

FIG. 1

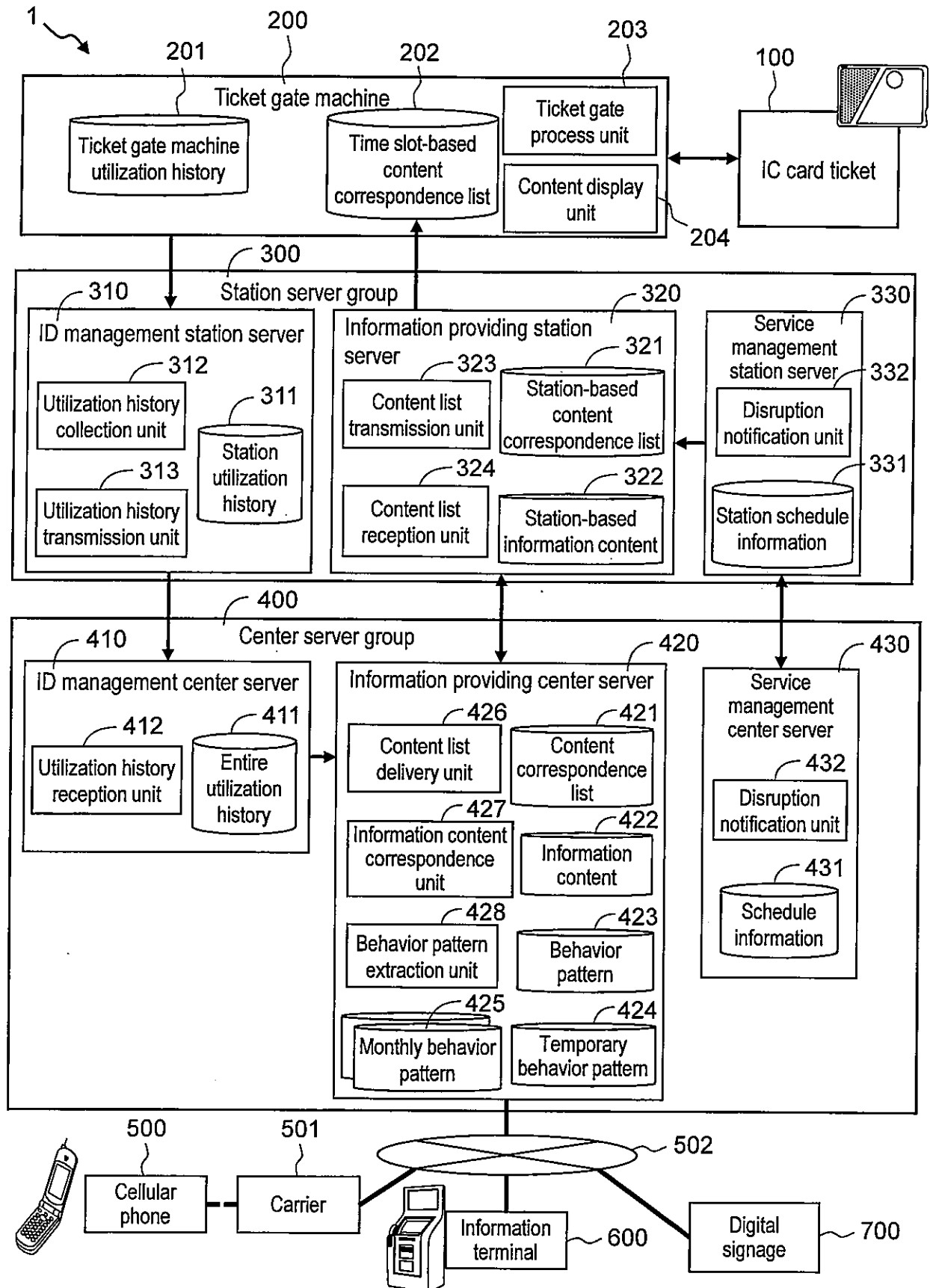


FIG. 2

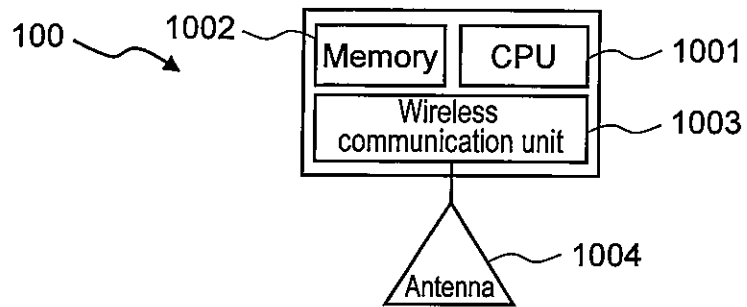


FIG. 3

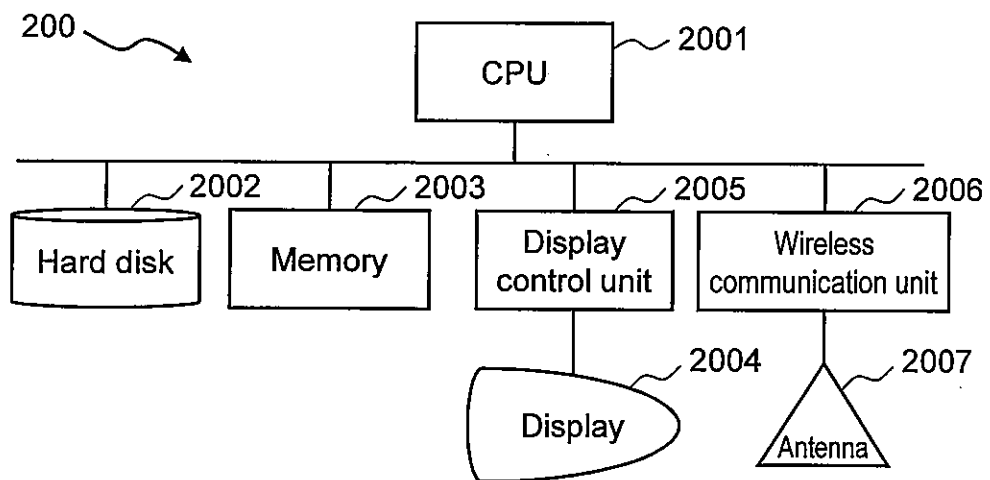


FIG. 4

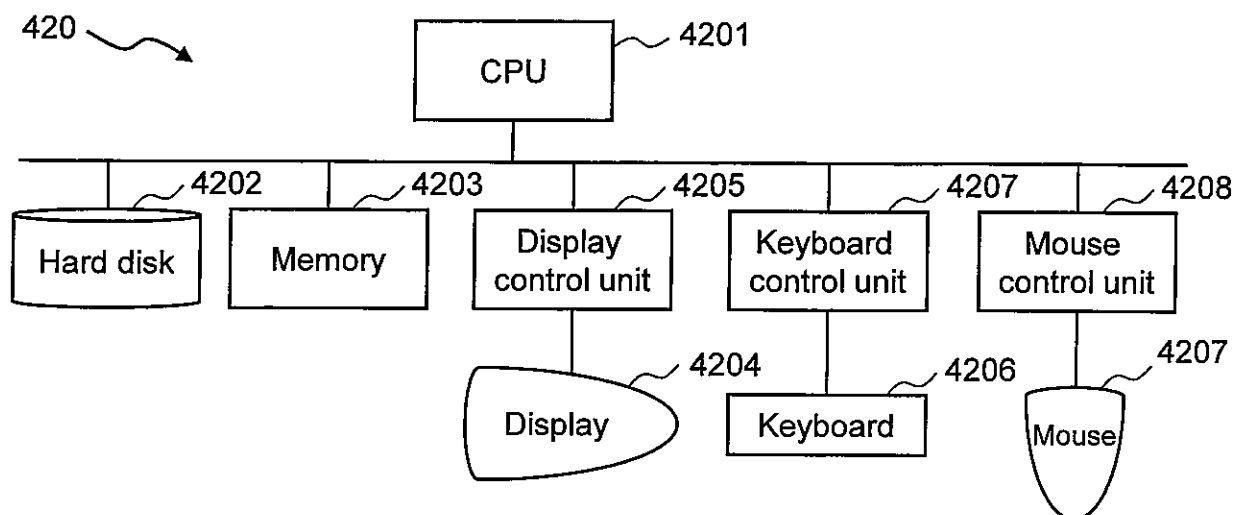


FIG. 5

User ID	Process	Time	Entry station	Exit station
U001	Entry	2010/12/1 08:00	X station	-
U002	Entry	2010/12/1 08:05	X station	-
U003	Exit	2010/12/1 08:08	Y station	X station
...				

