

FIG. 1

In the case of 1bit per symbol

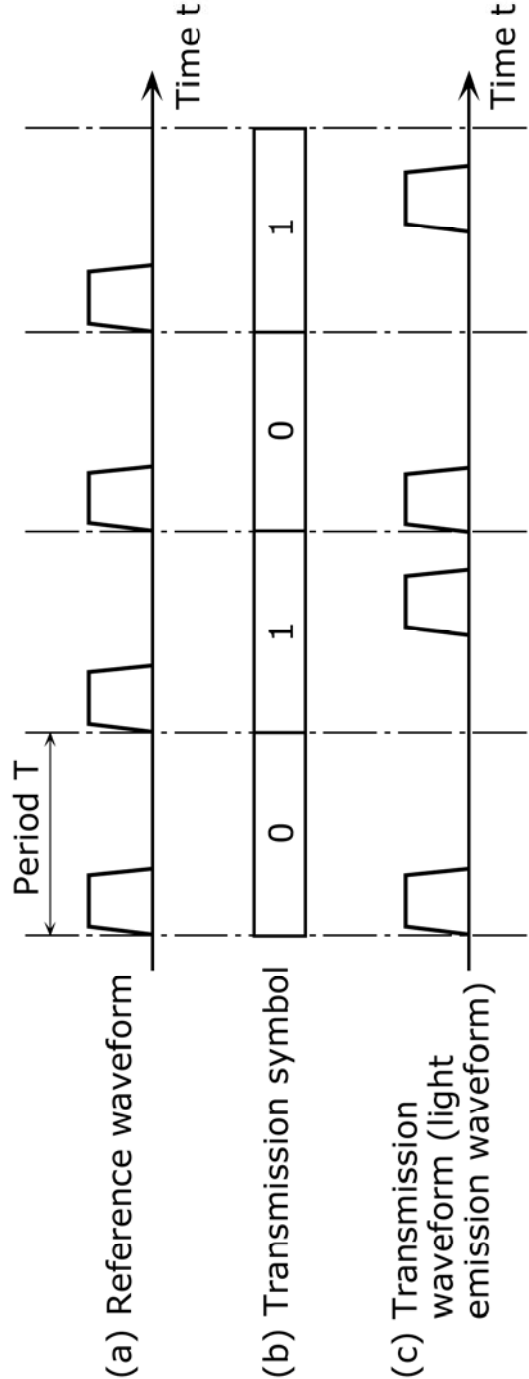


FIG. 2

In the case of symbol $0 \rightarrow 0$

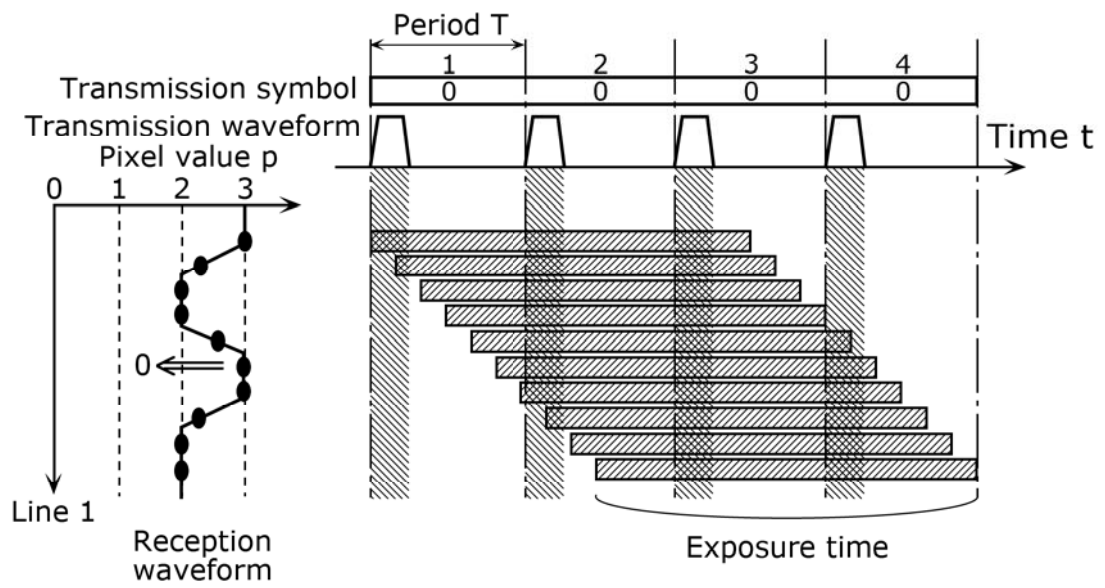


FIG. 3

In the case of symbol $0 \rightarrow 1$

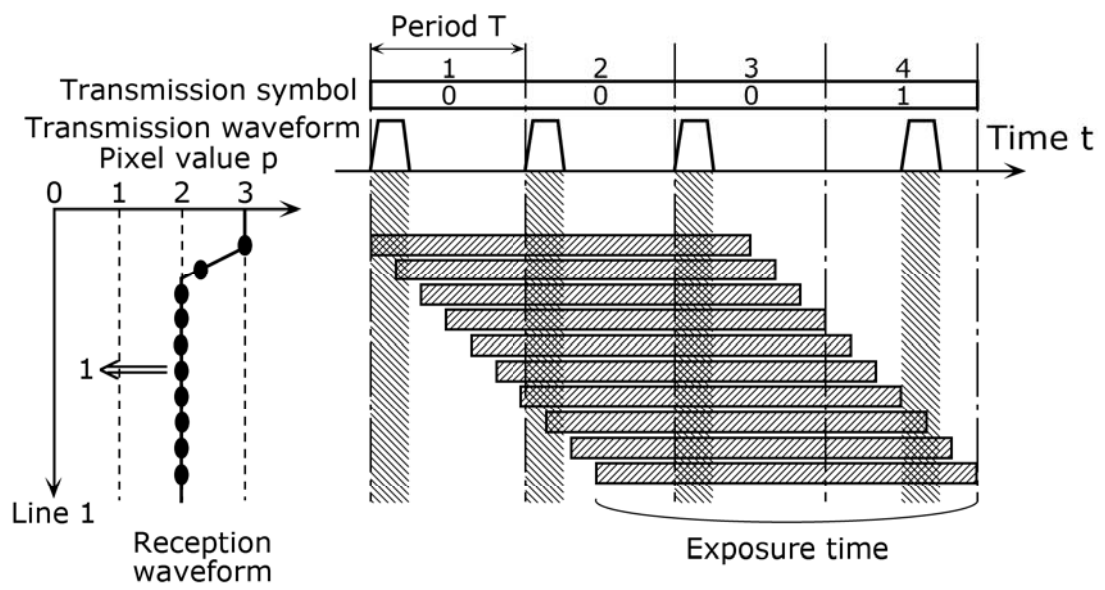


FIG. 4

In the case of symbol 1 $\rightarrow$ 0

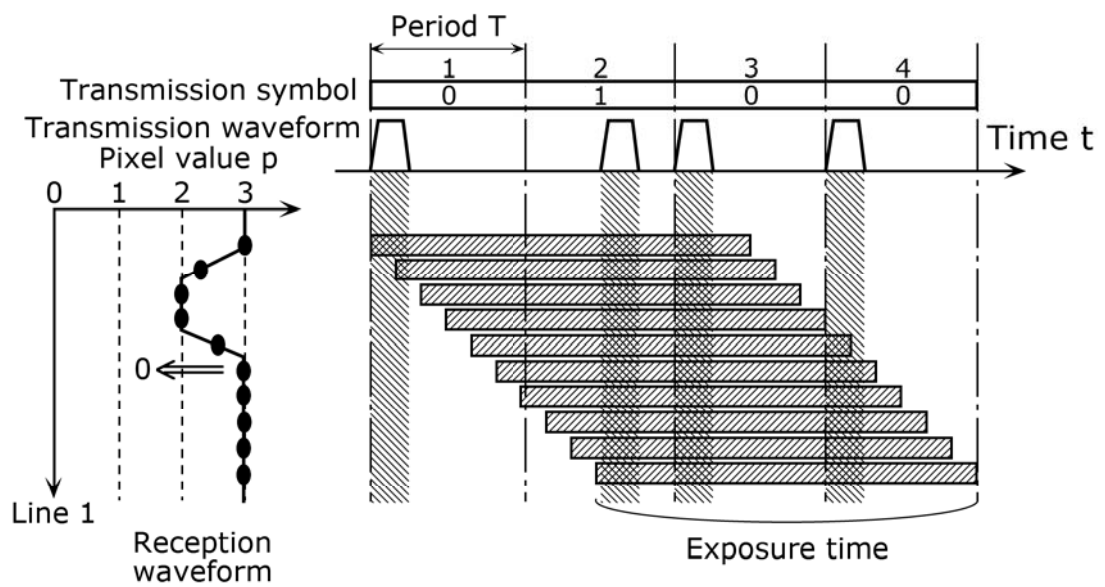


FIG. 5

In the case of symbol $1 \rightarrow 1$

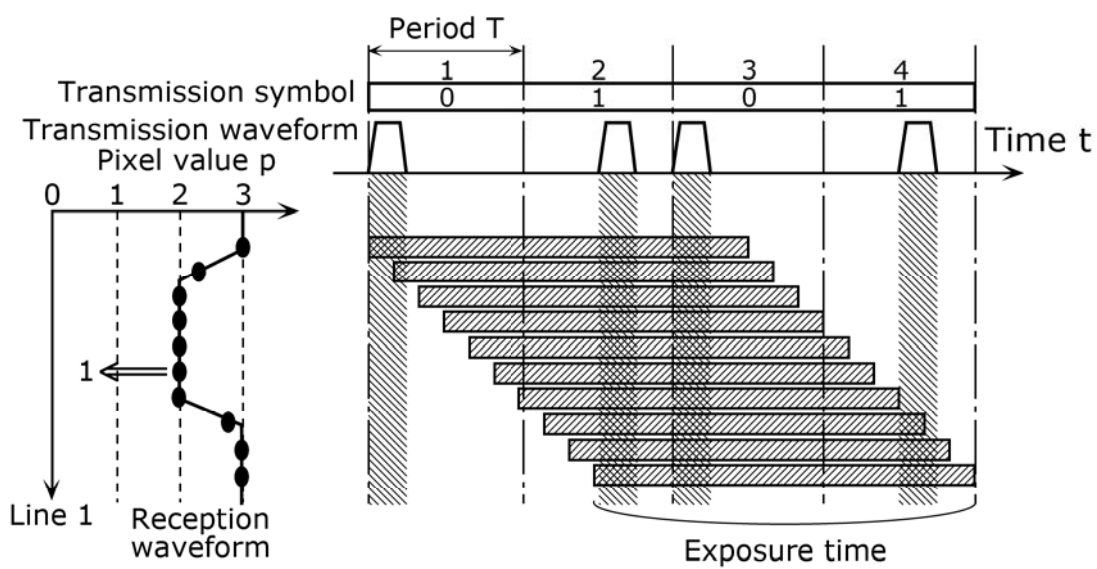


FIG. 6

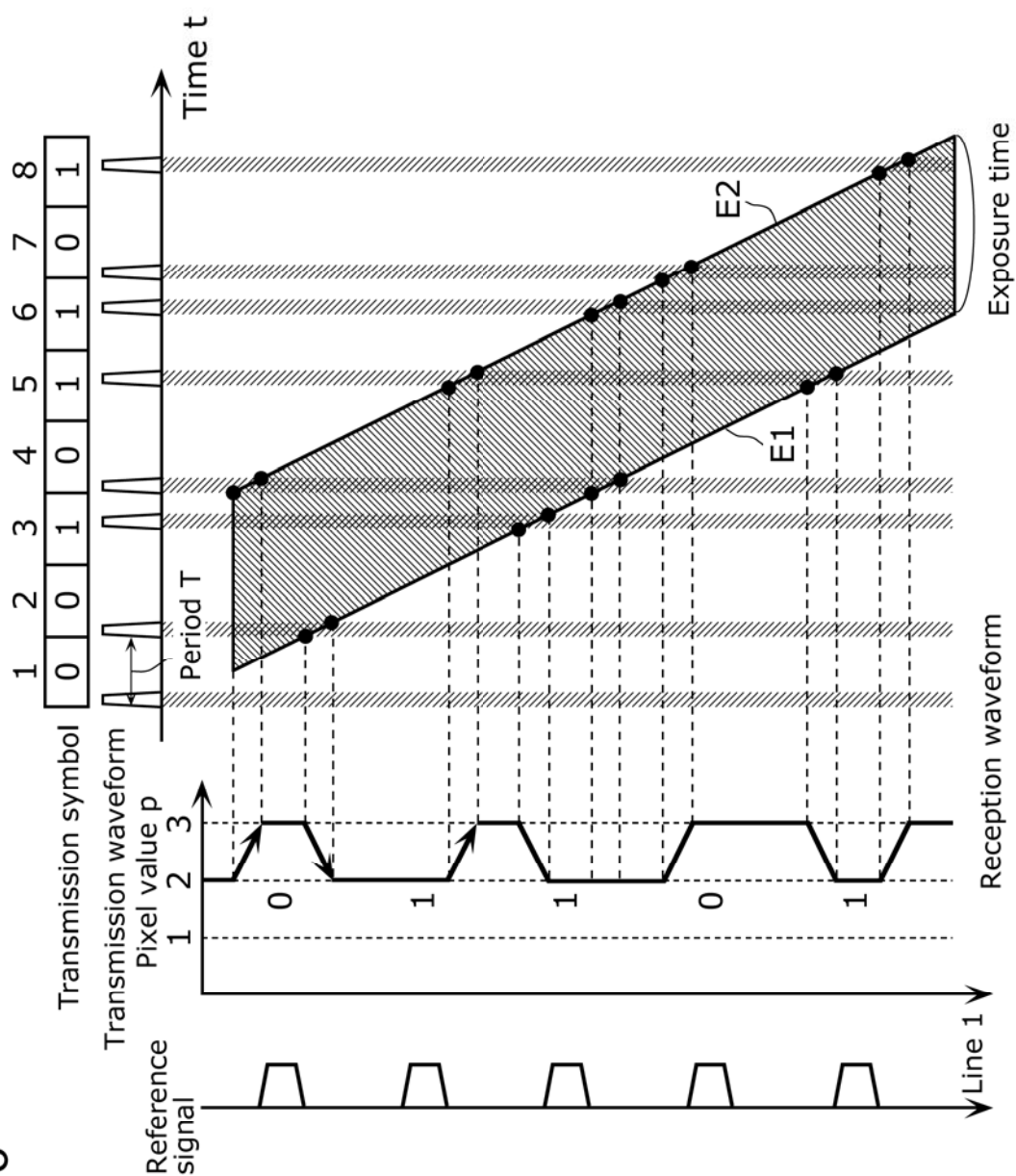


FIG. 7

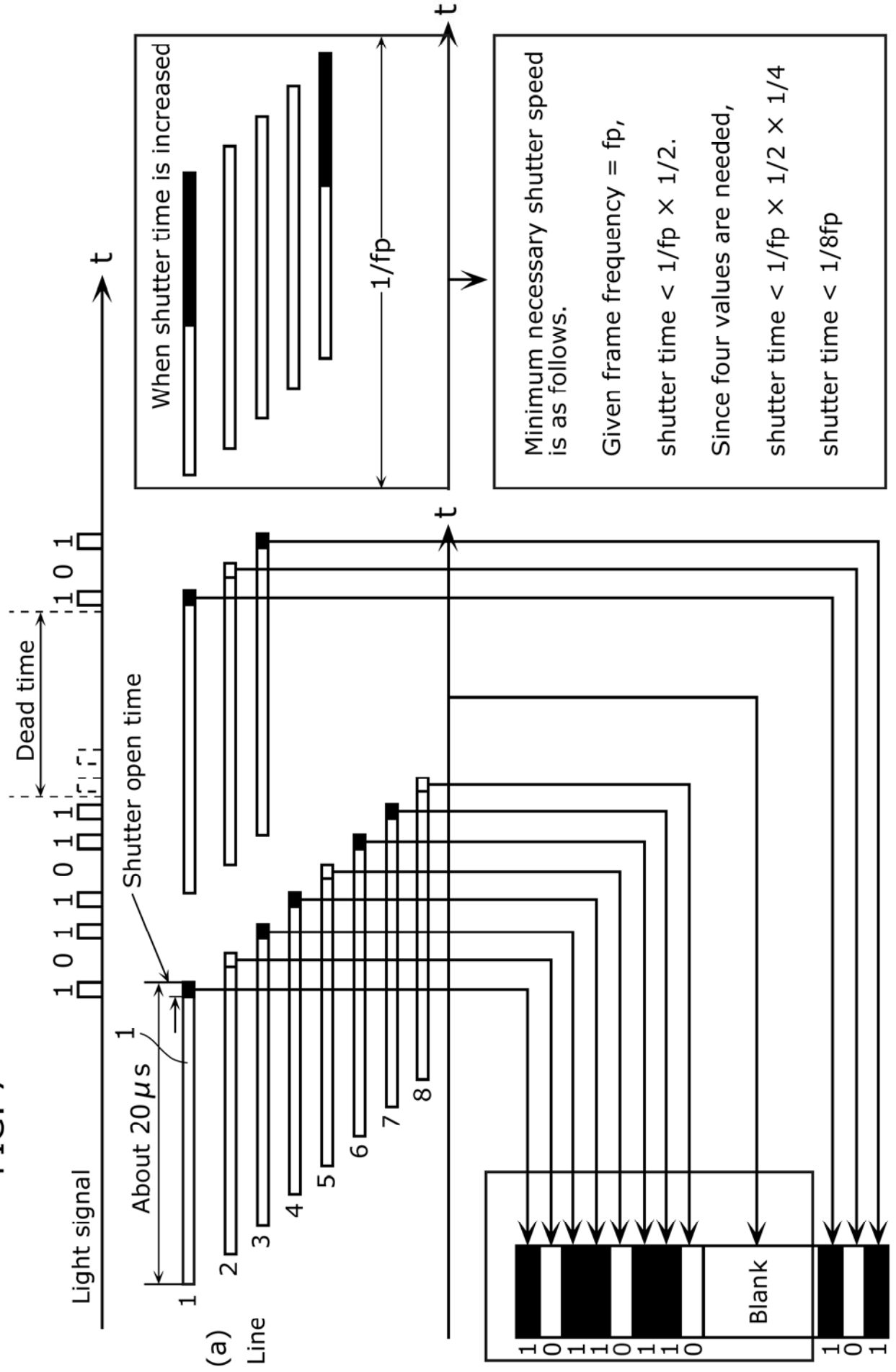


FIG. 8

(a) In the case of 2 lines per symbol

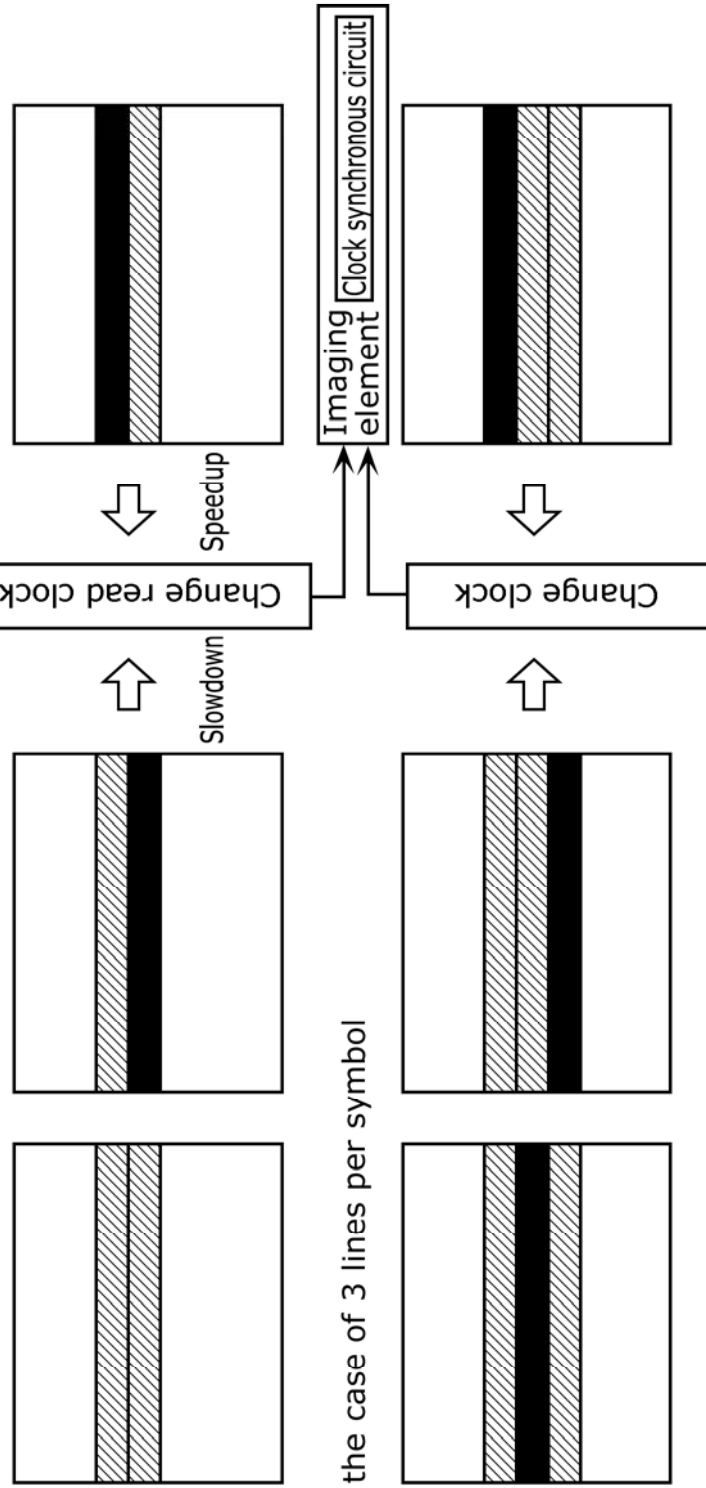


FIG. 9

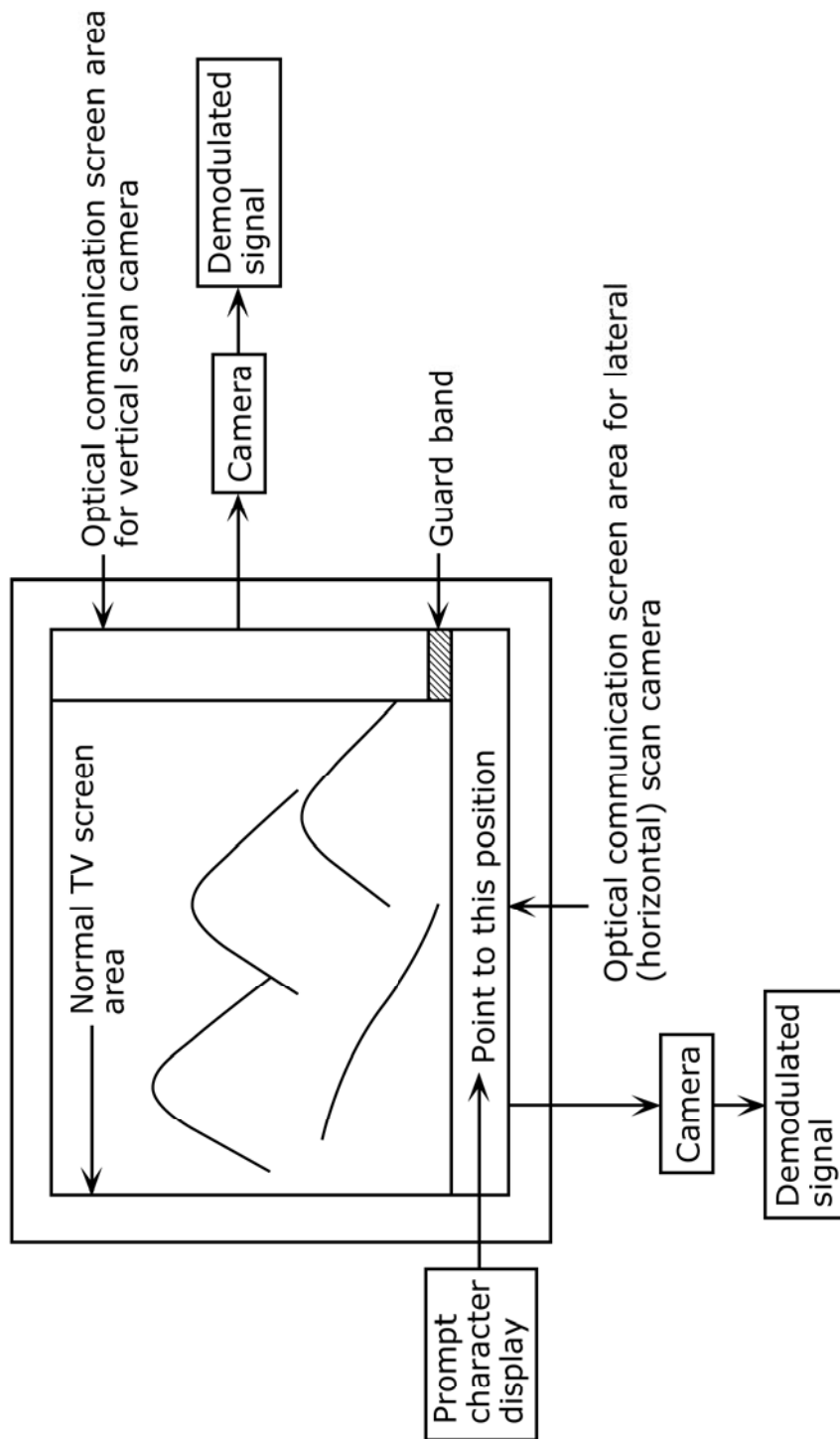


FIG. 10

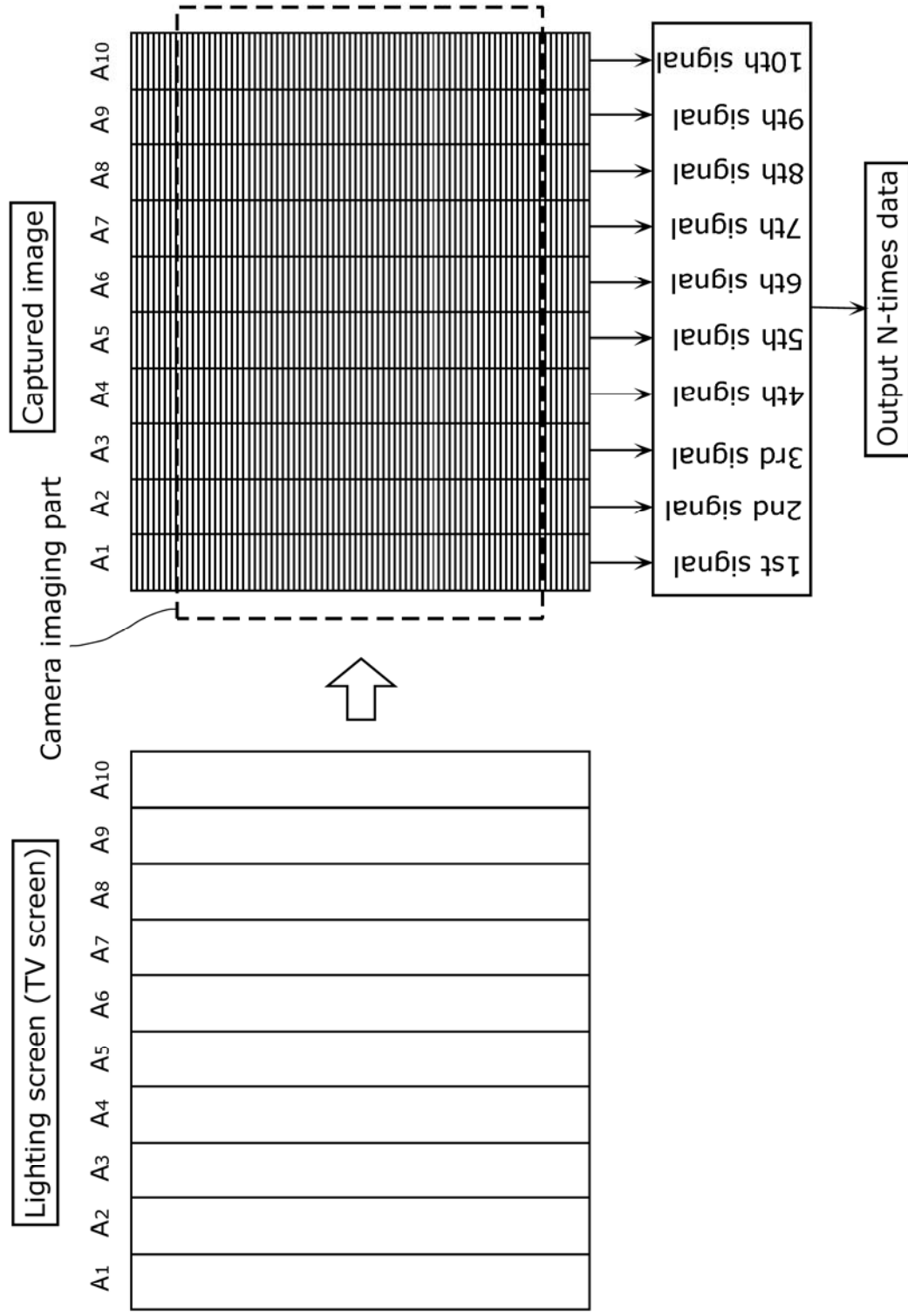


FIG. 11

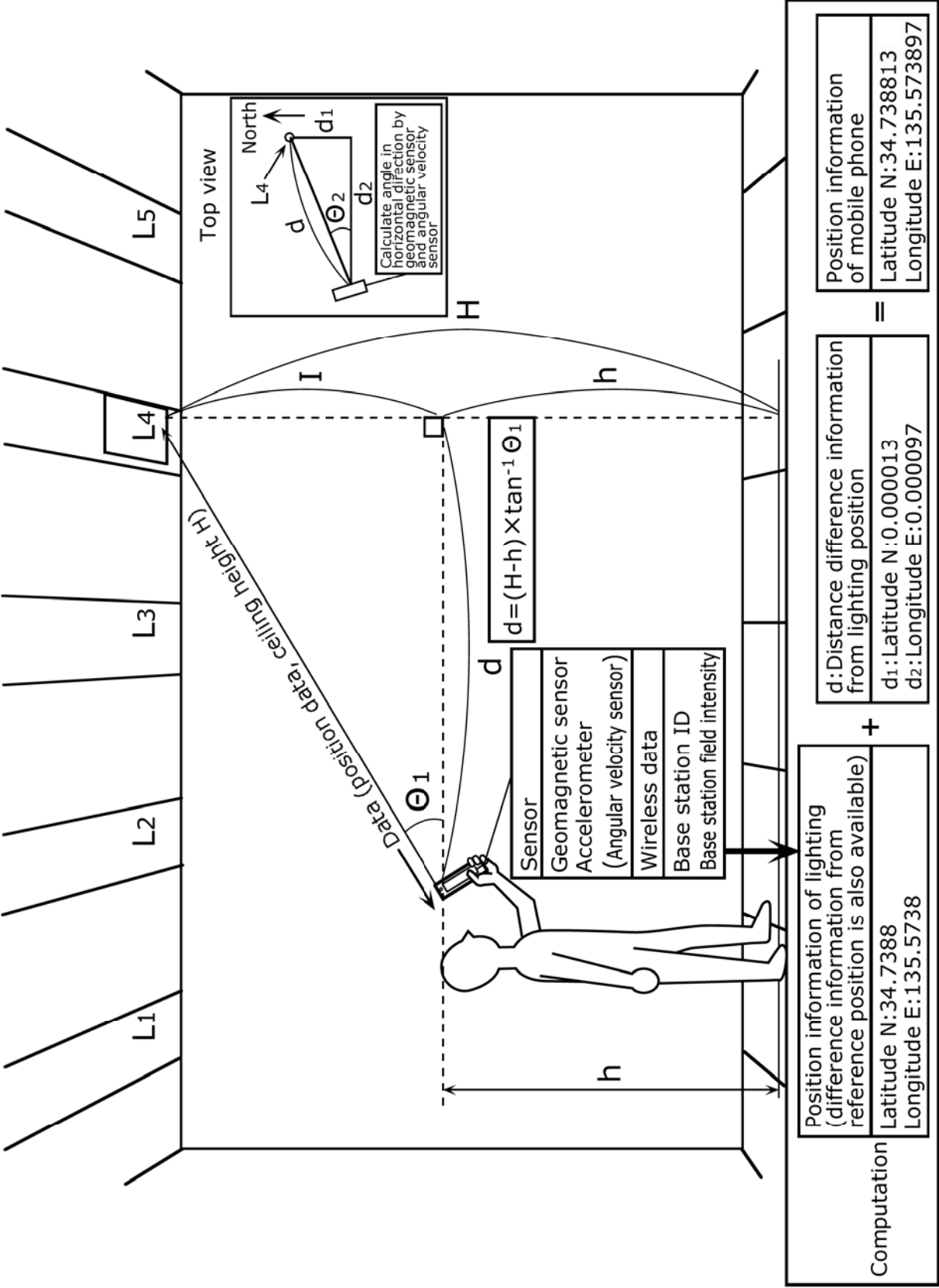


FIG. 12A

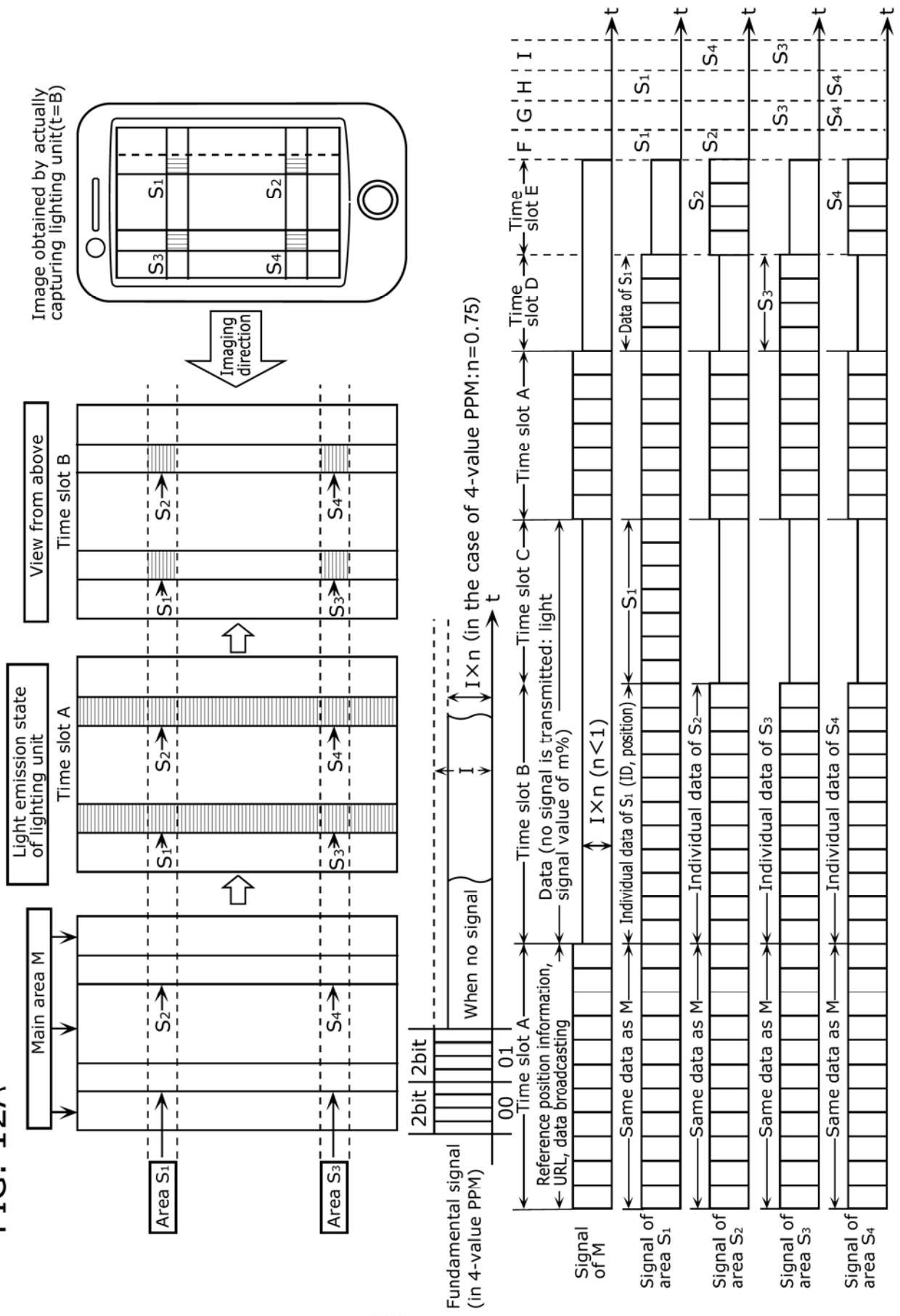


FIG. 12B

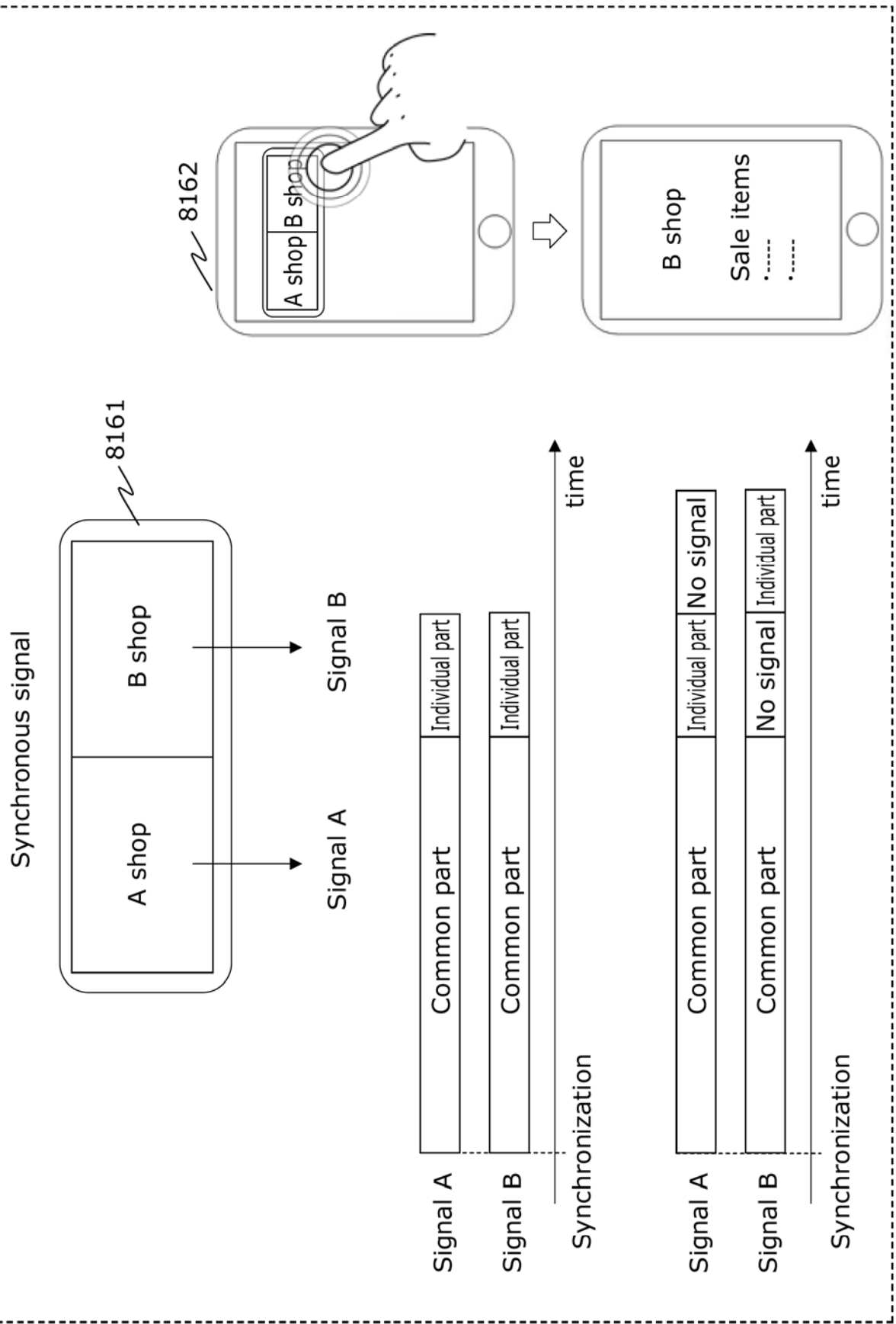


FIG. 12C

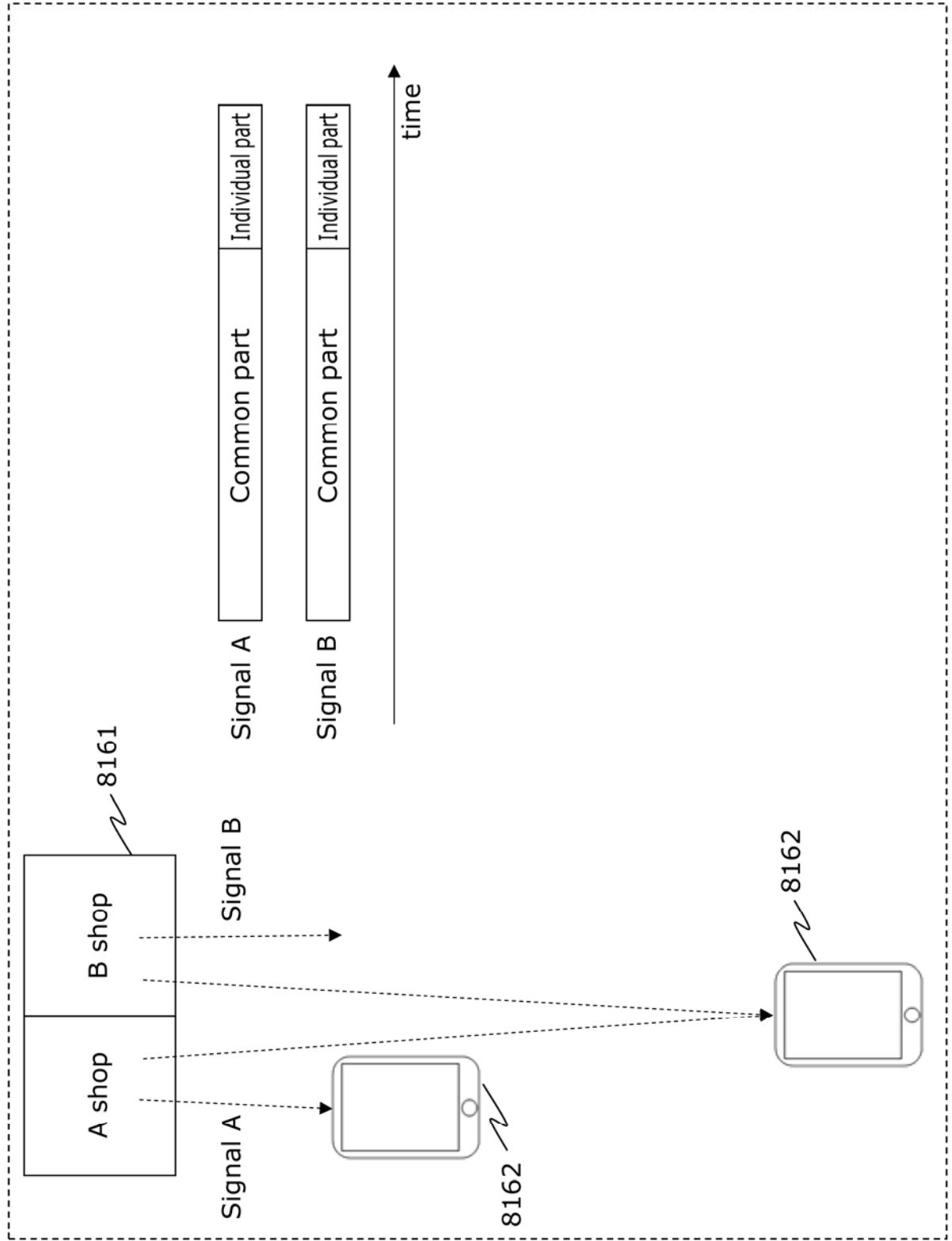


FIG. 13

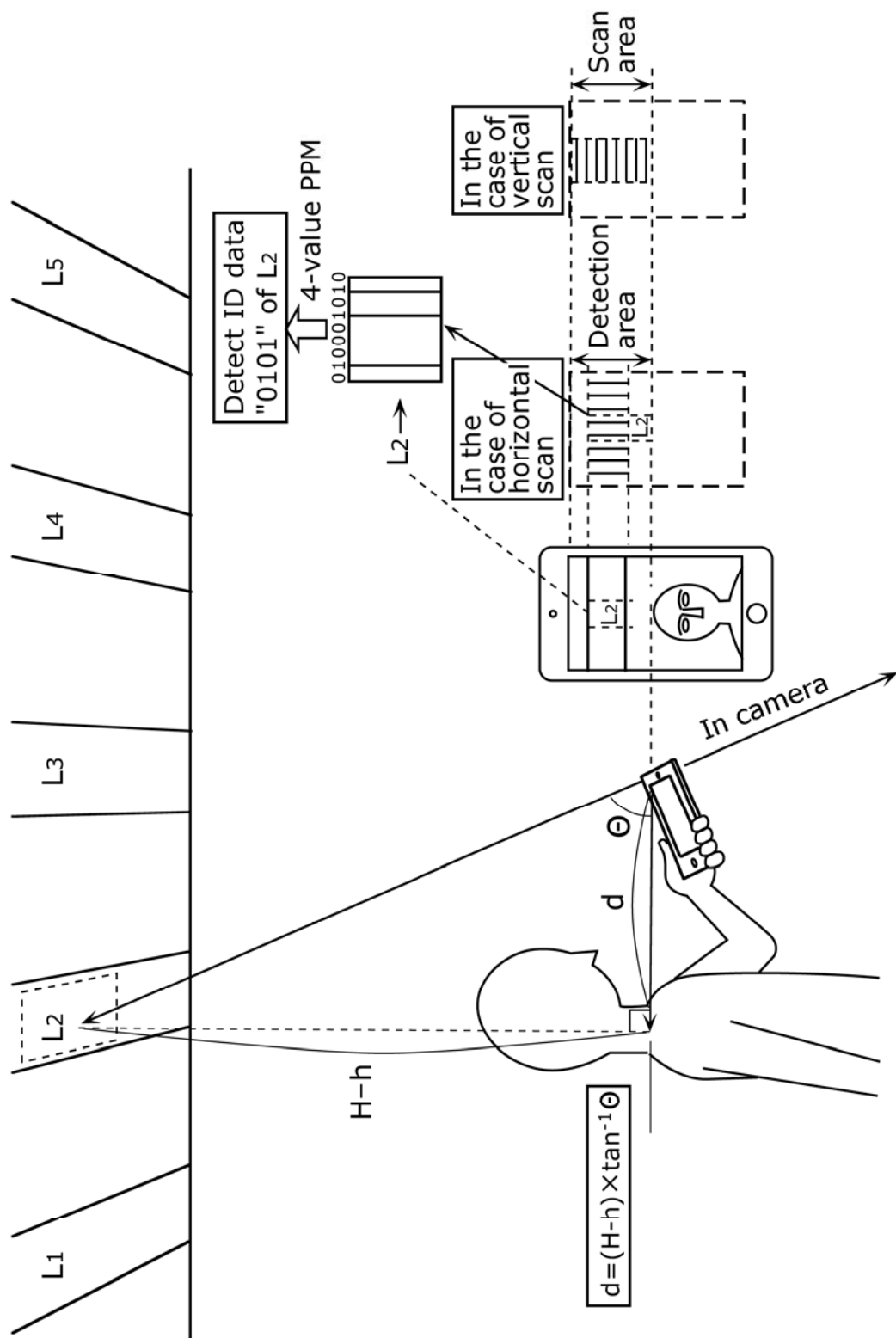


FIG. 14

L0: Transmission of common data: reference position information (latitude, longitude), ceiling height information, server URL, room shape information, difference information between ID number of each individual lighting and reference position information or relative position information or arrangement information of each ID, area-specific data broadcasting

