

INTEREST DEGREE MEASUREMENT SYSTEM AND SIMULATION SYSTEM

[Abstract]

There are provided an interest degree measurement system capable of obtaining information on interest of users in a building even for a user who does not possess mobile equipment registered in advance, and a simulation system capable of simulating change of the information. In an interest degree measurement system (1) included in a simulation system (50), a behavior information acquisition unit (15) acquires behavior information on an arrival floor of a user on the basis of an image or images captured by a camera (12). An interest information acquisition unit (20) acquires interest information representing degrees of interest of users for each attribute on a basis of arrangement and attributes of areas on the arrival floor and the behavior information. An interest information storage unit (21) stores the interest information for each user, including information on a time point and a location. A visualization processing unit (27) generates an interest degree map by visualizing distribution of degrees of interest of users of a building (2) using the information stored in the interest information storage unit (21).

Fig. 1