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- (54) Title: SERVER AND METHOD FOR PROVIDING INFORMATION FOR ON-DEMAND SERVICE

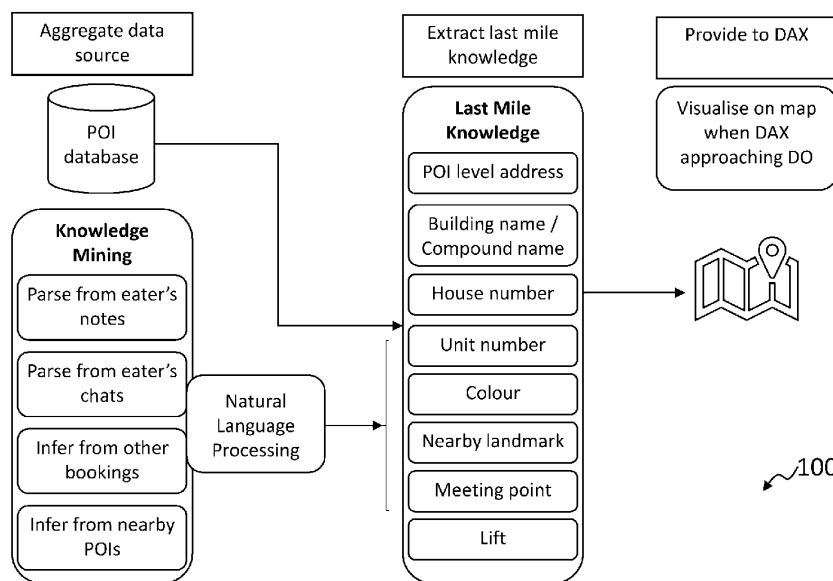


FIG. 5

- (57) Abstract: Aspects concern a server for providing information for an on-demand service, the server comprising: a communication interface configured to receive a request for the on-demand service for a consumer from a first computing device; a memory configured to store instructions; and a processor for executing the stored instructions and configured to: control a second computing device associated with a delivery service provider to display a map relating to a route to a destination for providing the on-demand service, en route to the destination, wherein the map includes an image object indicating the destination; receive, from the second computing device, information about a distance from a location of the second computing device to the destination, en route to the destination; and determine whether to provide additional information on the image object, based on the distance from the location of the second computing device to the destination.

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