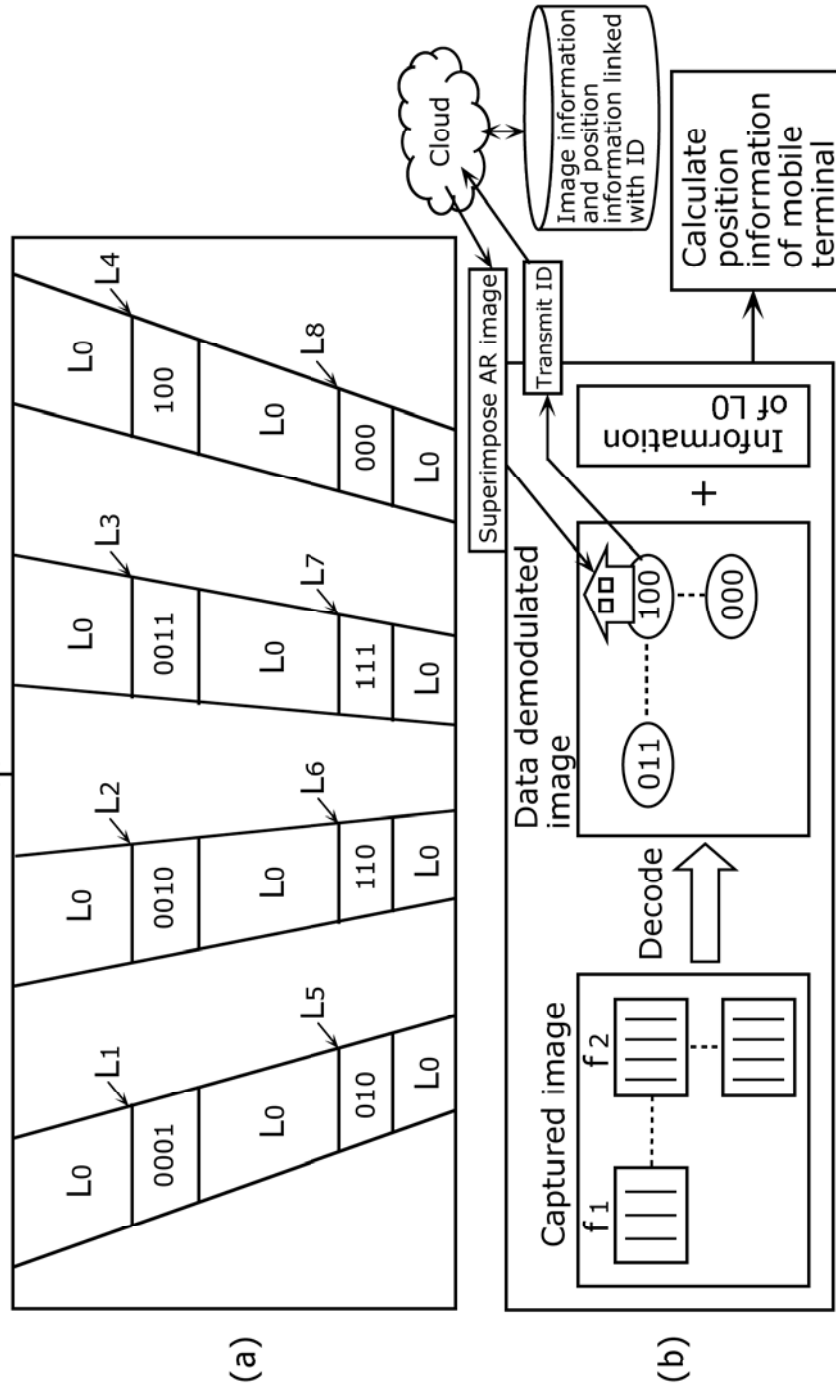


FIG. 15

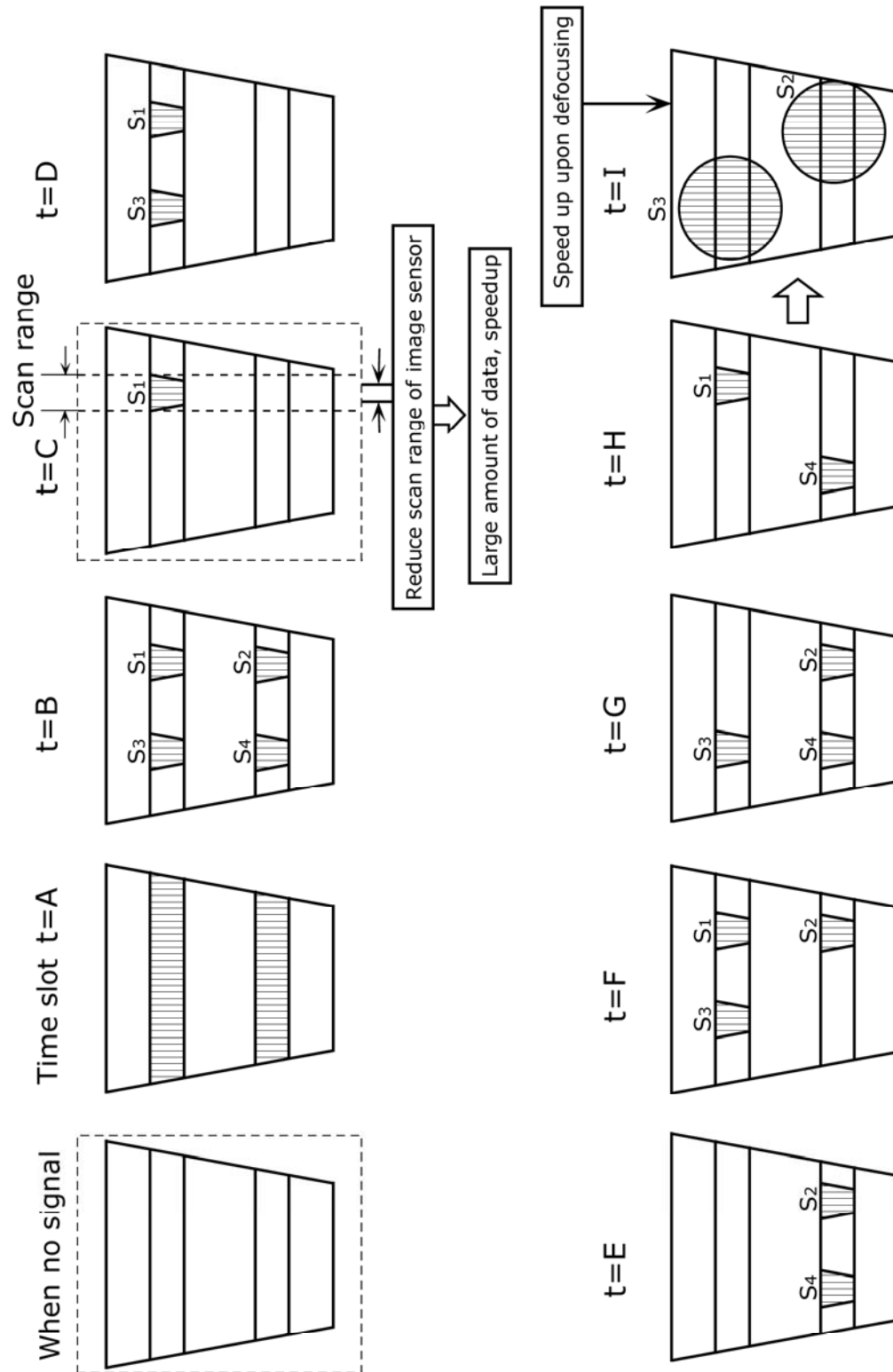


FIG. 16

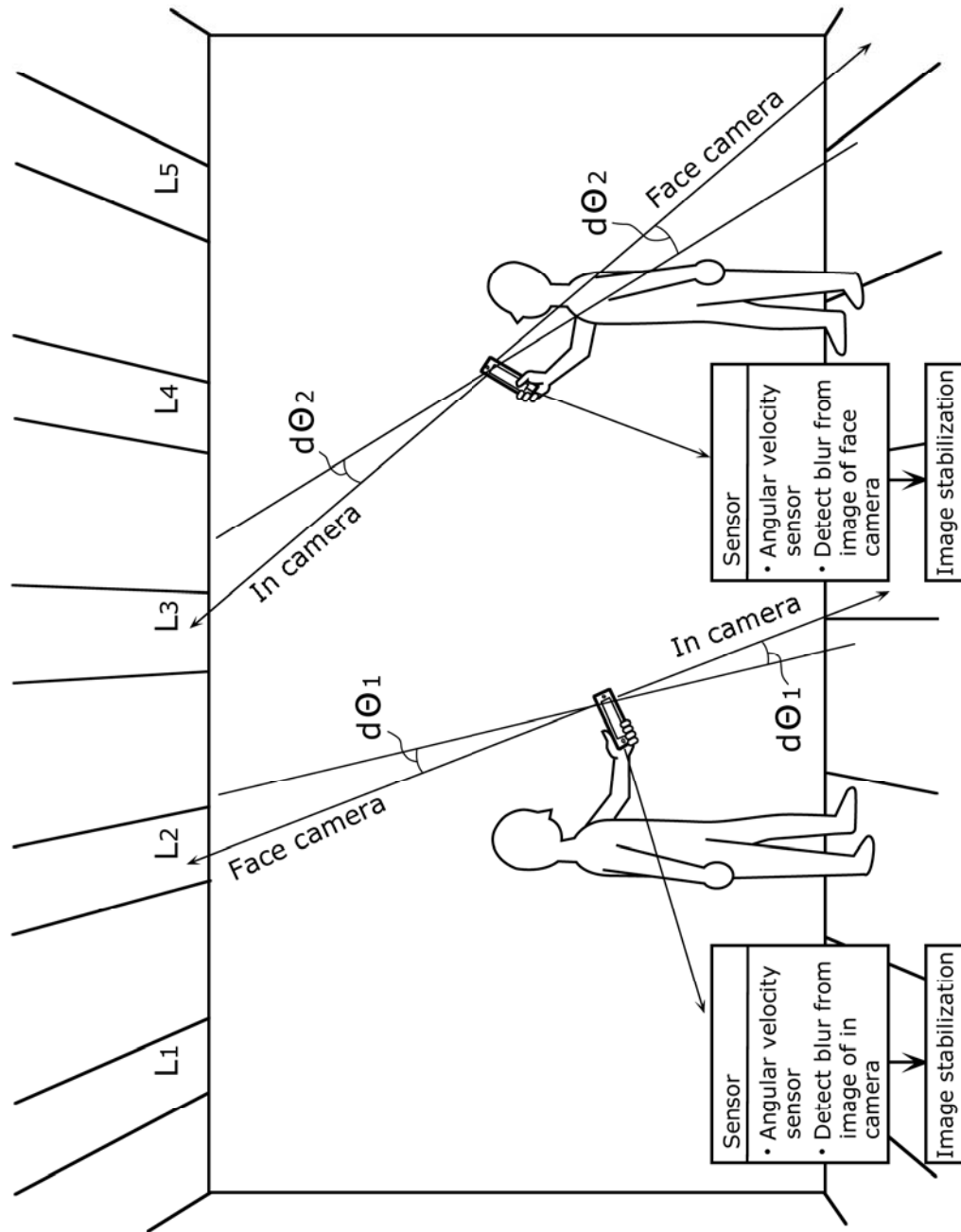


FIG. 17

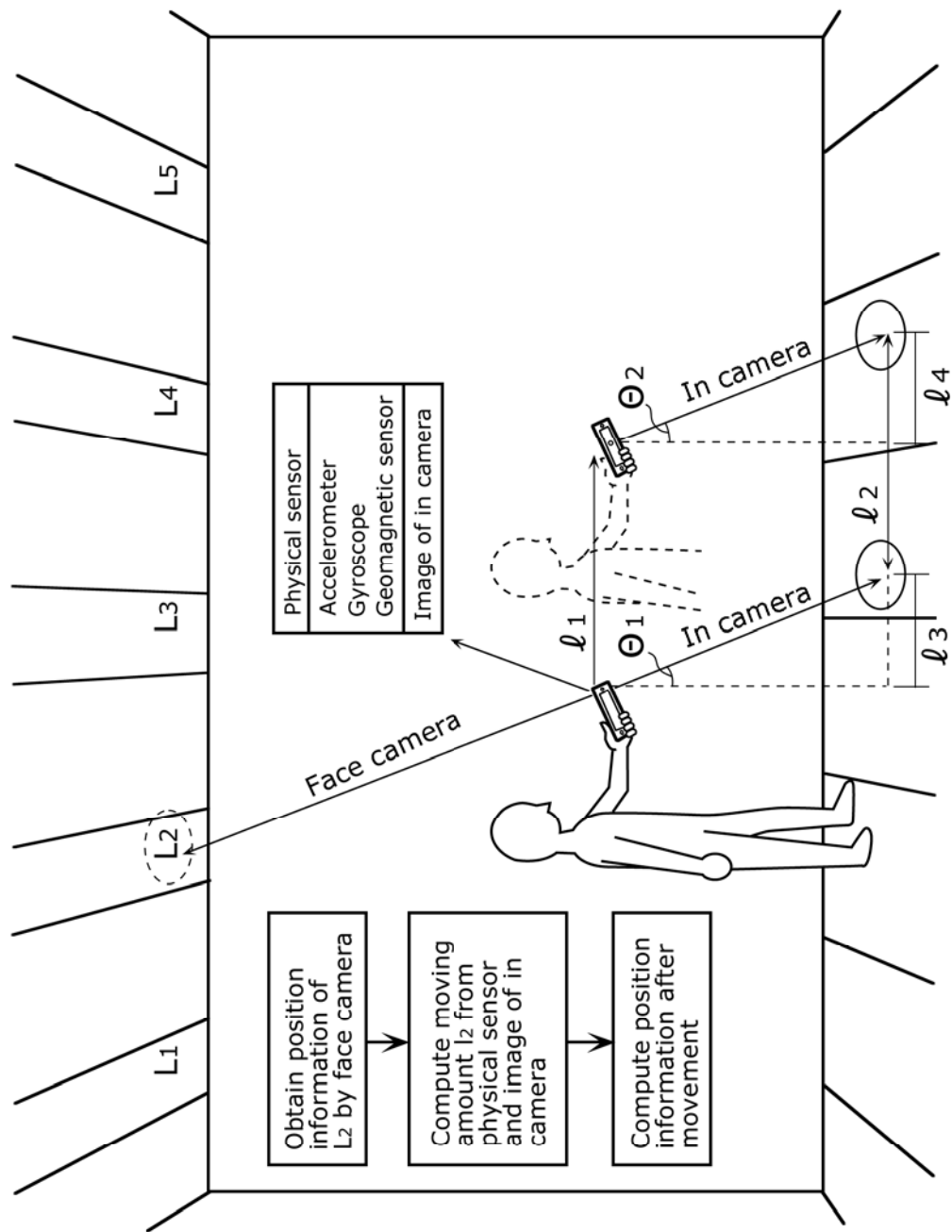


FIG. 18

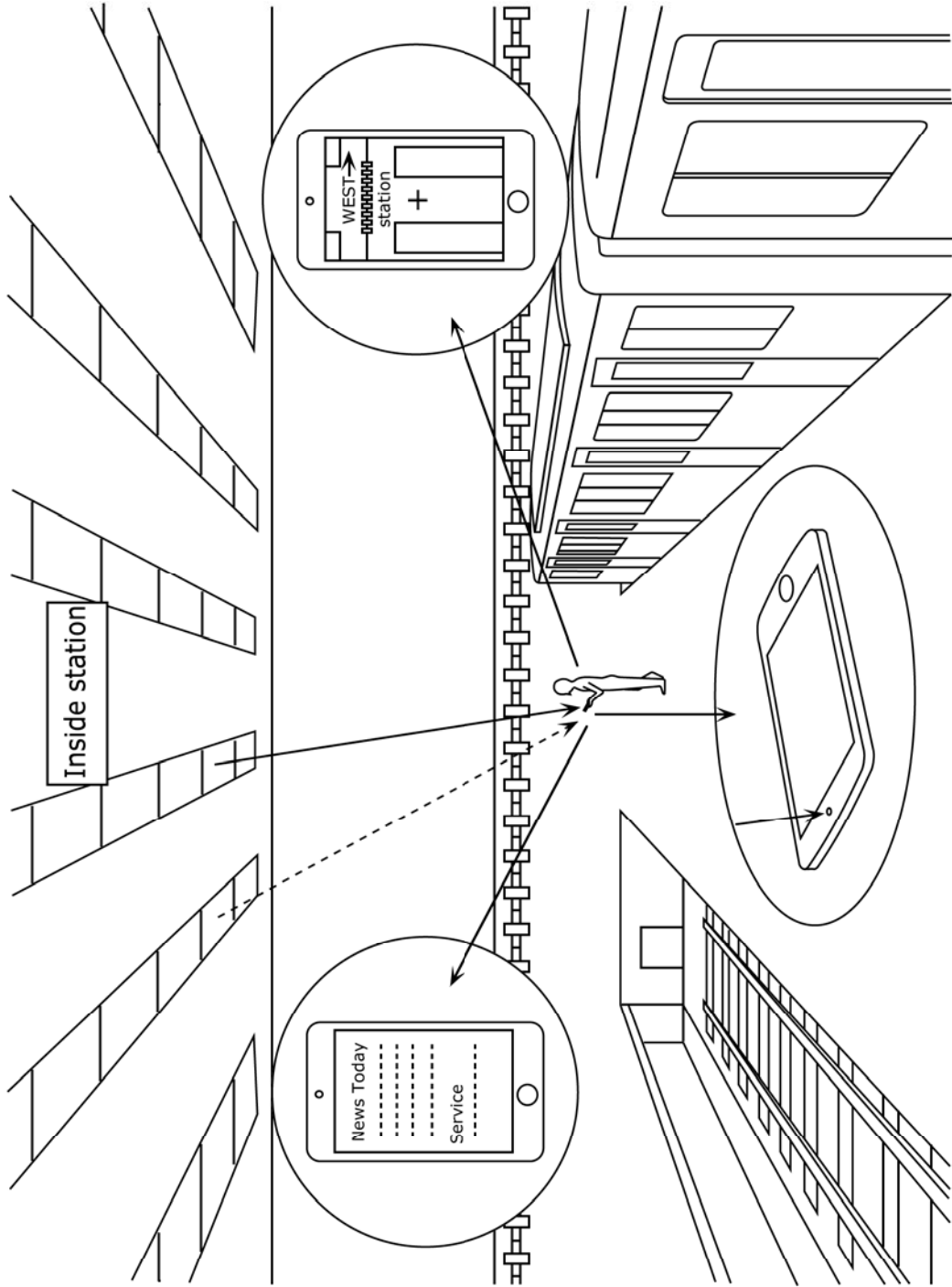


FIG. 19

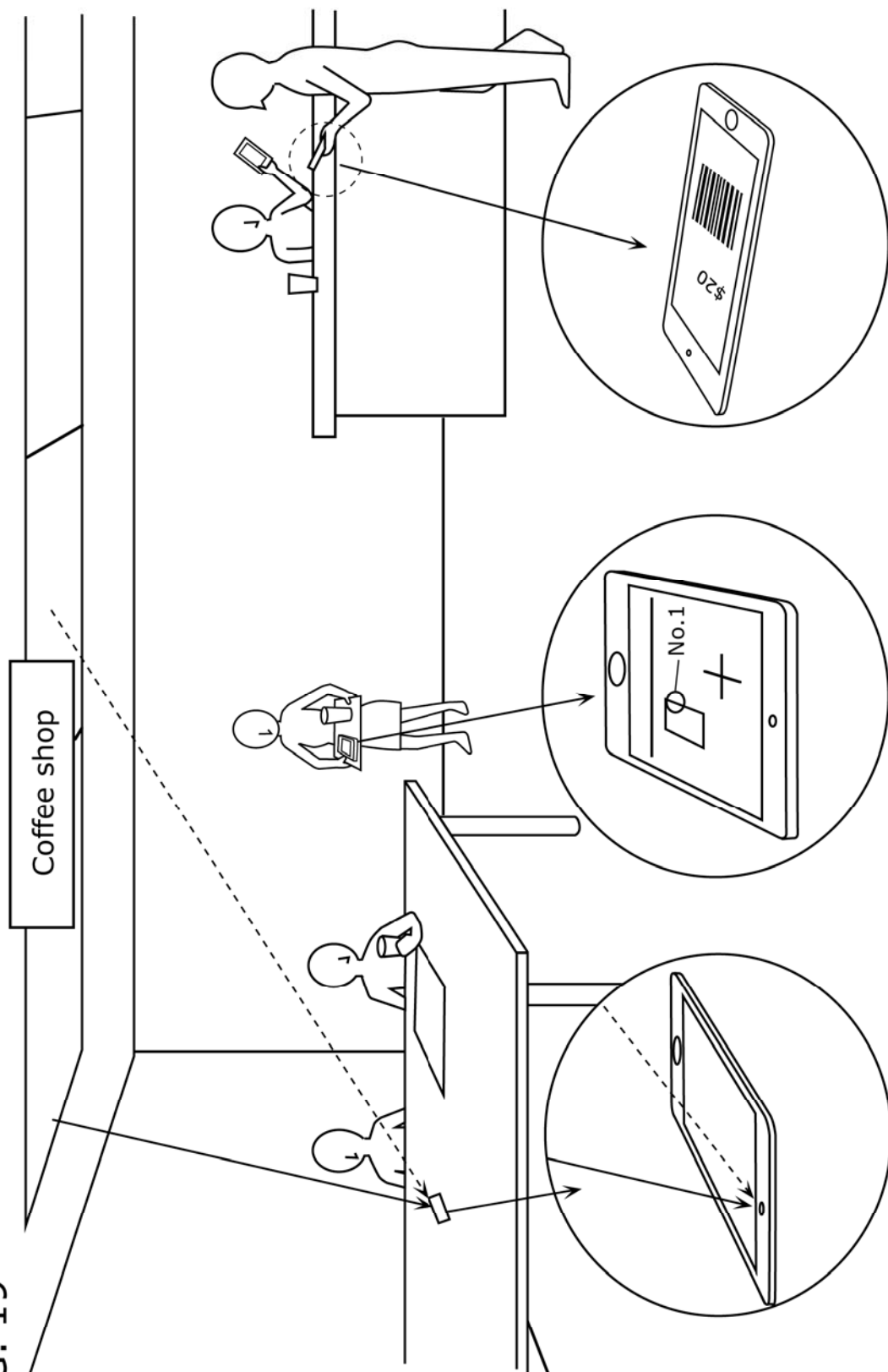


FIG. 20

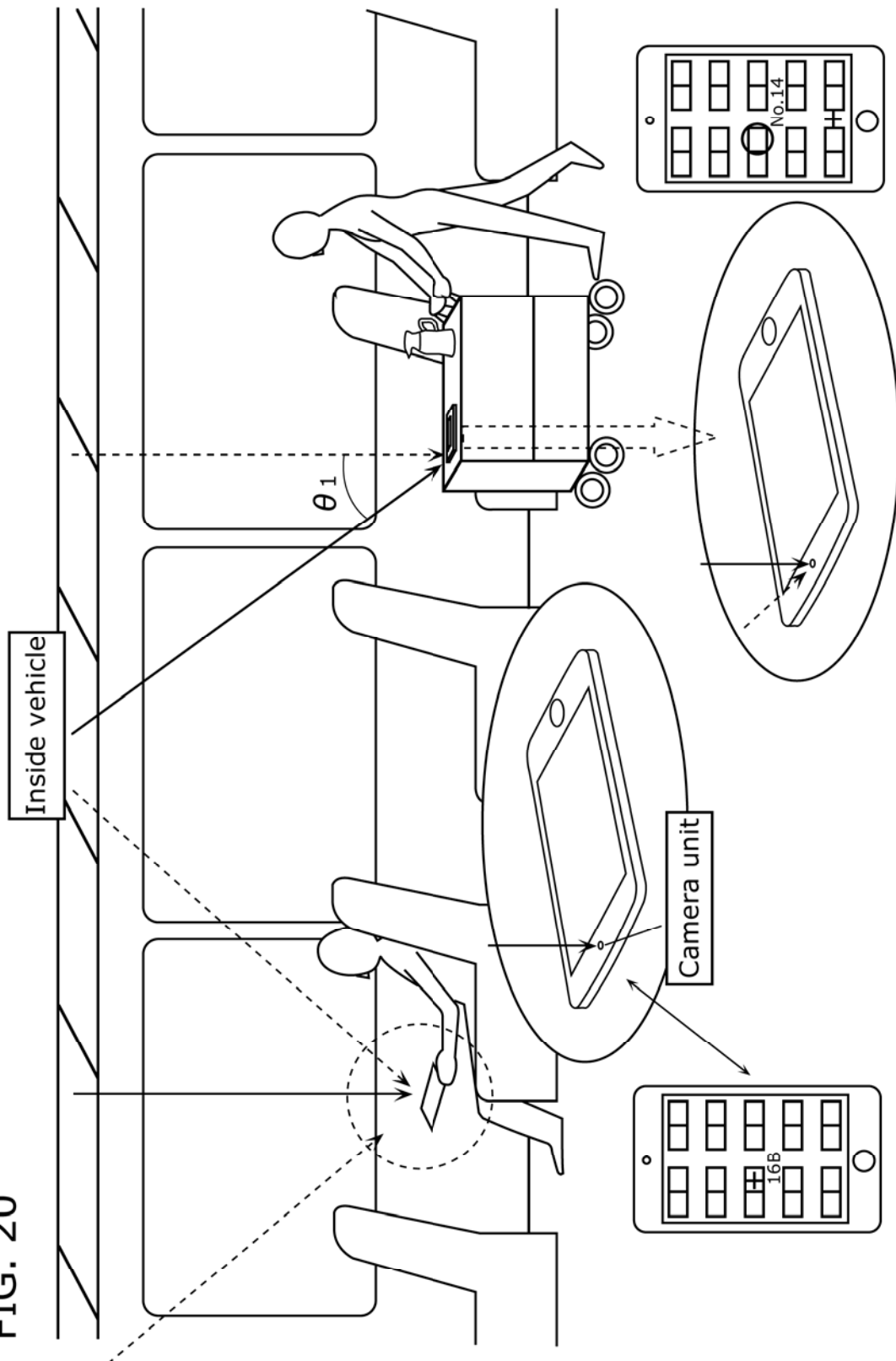


FIG. 21

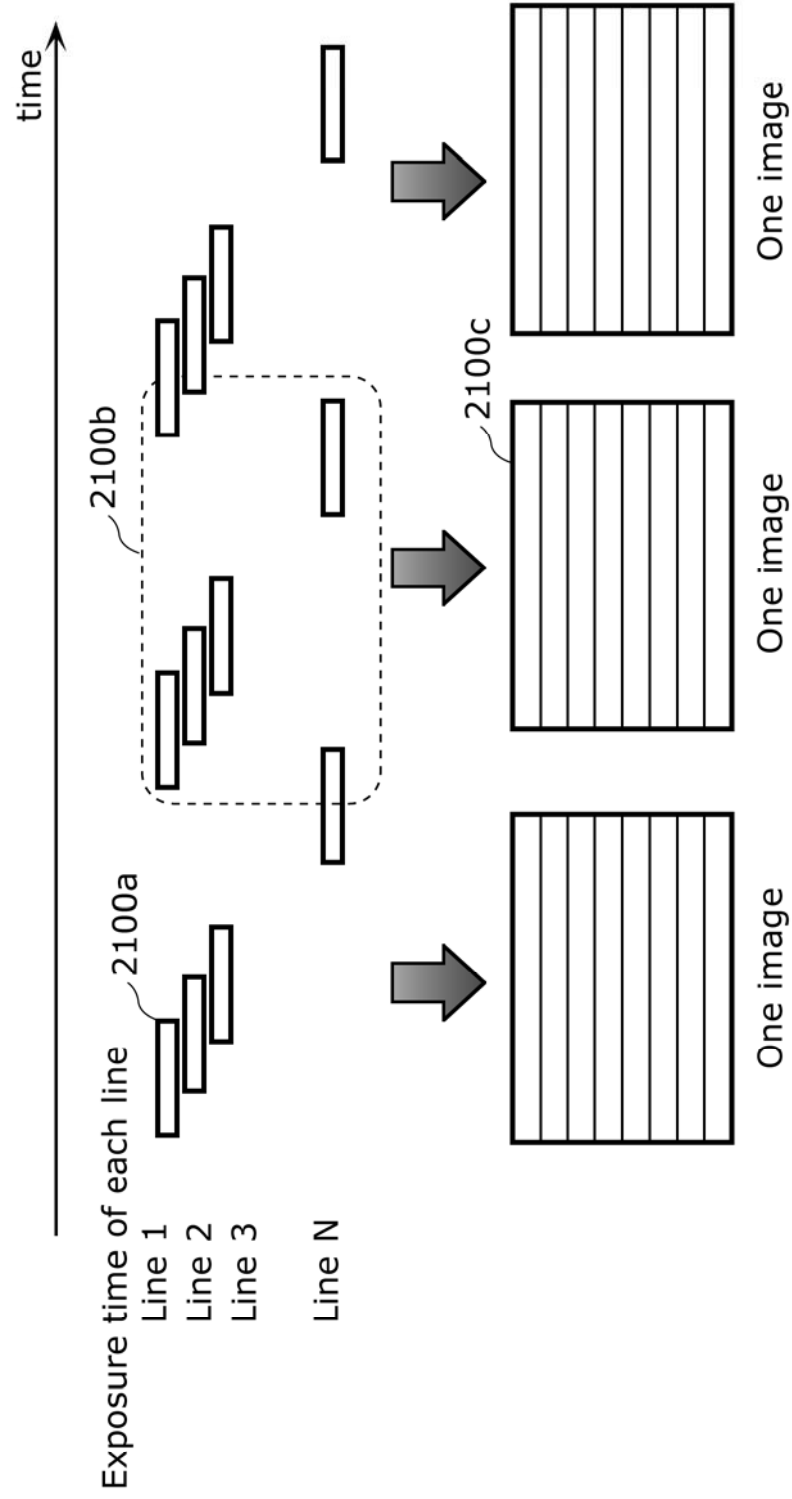
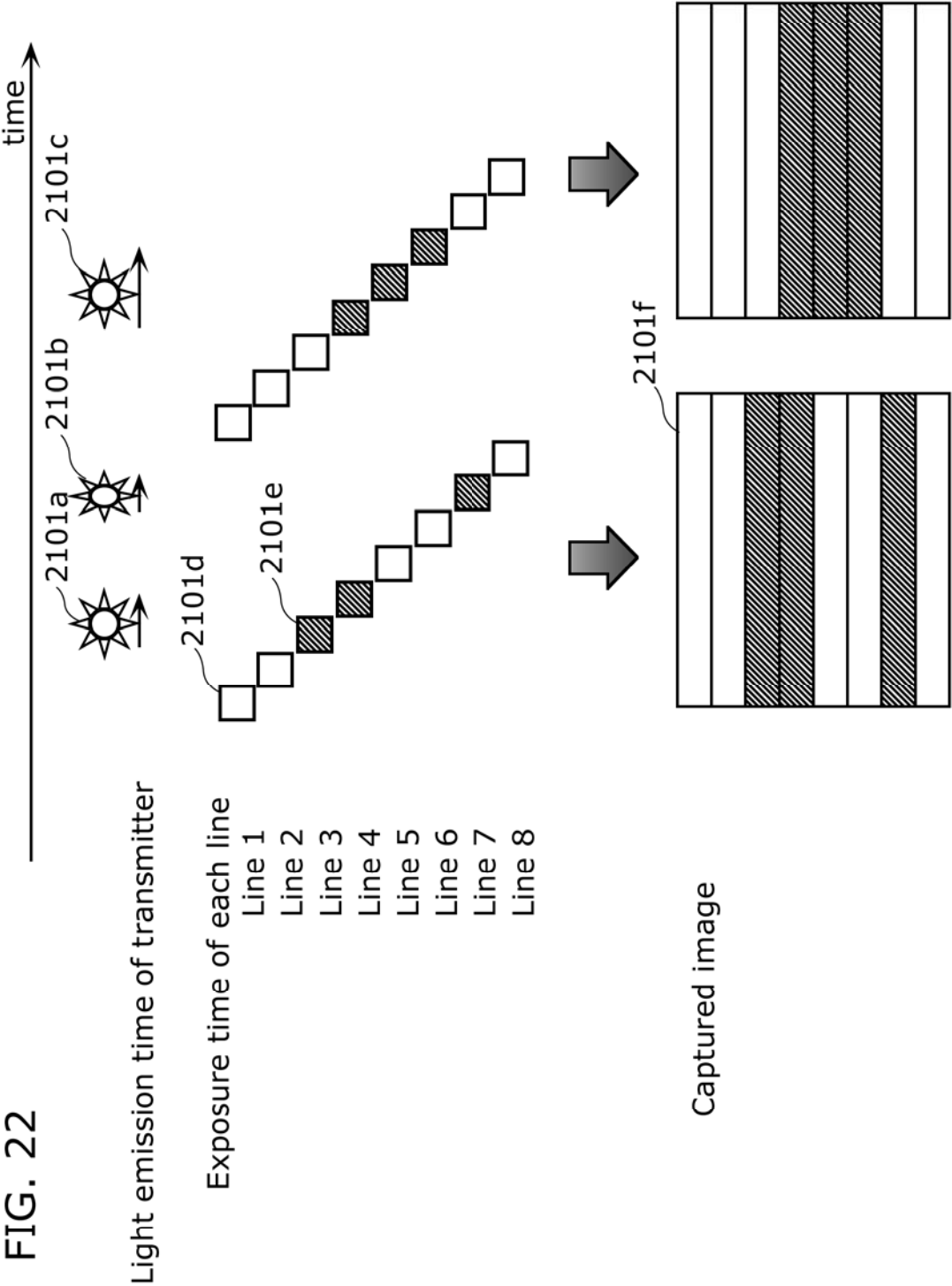


FIG. 22



A vertical arrow pointing upwards, labeled 'time'.

Diagram 2102e illustrates two sets of vertical bars, each preceded by a right-pointing arrow. The top set consists of seven bars with the following hatching patterns from left to right: white, white, white, diagonal lines (top-left to bottom-right), diagonal lines (bottom-left to top-right), diagonal lines (top-left to bottom-right), and white. The bottom set consists of seven bars with the following hatching patterns from left to right: white, white, diagonal lines (bottom-left to top-right), diagonal lines (top-left to bottom-right), white, white, and diagonal lines (bottom-left to top-right).

