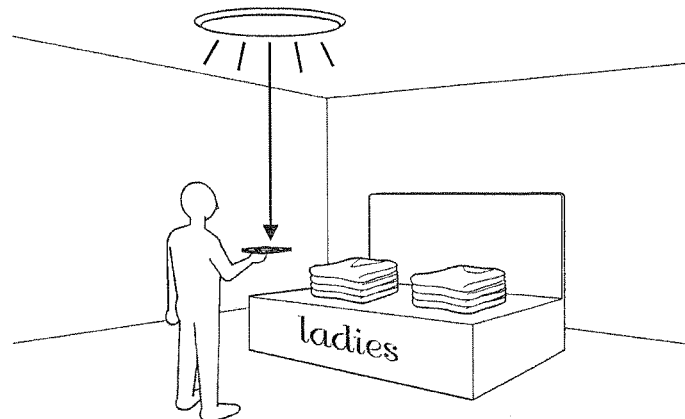
Interpolation ID	Light receiving camera	Degree R of mobile terminal	Location of visible light transmitter
1C1	Front camera	$315 \text{ degs} \leq R \leq 360 \text{ degs}$ or $0 \text{ deg} \leq R < 45 \text{ degs}$	Wall behind user
1C2	Front camera	$45 \text{ degs} \leq R < 135 \text{ degs}$	Ceiling
1C3	Front camera	$135 \text{ degs} \leq R < 225 \text{ degs}$	Wall in front of user
1C4	Front camera	$225 \text{ degs} \leq R < 315 \text{ degs}$	Floor
1C3	Back camera	$315 \text{ degs} \leq R \leq 360 \text{ degs}$ or $0 \text{ deg} \leq R < 45 \text{ degs}$	Wall in front of user
1C4	Back camera	$45 \text{ degs} \leq R < 135 \text{ degs}$	Floor
1C1	Back camera	$135 \text{ degs} \leq R < 225 \text{ degs}$	Wall behind user
1C2	Back camera	$225 \text{ degs} \leq R < 315 \text{ degs}$	Ceiling