FIG. 6

(a) 202

20201 User ID	20202 Content ID
U001	CC002
U003	CC011
U004	CC012

(b)

User ID	Content ID
U003	CE0003
U007	CE0008
...	...

FIG. 7

31101 User ID	31102 Process	31103 Time	31104 Entry station	31105 Exit station
U001	Entry	2010/12/1 08:00	X station	-
U002	Entry	2010/12/1 08:05	X station	-
U003	Exit	2010/12/1 08:08	Y station	X station
...				
U002	Exit	2010/12/1 22:02	P station	X station
U008	Exit	2010/12/1 22:10	O station	X station

FIG. 8

32101 Entry /Exit	32102 Day-of-week	32103 Time slot	32104 User ID	32105 Content ID	32106 Route	32107 Departure/ Destination station
Entry	Weekday	Morning	U001	CC002	Chuo line (up)	Y station
			U003	CC011	...	P station
			U004	CC012	...	Q station
	Holiday	Noon	U001	CC013	...	Z station
			...		...	
Exit	Weekday	Night	U001	CC001	...	Y station
			U003	CC014	...	P station
			U004	CC015	...	Q station
	Holiday	Night	U001	CC010	...	Z station
			...		...	

FIG. 9

32201 Content ID	32202 Ticket gate machine display
CC01	Book store open until 10 pm
CC02	Juice stand open early morning
CC03	Inside Z station cafe lunch
CE01	Chuo line (up) delayed
...	

FIG. 10

User ID	Process	Time	Entry station	Exit station
U003	Entry	2010/12/1 07:45	Y station	-
U001	Entry	2010/12/1 08:00	X station	-
U002	Entry	2010/12/1 08:05	X station	-
U003	Exit	2010/12/1 08:08	Y station	X station
...				
U001	Exit	2010/12/1 08:37	X station	Z station

FIG. 11

42101	42102	42103	42104	42105	42106	42107	42108
Station name	Entry /Exit	Day-of -week	Time slot	User ID	Content ID	Route	Departure/ Destination station
X station	Entry	Weekday	Morning	U001	CC002	Chuo line (up)	Y station
				U003	CC011	Chuo line (up), Yamanote line (inner)	P station
				U004	CC012	Chuo line (up)	Q station
	Exit	Holiday	Noon	U001	CC013	Chuo line (up), Keio-inokashira line (up)	Z station
			Night	U001	CC001	Chuo line (down)	Y station
		Weekday		U003	CC014	Yamanote line (outer), Chuo line (down)	P station
Y station	Entry		Night	U004	CC015	Chuo line (down)	Q station
		Holiday		U001	CC010	Keio-inokashira line (down), Chuo line (down)	Z station
		Weekday	Night	U001	CC016	Chuo line (up)	X station
	Exit						
		Weekday	Morning	U001	CC0017	Chuo line (down)	X station
Z station	Entry	Holiday	Noon	U001	CC0018	Chuo line (up), Keio-inokashira line (up)	X station
	Exit	Holiday	Night	U001	CC0019	Chuo line (down), Keio-inokashira line (down)	X station

FIG. 12

Content ID	Station	Entry/Exit	Presentation condition				Line	Ticket gate machine display	Detailed display
			Type	Day-of-week	Time slot				
CC01	X station	Exit	-	-	Night	-	Book store open until 10 pm	...	
CC02	X station/R station	Entry	Home	Weekday	Morning	-	Juice stand open early morning	...	
CC03	Y station/P station /Q station	Entry	Work	Weekday	Daytime	Chuo line (up)	Inside Z station cafe lunch	...	
CC04	Y station	Exit	Home	-	Evening	-	Deli time service	...	
CC05	Z station	Exit	Private	Holiday	Daytime	-	Shop open	...	
CC06	...						...		