FIG. 24A

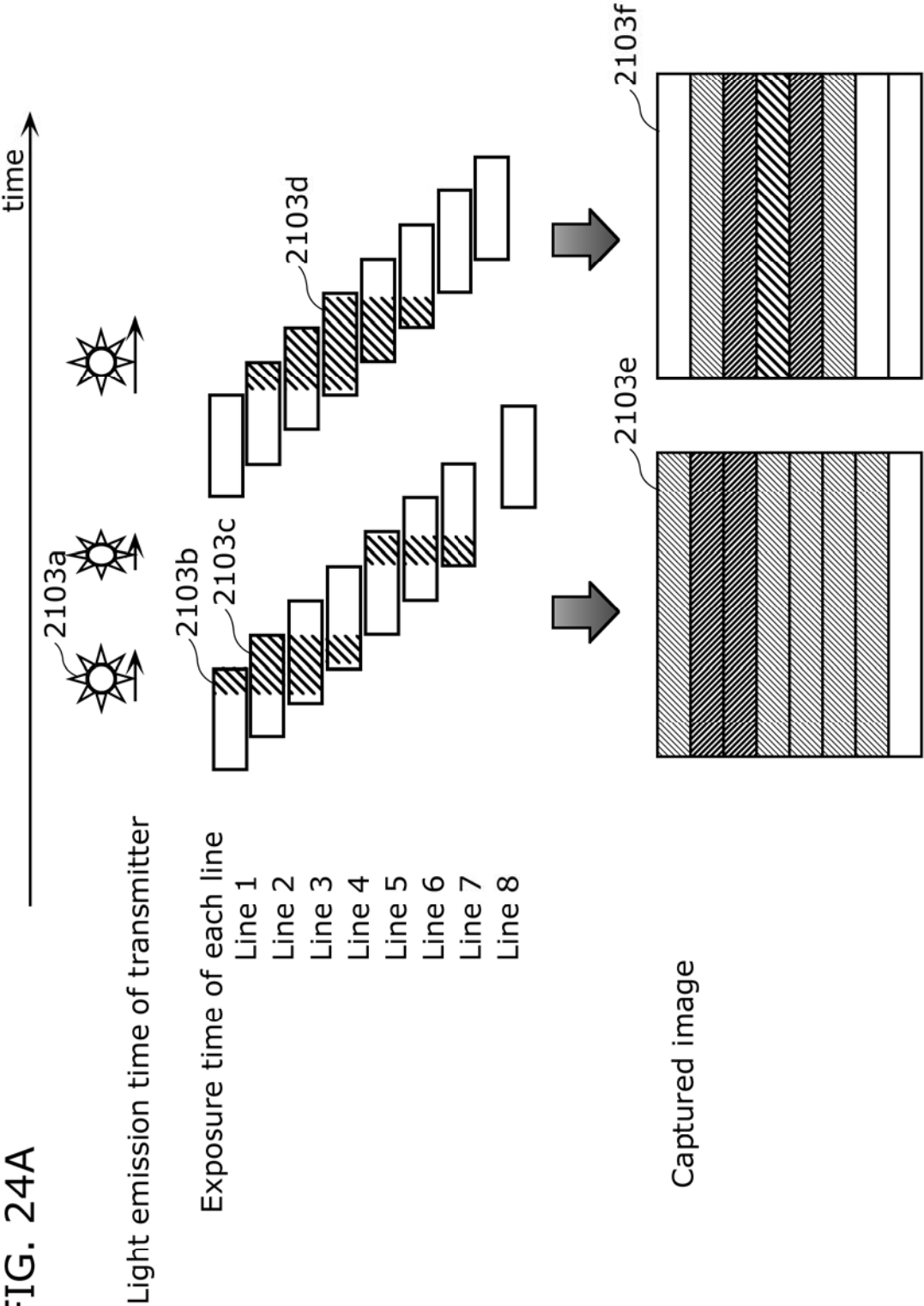


FIG. 24B

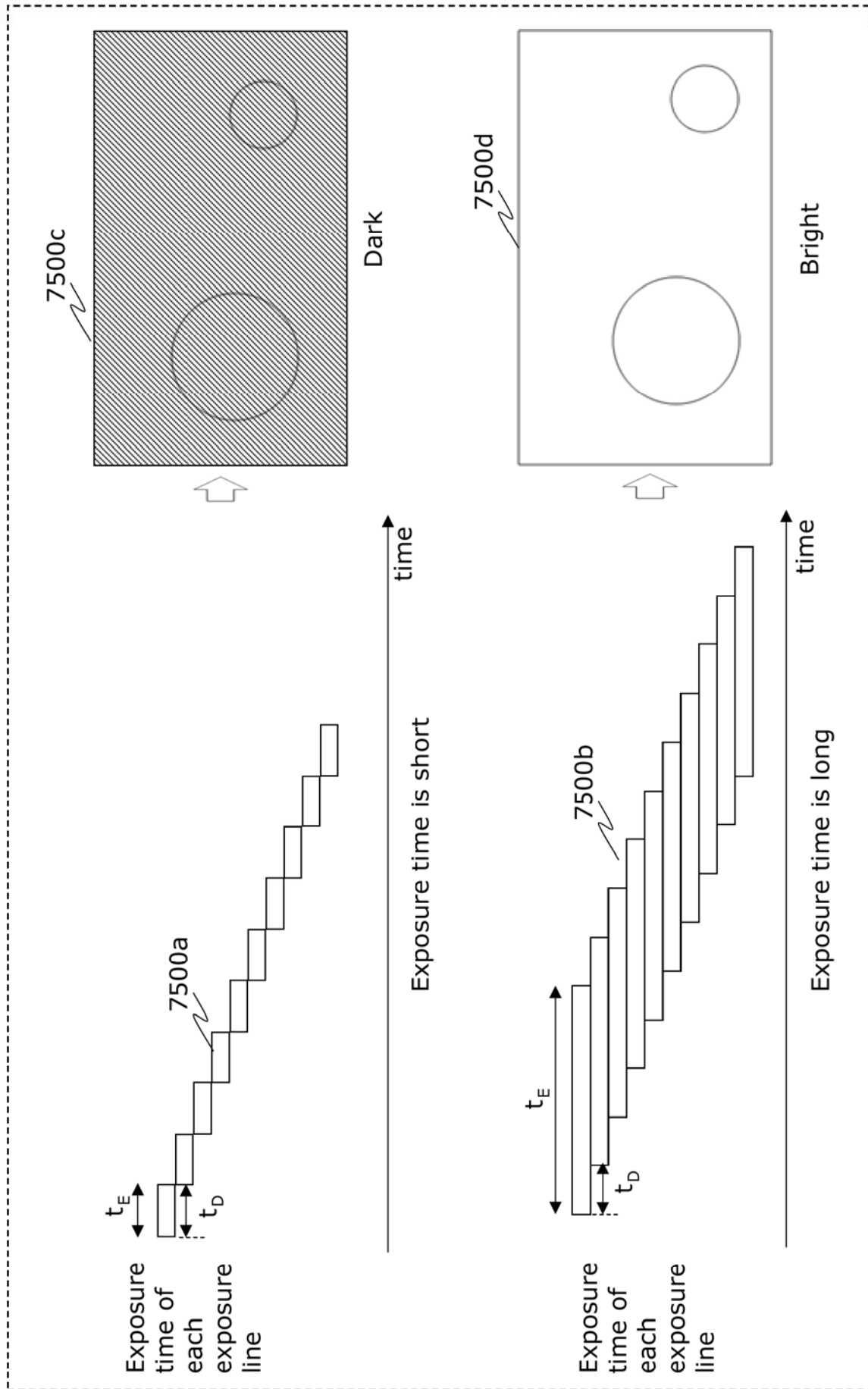


FIG. 24C

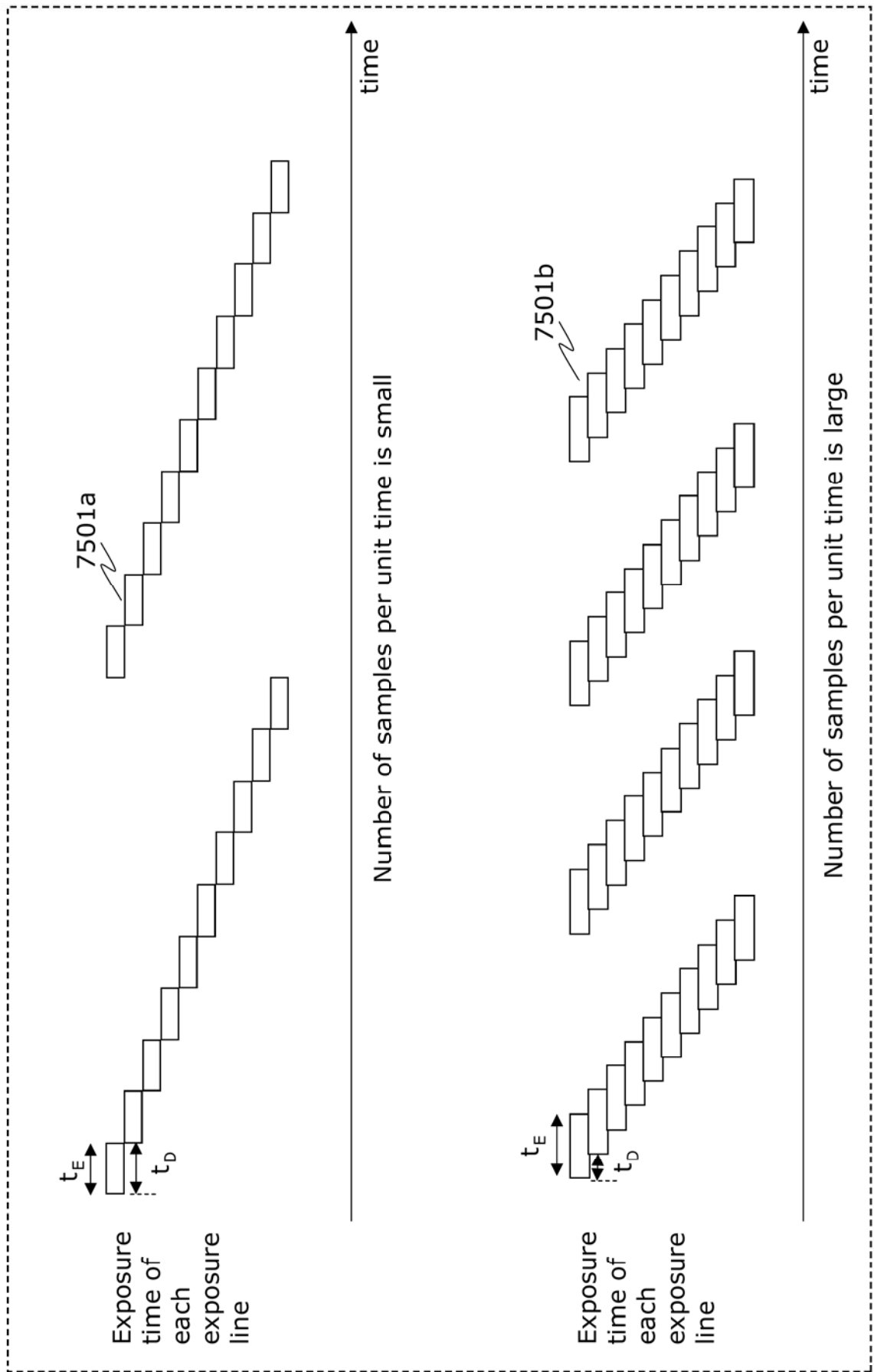


FIG. 24D

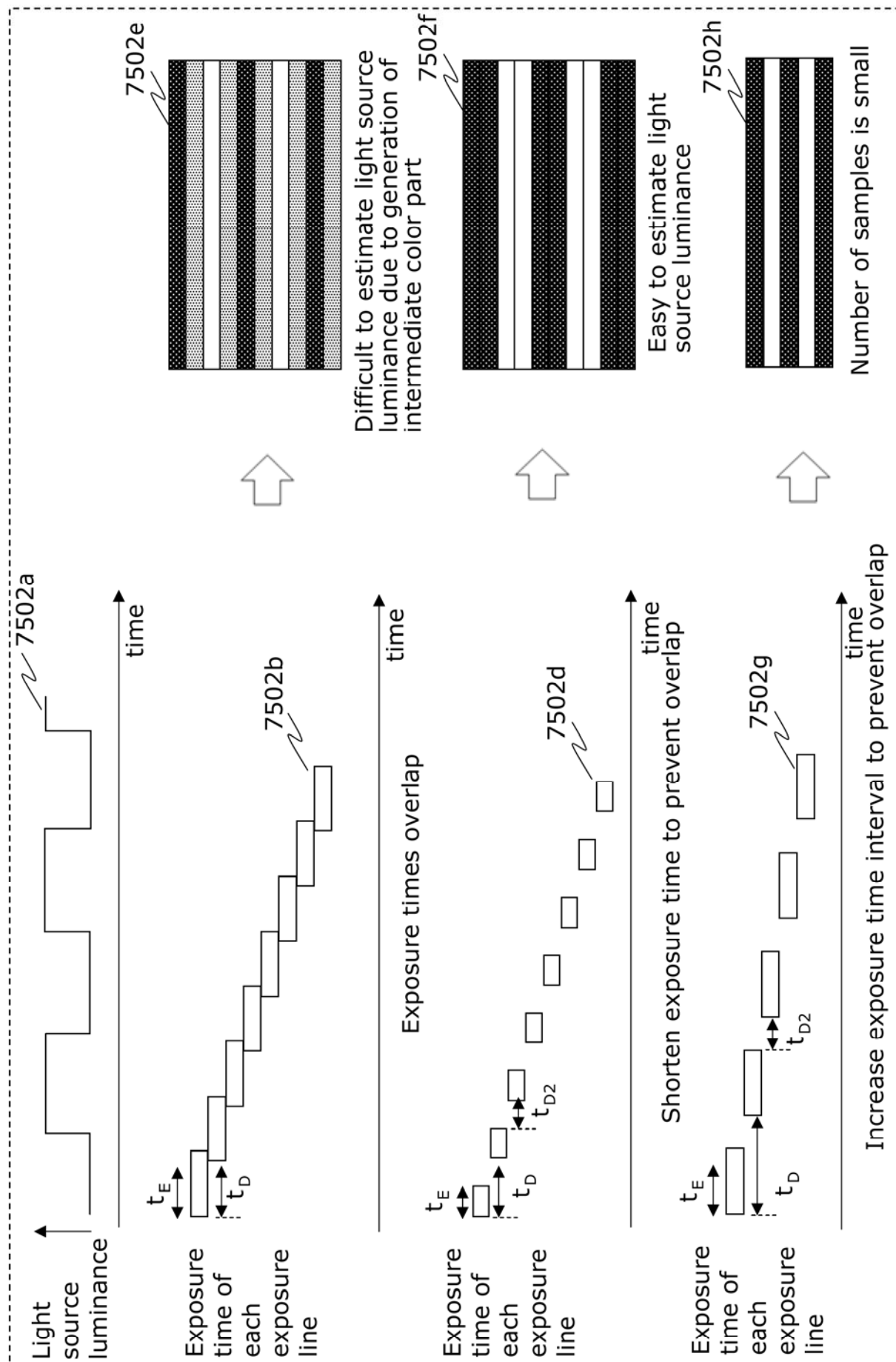


FIG. 24E

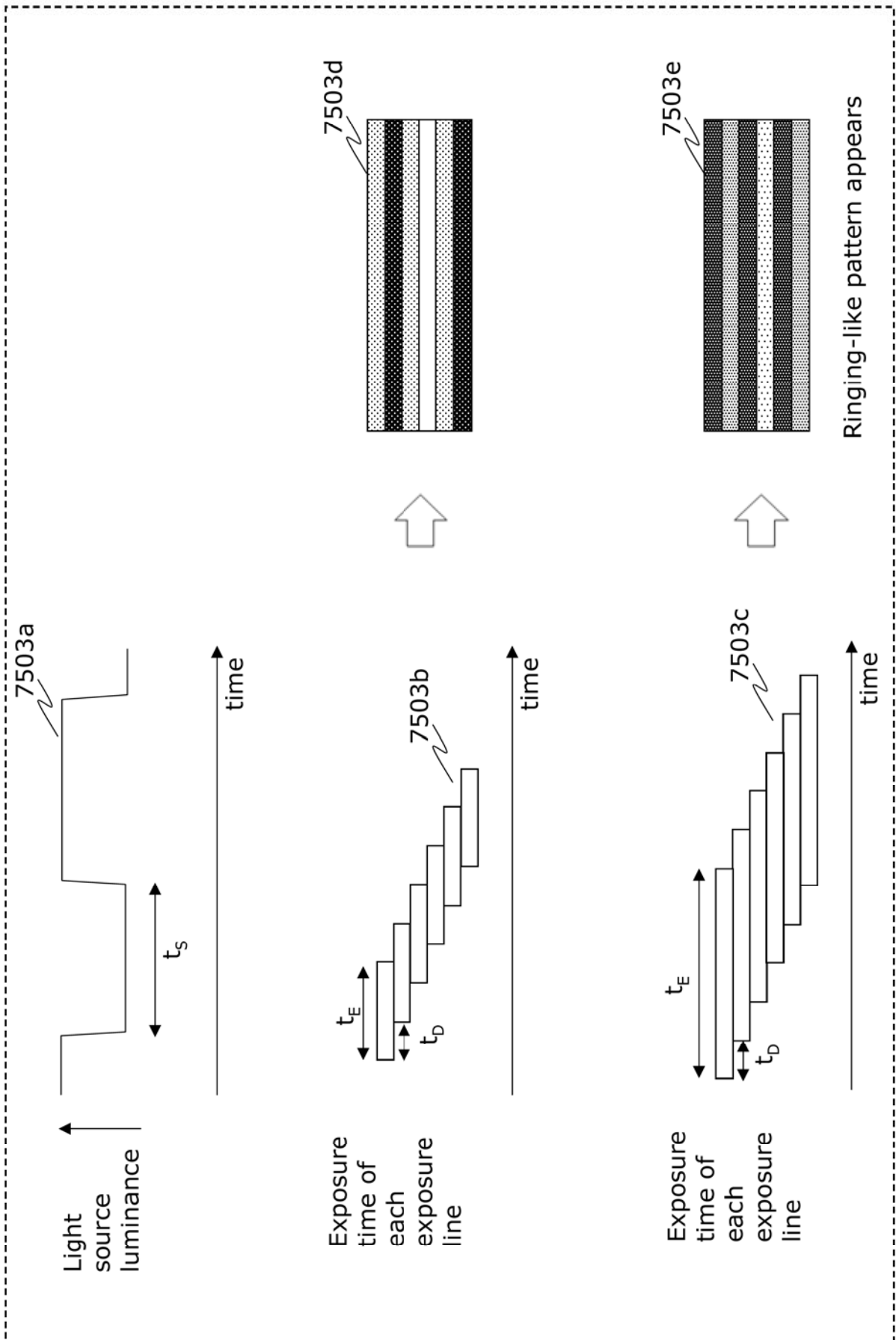


FIG. 24F

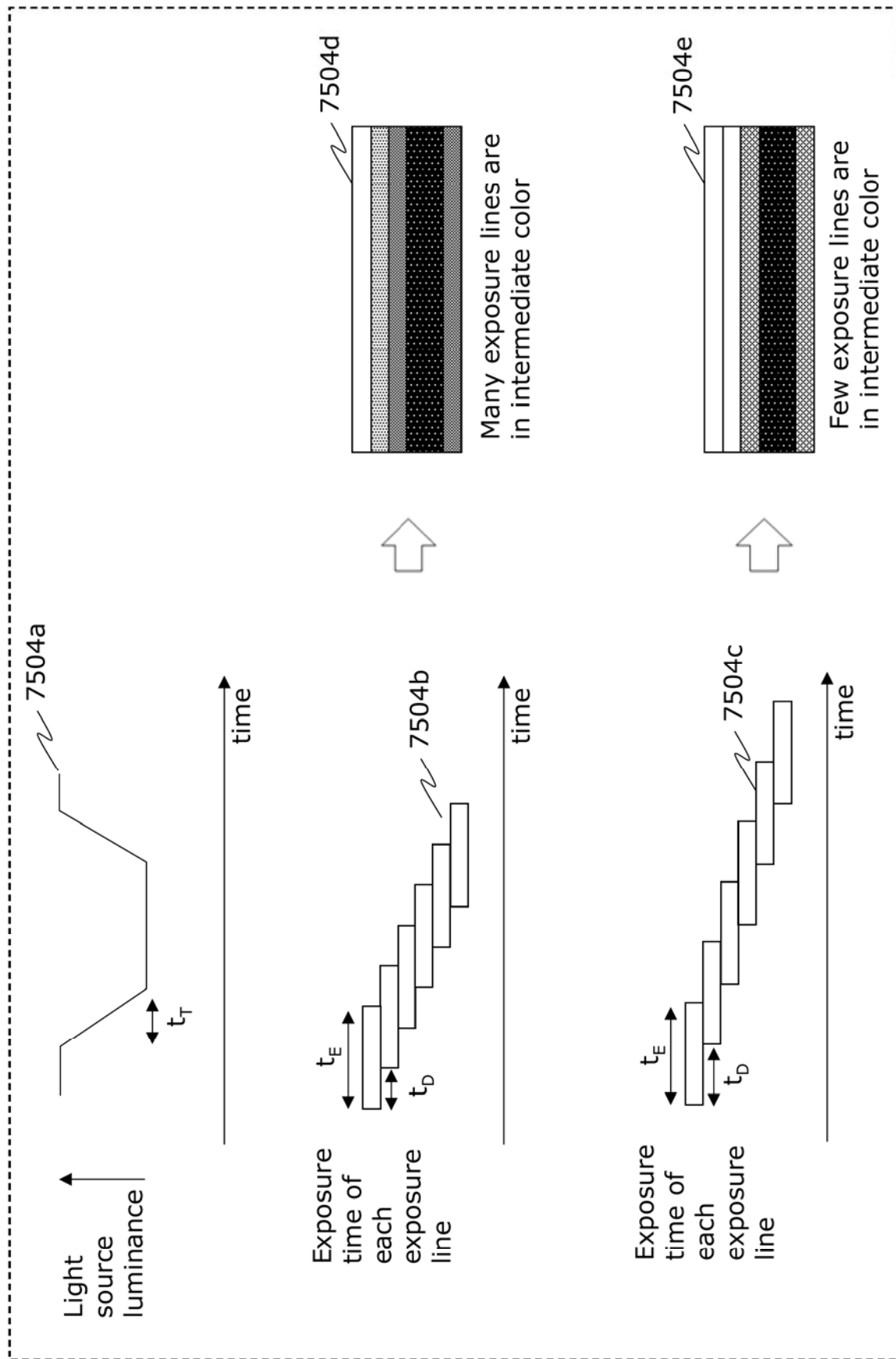


FIG. 24G

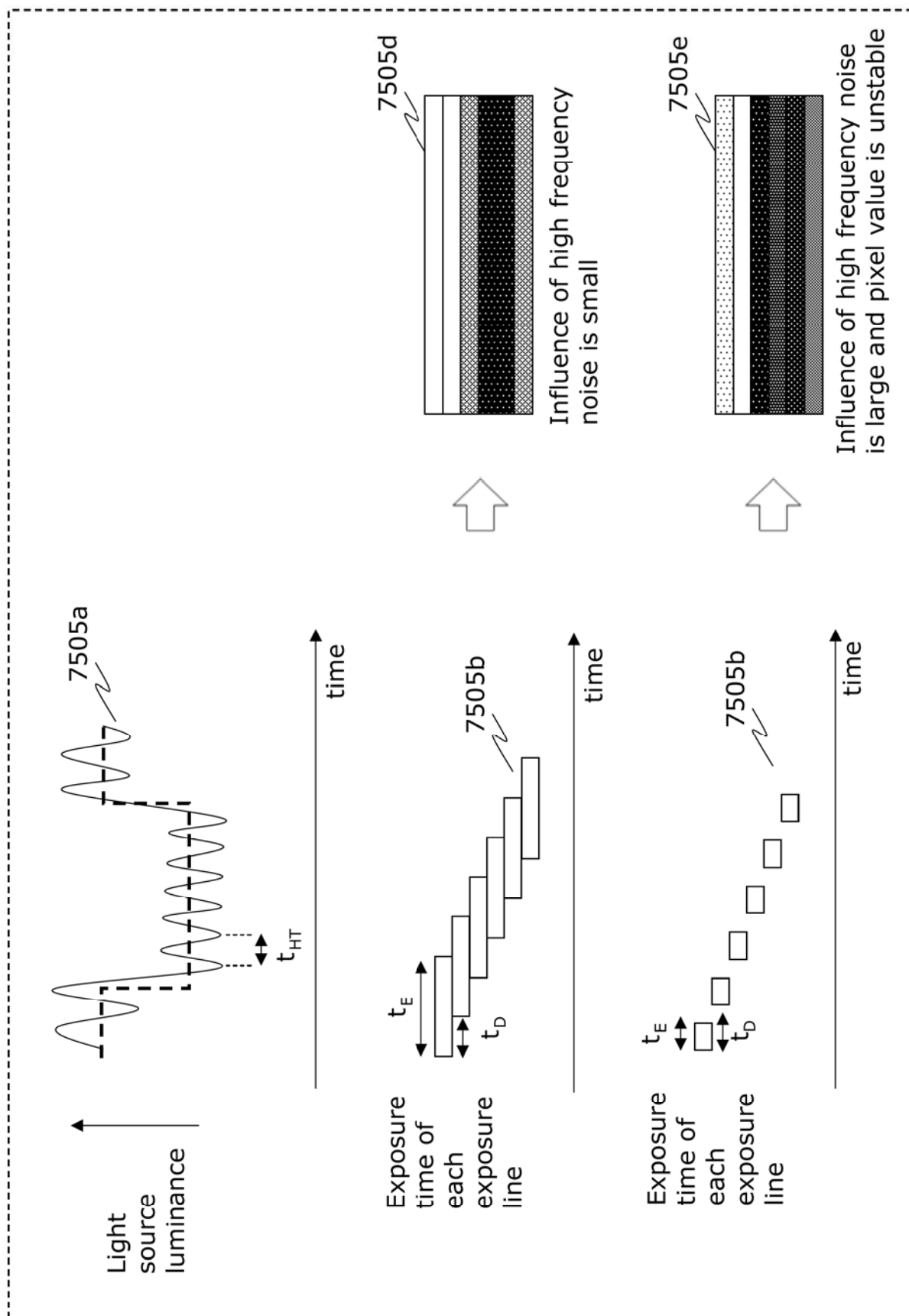


FIG. 24H

When $t_{HT} = 20$ microseconds

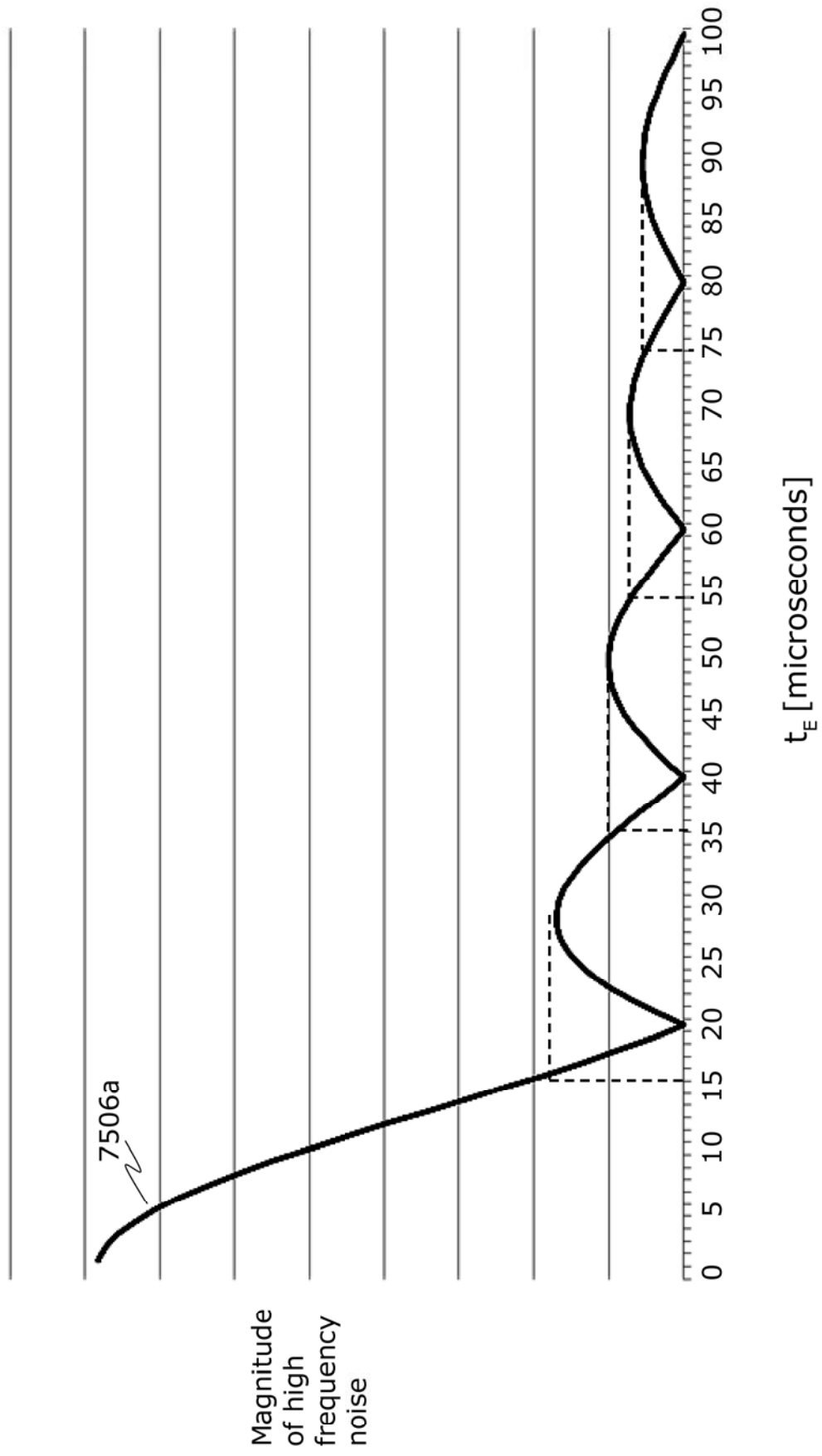


FIG. 24I

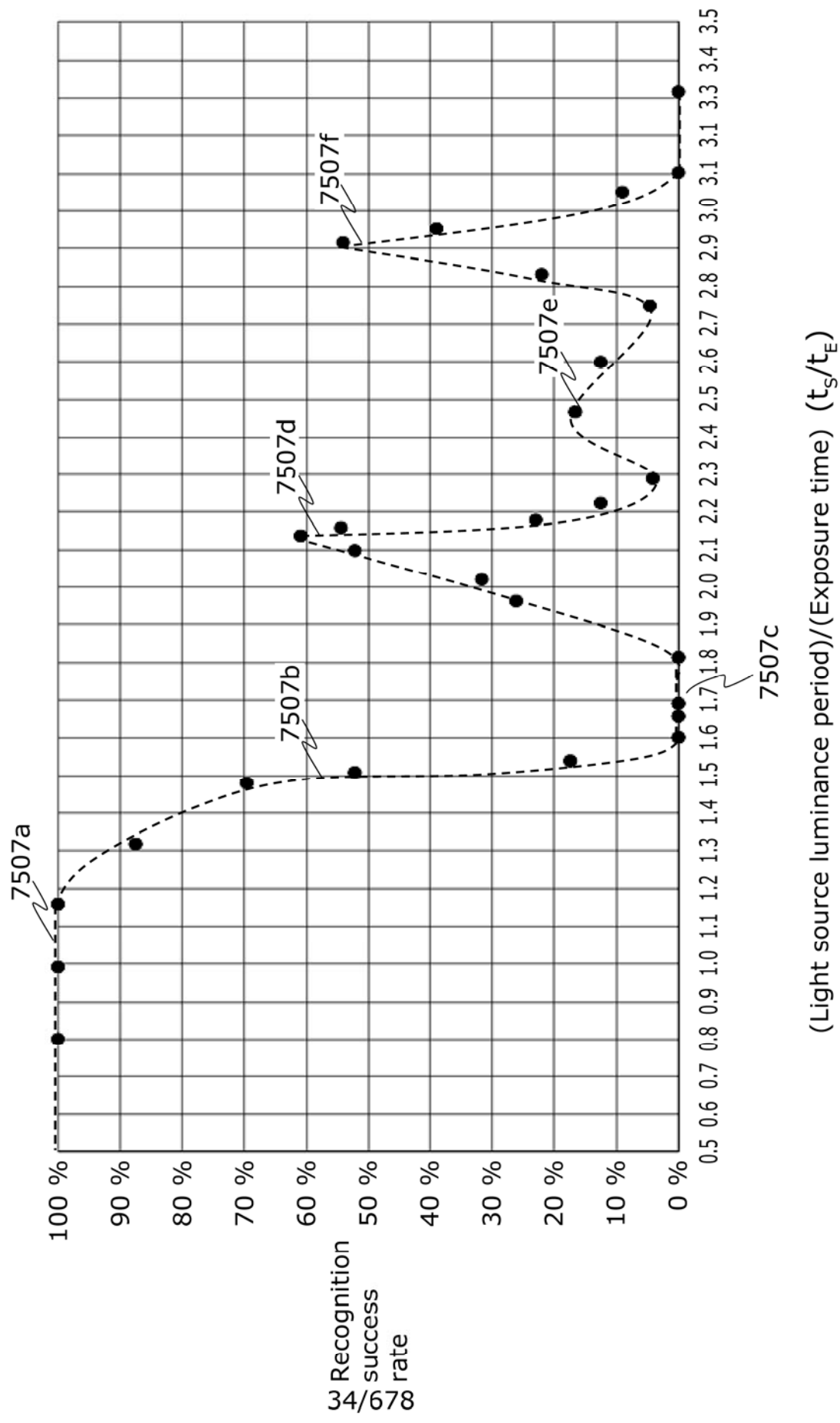


FIG. 25

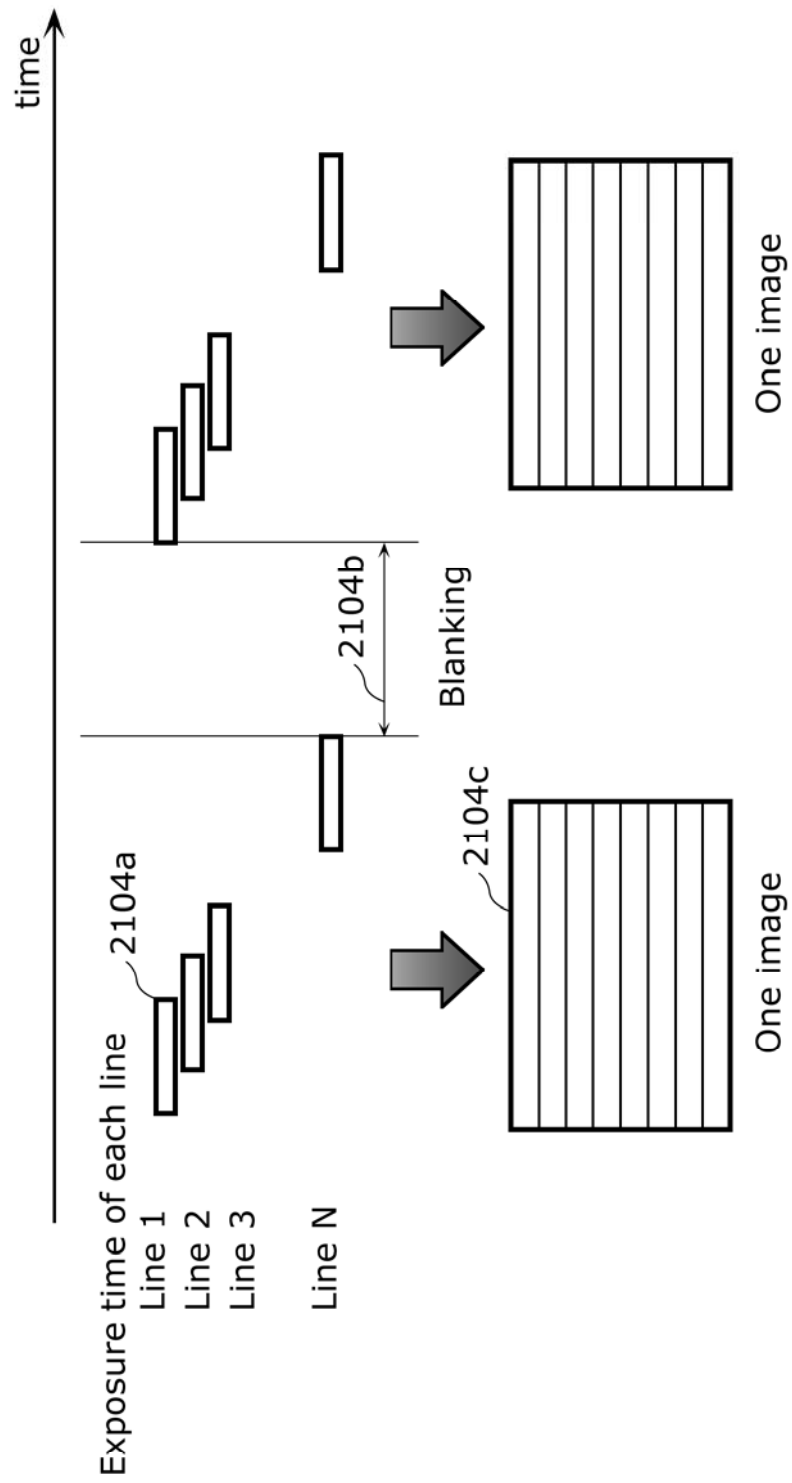


FIG. 26

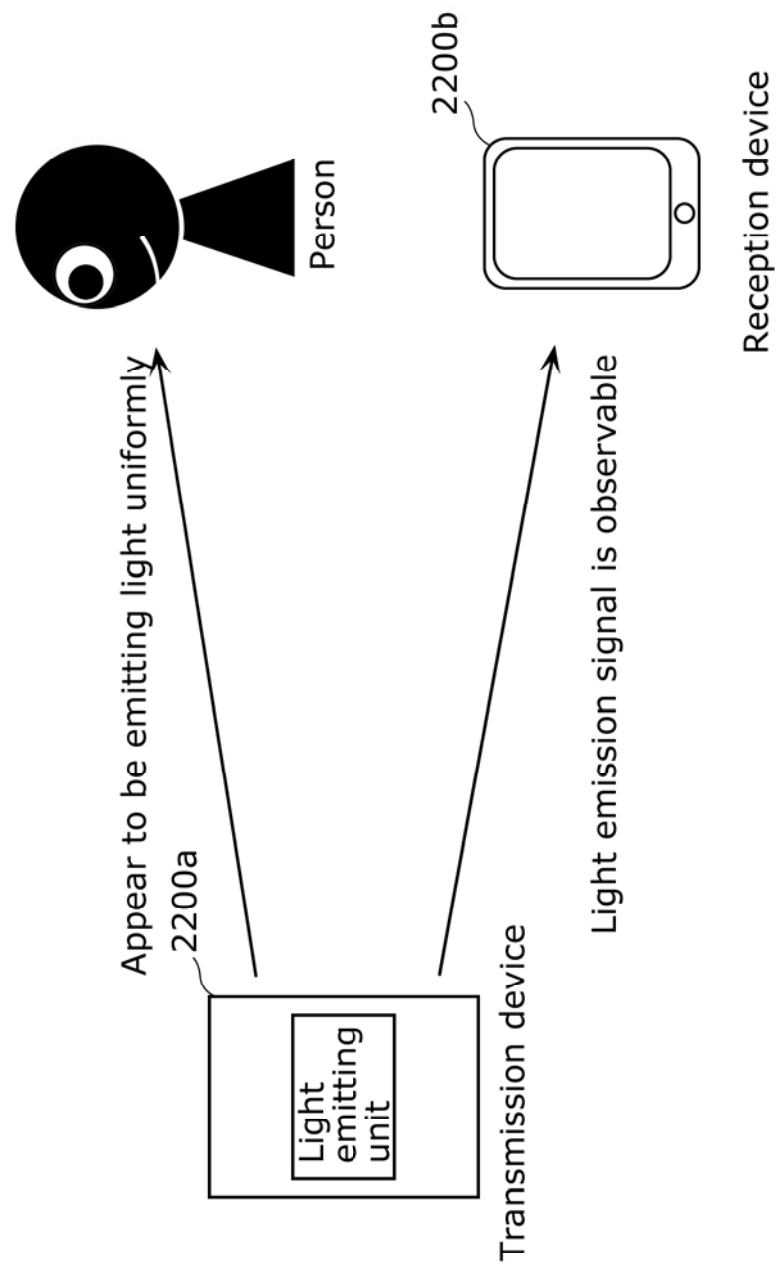


FIG. 27

2200.1a

Transmission signal	Modulated signal
0	01
1	10

FIG. 28

2200.2a

Transmission signal	Modulated signal
00 (0)	0111
01 (1)	1011
10 (2)	1101
11 (3)	1110

FIG. 29