FIG. 20

(1) User visits store



(2) Take out mobile terminal on specific sales floor in store



(3) Display information received from server on mobile terminal

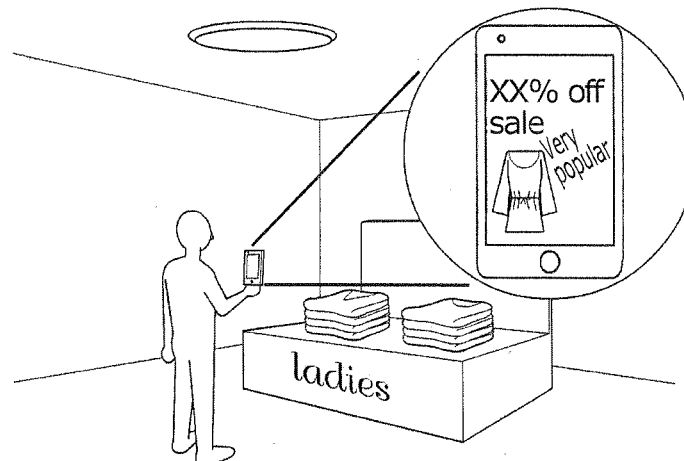


FIG. 21

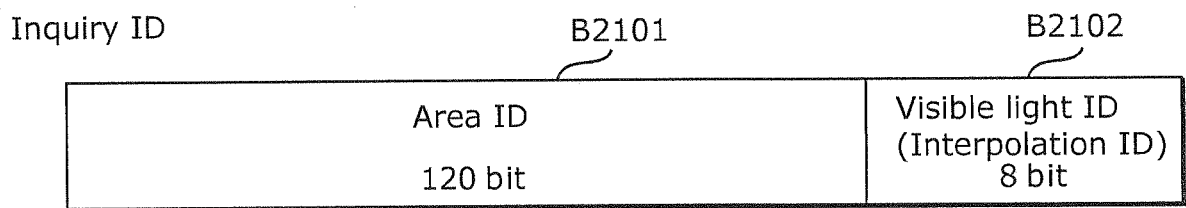


