authorized user of the tag under the conditions where no authorized user is registered with said authorized user management unit for the tag concerning said granting request, and the received authentication information of the tag matches the contents of said authentication information memory unit in the case where said granting request and the authentication information are received from said operation terminal.

[6] An operation terminal used in a tag management system, comprising: a tag corresponded to electronic information; and a server that manages an authorized user having authority to correspond electronic information, characterized in that

said server has: an authentication ~~code~~ information memory unit that stores the authentication information of each tag; an authorized user management unit that manages the authorized user of each tag; and an authority granting unit that registers the user of the operation terminal with said authorized user management unit as the authorized user of the tag under the conditions where no authorized user is registered with said authorized user management unit for the tag concerning a request to grant authority to correspond electronic information to a tag, and the received authentication information of the tag matches the contents of said authentication information memory unit in the case where said granting request and the authentication information are received from said operation terminal, and

said operation terminal has an authority granting request unit that acquires the authentication information of a tag when a request to grant authority to correspond electronic information to the tag is received from a user, and transmits the authentication information to said server together with said granting request.

~~[7] A tag used in a tag management system, comprising: an operation terminal operated by a user; and a server that manages an authorized user having authority to correspond electronic information, characterized in that~~

~~said operation terminal has an authority granting request unit that~~

~~acquires the authentication information of a tag when a request to grant authority to correspond electronic information to the tag is received from a user, and transmits the authentication information to said server together with said granting request, and~~

~~said server has: an authentication code memory unit that stores the authentication information of each tag; an authorized user management unit that manages the authorized user of each tag; and an authority granting unit that registers the user of the operation terminal with the authorized user management unit as an authorized user of the tag under the conditions where no authorized user is registered with said authorized user management unit for the tag concerning said granting request, and the received authentication information of the tag matches the contents of said authentication information memory unit in the case where said granting request and the authentication information are received from said operation terminal, and~~

~~a chip ID specific to a chip that controls the operation of the tag is stored in said tag in advance as the authentication information of the tag in a readable manner, or an authentication code of the tag is made to correspond in advance in a manner recognizable by the user.~~

~~[8]~~ [7] A tag management method, implemented by using: a tag corresponded to electronic information; an operation terminal operated by a user; and a server that manages an authorized user having authority to correspond electronic information, characterized in that

said server has: an authentication ~~code~~ information memory unit that stores the authentication information of each tag; and an authorized user management unit that manages an authorized user of each tag,

said operation terminal acquires the authentication information of a tag when a request to grant authority to correspond electronic information to the tag, and transmits the authentication information to said server together with said granting request, and

said server registers the user of the operation terminal with said

authorized user management unit as the authorized user of the tag under the conditions where no authorized user is registered with said authorized user management unit for the tag concerning said granting request, and the received authentication information of the tag matches the contents of said authentication information memory unit in the case where said granting request and the authentication information are received from said operation terminal.

~~[9]~~ [8] An information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; a server that manages the URL for the information of the object to be provided; and a user terminal that displays the information of the object to be provided on the basis of the URL, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to the tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection by a user for the displayed contents; and a transmission unit that transmits a display ID to said server in response to the recognition of the selection,

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of the object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server, and

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal, and a transmission unit that responds to the reception of a display ID from said display and to the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits

the URL corresponded to the display ID to said user terminal.

~~[10]~~ [9] The information provision system according to Claim 8, characterized in that said display stores as a display ID a tag ID that is stored by the memory unit in said tag, and as a result, the display ID and the tag ID uniquely correspond to each other.

~~[11]~~ [10] The information provision system according to Claim 8, characterized in that

said server stores information for allowing a display ID and a tag ID to uniquely correspond to each other, and the display ID and the tag ID uniquely correspond to each other on the basis of the information.

~~[12]~~ [11] The information provision system according to any of Claims 8 through 10, characterized in that

in said display, said display unit displays a number of pieces of contents, said selection recognition unit recognizes a selection of any piece of displayed contents by a user, and said transmission unit transmits the ID of the selected piece of displayed contents in association with the display ID to said server, and

in said server, said memory unit stores the ID of each piece of contents displayed on said display which corresponds to the display ID and the URL for the information of the object to be provided concerning the displayed contents in such a manner that the ID of each piece of contents and the URL correspond to the display ID, said reception unit receives the ID of the displayed contents from said display in addition to the display ID, and said transmission unit transmits the URL that corresponds to the received ID of the displayed contents to said user terminal.

~~[13]~~ [12] The information provision system according to any of Claims 8 through 11, characterized in that

a display that is the same as said display and a tag that is the same as said tag are installed in a number of different locations, and the respective

displays are connected to said server through a network.

[~~14~~] [13] The information provision system according to any of Claims 8 through 12, characterized in that

said server stores contents indicating information of an object to be provided, and

said display acquires the contents indicating information of an object to be provided from said server and displays the contents.

[~~15~~] [14] A server used in an information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; and a user terminal that displays information of an object to be provided on the basis of the URL, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits the display ID to said server in response to the recognition of the selection,

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires the information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads the tag ID from said tag; and a transmission unit that transmits the read tag ID to said server, and

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that

receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal.

~~[16] A tag used in an information provision system, comprising: a display that displays contents indicating information of an object to be provided; a server that manages the URL of the information of an object to be provided; and a user terminal that displays the information of an object to be provided on the basis of the URL, characterized in that~~

~~said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits a display ID to said server in response to the recognition of the selection,~~

~~said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server,~~

~~said server has a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal, and~~

~~said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal, and is installed so as to correspond to a single display.~~

~~[17]~~ [15] A user terminal used in an information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; and a server that manages the URL of the information of an object to be provided, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits a display ID to said server in response to the recognition of the selection,

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal, and

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server.