2200.3a

Transmission signal	Modulated signal
000 (0)	01111111
001 (1)	10111111
010 (2)	11011111
011 (3)	11101111
100 (4)	11110111
101 (5)	11111011
110 (6)	11111101
111 (7)	11111110

FIG. 30

2200.4a

Transmission signal	Modulated signal
00 (0)	1000
01 (1)	0100
10 (2)	0010
11 (3)	0001

FIG. 31

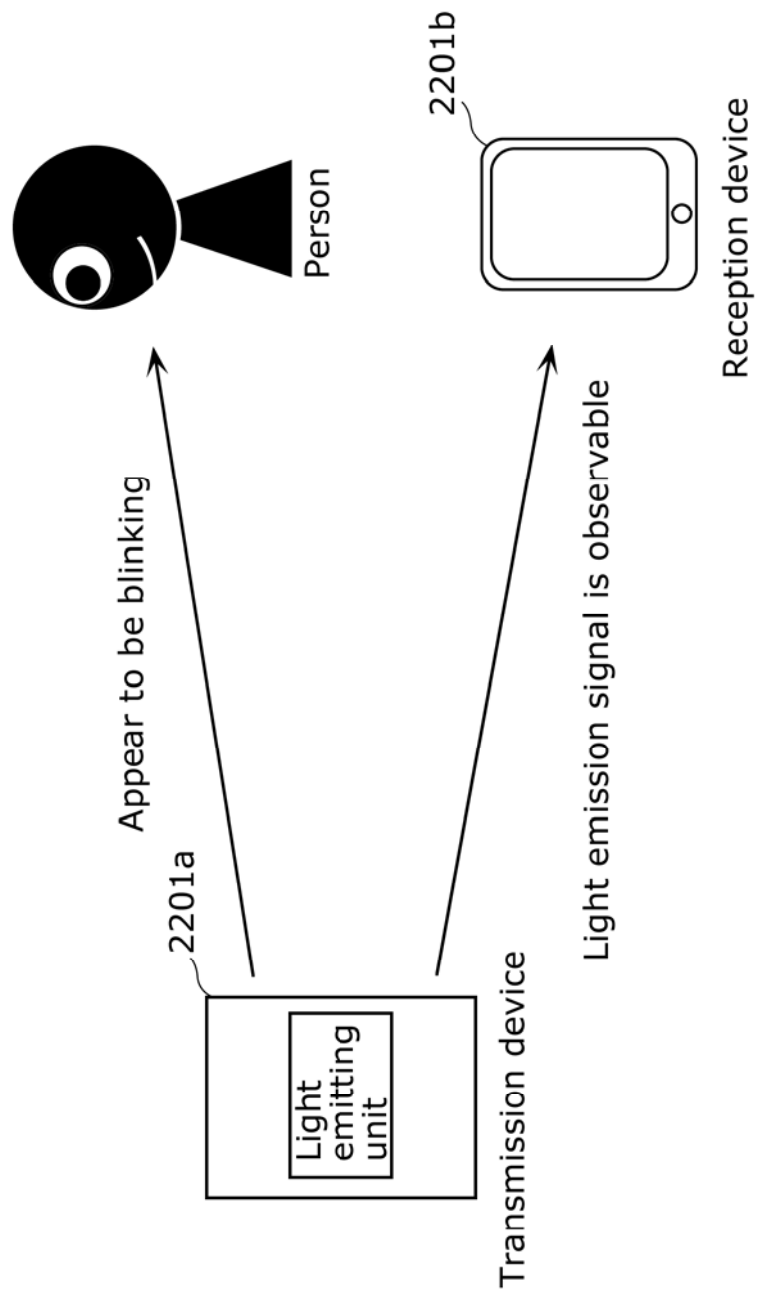


FIG. 32

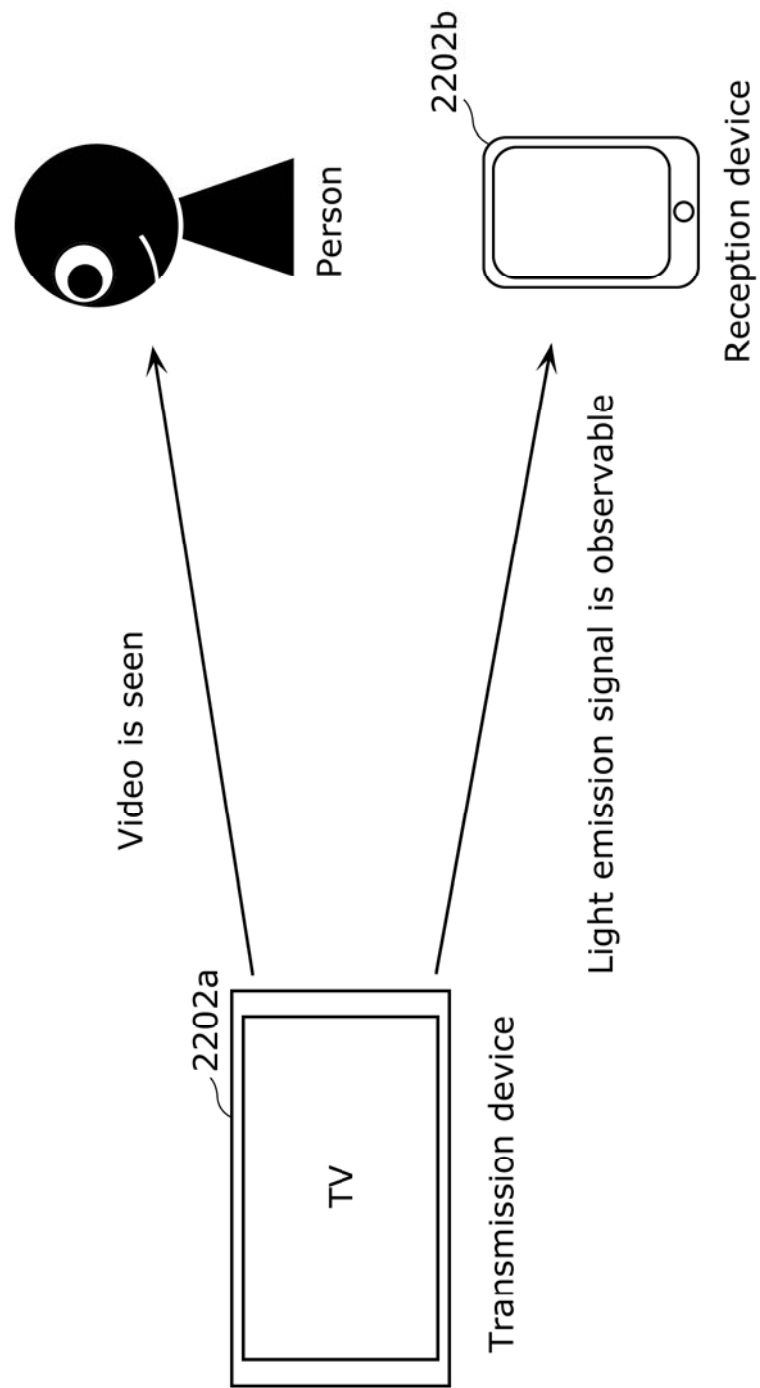


FIG. 33

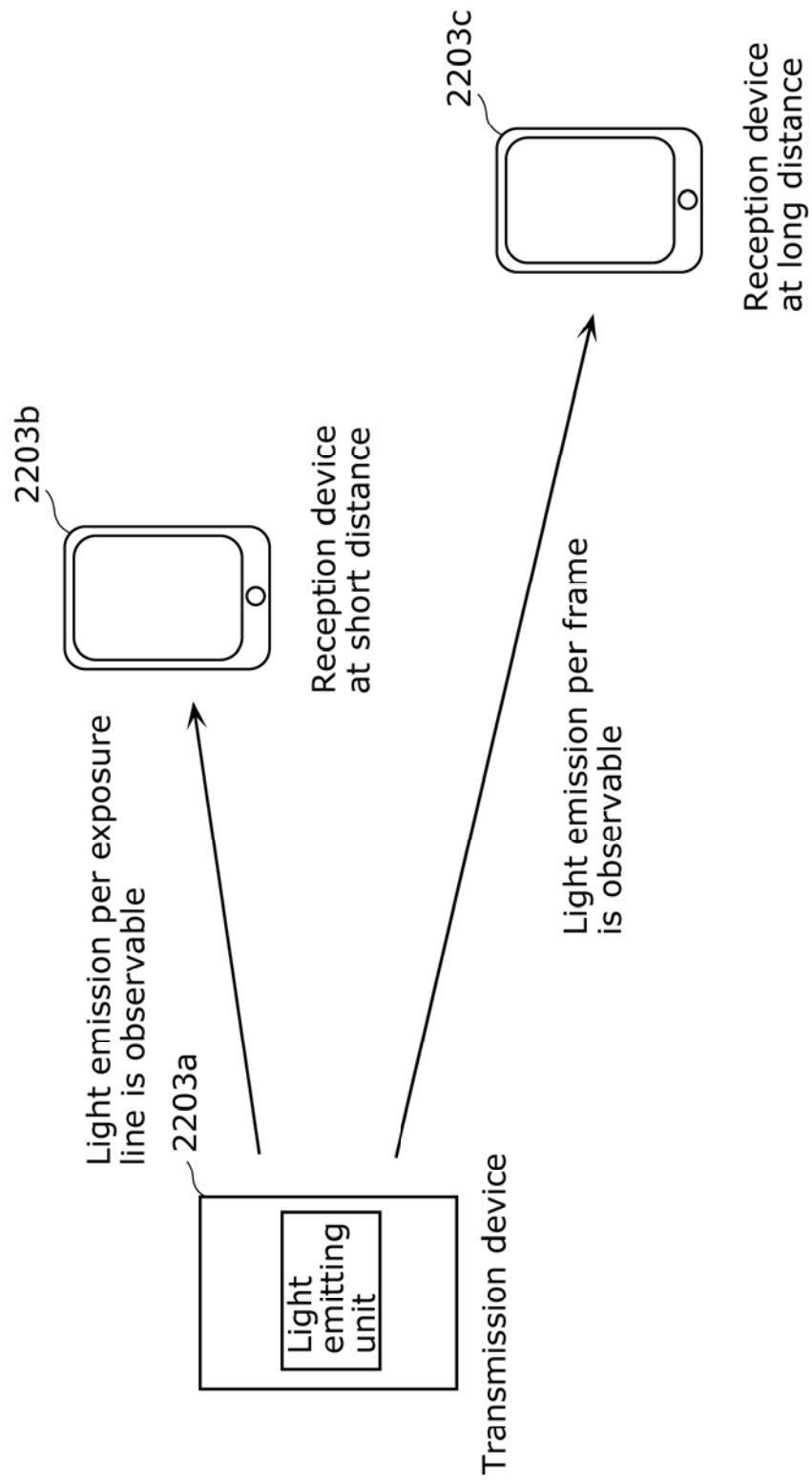


FIG. 34

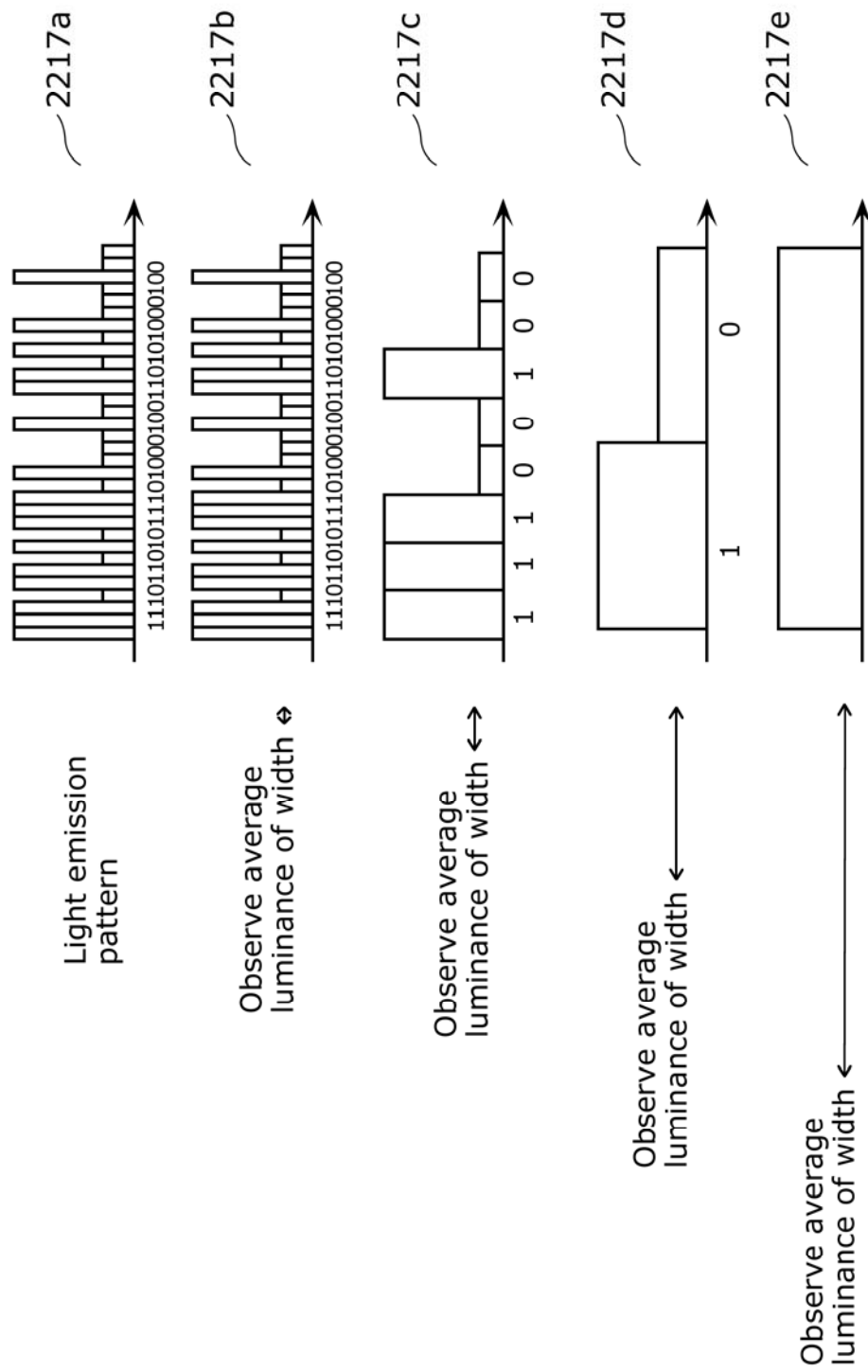


FIG. 35

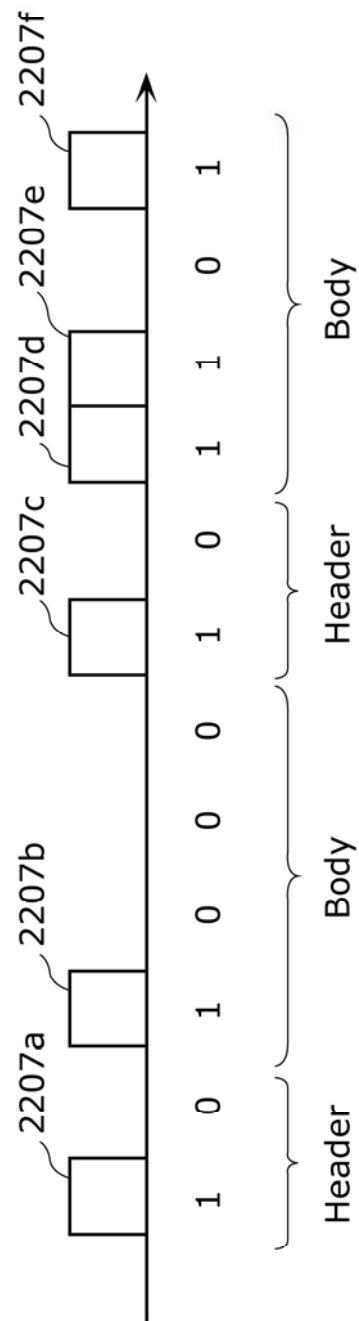


FIG. 36



FIG. 37



FIG. 38

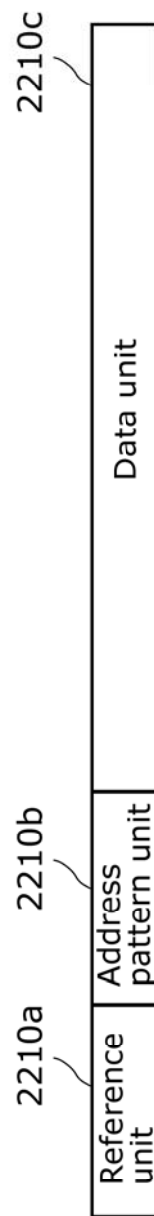


FIG. 39

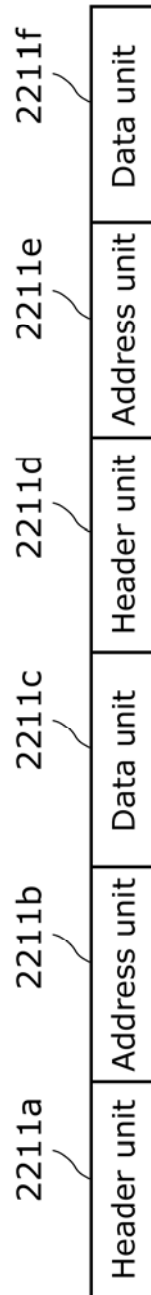


FIG. 40

Transmission information	Priority
Information 1	3 (High)
Information 2	2 (Normal)
Information 3	1 (Low)