Content ID	Presentation condition						Ticket gate machine display	Detailed display
	Station	Entry/Exit	Type	Day-of-week	Time slot	Line		
CE01	-	Entry	-	-	-	Chuo line (up)	Chuo line (up) delayed	Chuo line (up) train delayed at X:XX
CE02	-	Entry	-	-	-	Chuo line (down)	Chuo line (down) delayed	...
CE03	-	Entry	-	-	-	Yamanote line (inner)	Yamanote line (inner) delayed	
CE04	-	Entry	-	-	-	Yamanote line (outer)	Yamanote line (outer) delayed	

FIG. 13

42301	42302	42303	42304	42305	42306	42307	42308	42309
User ID	Entry/Exit	Station name	Type	Day-of-week	Time slot	Line	Departure/ Destination station	Frequency
U001	Entry	X station	Home	Weekday	Morning	Chuo line (up)	Y station	120
				Holiday	Noon	Chuo line (up), Keio-inokashira line (up)	Z station	1
		Y station	Work	Weekday	Night	Chuo line (down)	X station	20
	Exit	Z station	Private	Holiday	Night	Chuo line (down), Keio-inokashira line (down)	X station	18
				Weekday	Night	Chuo line (down)	Y station	140
		X station	Home	Holiday	Night	Chuo line (down), Keio-inokashira line (down)	Z station	6
		Y station	Work	Weekday	Morning	Chuo line (up)	X station	20
		Z station	Private	Holiday	Noon	Chuo line (up), Keio-inokashira line (up)	X station	18
		P station	Home	Weekday	Morning	Sobu line (up)	Q station	
		Q station	Work	Weekday	Night	Sobu line (down)	P station	
U002	Entry	P station	Home	Weekday	Night	Sobu line (down)	Q station	
		Q station	Work	Weekday	Morning	Sobu line (up)	P station	
	Exit	P station	Home	Weekday	Night	Sobu line (down)	Q station	
		Q station	Work	Weekday	Morning	Sobu line (up)	P station	