FIG. 22

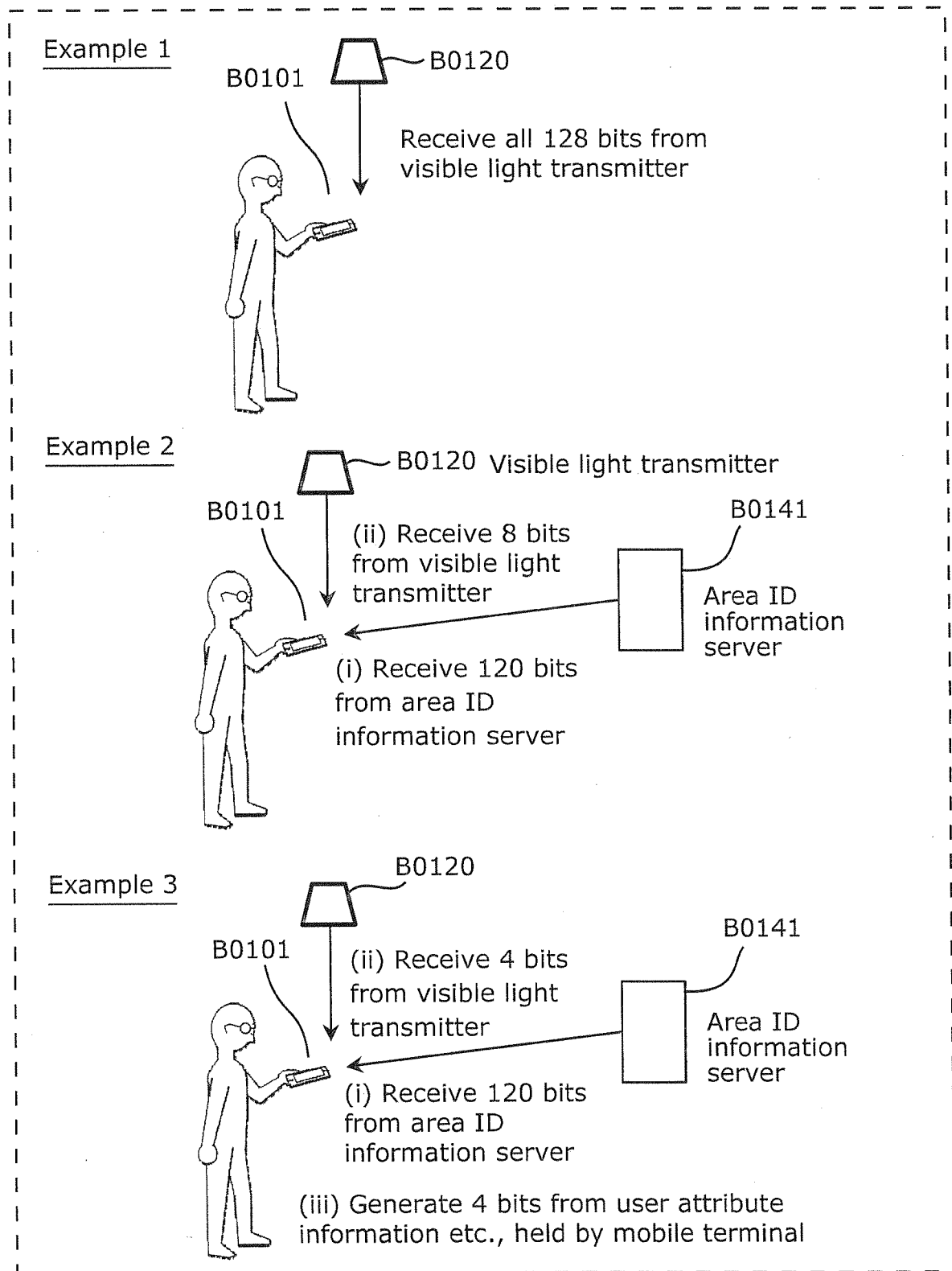


FIG. 23

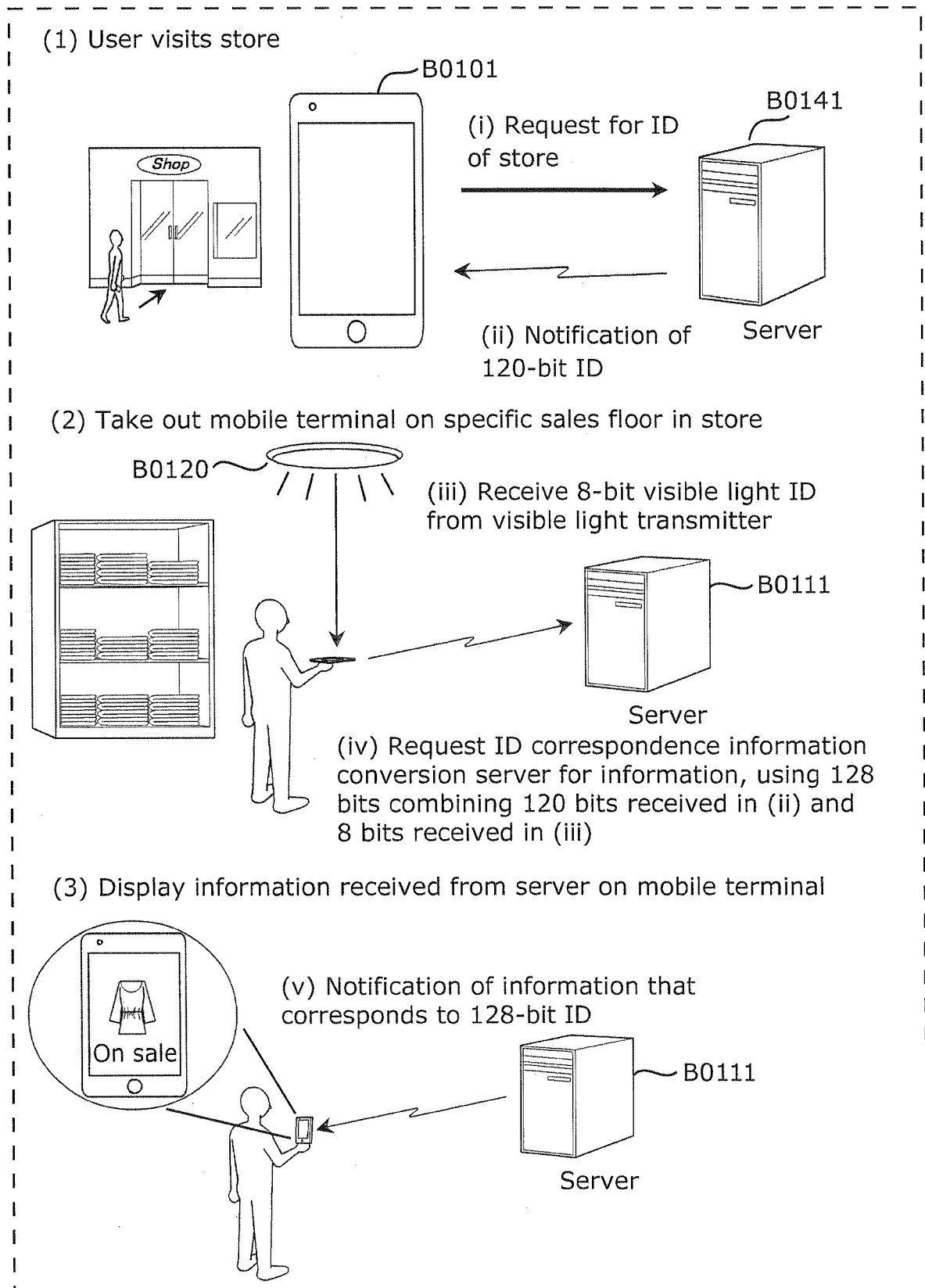


FIG. 24

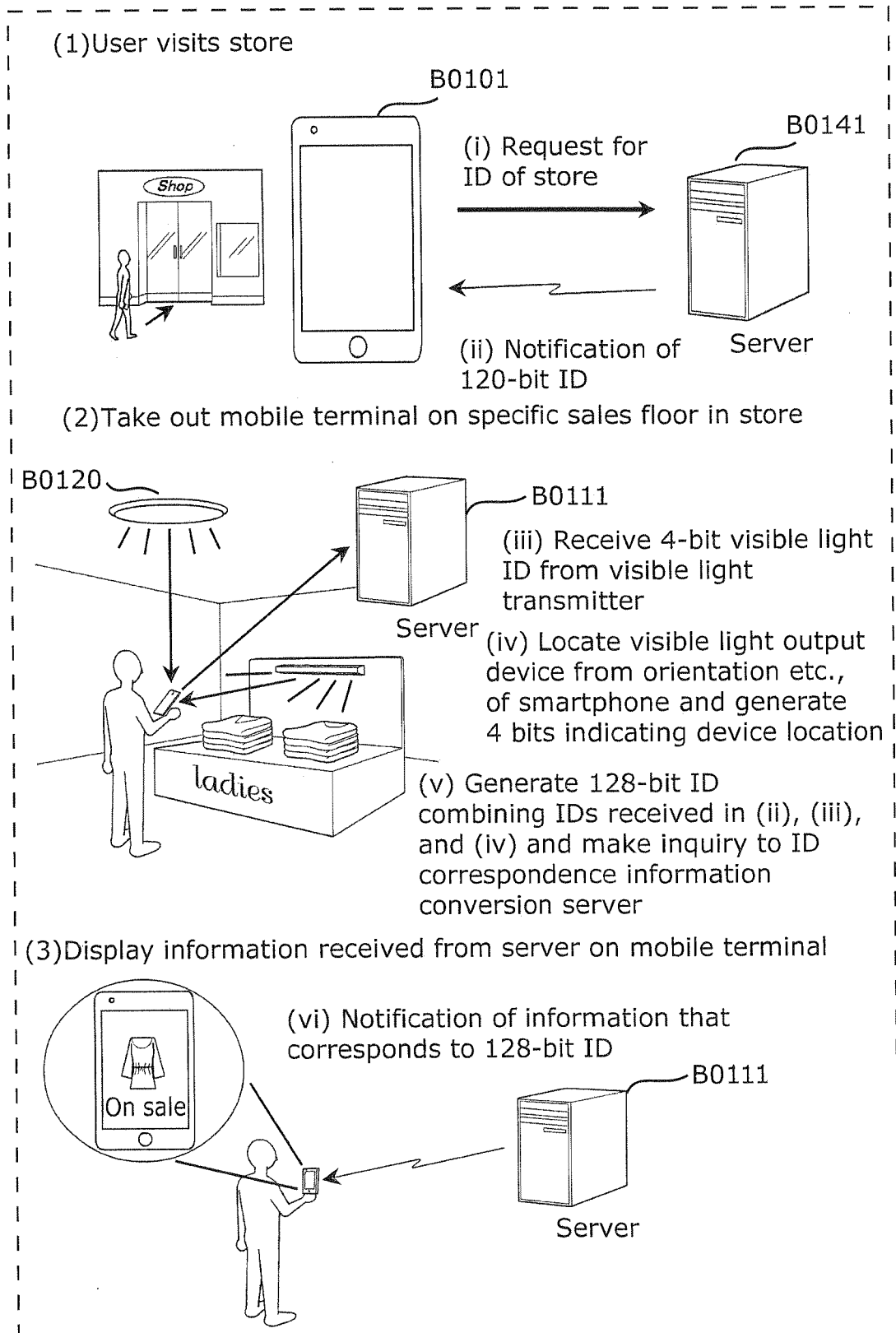


FIG. 25

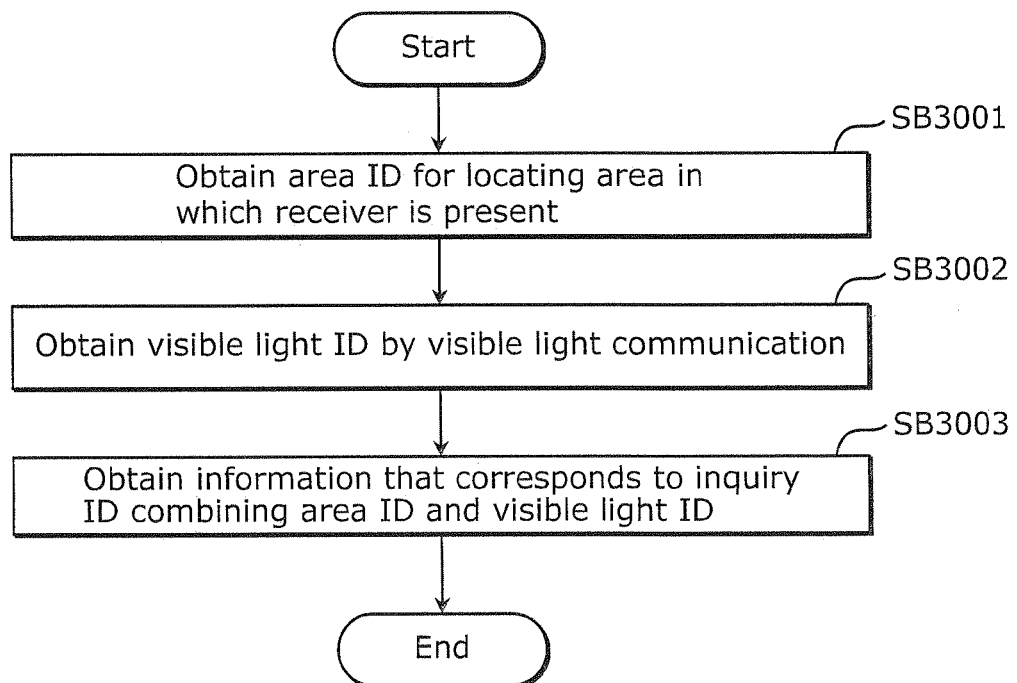


FIG. 26