50/678

Transmission order 1

Information	Information	Information	Information	Information	Information	Information	Information	Information	Information
1	1	1	1	1	1	2	2	2	3

Transmission order 2

Information	Information	Information	Information	Information	Information	Information	Information	Information
1	2	1	3	1	2	1	2	1
2	1	2	1	3	1	2	1	2

Time

FIG. 41

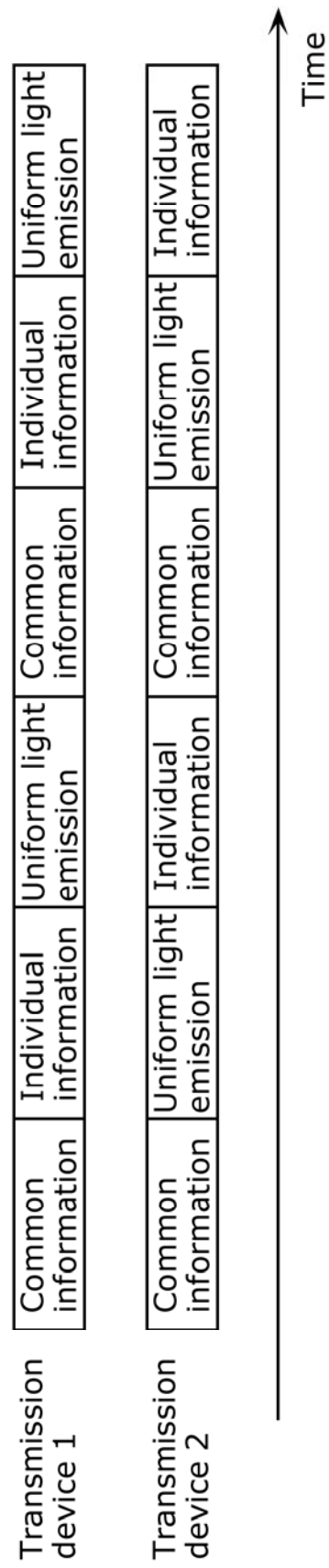


FIG. 42

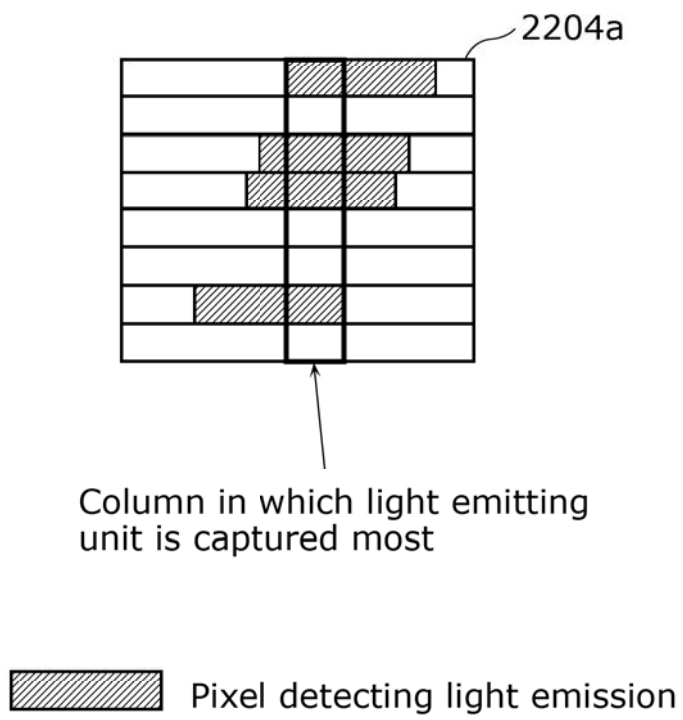
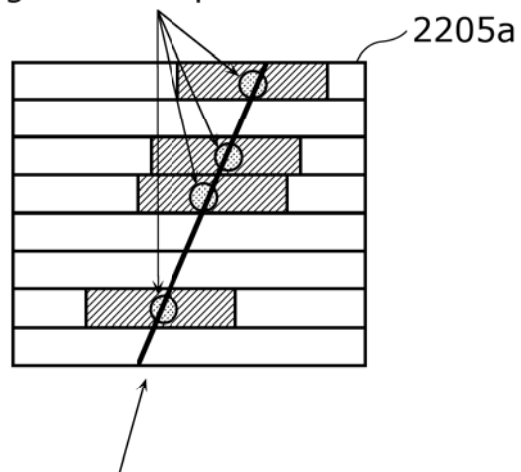


FIG. 43

Midpoint of captured part of light
emitting unit in exposure line



Line approximating midpoints

 Pixel detecting light emission

FIG. 44

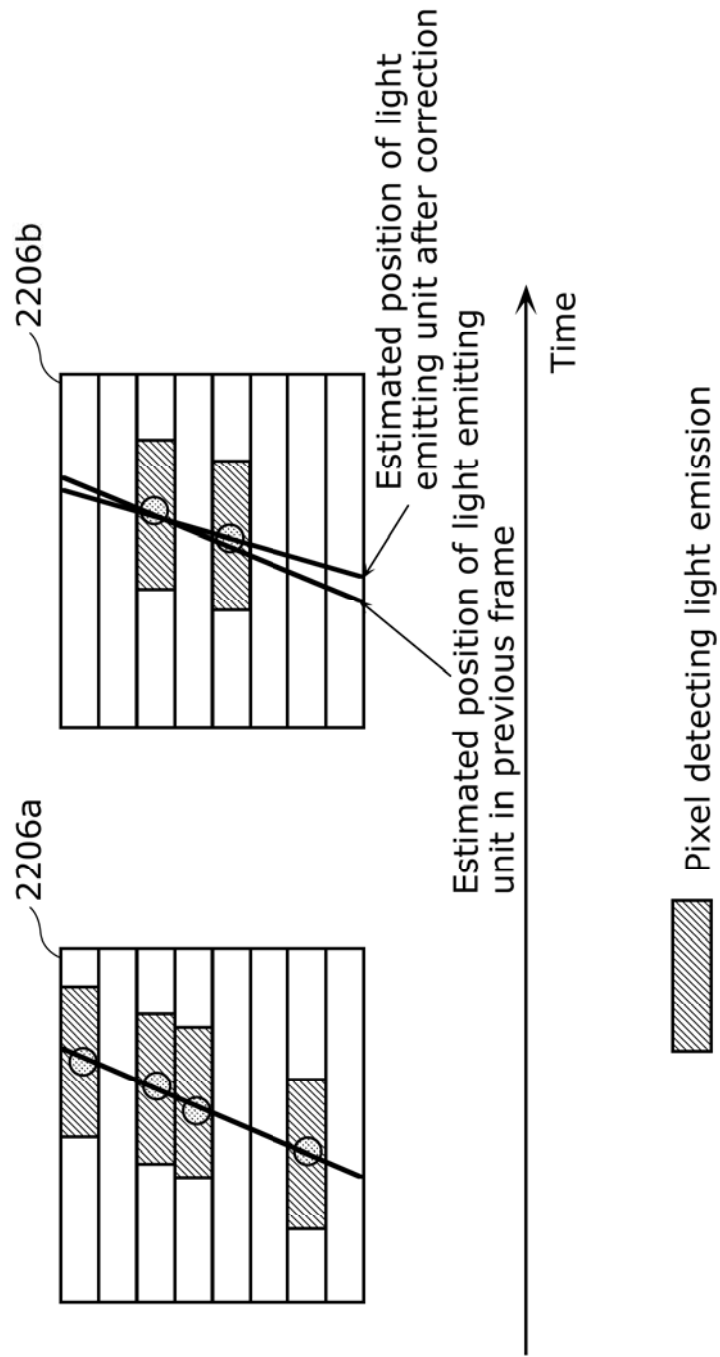


FIG. 45

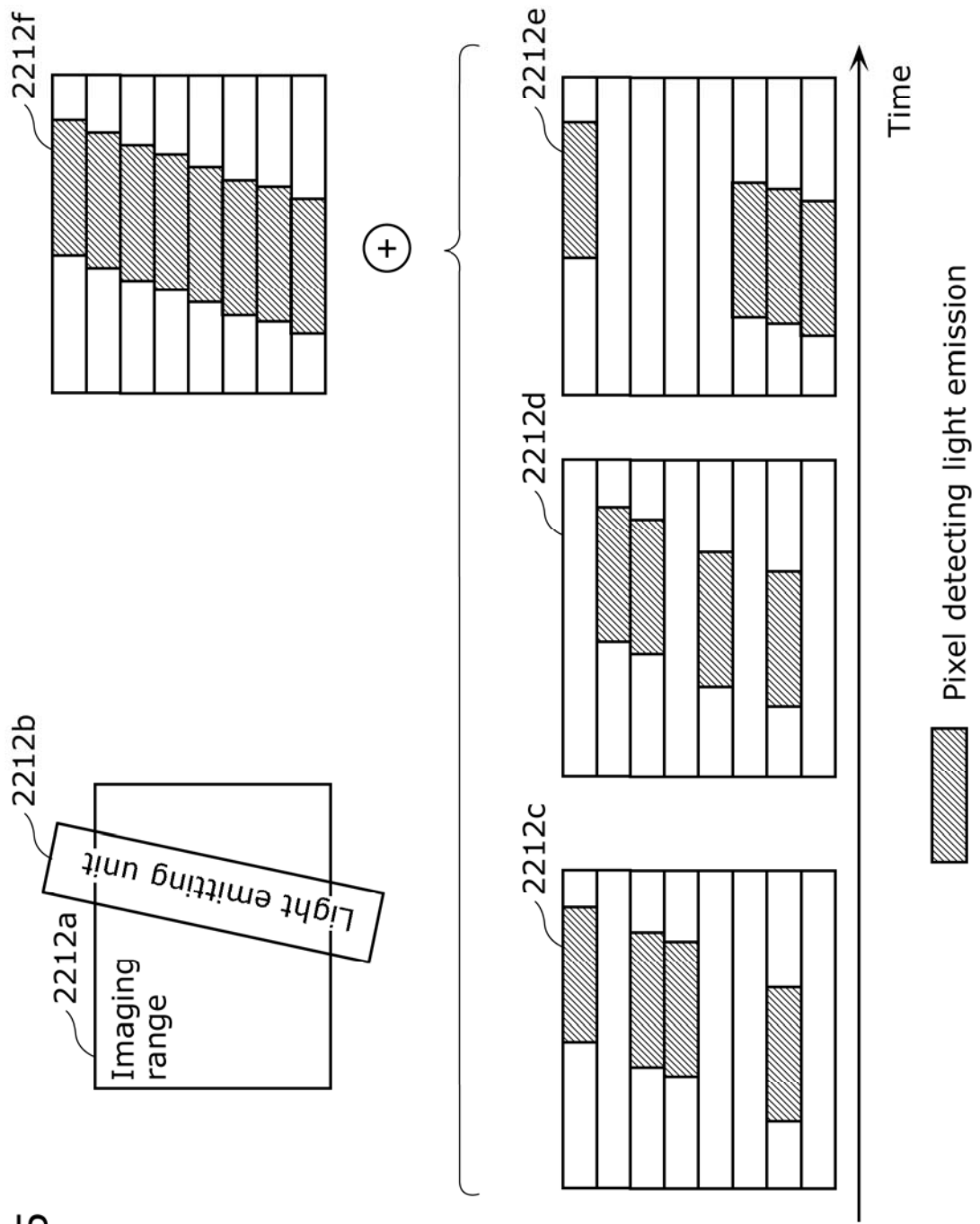


FIG. 46

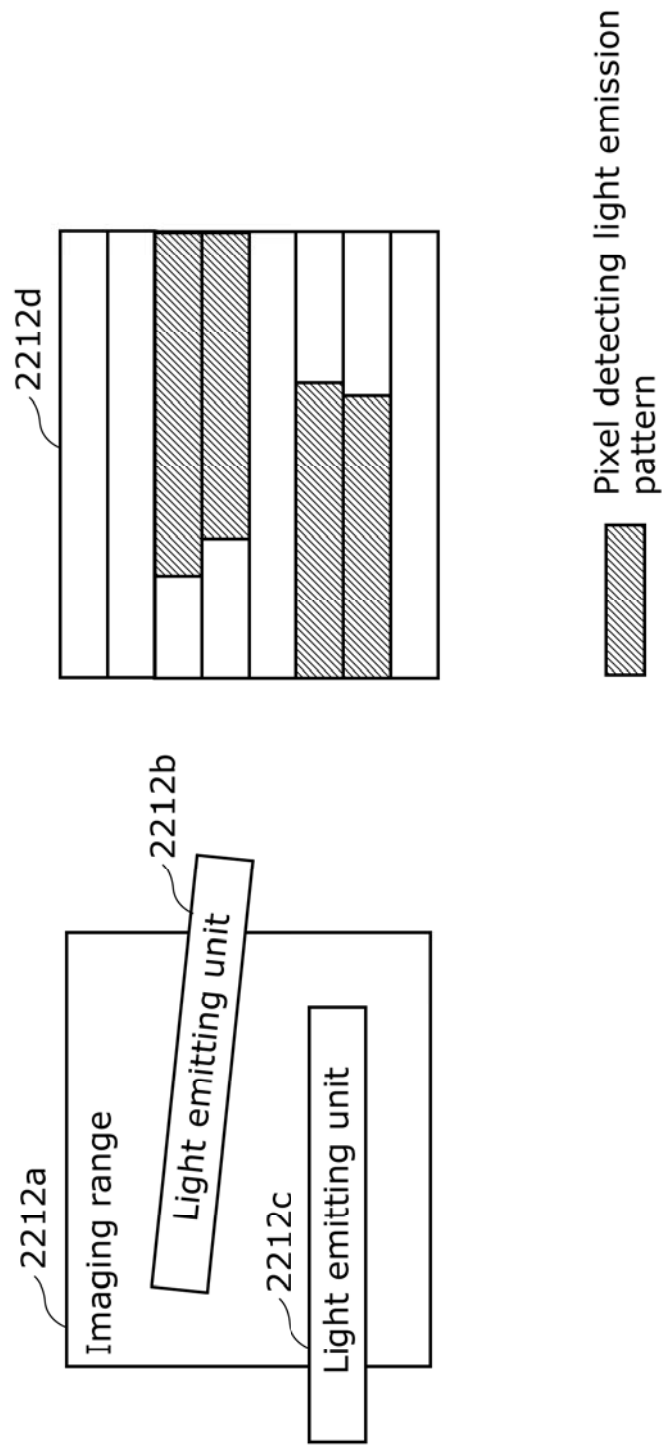


FIG. 47

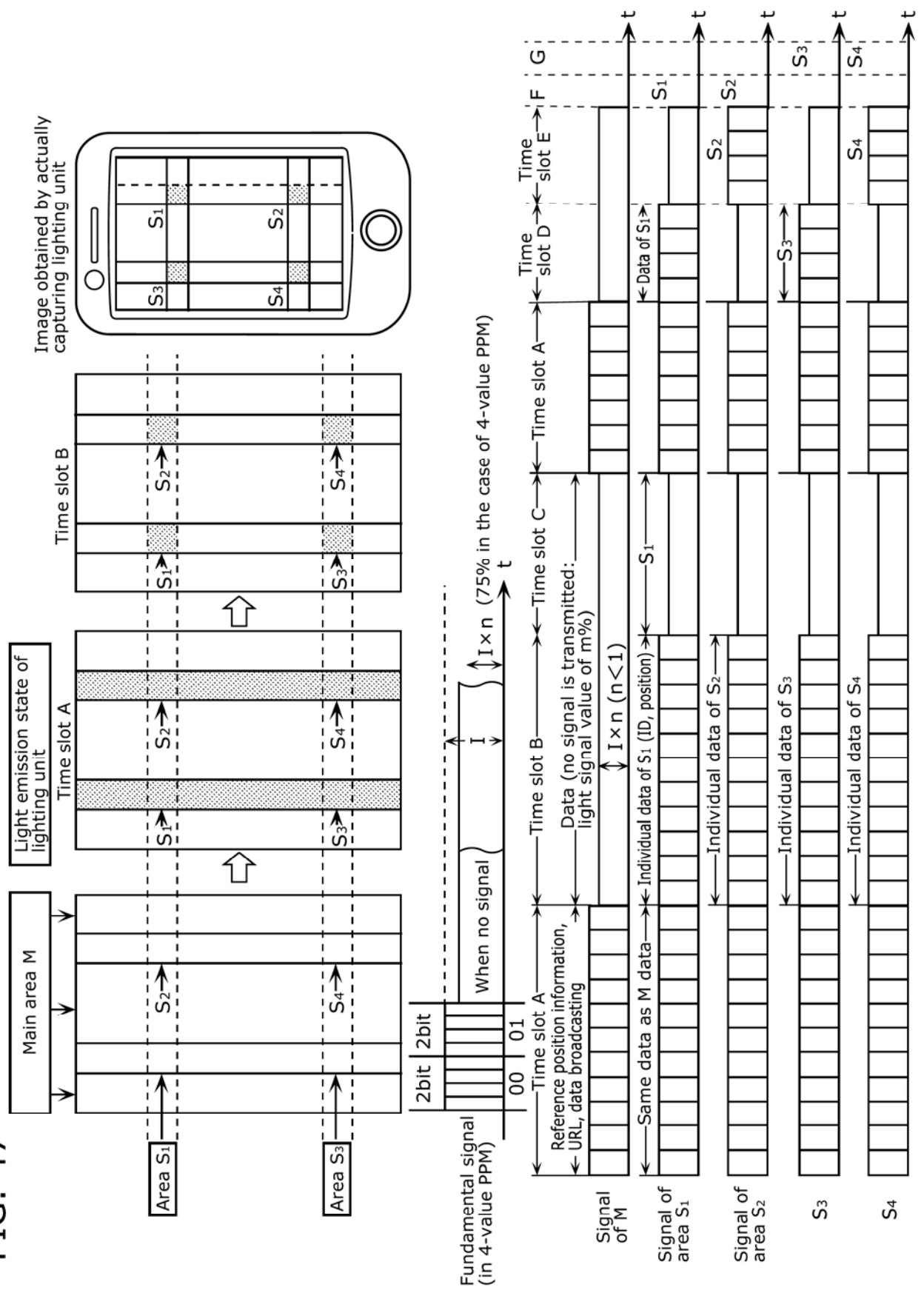


FIG. 48

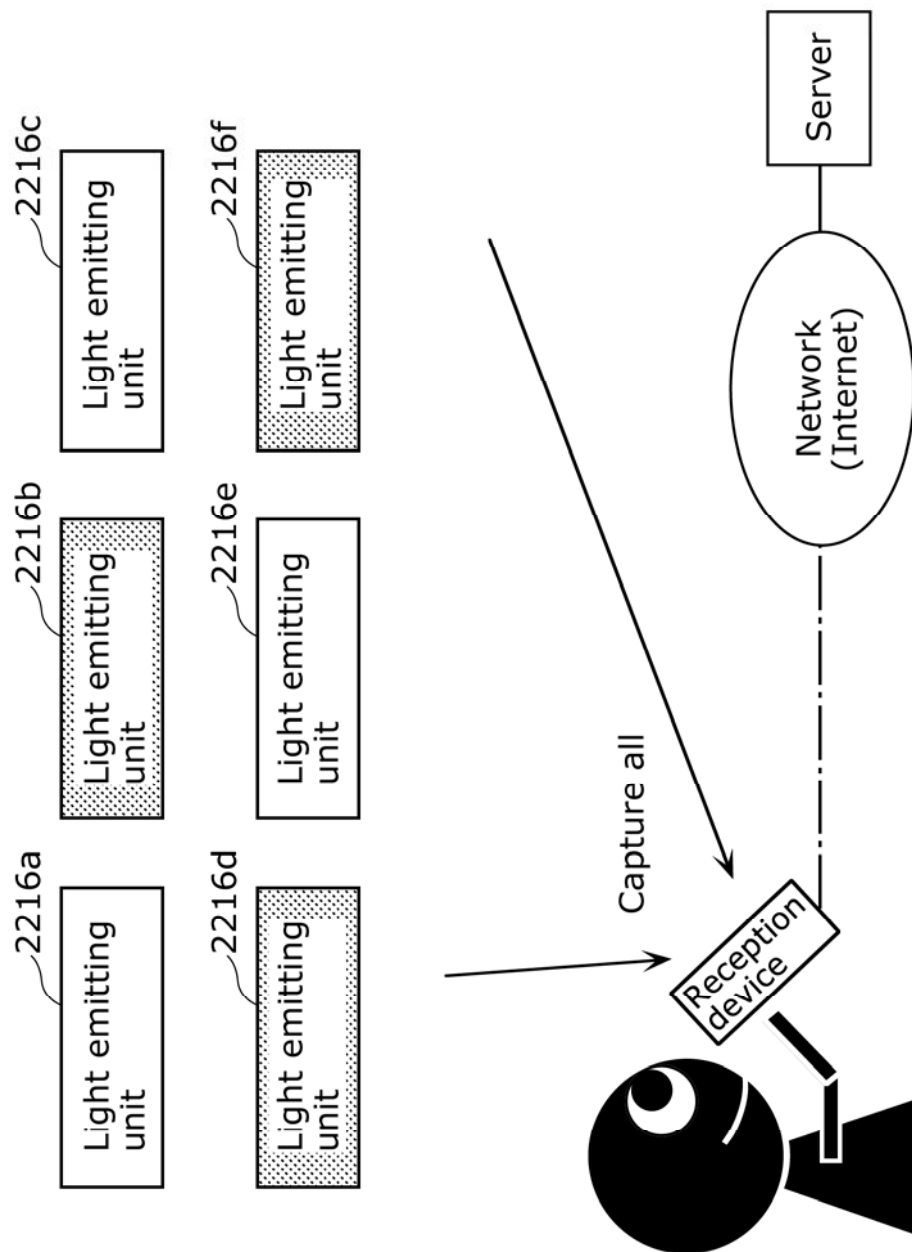
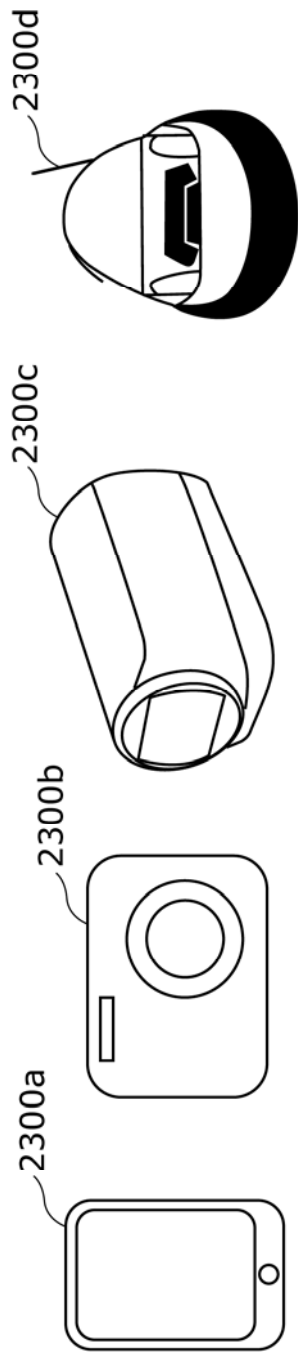
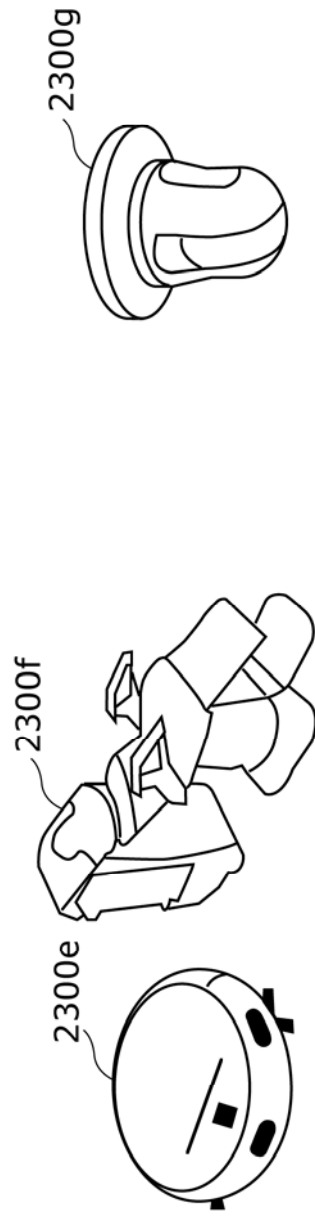


FIG. 49



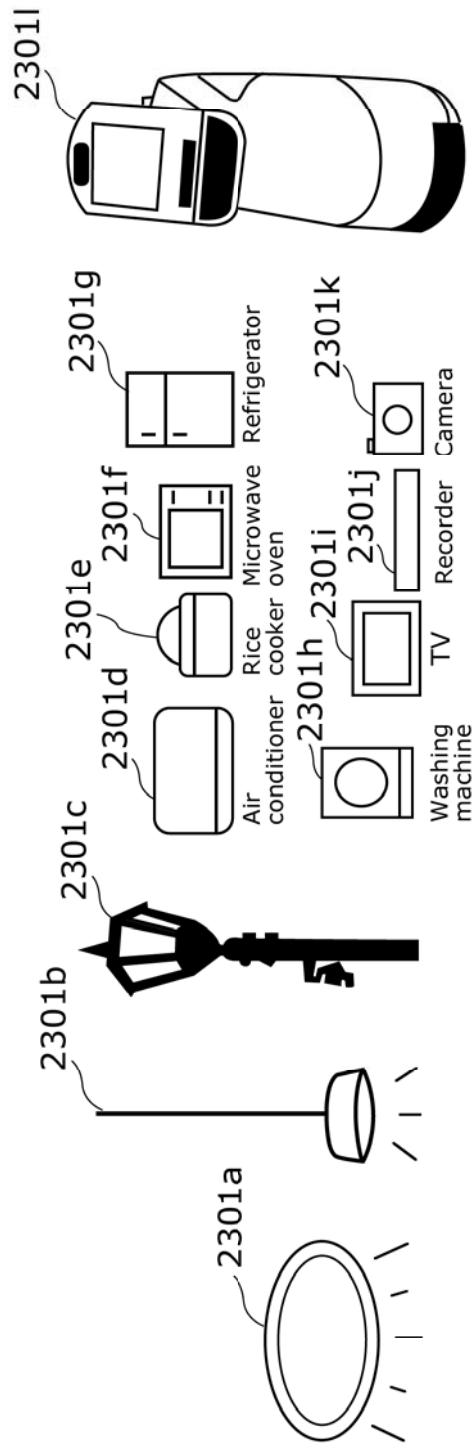
Mobile phone Digital still camera Digital video camera Head-mounted display