FIG. 14

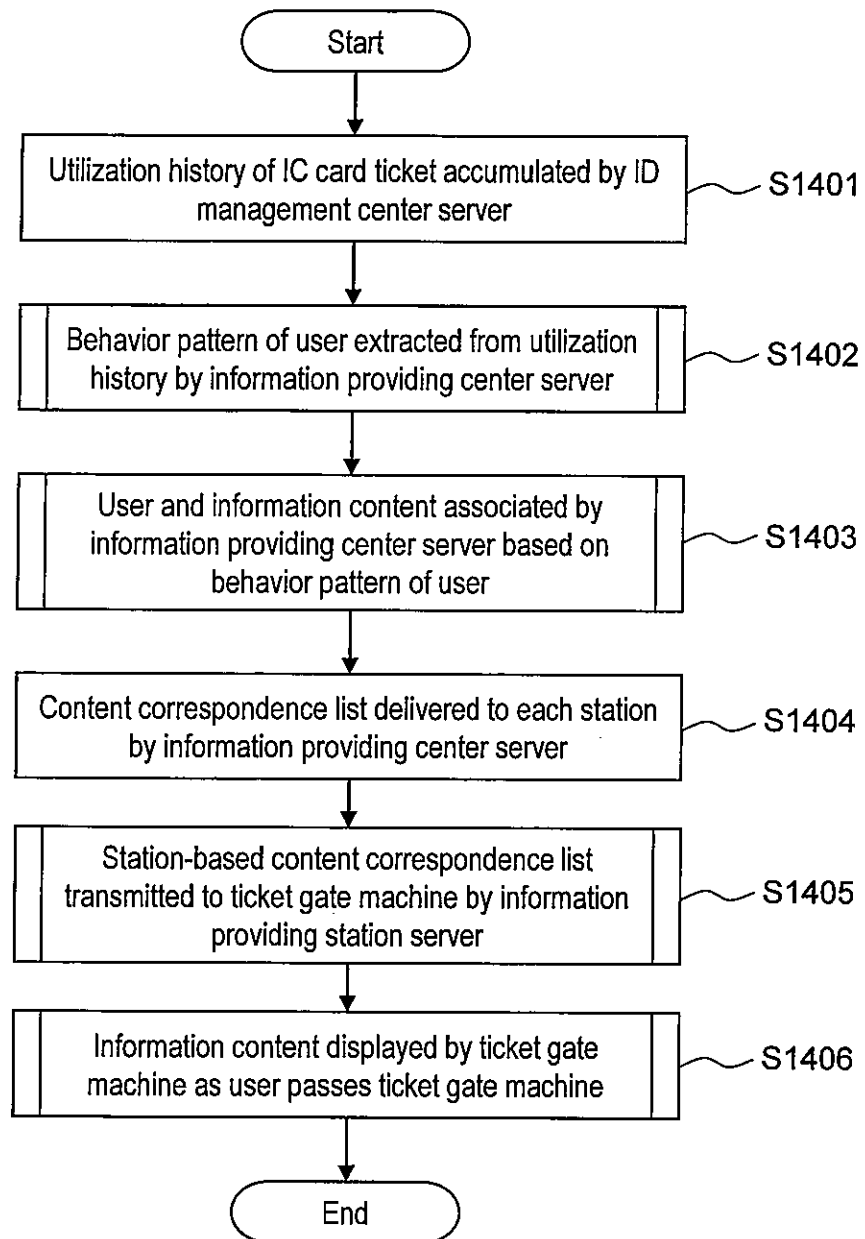


FIG. 15