~~[18] A display used in an information provision system, comprising: a tag installed so as to correspond to a single display; a server that manages the URL of the information of an object to be provided; and a user terminal that displays the information of an object to be provided on the basis of the URL, characterized in that~~

~~said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,~~

~~said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires the information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server,~~

~~said server has: a memory unit that stores display IDs uniquely corresponded to tag IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal, and~~

~~said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits the display ID to said server in response to the recognition of the selection.~~

~~[19]~~ [16] An information provision method implemented by using: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; a server that manages the URL of the information of an object to be provided; and a user terminal that displays the information of an object to be provided on the basis of the URL, characterized in that

said tag stores a tag ID in such a manner as to be readable by said user terminal,

authorized user of the tag under the conditions where no authorized user is registered with said authorized user management unit for the tag concerning said granting request, and the received authentication information of the tag matches the contents of said authentication information memory unit in the case where said granting request and the authentication information are received from said operation terminal.

[6] An operation terminal used in a tag management system, comprising: a tag corresponded to electronic information; and a server that manages an authorized user having authority to correspond electronic information, characterized in that

said server has: an authentication information memory unit that stores the authentication information of each tag; an authorized user management unit that manages the authorized user of each tag; and an authority granting unit that registers the user of the operation terminal with said authorized user management unit as the authorized user of the tag under the conditions where no authorized user is registered with said authorized user management unit for the tag concerning a request to grant authority to correspond electronic information to a tag, and the received authentication information of the tag matches the contents of said authentication information memory unit in the case where said granting request and the authentication information are received from said operation terminal, and

said operation terminal has an authority granting request unit that acquires the authentication information of a tag when a request to grant authority to correspond electronic information to the tag is received from a user, and transmits the authentication information to said server together with said granting request.

[7] A tag management method, implemented by using: a tag corresponded to electronic information; an operation terminal operated by a user; and a server that manages an authorized user having authority to correspond electronic information, characterized in that

said server has: an authentication information memory unit that stores the authentication information of each tag; and an authorized user management unit that manages an authorized user of each tag,

said operation terminal acquires the authentication information of a tag when a request to grant authority to correspond electronic information to the tag, and transmits the authentication information to said server together with said granting request, and

said server registers the user of the operation terminal with said authorized user management unit as the authorized user of the tag under the conditions where no authorized user is registered with said authorized user management unit for the tag concerning said granting request, and the received authentication information of the tag matches the contents of said authentication information memory unit in the case where said granting request and the authentication information are received from said operation terminal.

[8] An information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; a server that manages the URL for the information of the object to be provided; and a user terminal that displays the information of the object to be provided on the basis of the URL, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to the tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection by a user for the displayed contents; and a transmission unit that transmits a display ID to said server in response to the recognition of the selection,

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires information of an object to be provided on the basis of the received URL; a display unit that displays the acquired

information of the object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server, and

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal, and a transmission unit that responds to the reception of a display ID from said display and to the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal.

[9] The information provision system according to Claim 8, characterized in that said display stores as a display ID a tag ID that is stored by the memory unit in said tag, and as a result, the display ID and the tag ID uniquely correspond to each other.

[10] The information provision system according to Claim 8, characterized in that

said server stores information for allowing a display ID and a tag ID to uniquely correspond to each other, and the display ID and the tag ID uniquely correspond to each other on the basis of the information.

[11] The information provision system according to any of Claims 8 through 10, characterized in that

in said display, said display unit displays a number of pieces of contents, said selection recognition unit recognizes a selection of any piece of displayed contents by a user, and said transmission unit transmits the ID of the selected piece of displayed contents in association with the display ID to said server, and

in said server, said memory unit stores the ID of each piece of contents displayed on said display which corresponds to the display ID and the URL for the information of the object to be provided concerning the displayed contents in such a manner that the ID of each piece of contents and the URL correspond to the display ID, said reception unit receives the ID of the displayed contents from said display in addition to the display ID, and said transmission unit transmits the

URL that corresponds to the received ID of the displayed contents to said user terminal.

[12] The information provision system according to any of Claims 8 through 11, characterized in that

a display that is the same as said display and a tag that is the same as said tag are installed in a number of different locations, and the respective displays are connected to said server through a network.

[13] The information provision system according to any of Claims 8 through 12, characterized in that

said server stores contents indicating information of an object to be provided, and

said display acquires the contents indicating information of an object to be provided from said server and displays the contents.

[14] A server used in an information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; and a user terminal that displays information of an object to be provided on the basis of the URL, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits the display ID to said server in response to the recognition of the selection,

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires the information of an object to be

provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads the tag ID from said tag; and a transmission unit that transmits the read tag ID to said server, and

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal.

[15] A user terminal used in an information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; and a server that manages the URL of the information of an object to be provided, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits a display ID to said server in response to the recognition of the selection,

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal, and

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server.

[16] An information provision method implemented by using: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; a server that manages the URL of the information of an object to be provided; and a user terminal that displays the information of an object to be provided on the basis of the URL, characterized in that

said tag stores a tag ID in such a manner as to be readable by said user terminal,

said display stores a display ID uniquely corresponded to a tag ID stored in said tag,

said server stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other,

said display transmits a display ID to said server in response to the selection of the displayed contents indicating information of an object to be provided by a user,

said user terminal transmits the tag ID read from said tag to said server,

said server responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal, and

said user terminal acquires the information of an object to be provided on the basis of the URL received from said server and displays the information.