Robot (cleaning, nursing care, industrial, etc.) Surveillance camera

Example of reception device

FIG. 50



Example of transmission device

FIG. 51

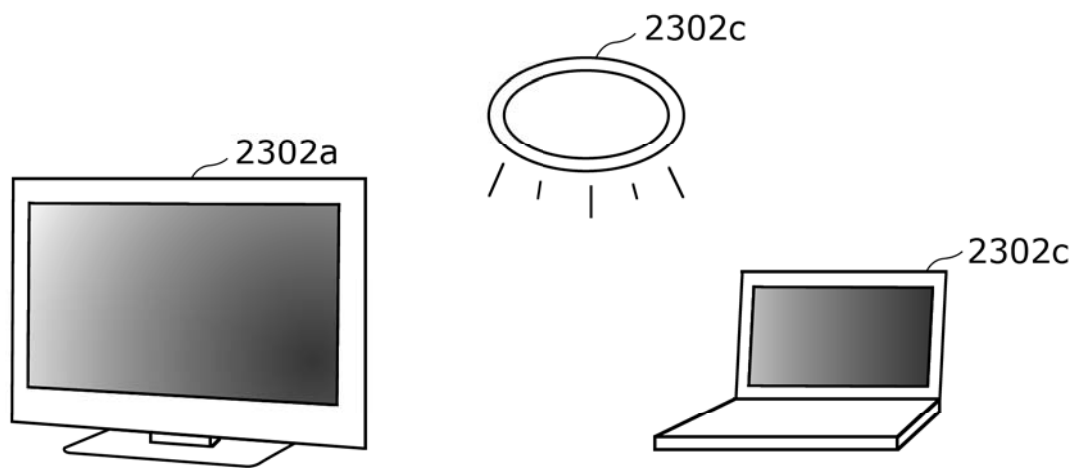


FIG. 52

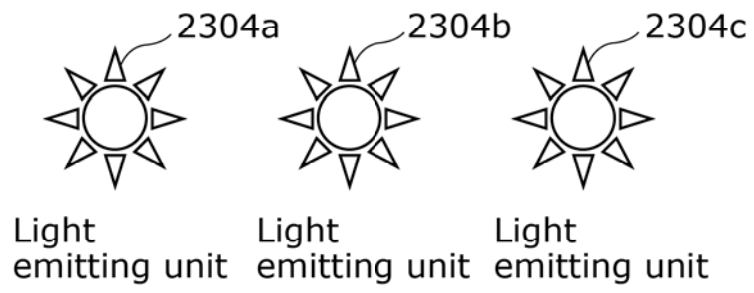


FIG. 53

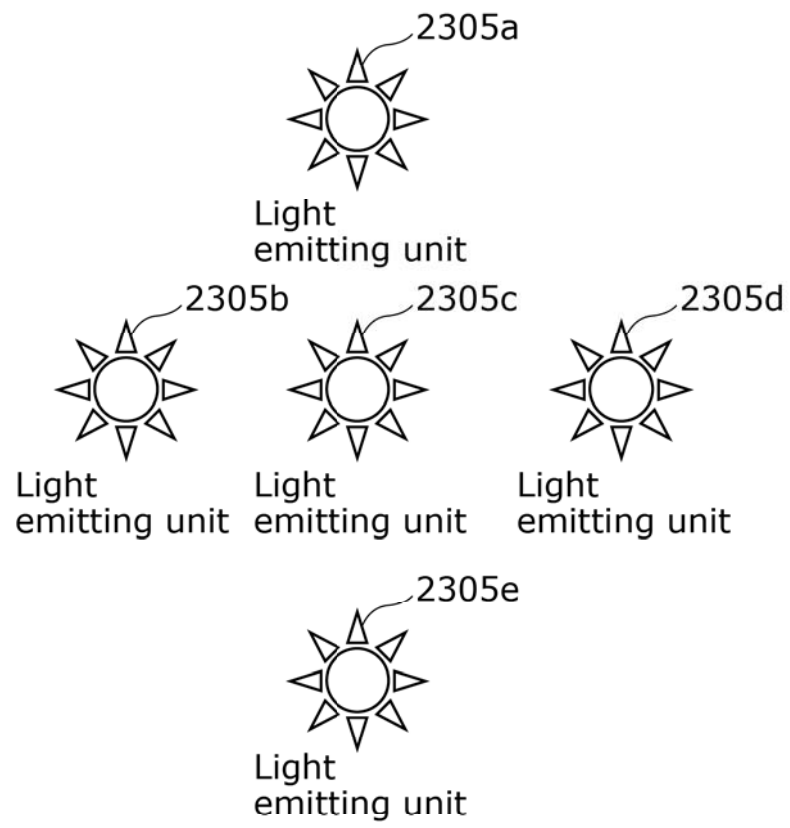


FIG. 54

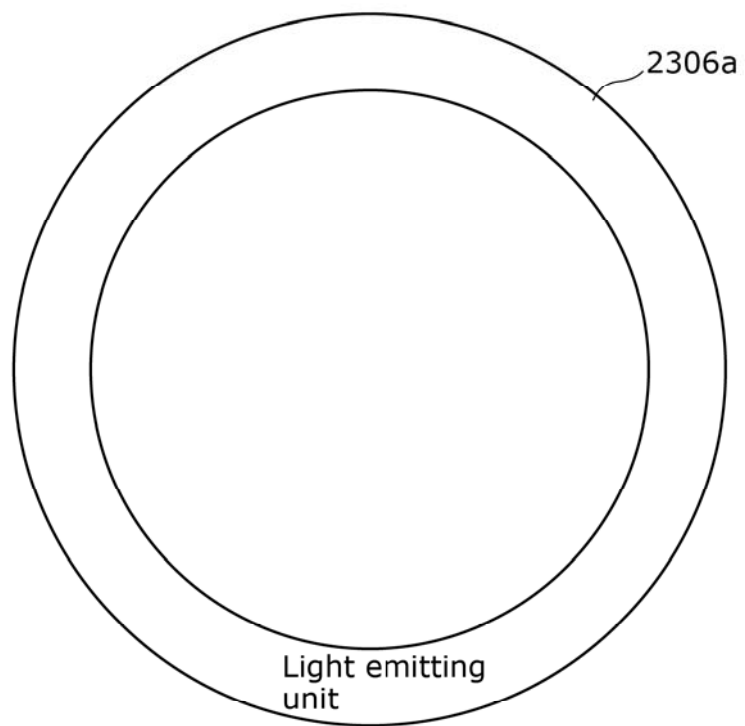


FIG. 55

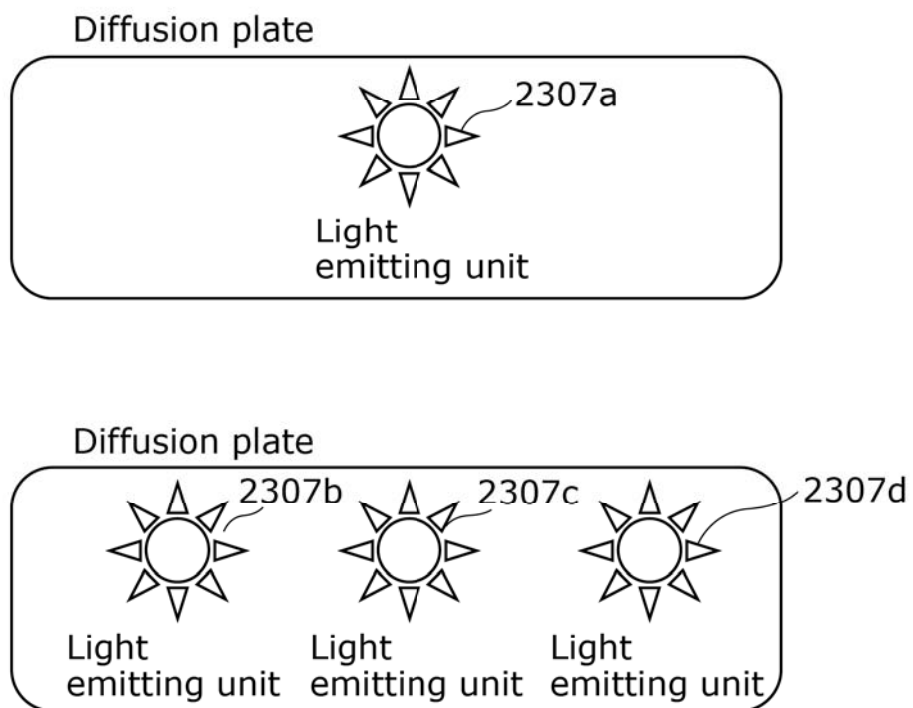




FIG. 56

FIG. 57

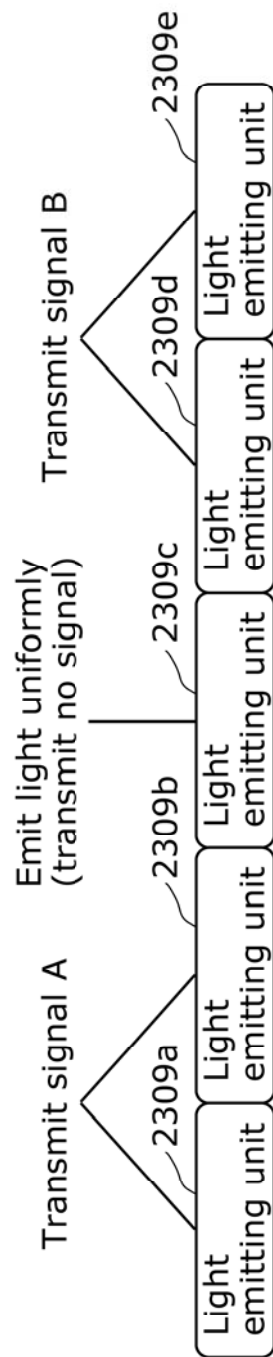


FIG. 58

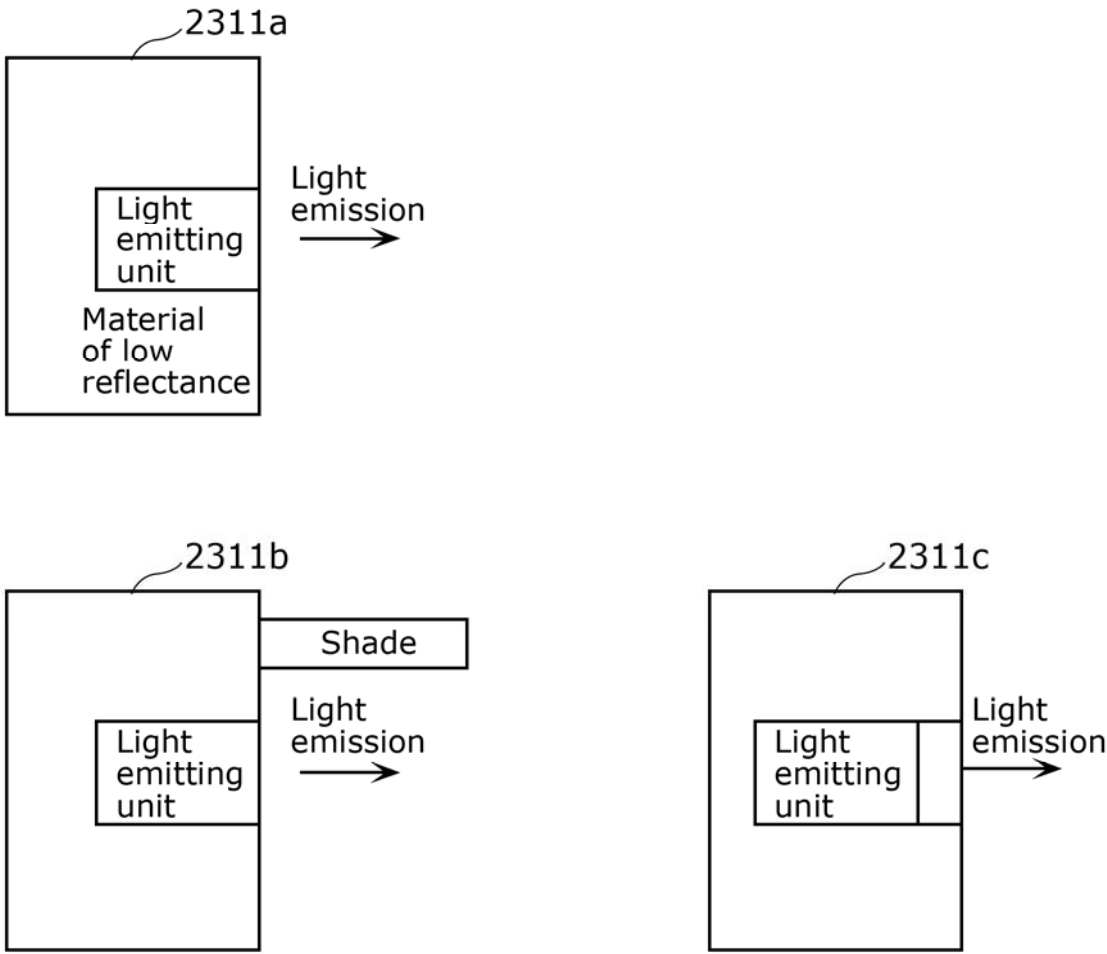


FIG. 59

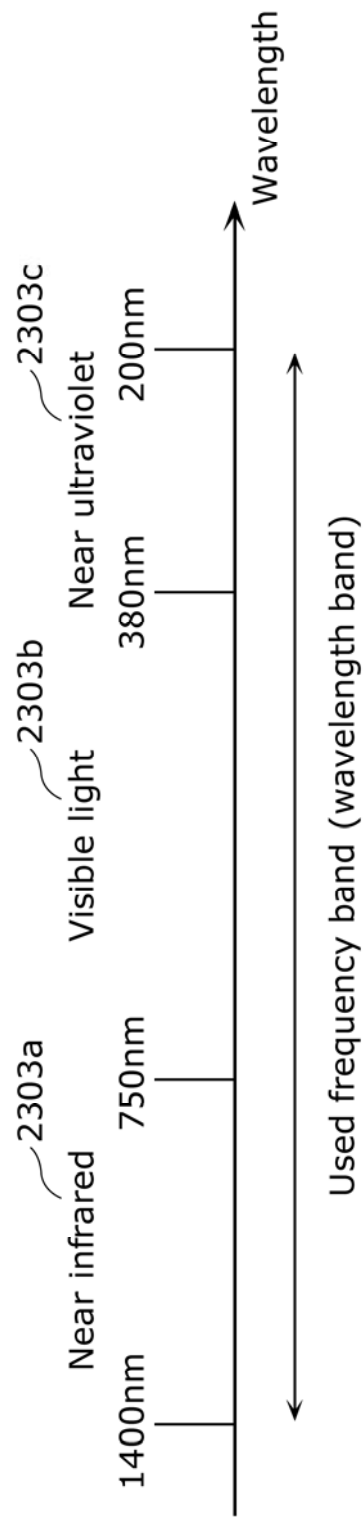


FIG. 60

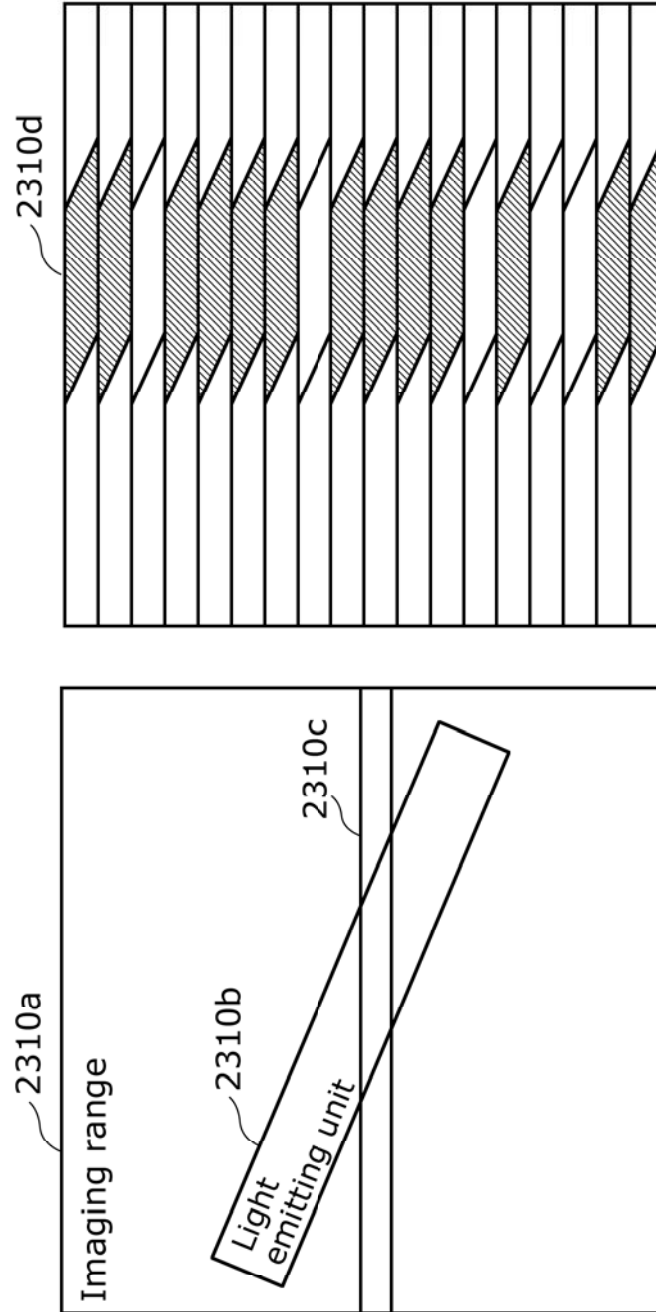


FIG. 61

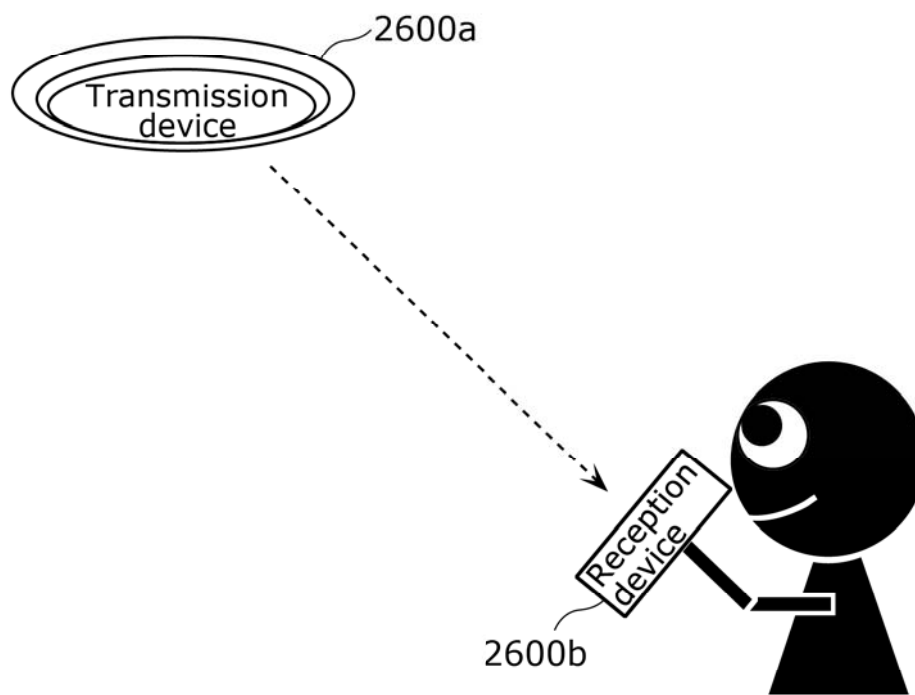


FIG. 62

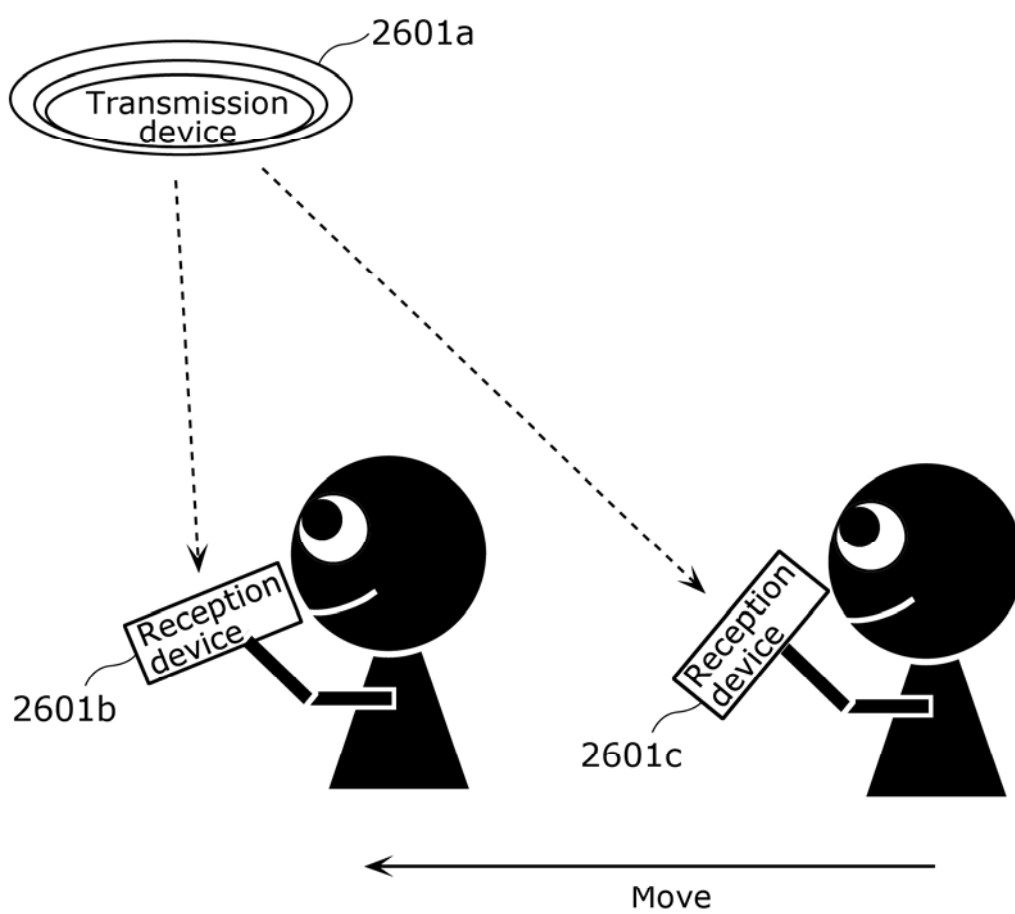