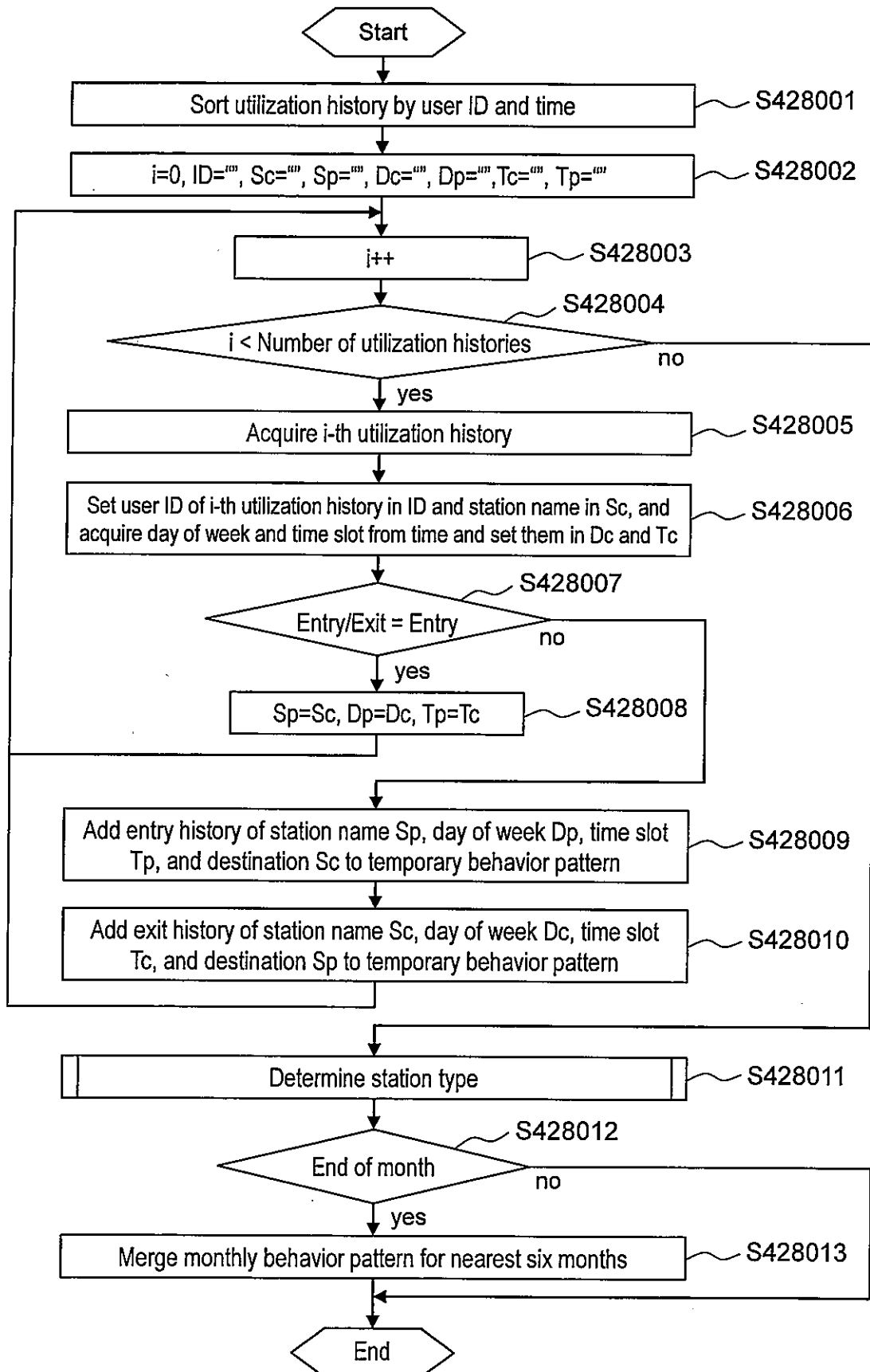


FIG. 16

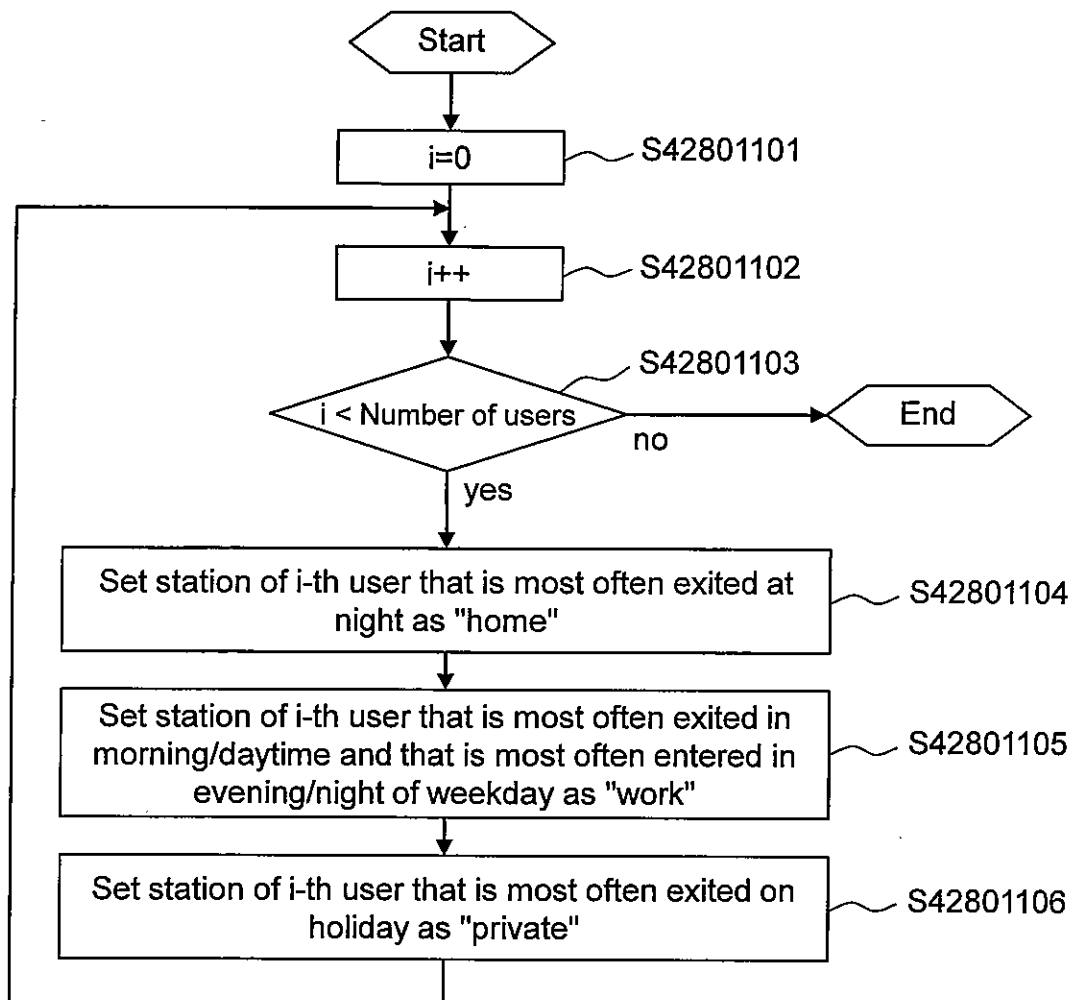


