CLAIMS

Claim 1. An information providing system, which provides delivery information using identification information of an object equipped with a wireless communication function, comprising:

a registering unit ~~that registers~~ configured to register in advance first link information which links the identification information of the object equipped with the wireless communication function to the delivery information;

a generating unit ~~that generates~~ configured to generate second link information which links the identification information of the object equipped with the wireless communication function to delivery information different from the delivery information linked by the first link information, based on, at least, the identification information of the object equipped with the wireless communication function and identification information of a plurality of information terminals, acquired by communication with the plurality of information terminals, which can communicate with the object equipped with the wireless communication function; and

an information providing unit ~~that~~

~~delivers~~ configured to deliver the delivery information linked by the second link information generated by the generating unit.

Claim 2. The information providing system, as claimed in claim 1, wherein one or more information terminals enter in a first region, and one or more information terminals enter in a second region.

Claim 3. The information providing system, as claimed in claim 1 or 2, wherein the plurality of information terminals contact or get close to the object equipped with the wireless communication function, so that the delivery information is delivered, and acquire the identification information of the object equipped with the wireless communication function.

Claim 4. The information providing system, as claimed in any one of claims 1 to 3, wherein the generating unit generates the second link information based on at least the identification information of the plurality of objects equipped with wireless communication function and the

identification information of the plurality of information terminals, transmitted from the plurality of information terminals, which enter the second region where communication with the plurality of objects equipped with wireless communication function is possible.

Claim 5. The information providing system, as claimed in any one of claims 1 to 4, wherein the generating unit generates the second link information based on the identification information of the object equipped with the wireless communication function, the identification information of the plurality of information terminals, and attribute information of the plurality of information terminals.

Claim 6. The information providing system, as claimed in any one of claims 1 to 5, further comprising a log accumulating unit ~~that accumulates~~ configured to accumulate at least the identification information of the object equipped with the wireless communication function and the identification information of the plurality of information terminals, acquired by the communication with the information terminals,

information of the object equipped with the wireless communication function to delivery information, based on, at least, the identification information of the object equipped with the wireless communication function and identification information of a plurality of information terminals, acquired by communication with the plurality of information terminals, which can communicate with the object equipped with the wireless communication function, the second link information linking the identification information of the object equipped with the wireless communication function to delivery information different from the delivery information linked by the first link information, the information terminal comprising:

a display controlling unit ~~that causes~~ configured to cause the delivery information linked by the generated second link information to be delivered.

Claim 10. An information providing server, which provides delivery information using identification information of an object equipped with a wireless communication function, comprising:

a registering unit ~~that registers~~ configured to register in advance first link information which links the

identification information of the object equipped with the wireless communication function to the delivery information;

a generating unit ~~that generates~~ configured to generate second link information which links the identification information of the object equipped with the wireless communication function to delivery information different from the delivery information linked by the first link information, based at least on the identification information of the object equipped with the wireless communication function and identification information of a plurality of information terminals, acquired by communication with the information terminals, which can communicate with the object equipped with the wireless communication function; and

an information providing unit ~~that delivers~~ configured to deliver the delivery information linked by the second link information generated by the generating unit.