FIG. 63

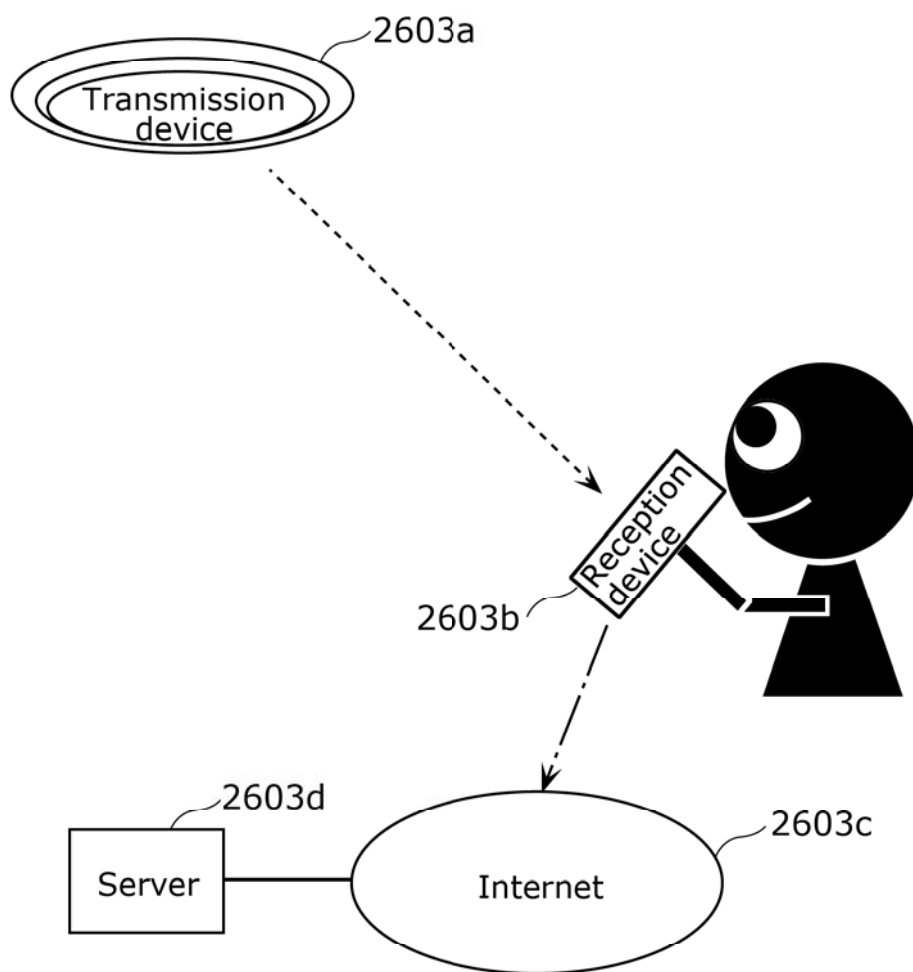


FIG. 64

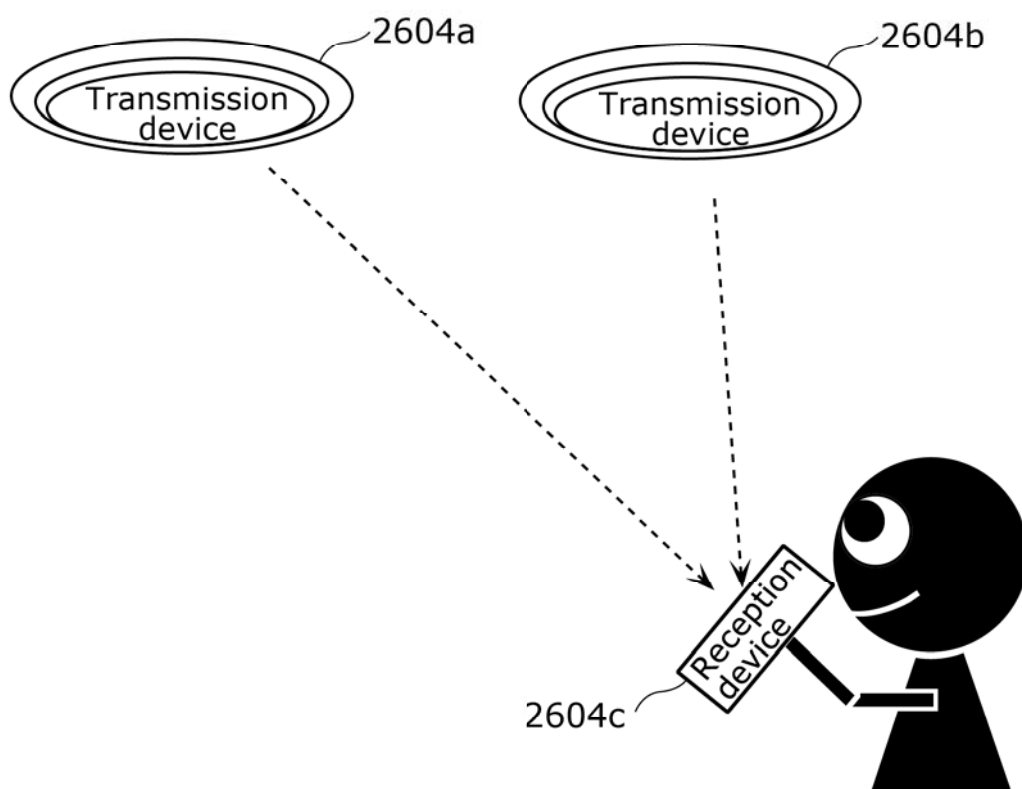


FIG. 65

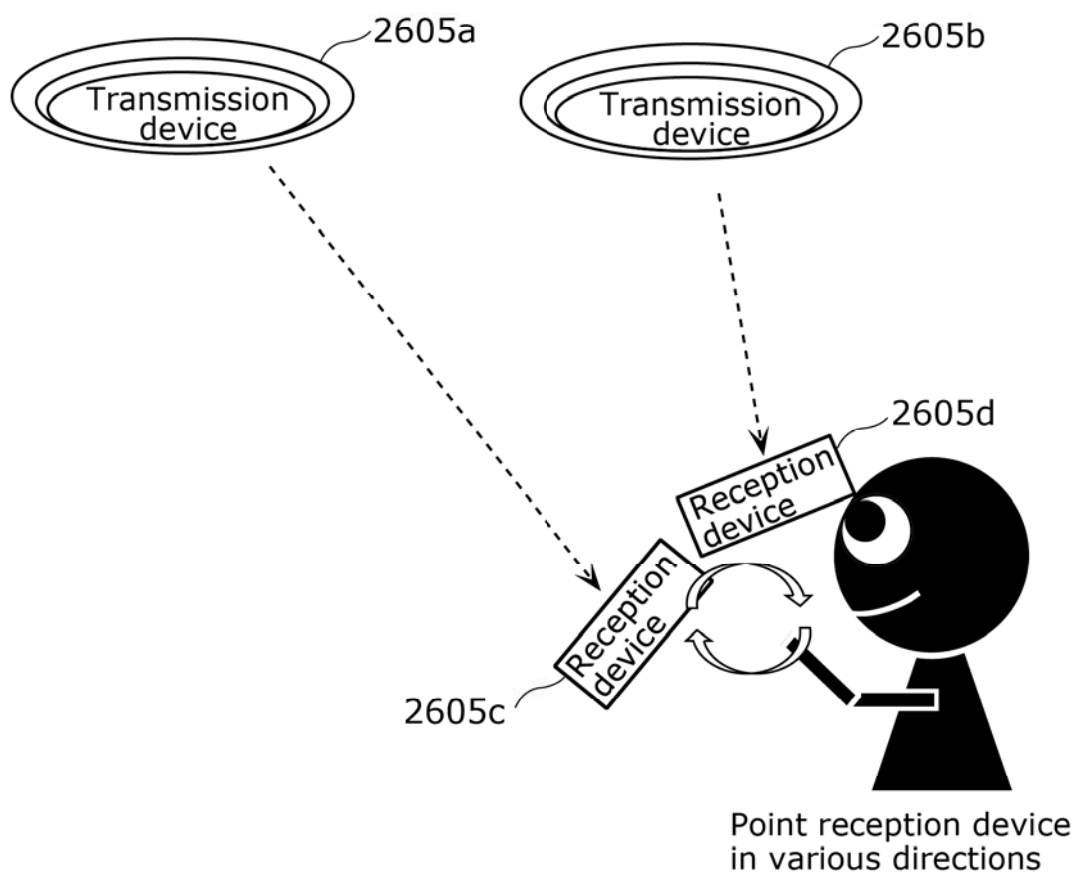


FIG. 66

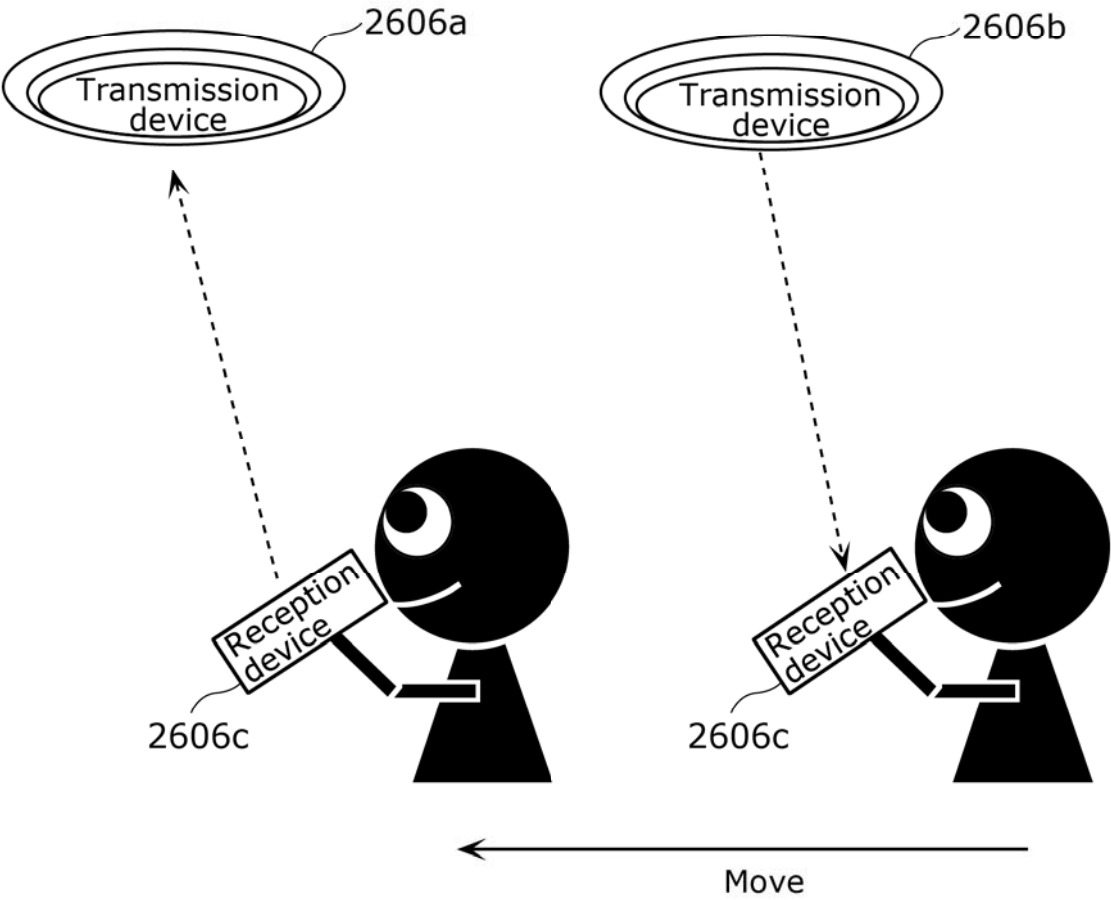


FIG. 67

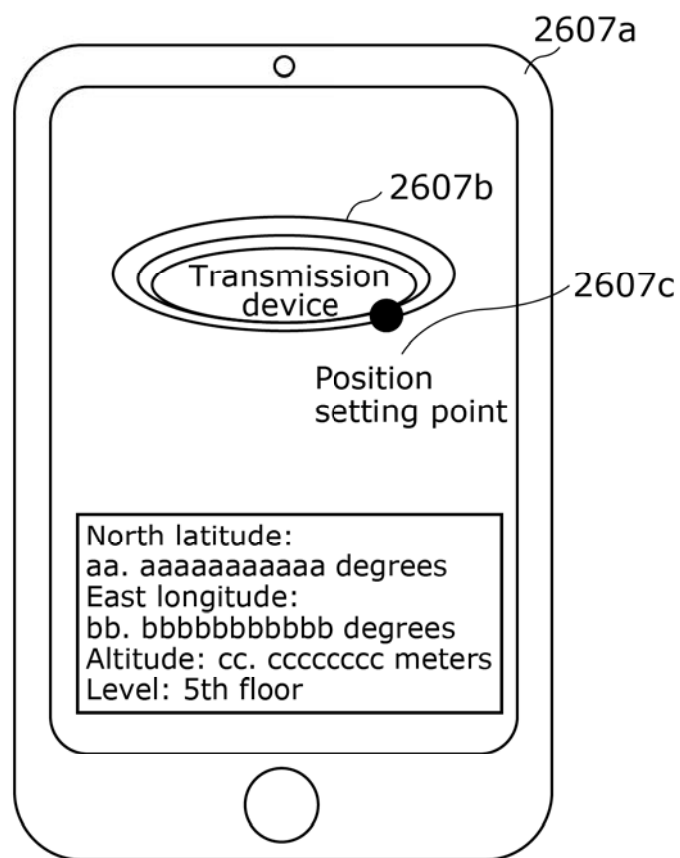


FIG. 68

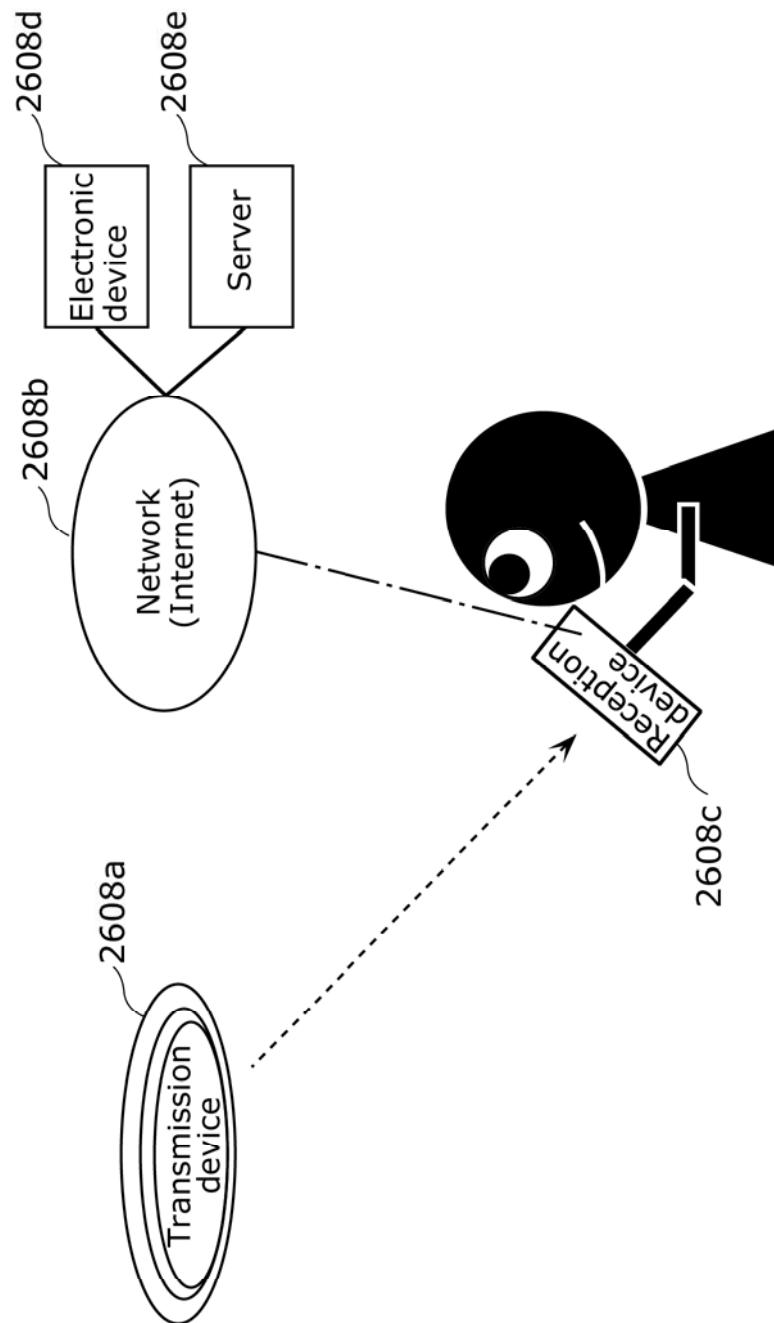


FIG. 69

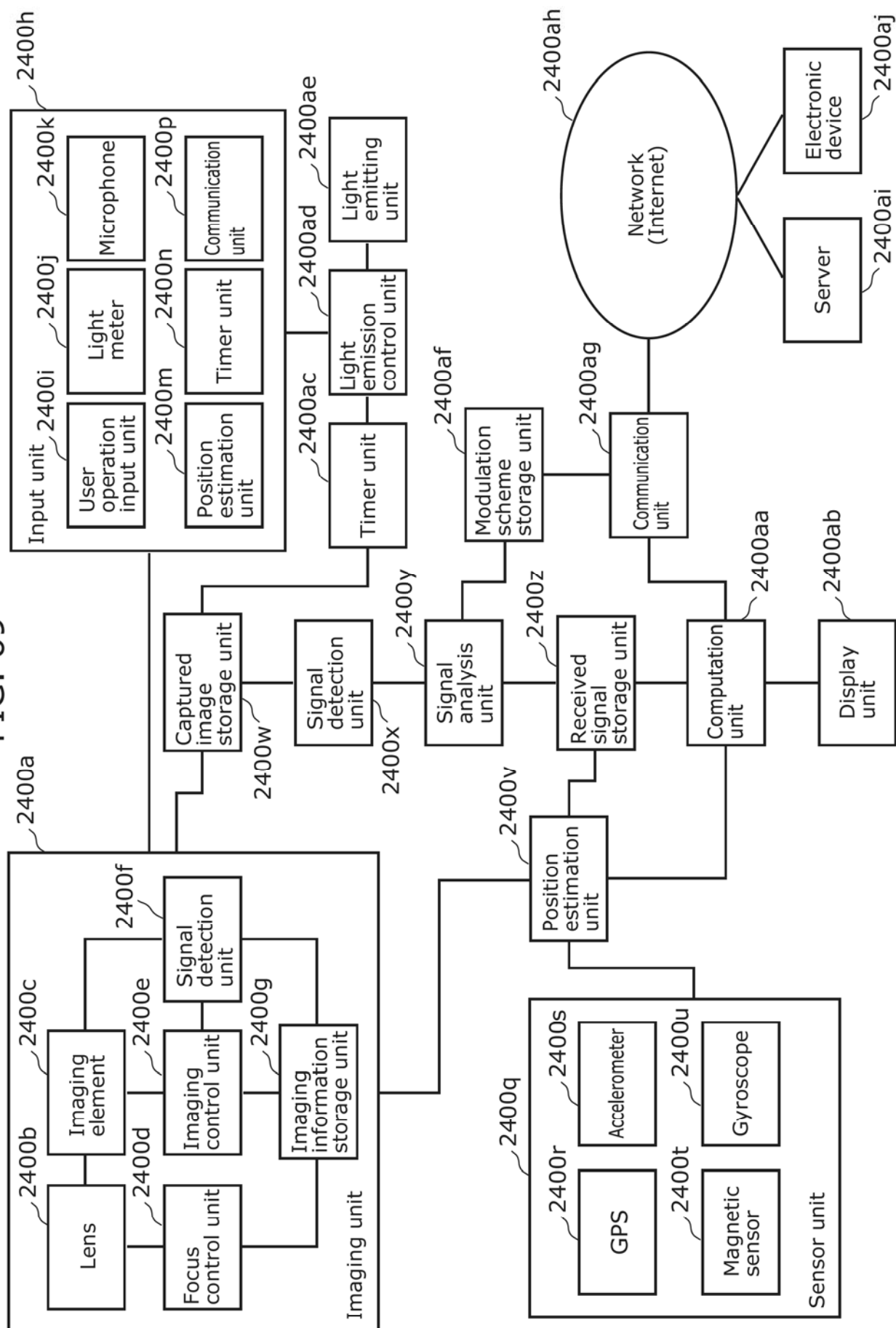


FIG. 70

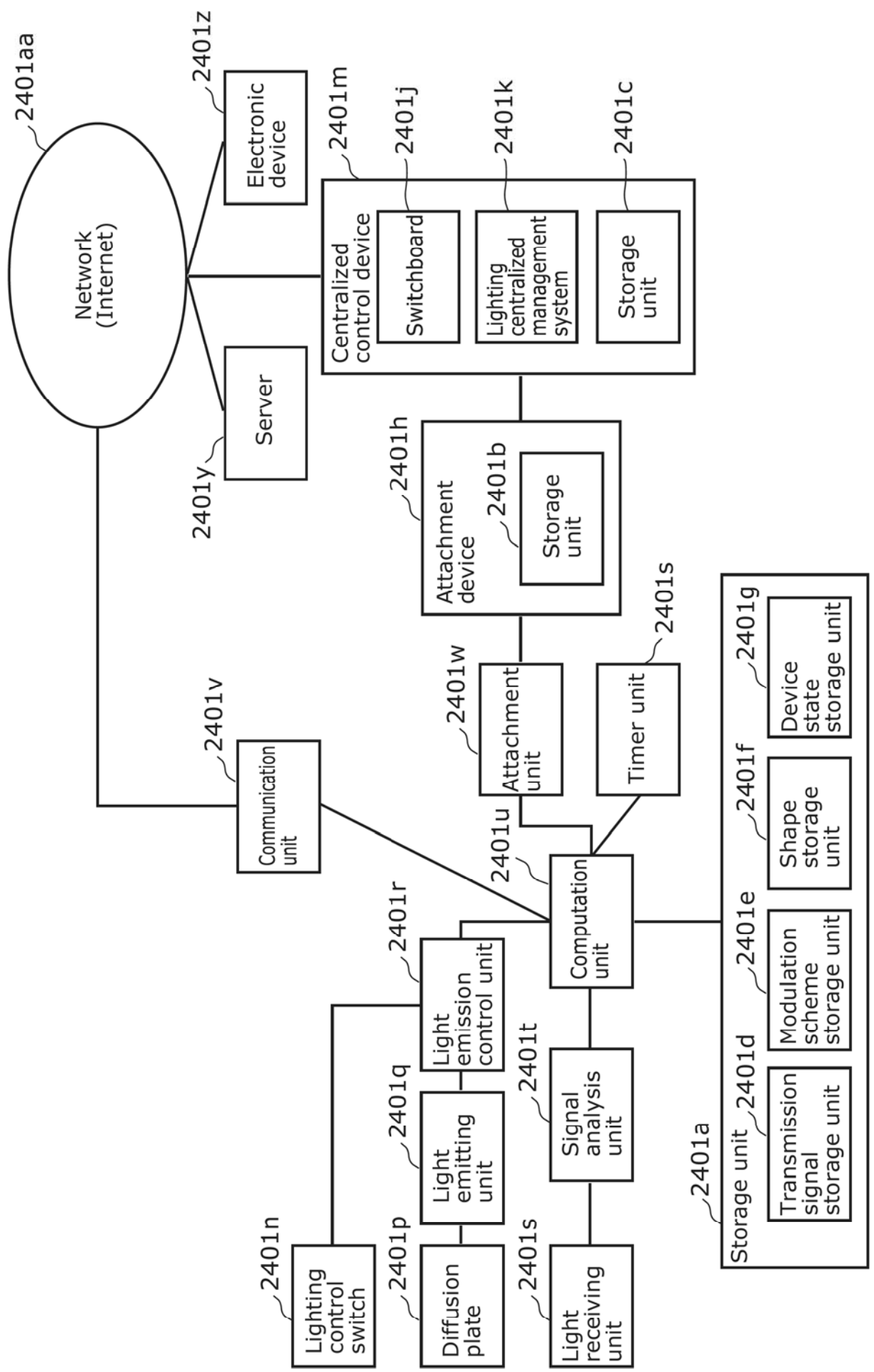


FIG. 71

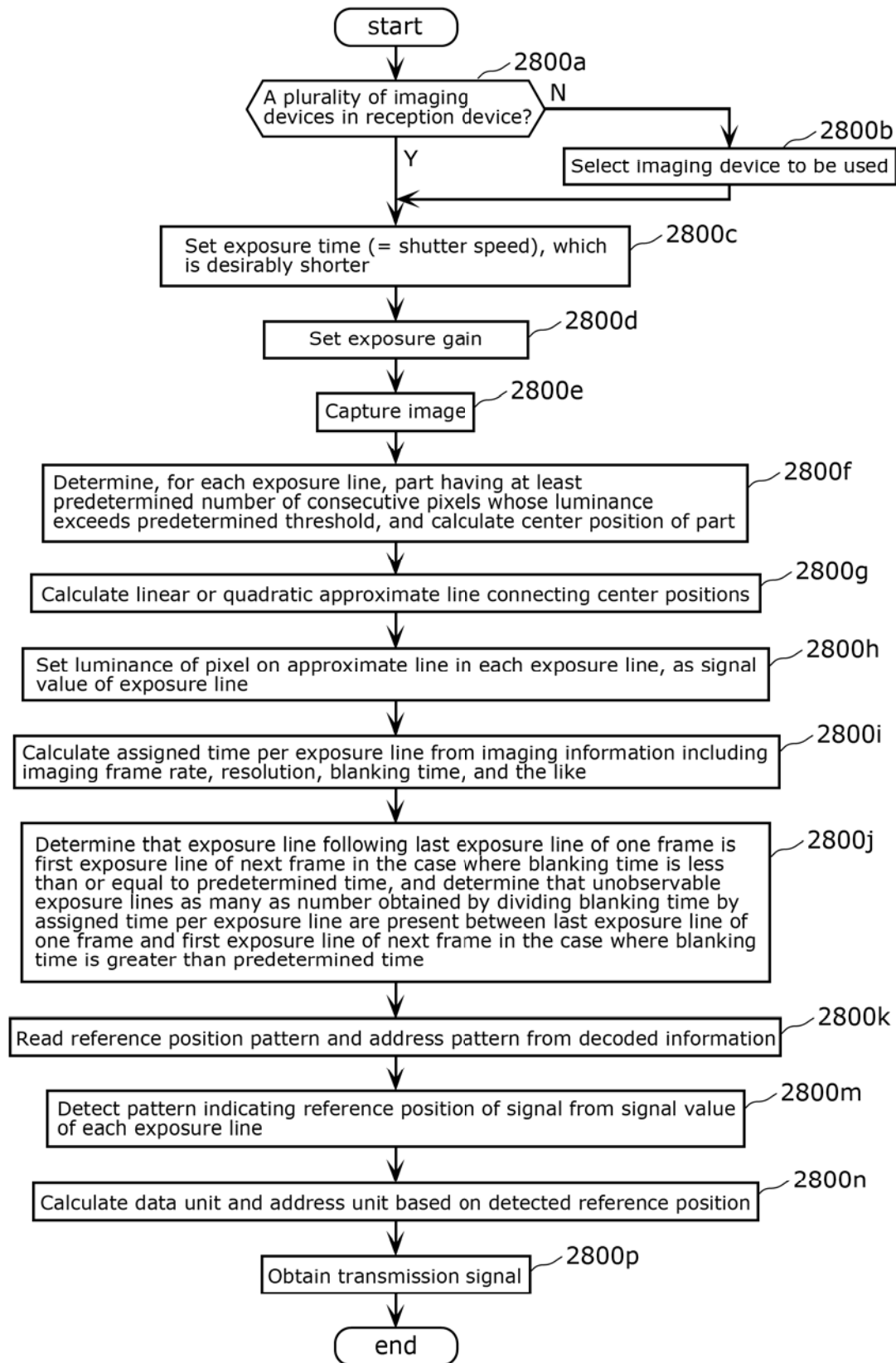


FIG. 72

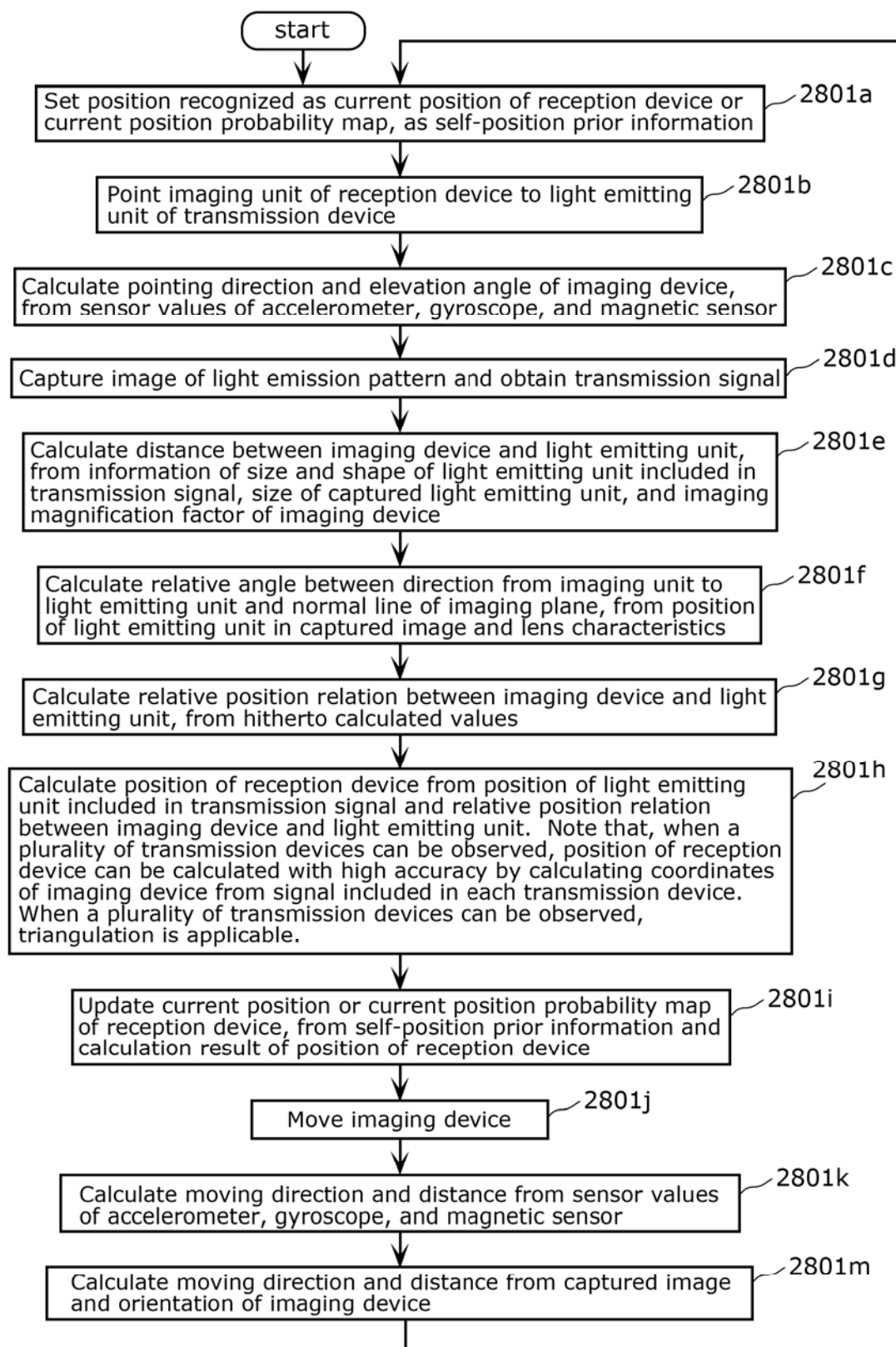


FIG. 73

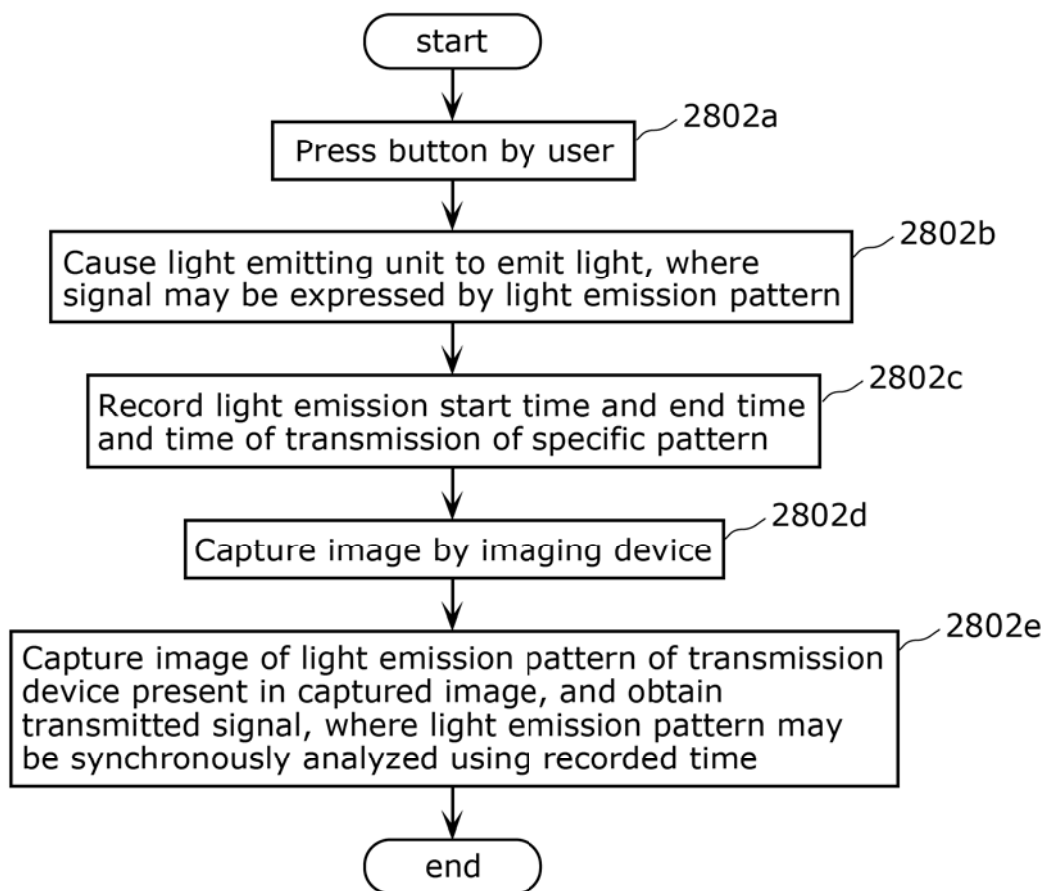


FIG. 74

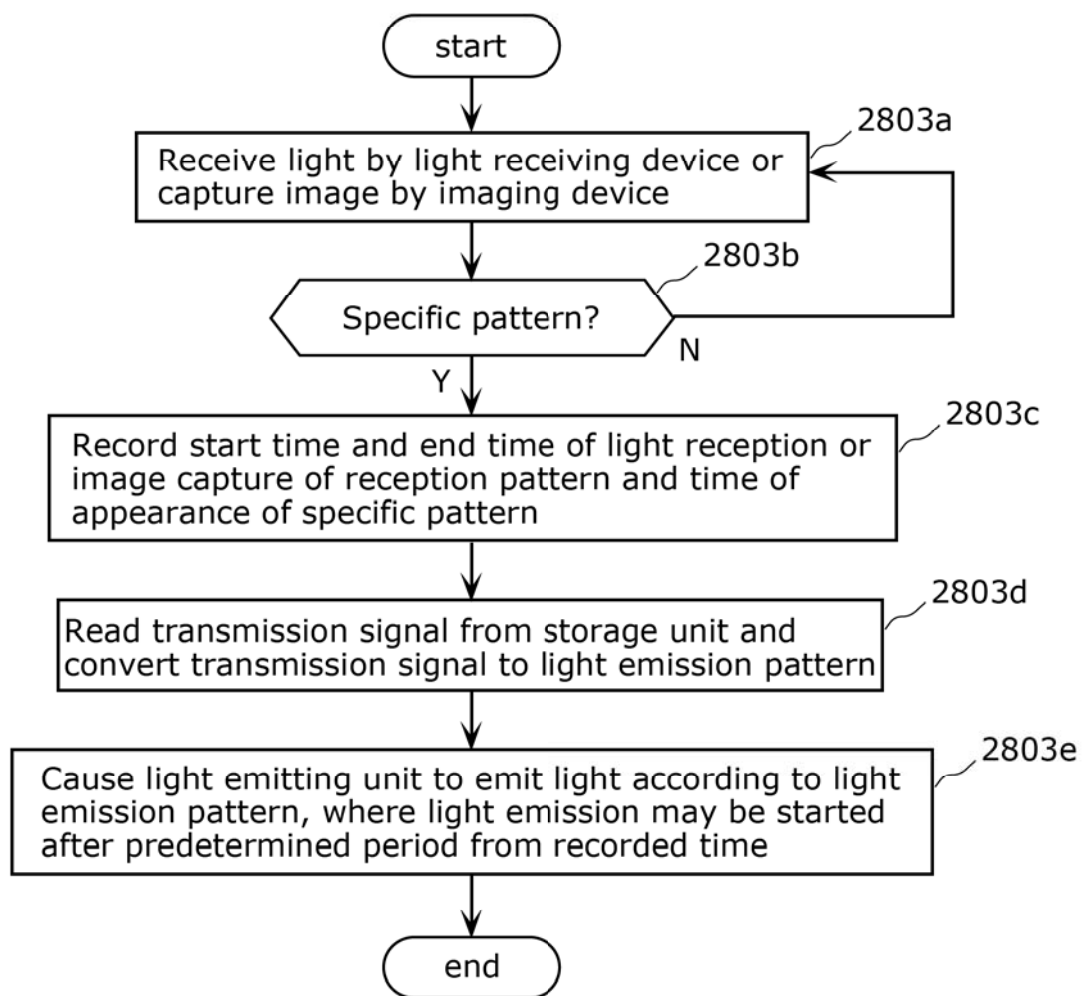


FIG. 75

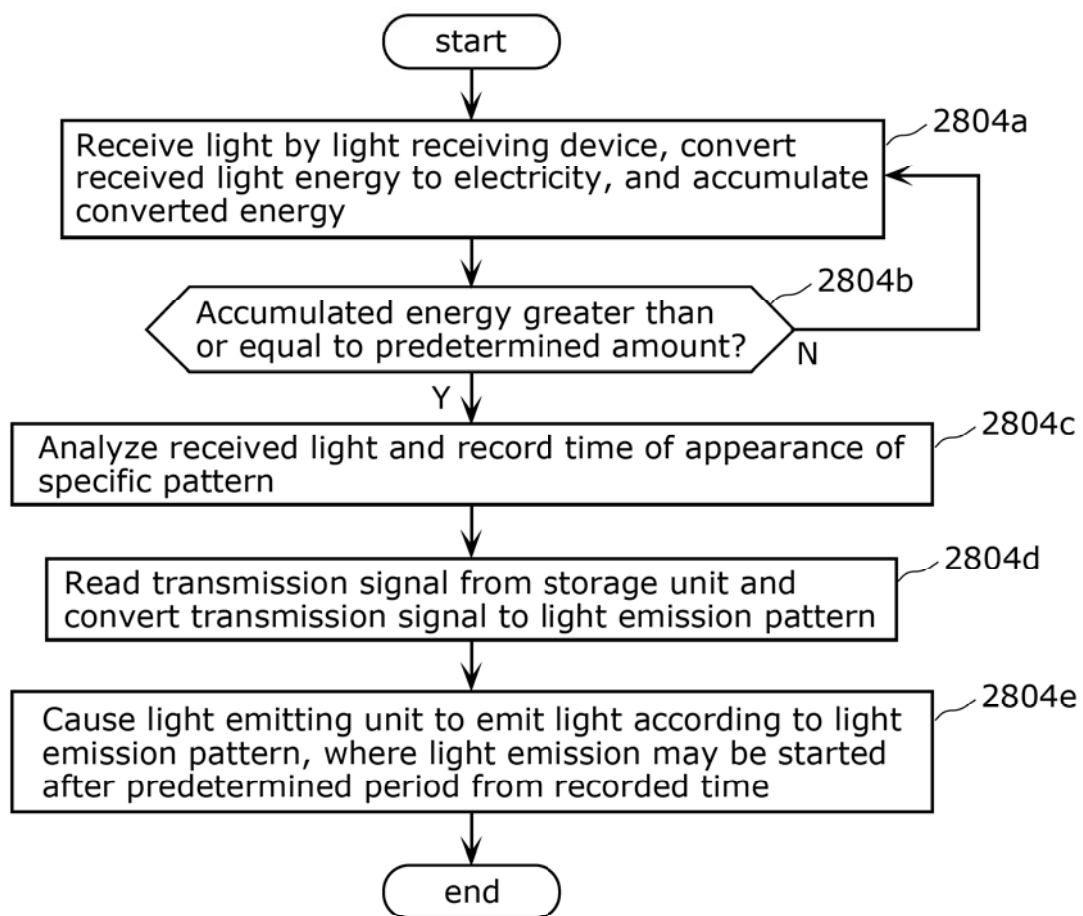


FIG. 76