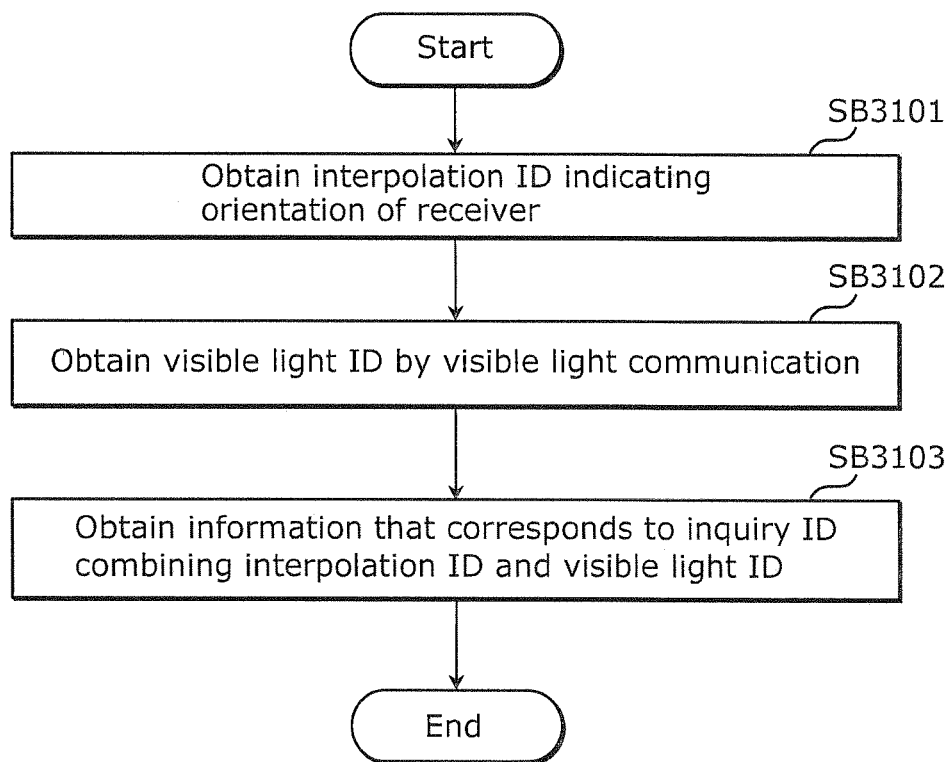


FIG. 27

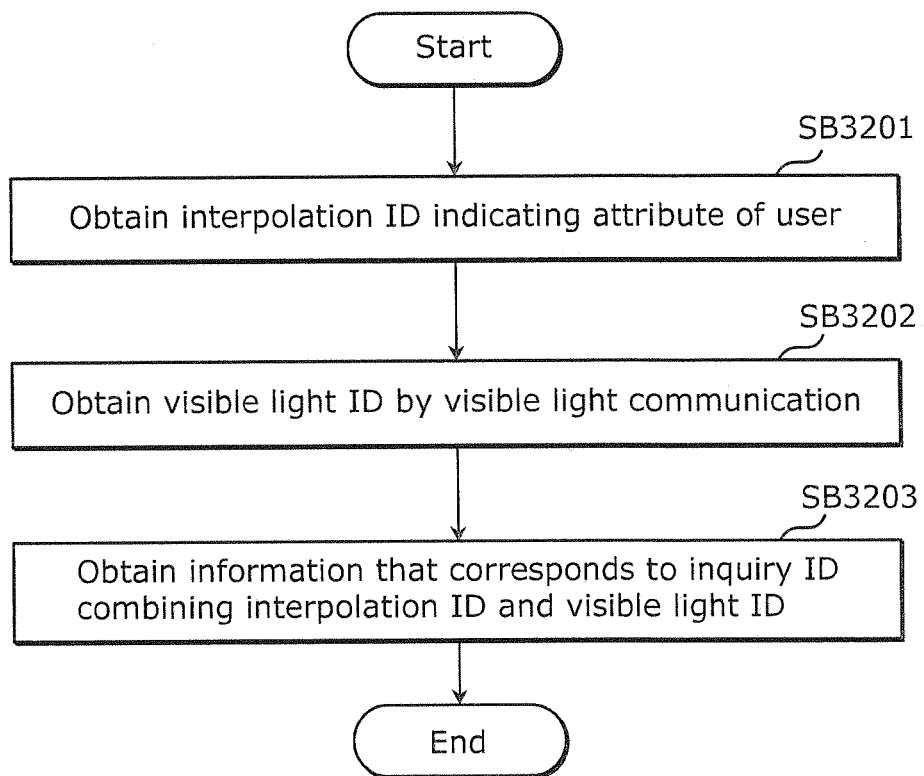


FIG. 28

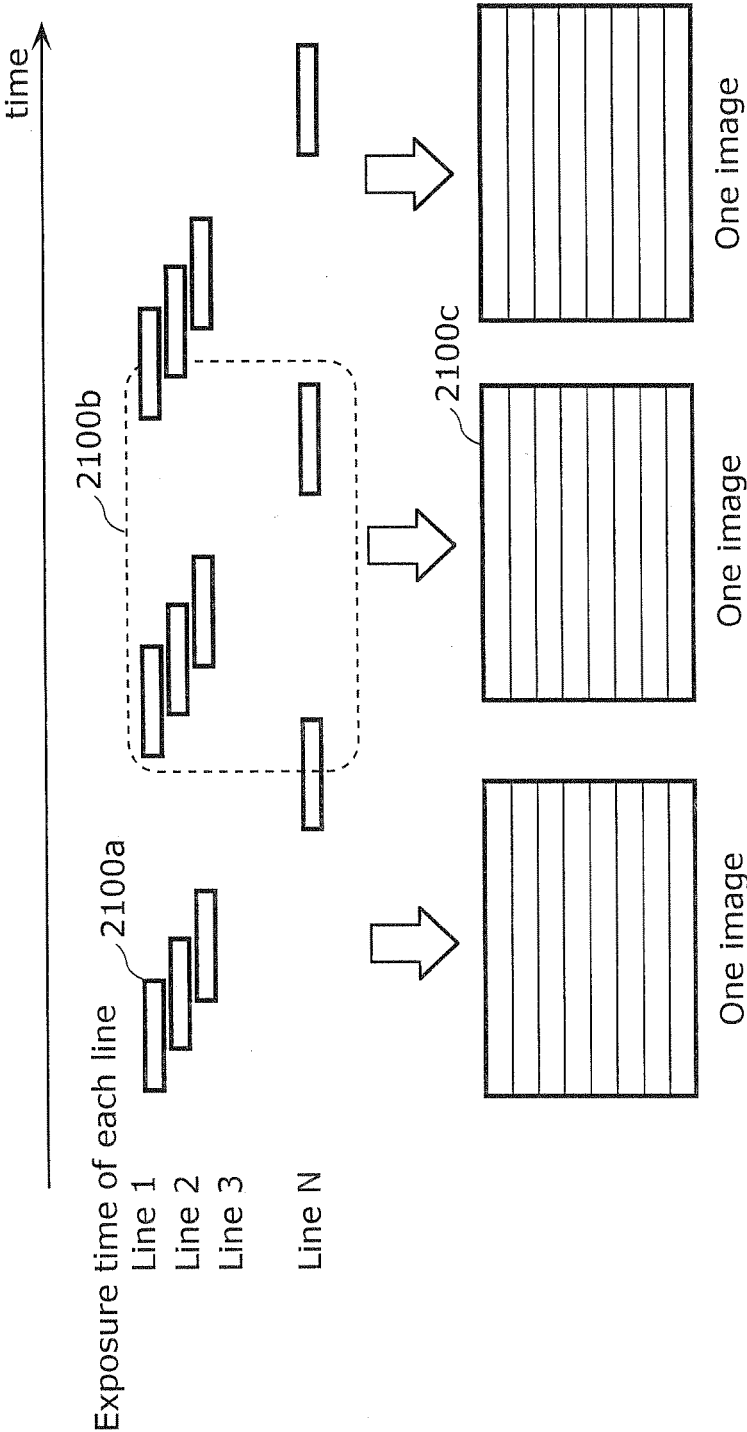


FIG. 29

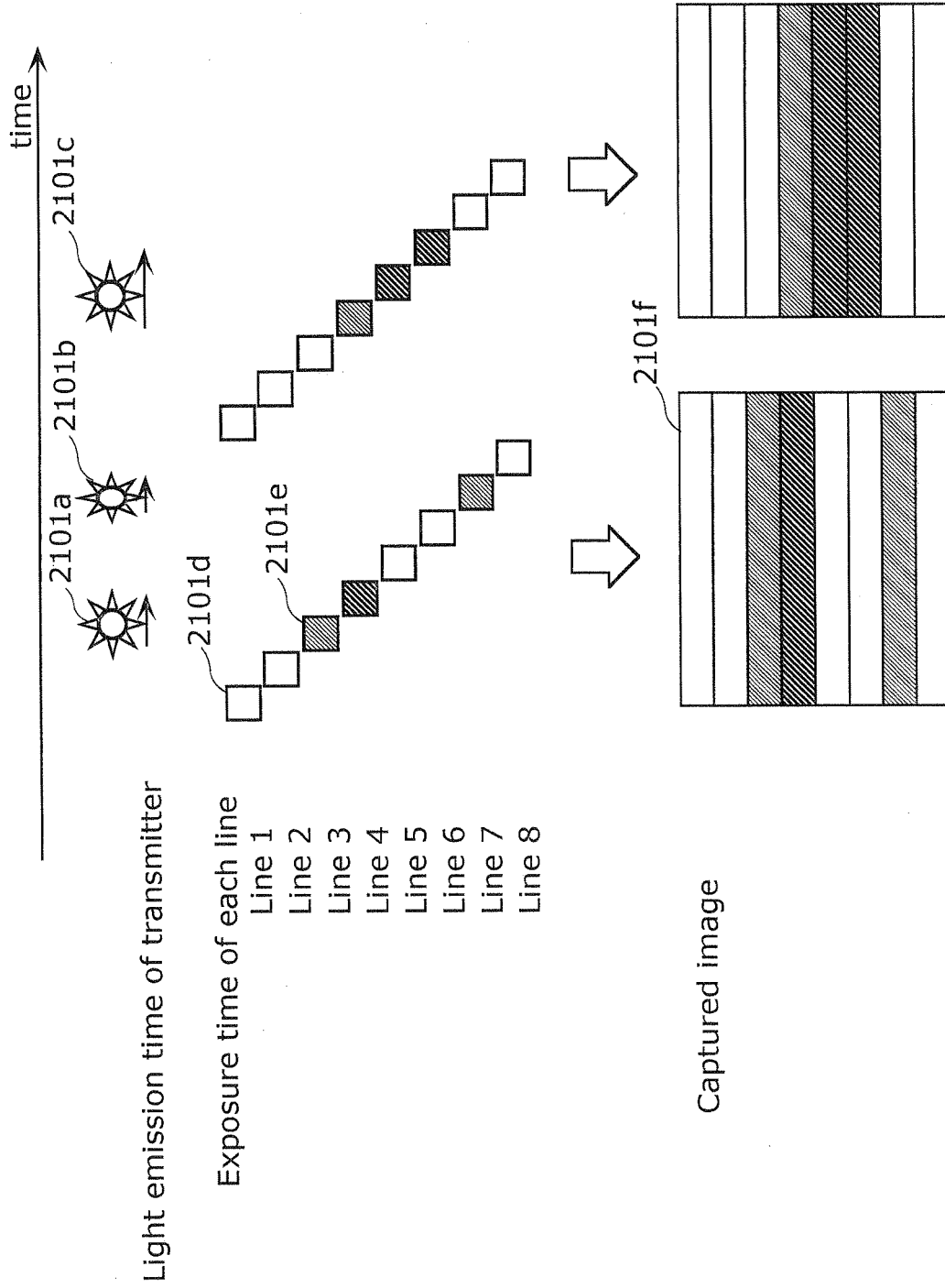


FIG. 30

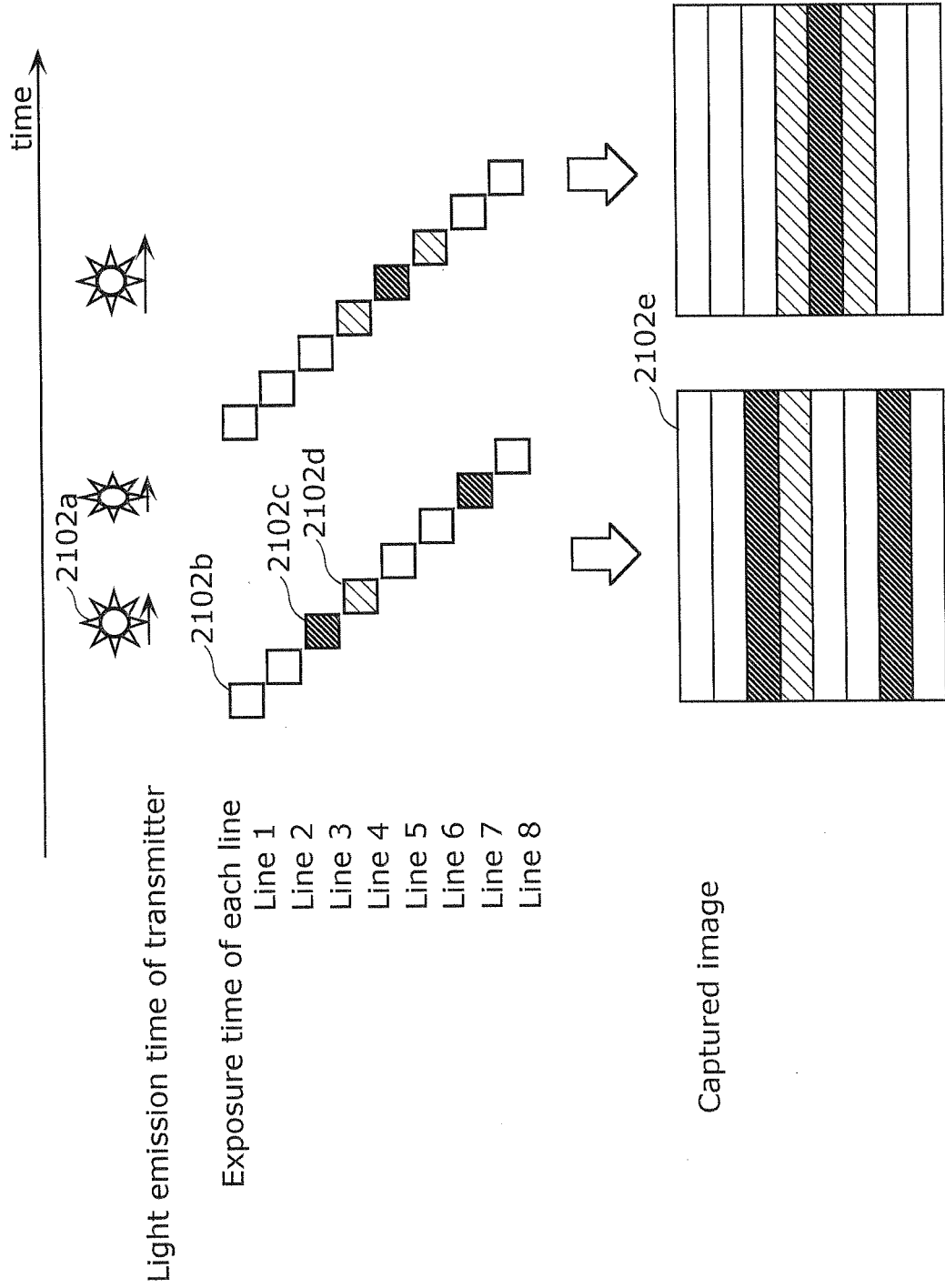


FIG. 31