FIG. 17

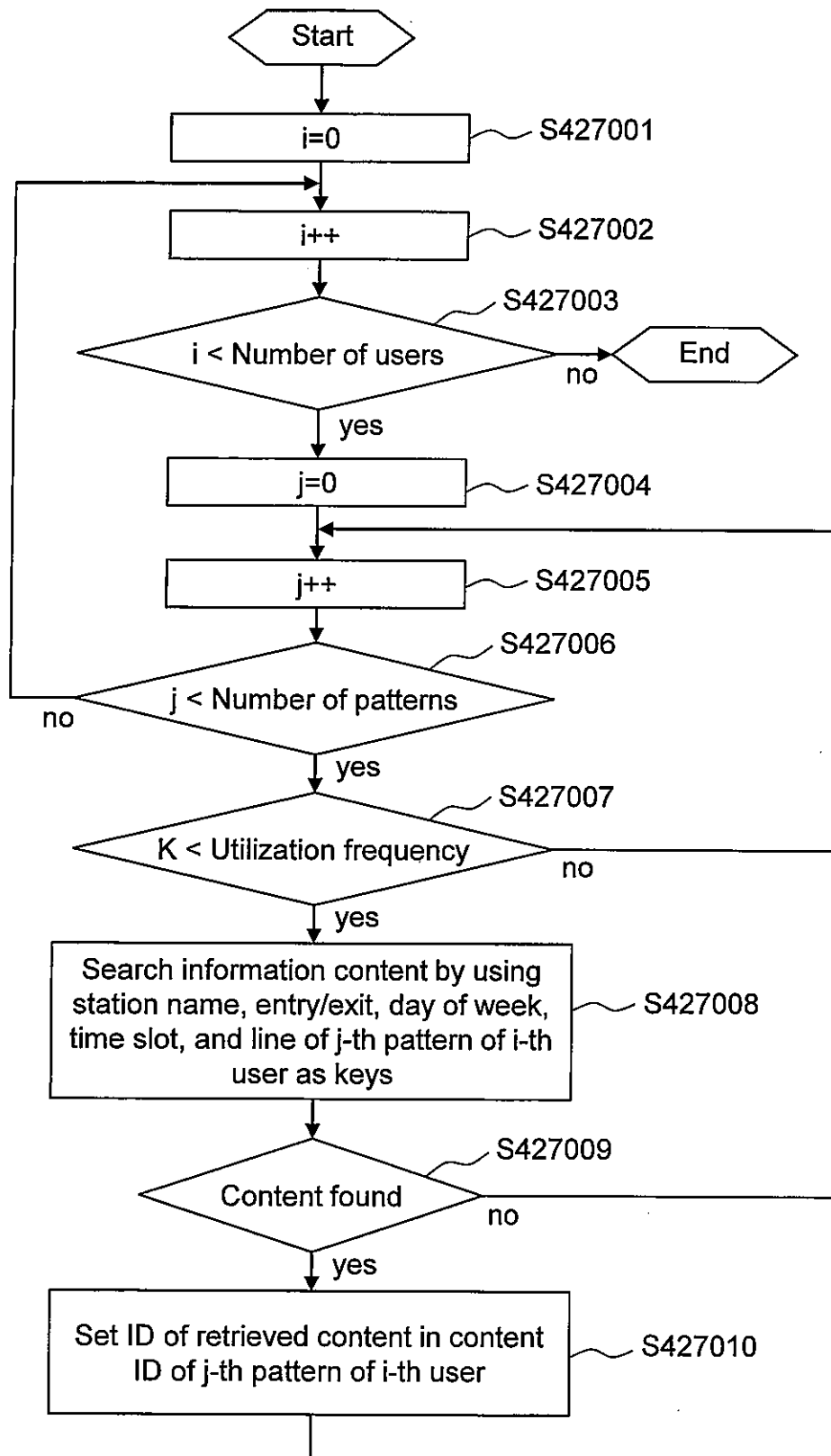


