

[ABSTRACT]

An information communication method that enables communication between various devices is an information communication method of transmitting a signal using a change in
5 luminance, and includes: determining a pattern of the change in luminance, by modulating the signal to be transmitted (SK11); and transmitting the signal, by a plurality of light emitters changing in luminance according to the determined pattern of the change in
10 luminance (SK12), wherein the plurality of light emitters are arranged on a surface so that a non-luminance change area does not extend across the surface between the plurality of light emitters along at least one of a horizontal direction and a vertical direction of the surface, the non-luminance change area being an area in the surface outside the plurality of light emitters and not changing in
15 luminance.