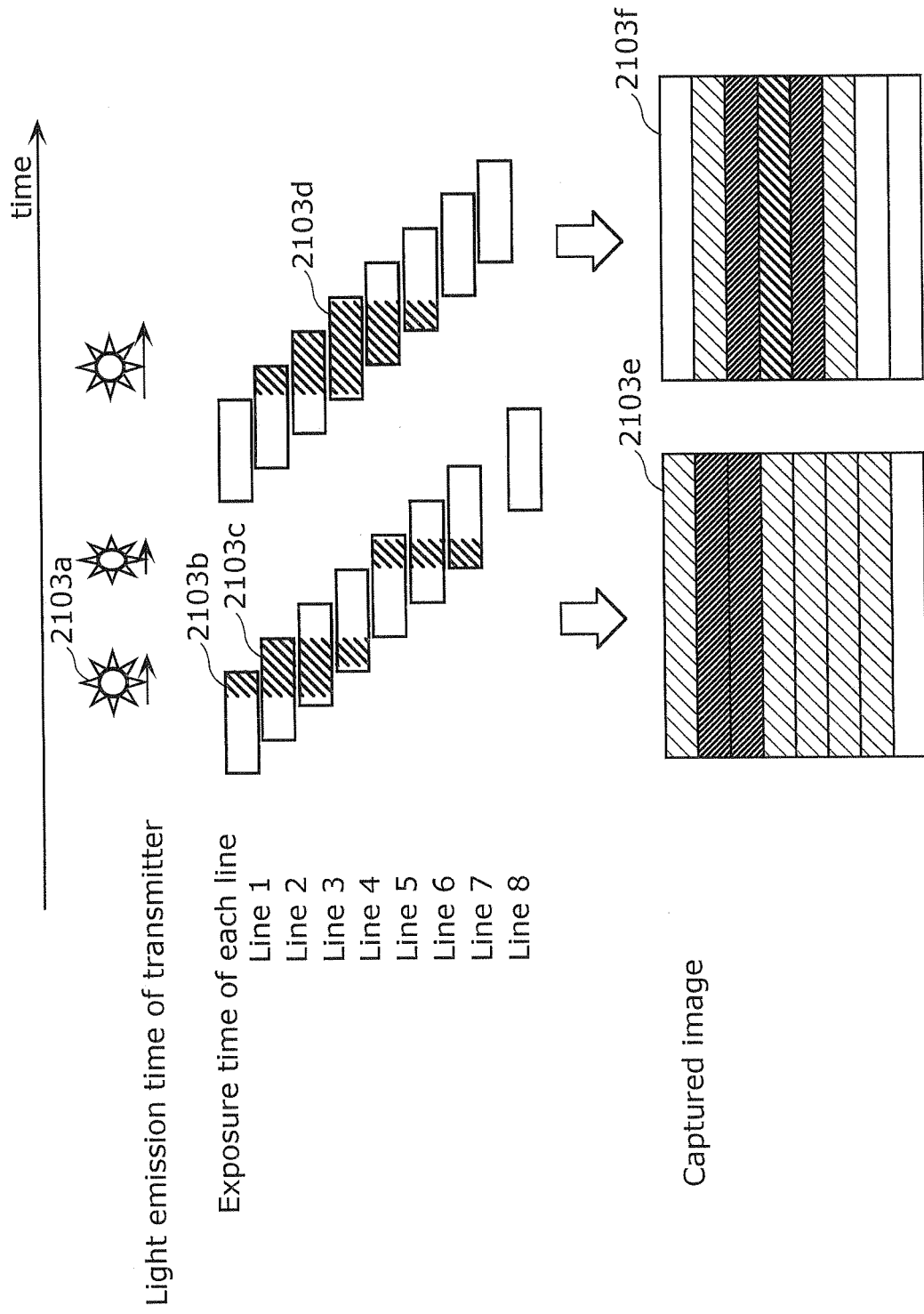


FIG. 32

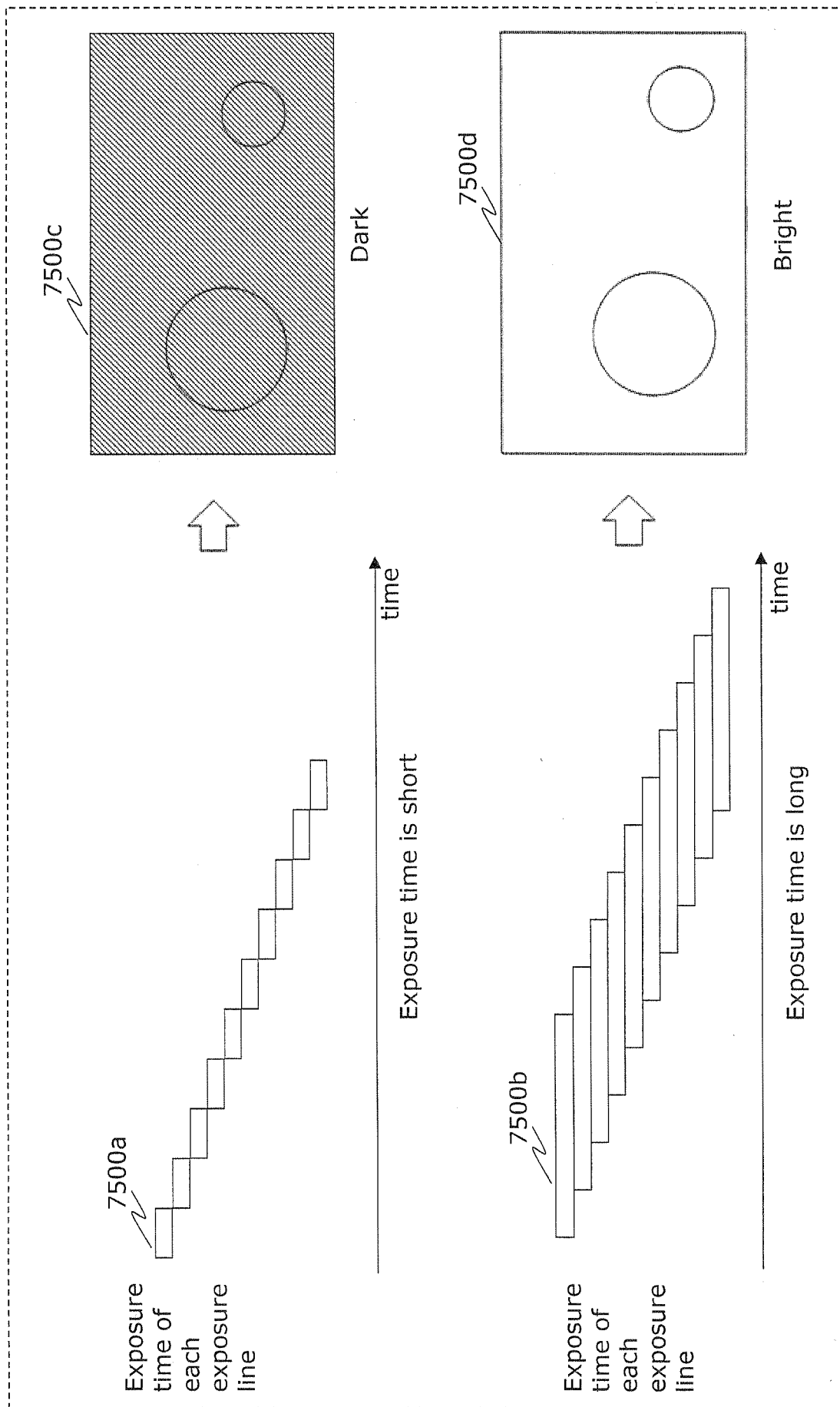


FIG. 33

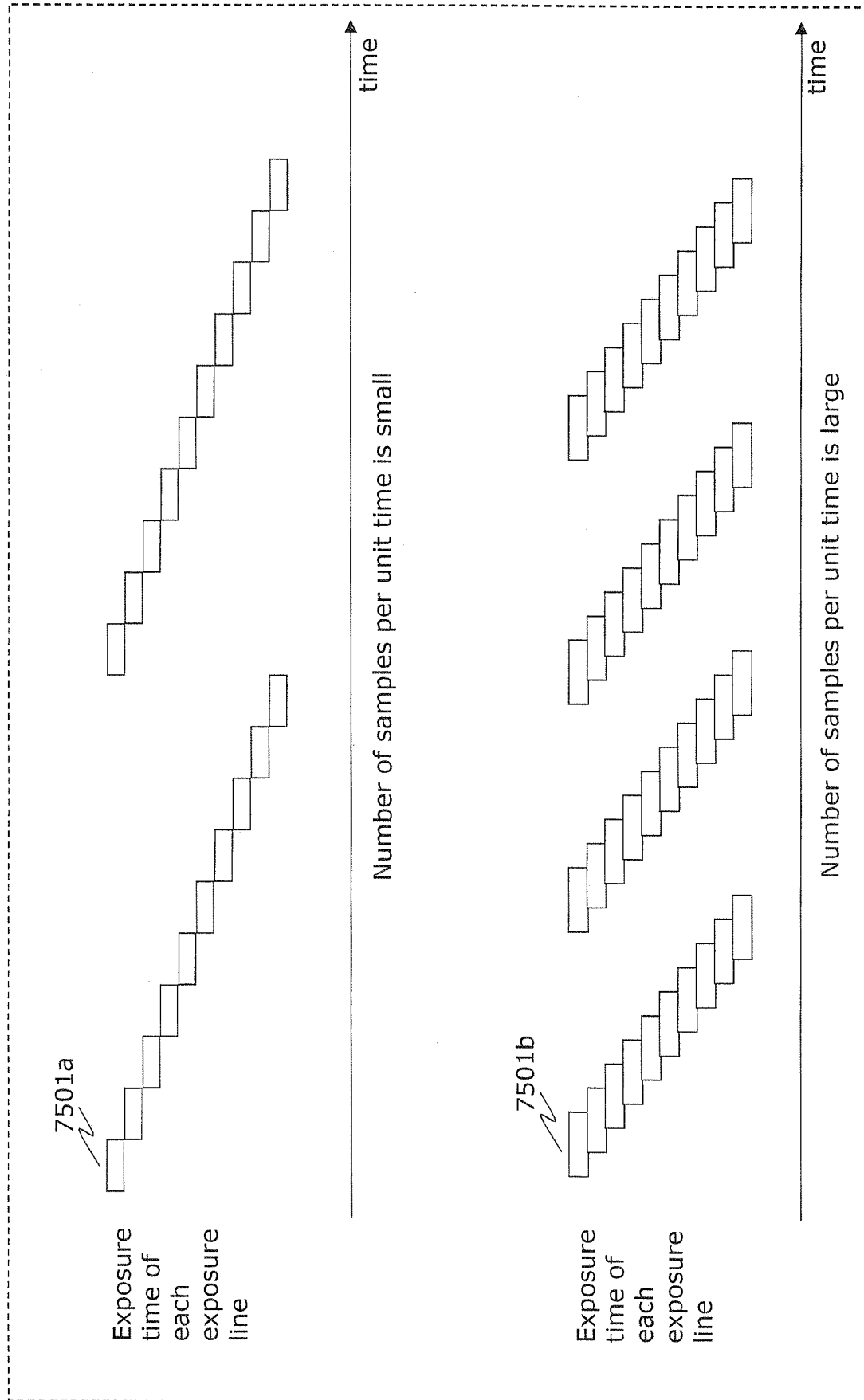


FIG. 34

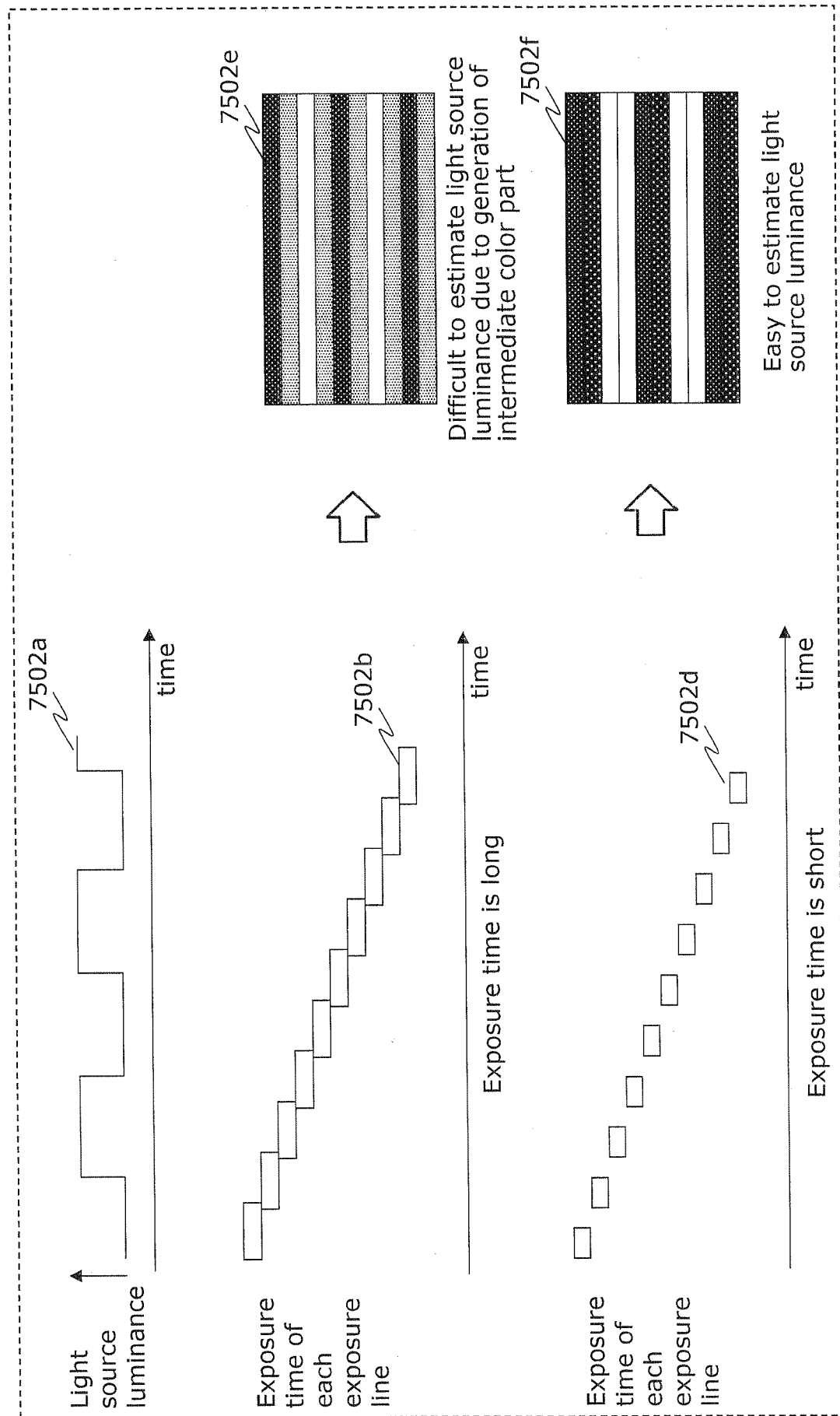


FIG. 35

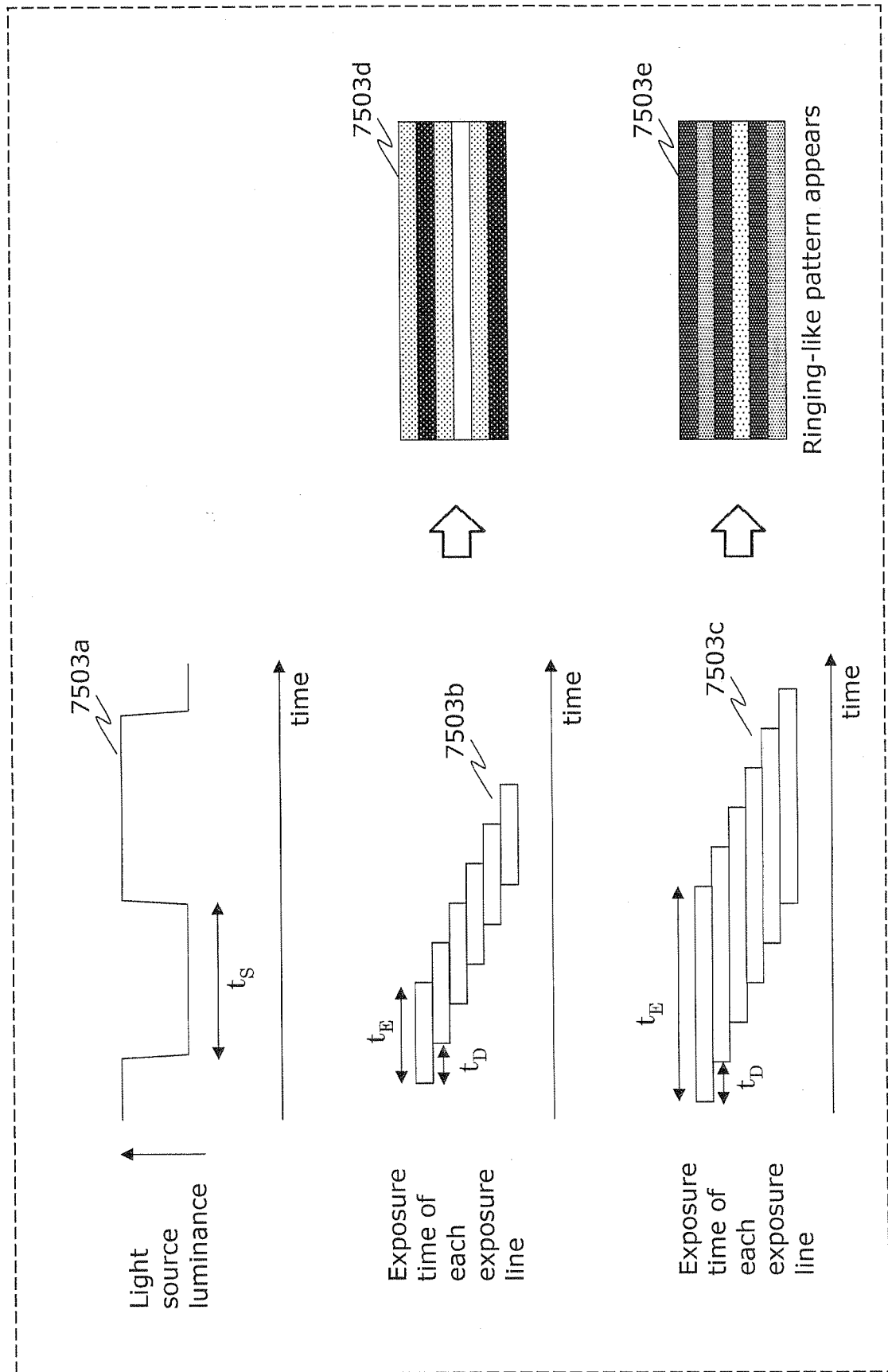