FIG. 18

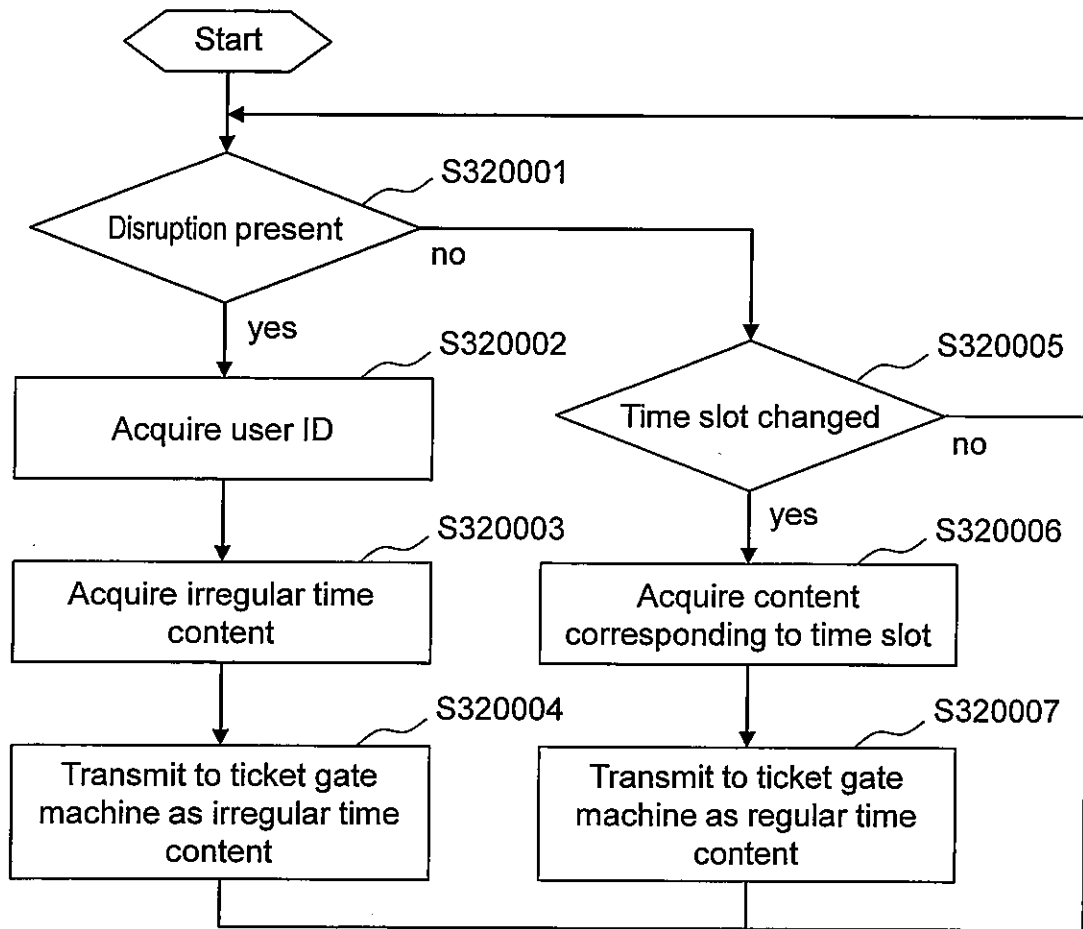


FIG. 19

