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ABSTRACT OF THE INVENTION

A service information providing system includes an attribute information storer 71 configured to store an attribute information reference table in which information specifying each user and attribute information showing attributes of the user correspond with each other; a service storer 72 configured to store a service reference table in which information specifying each service , information specifying a detailed service , and the attribute information of user are associated with each other; a receiver configured to receive information specifying the user and a request for a given service; a service decider 75 configured to determine the attribute information of the user, by referring the information specifying the user and the attribute information reference table, and to select a given detailed service based on the attribute information of the user and the request for the given service ,by referring to the service reference table; and a provider 95 configured to provide the communication instrument of the user with the given detailed service information selectd by the service selectr.