FIG. 36

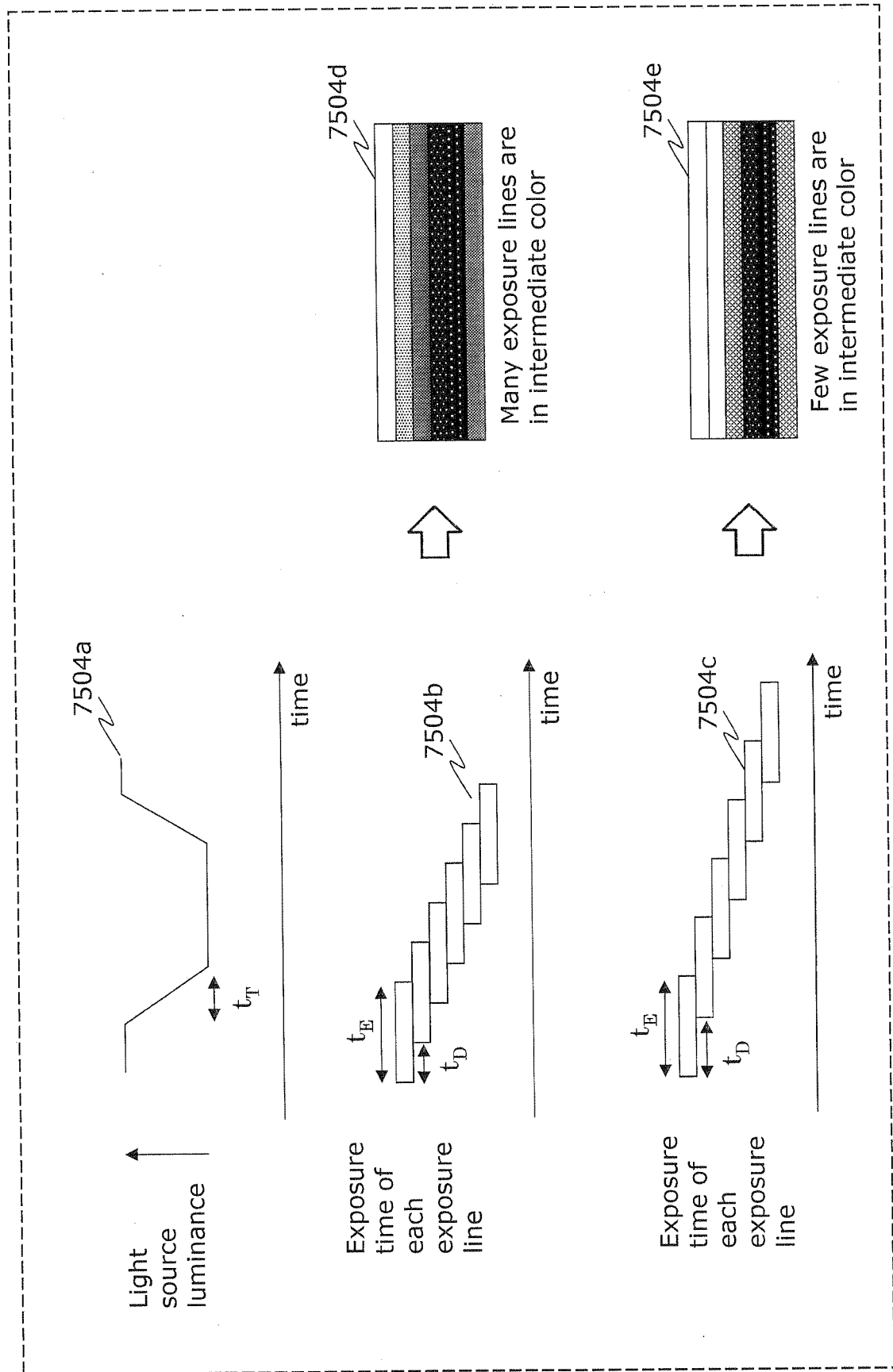


FIG. 37

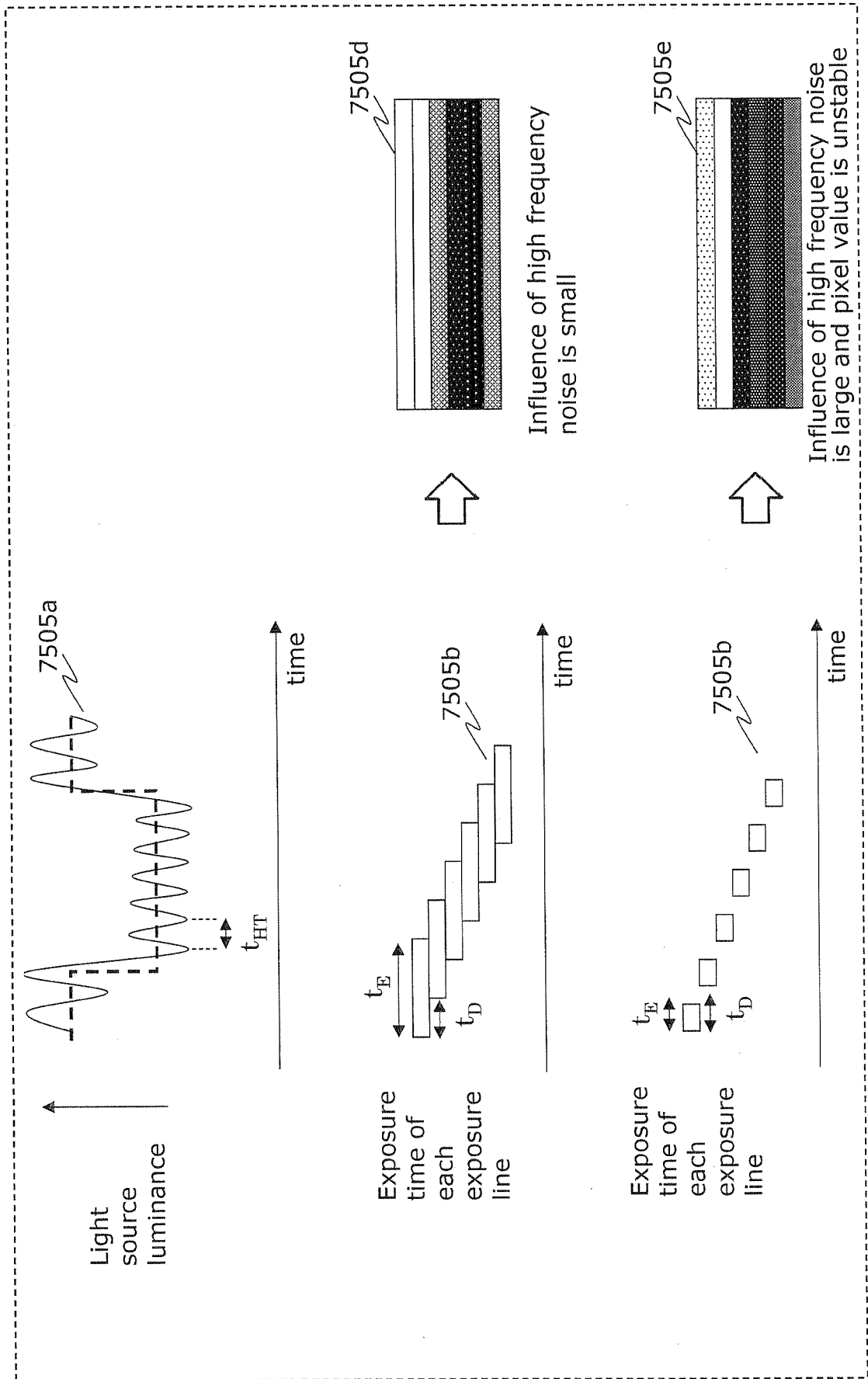
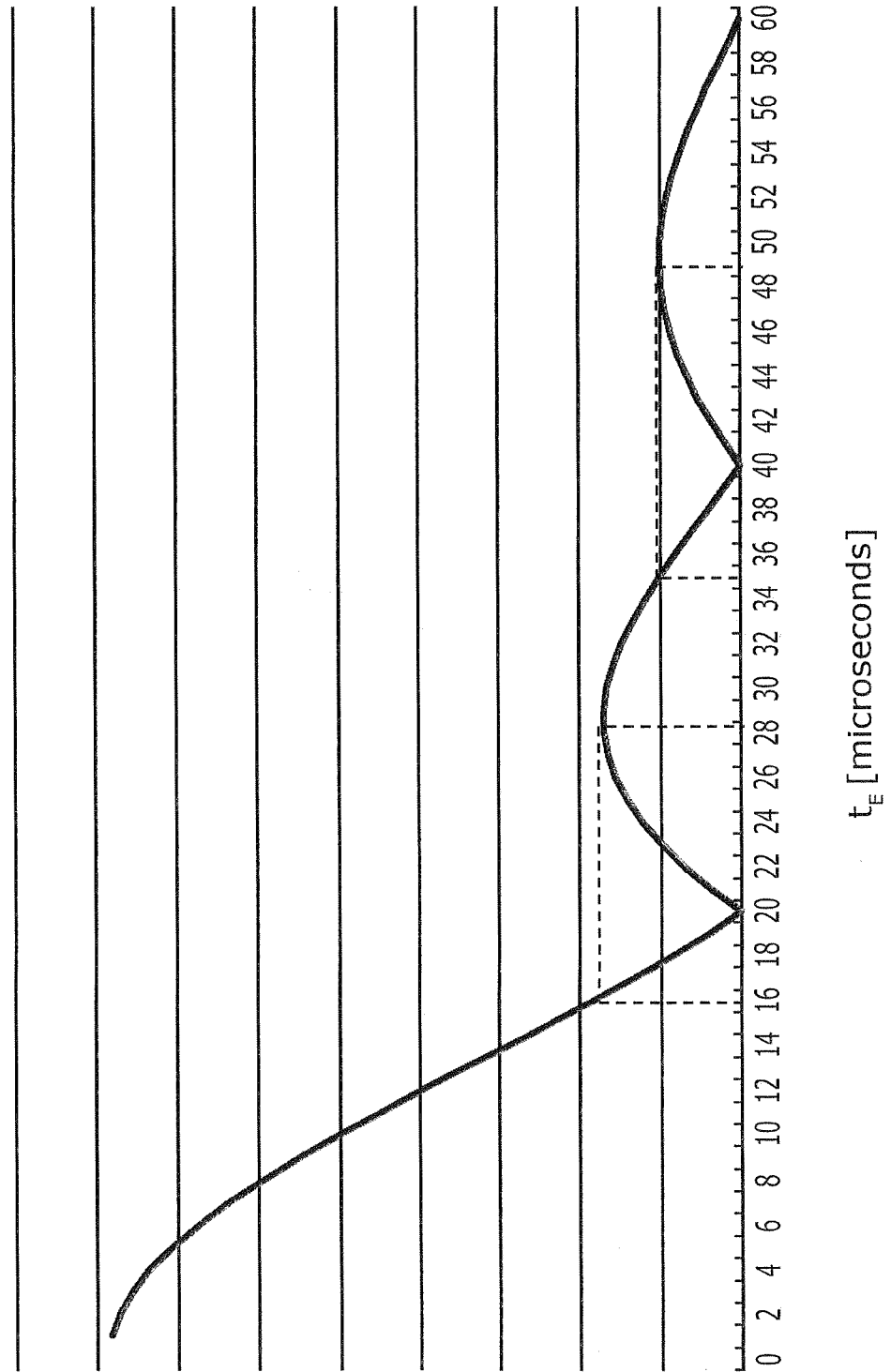


FIG. 38

When $t_{HT} = 20$ microseconds

Maximum
value of high
frequency
noise



t_E [microseconds]

FIG. 39

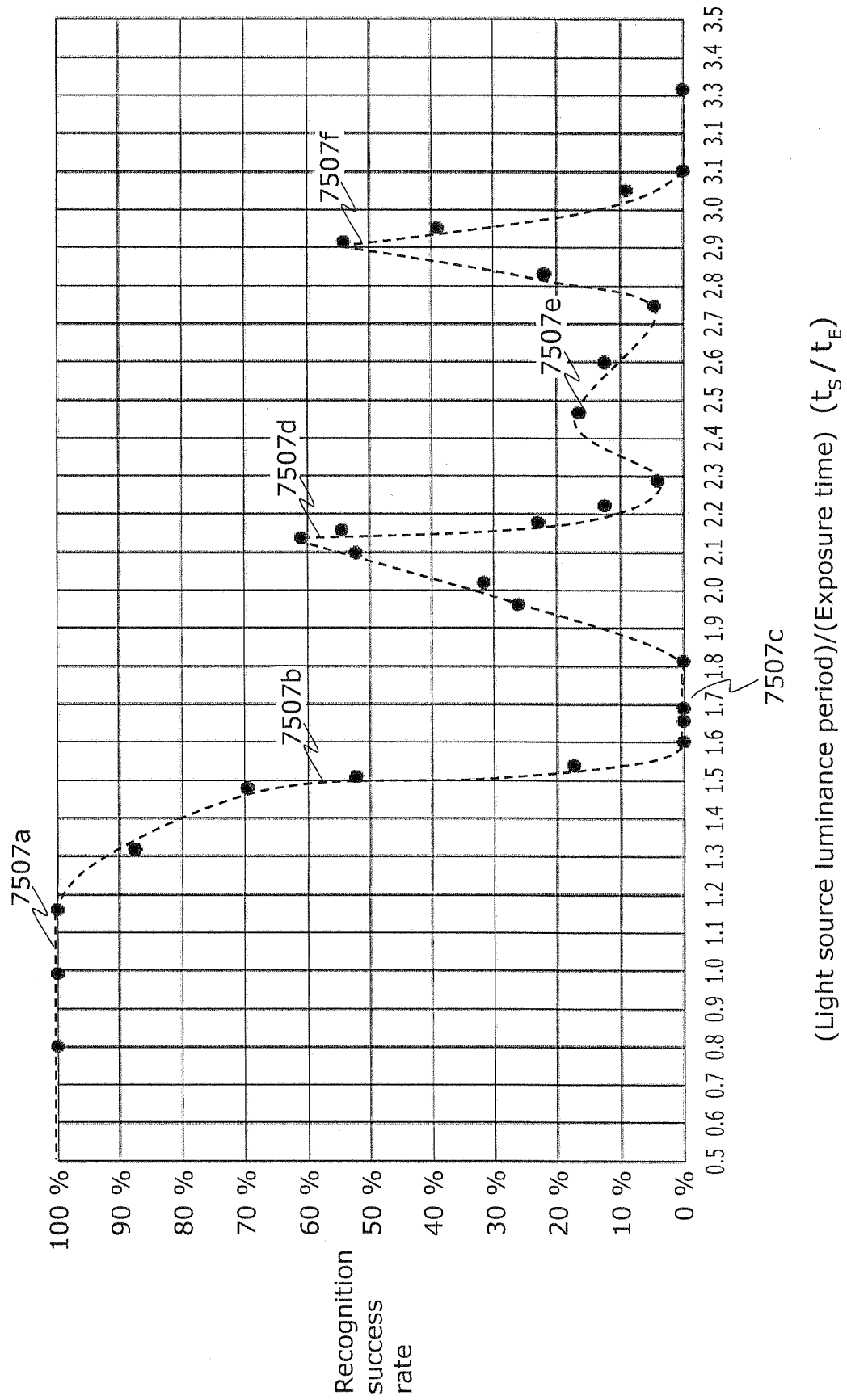


FIG. 40

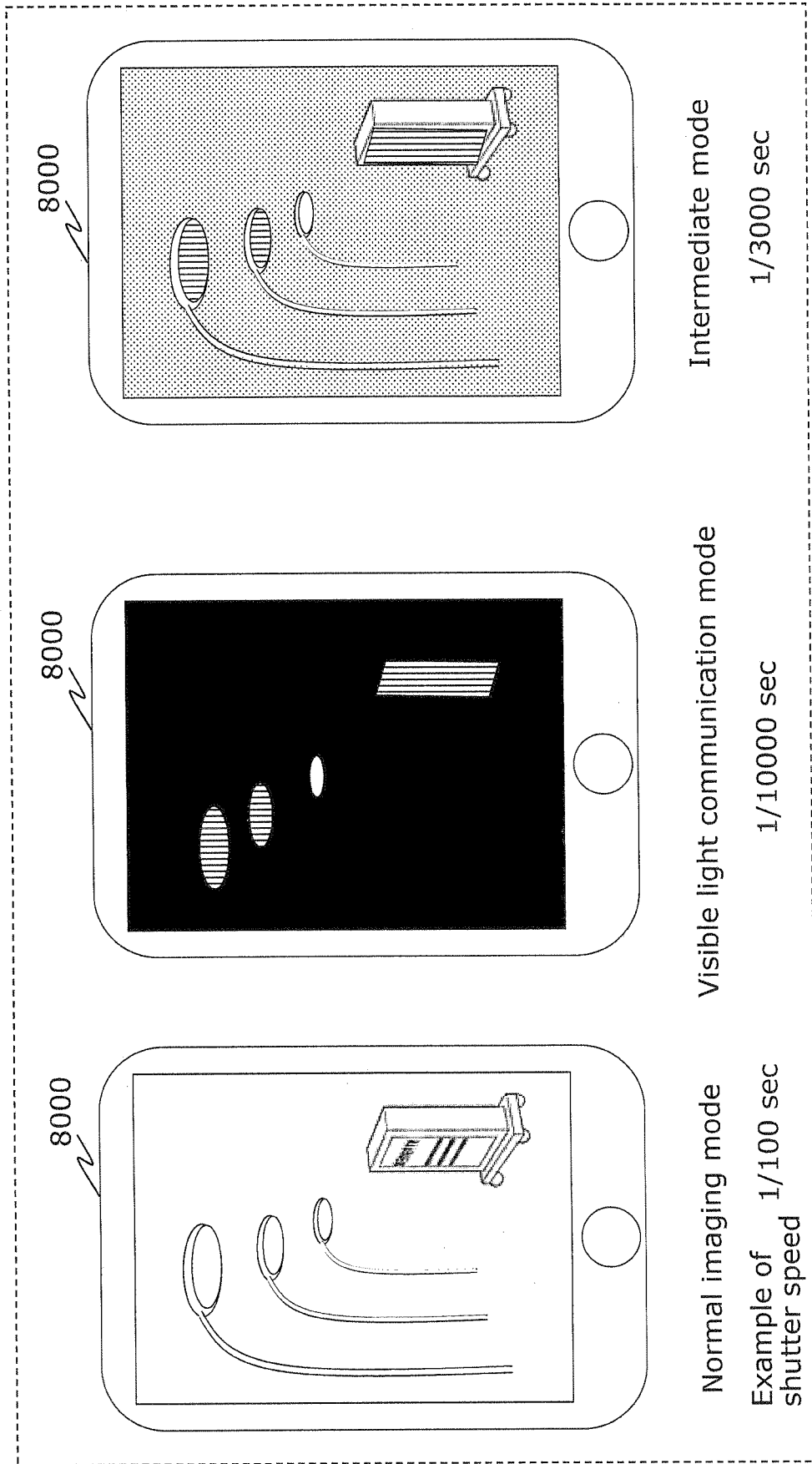


FIG. 41

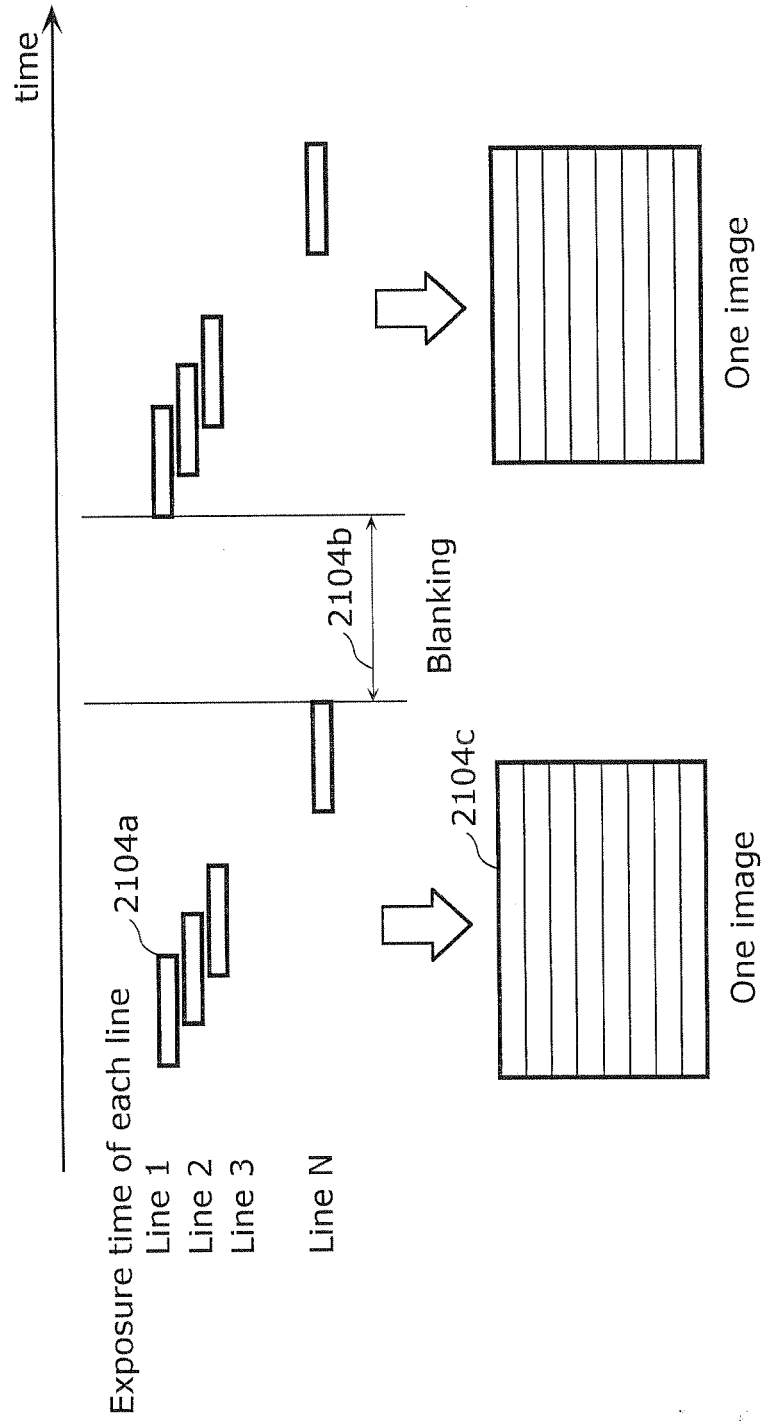


FIG. 42

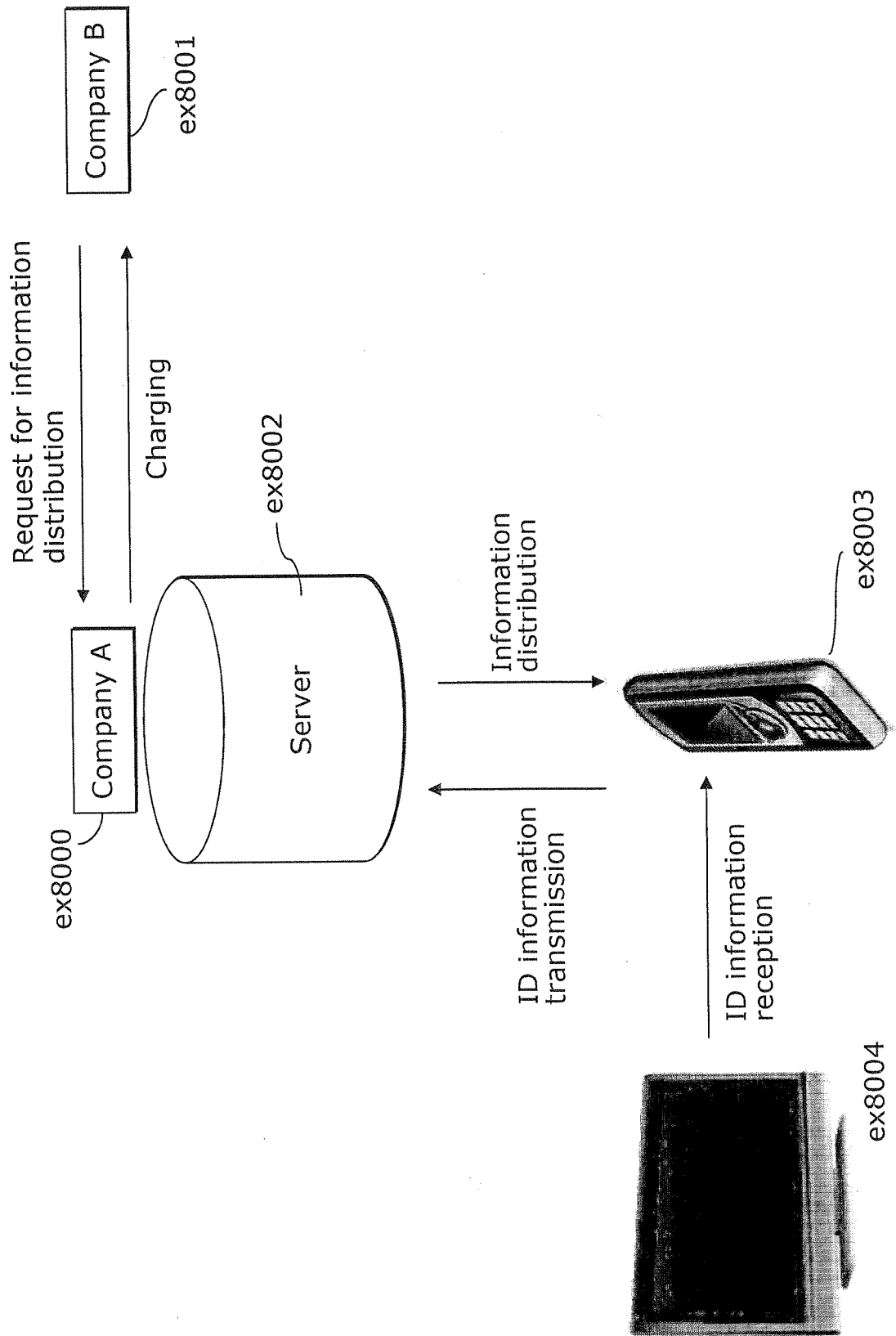


FIG. 43

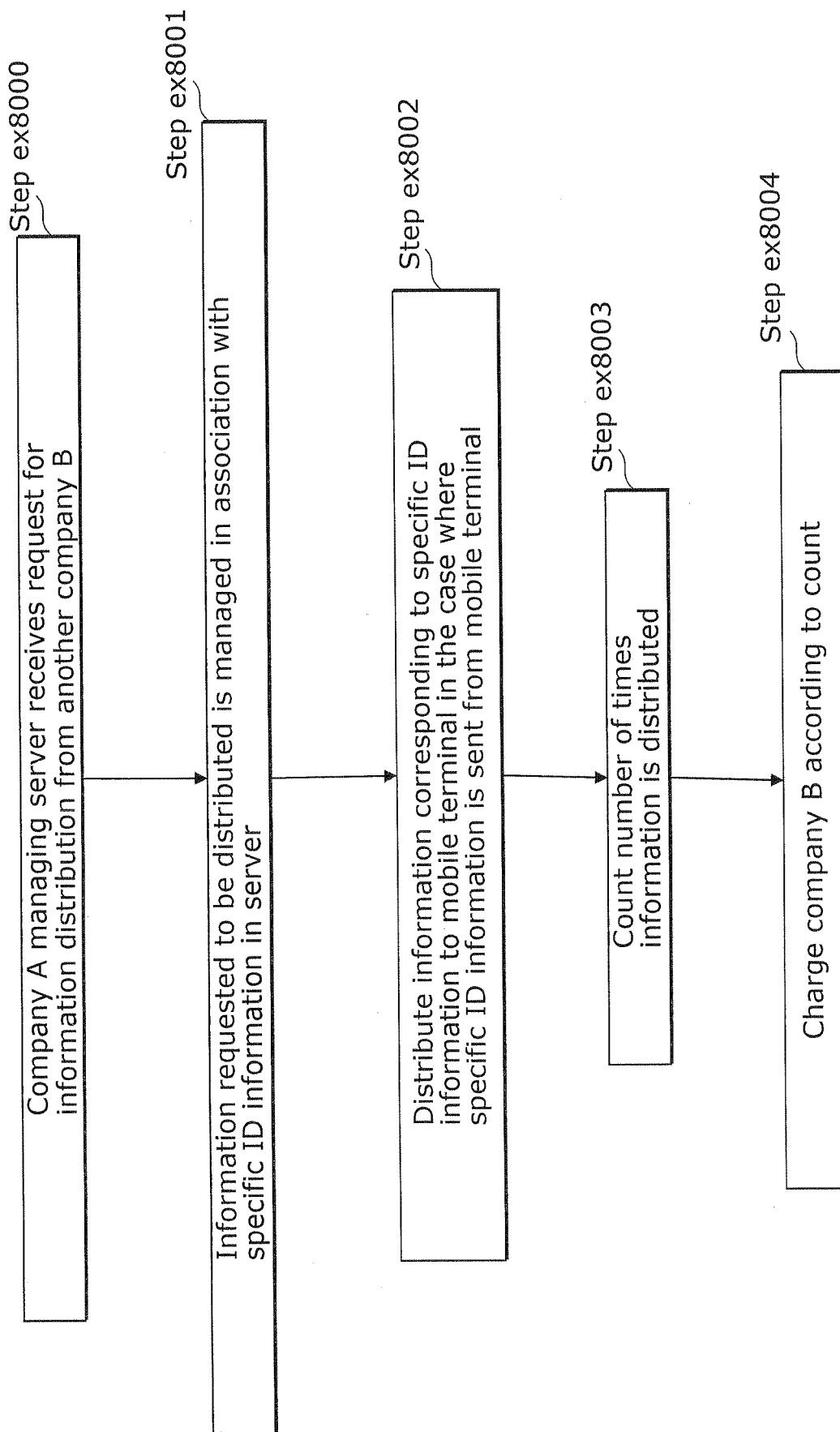


FIG. 44

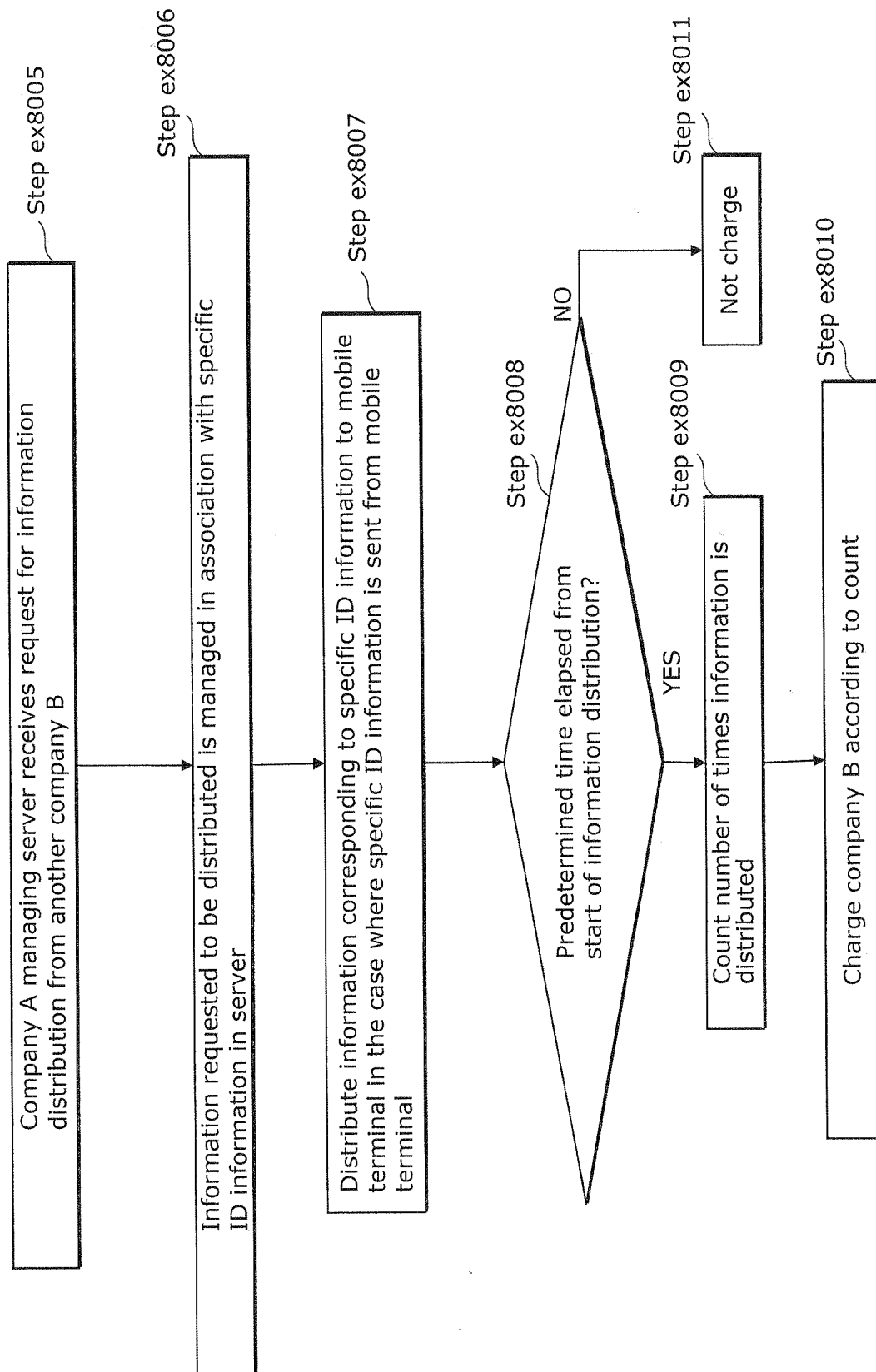


FIG. 45