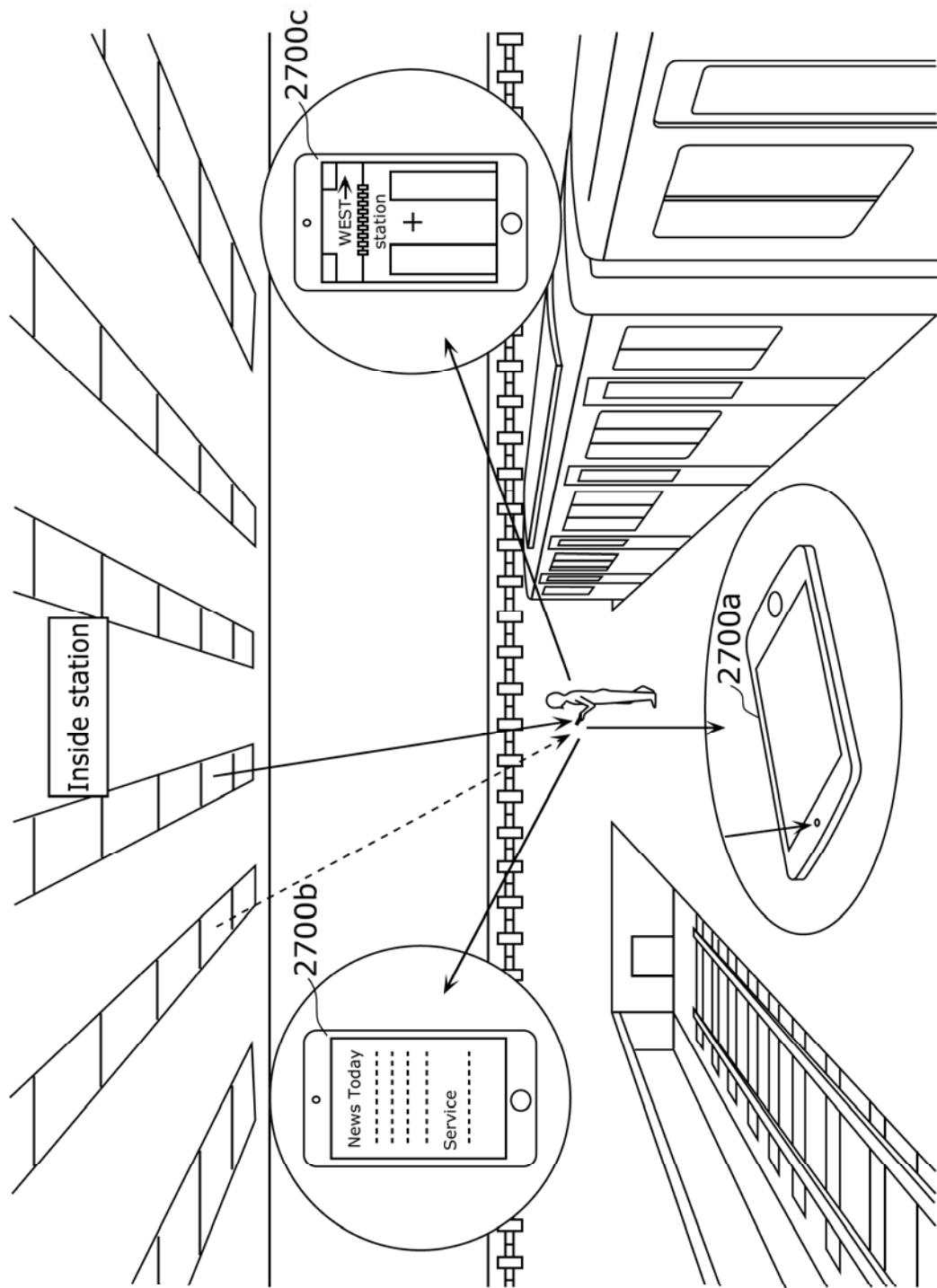


FIG. 77

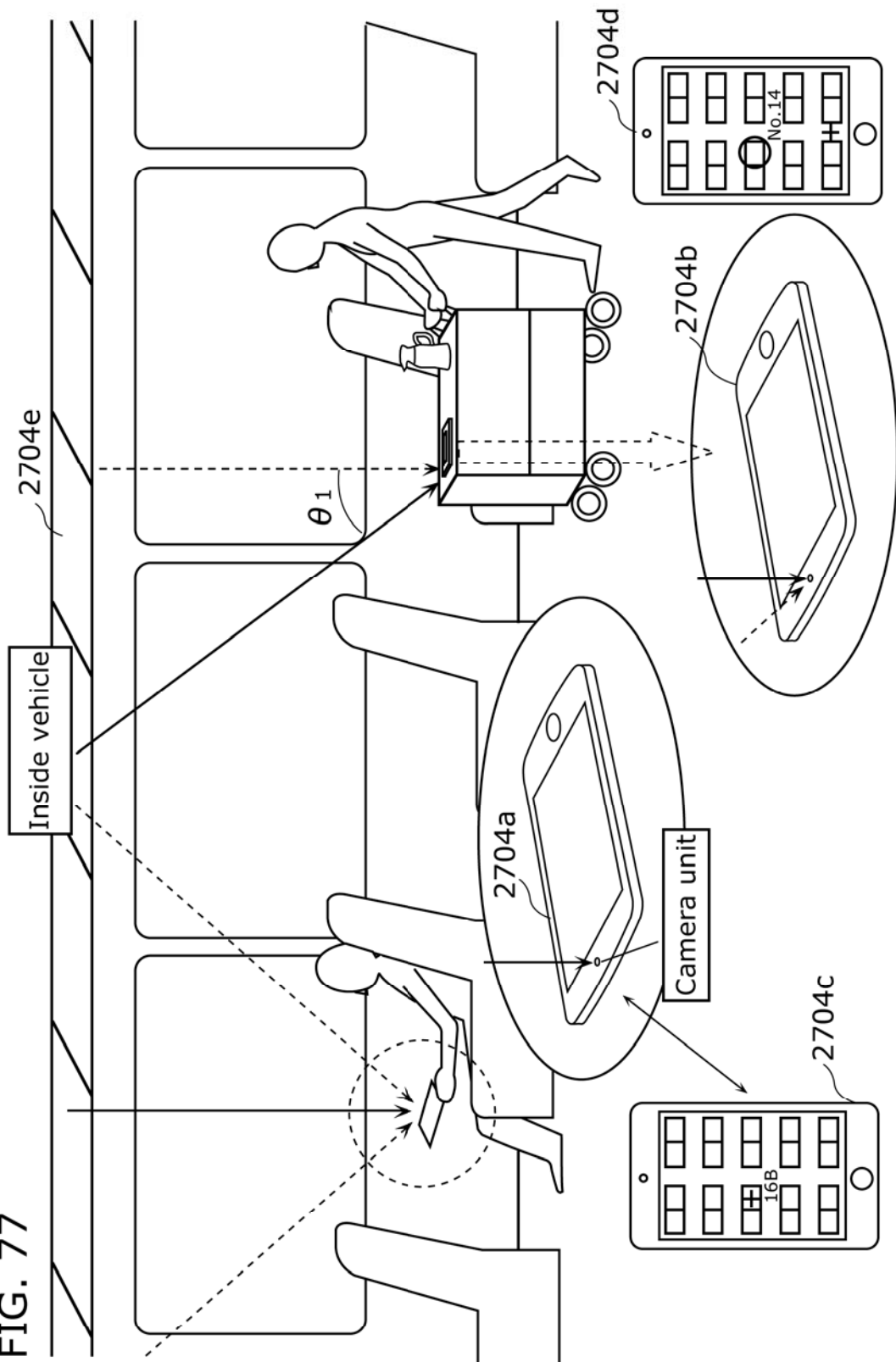


FIG. 78

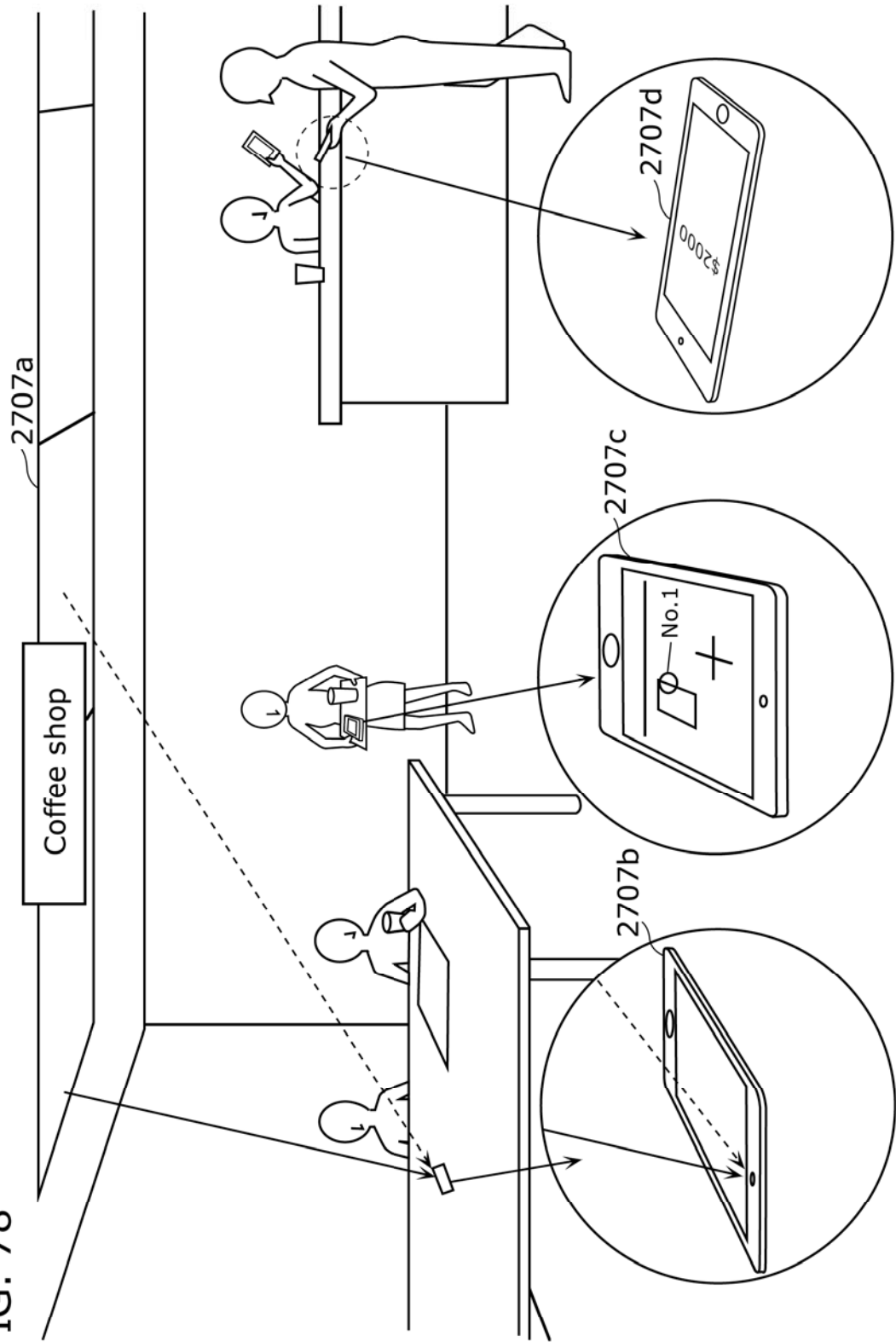


FIG. 79

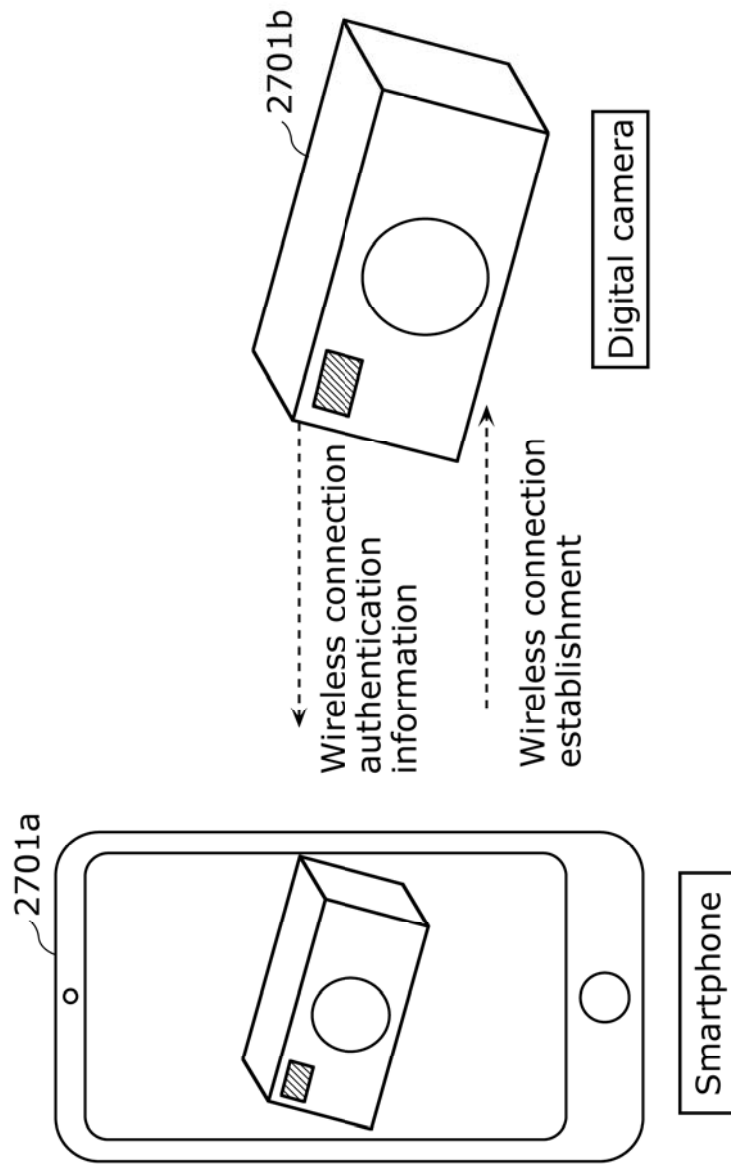


FIG. 80

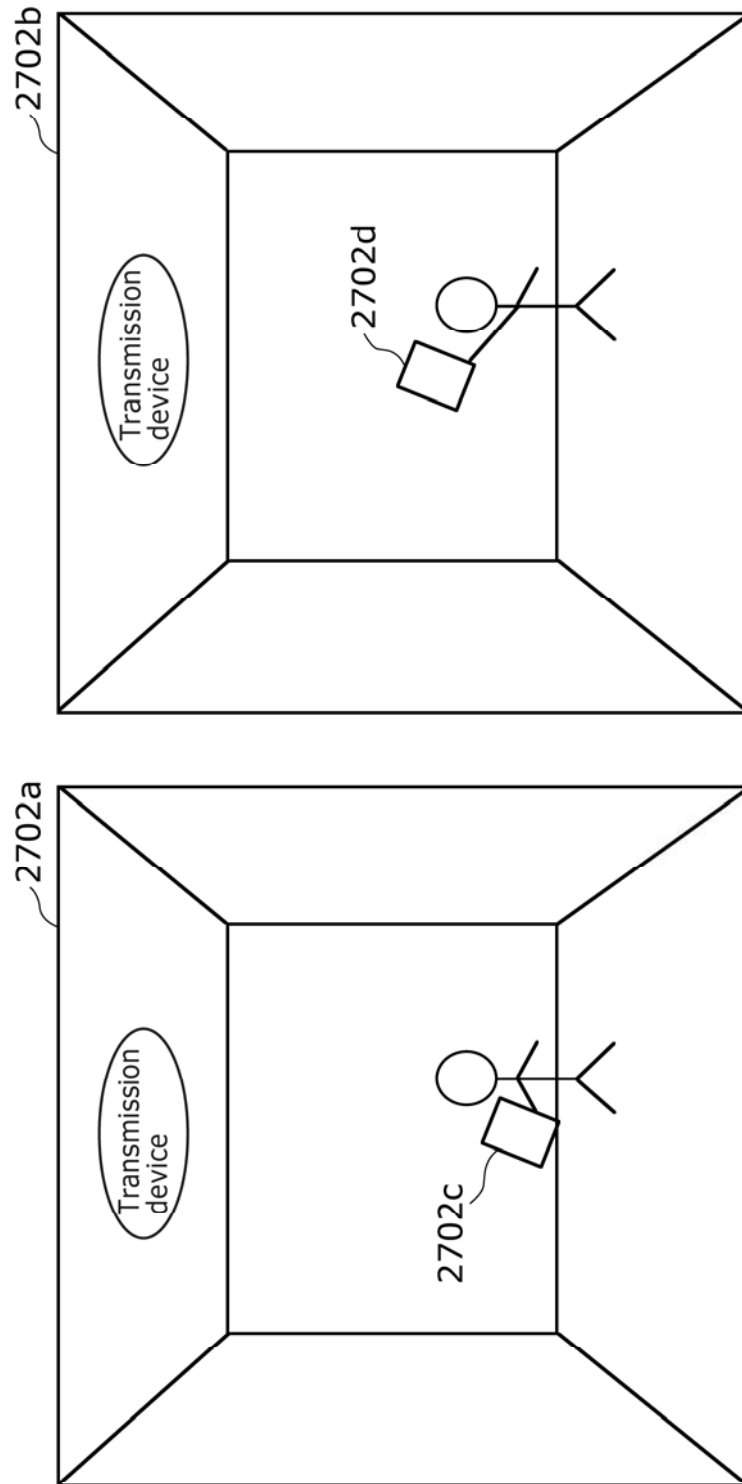
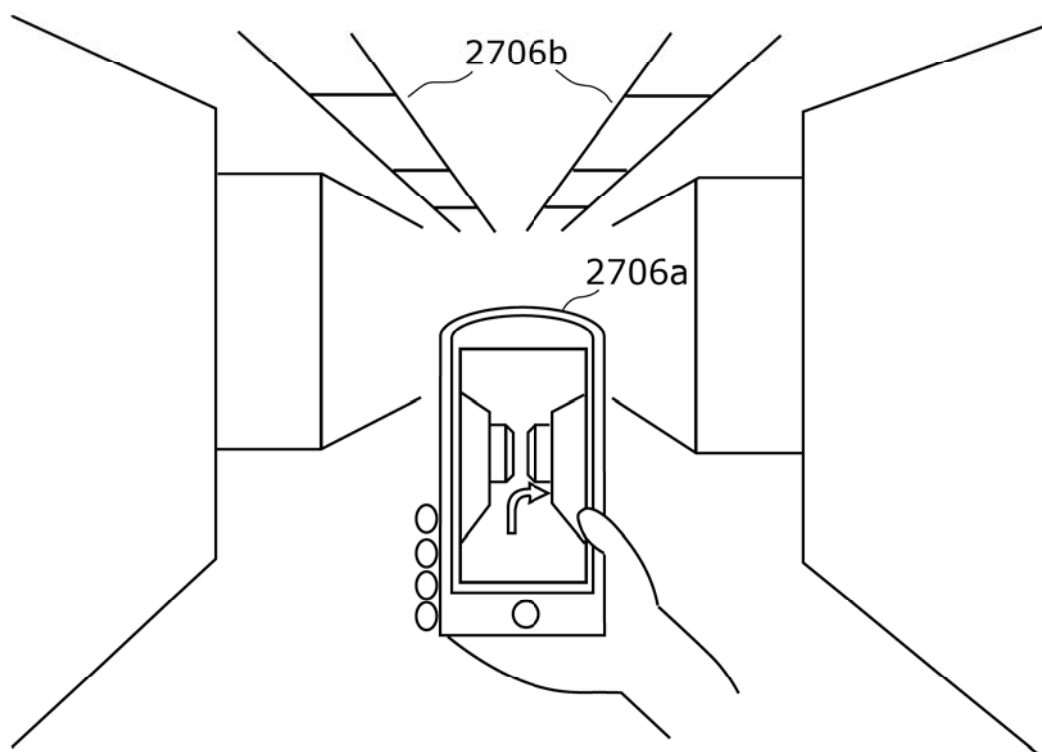


FIG. 81



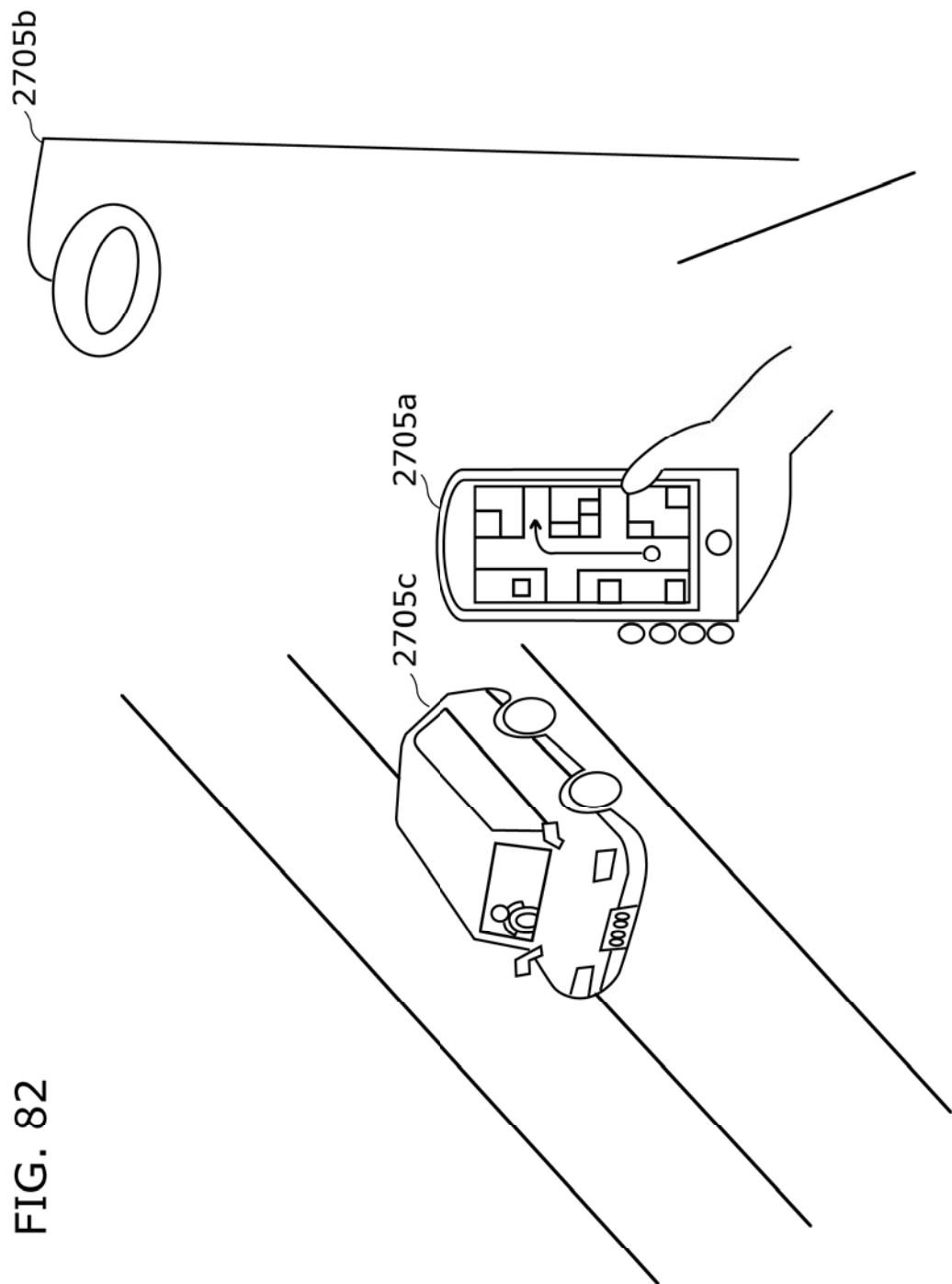


FIG. 82

FIG. 83

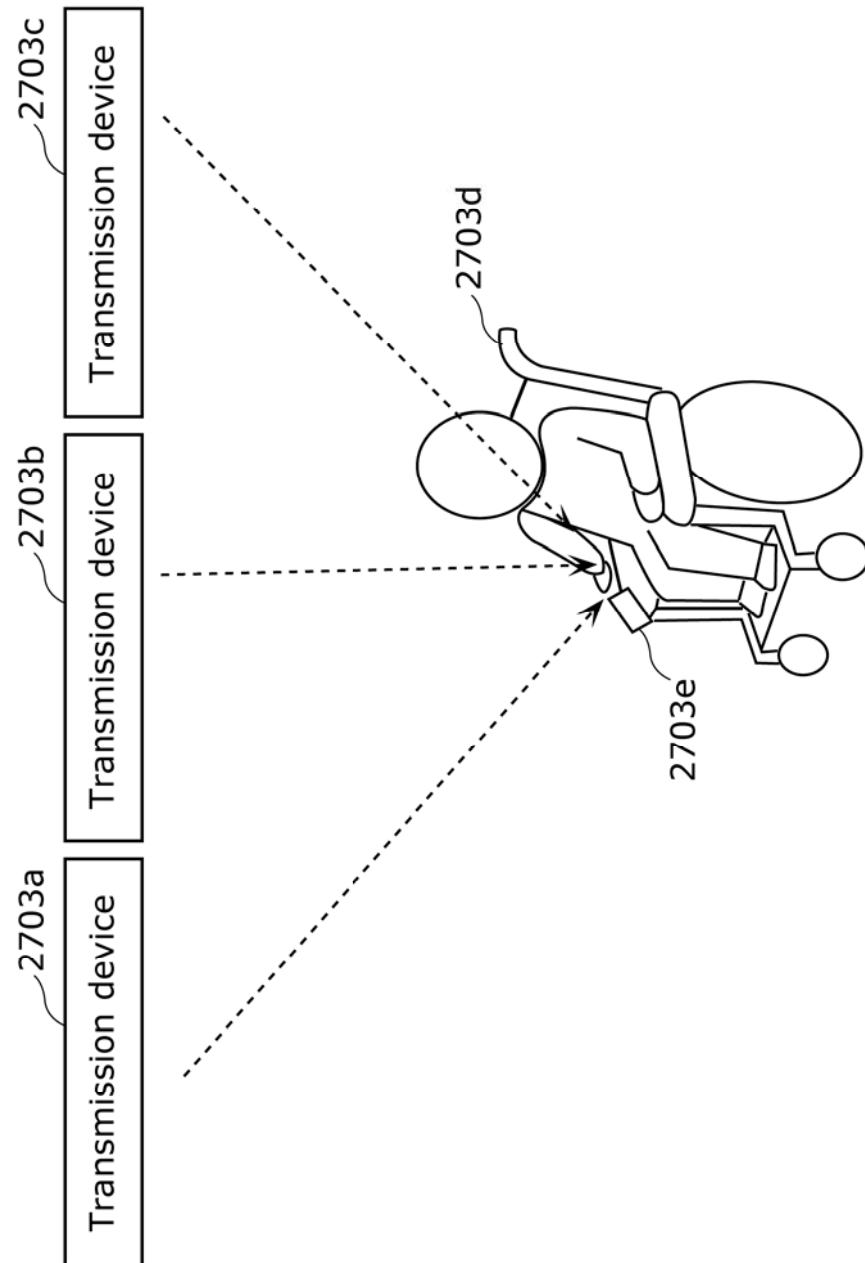


FIG. 84

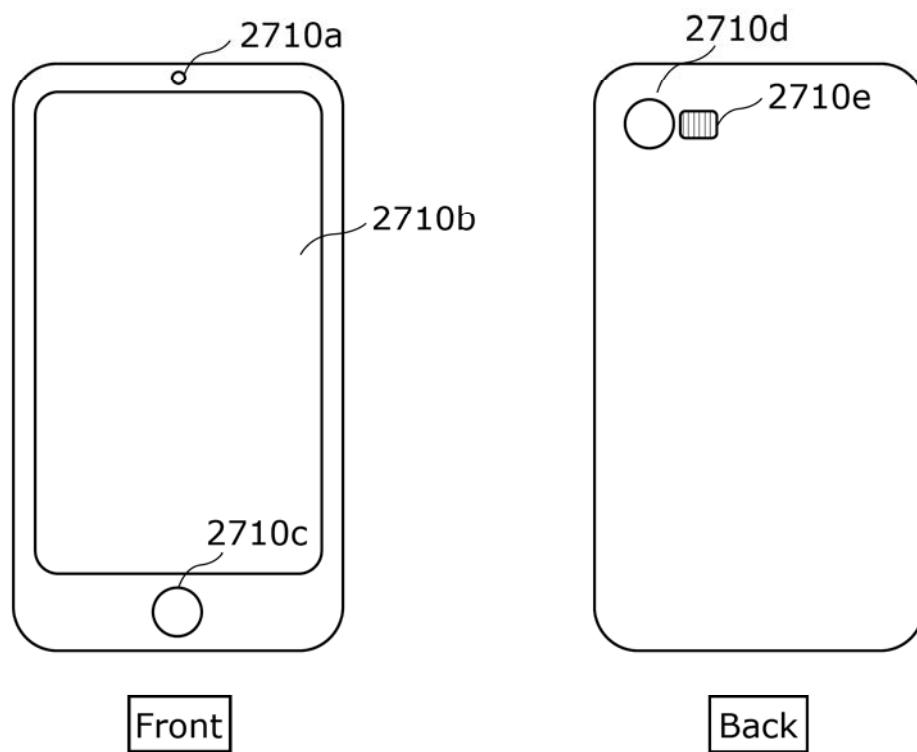


FIG. 85

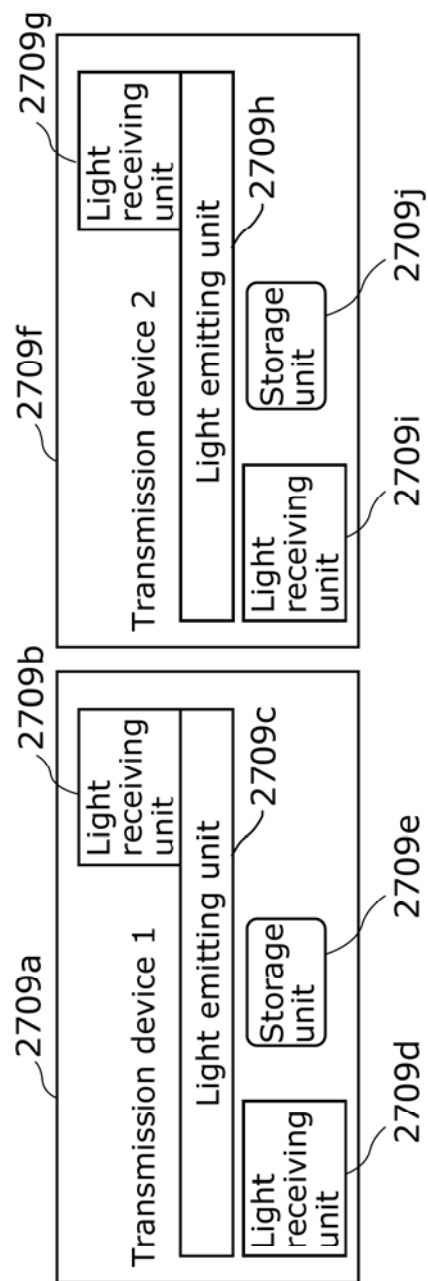


FIG. 86

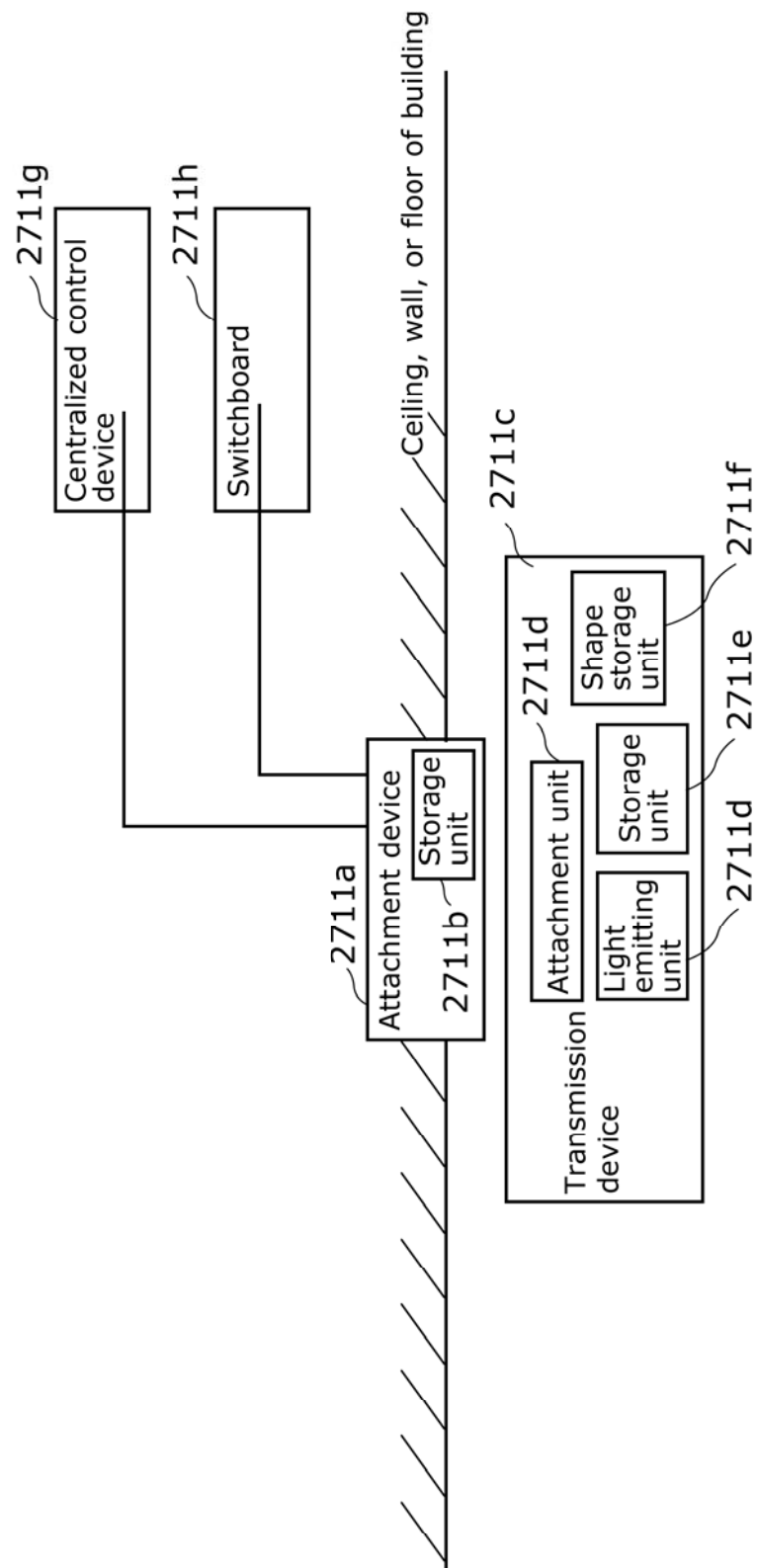


FIG. 87

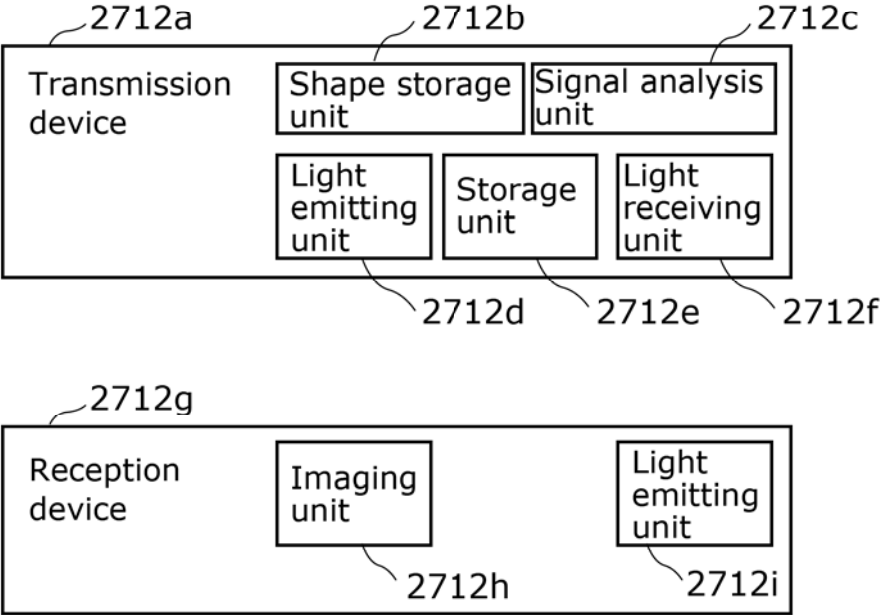


FIG. 88

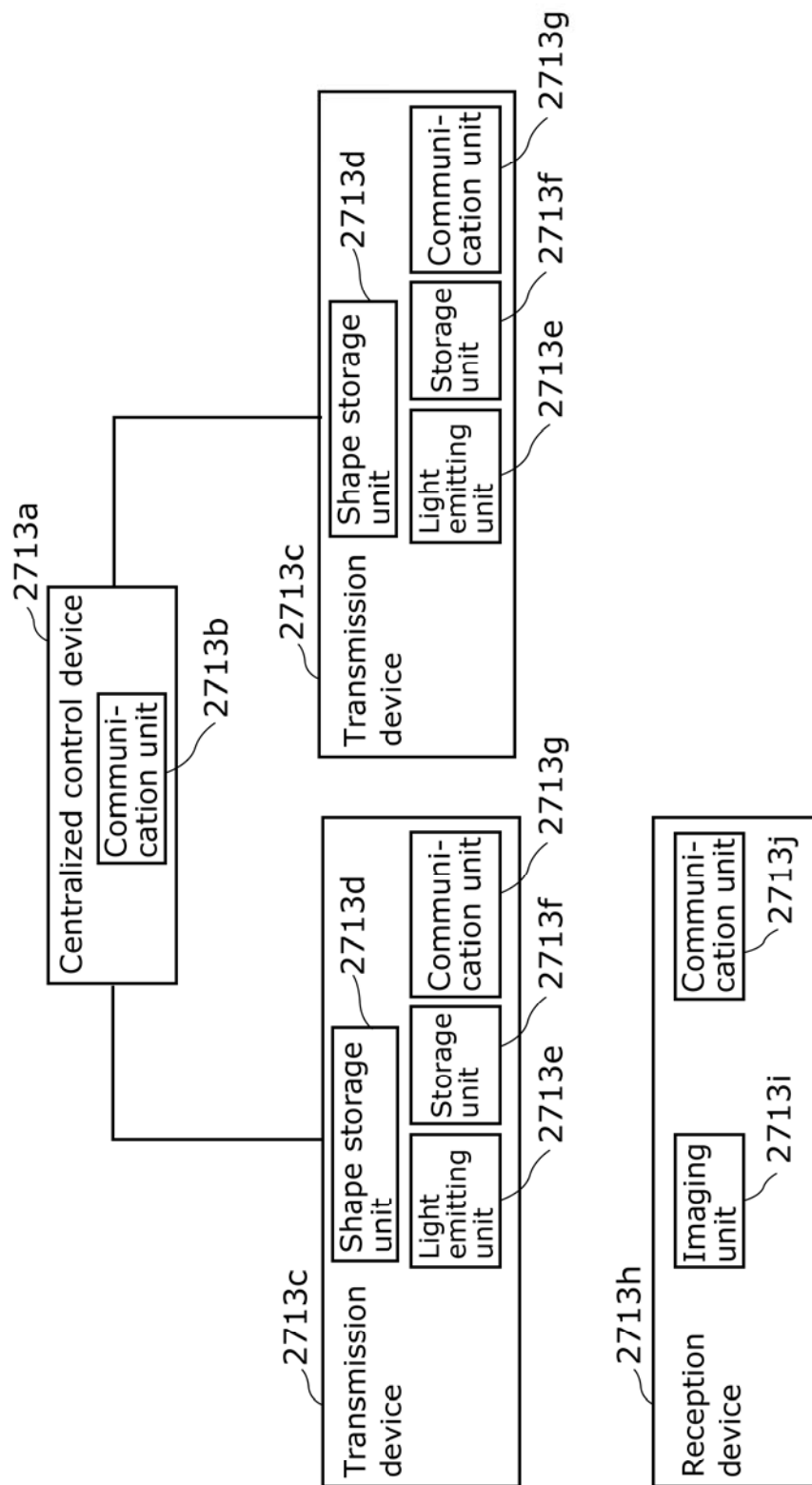


FIG. 89

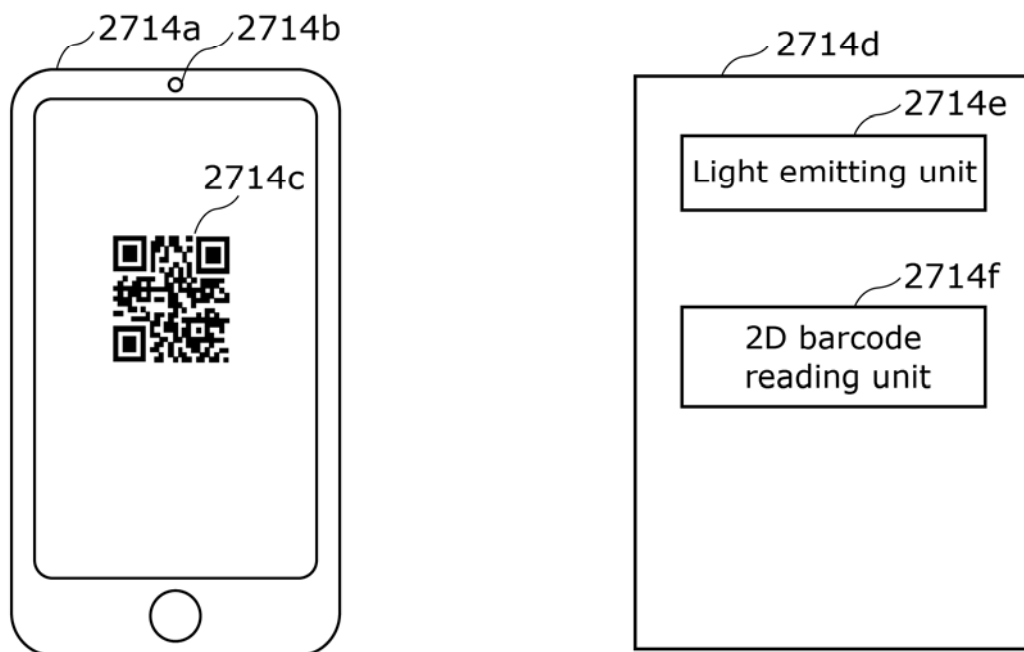


FIG. 90

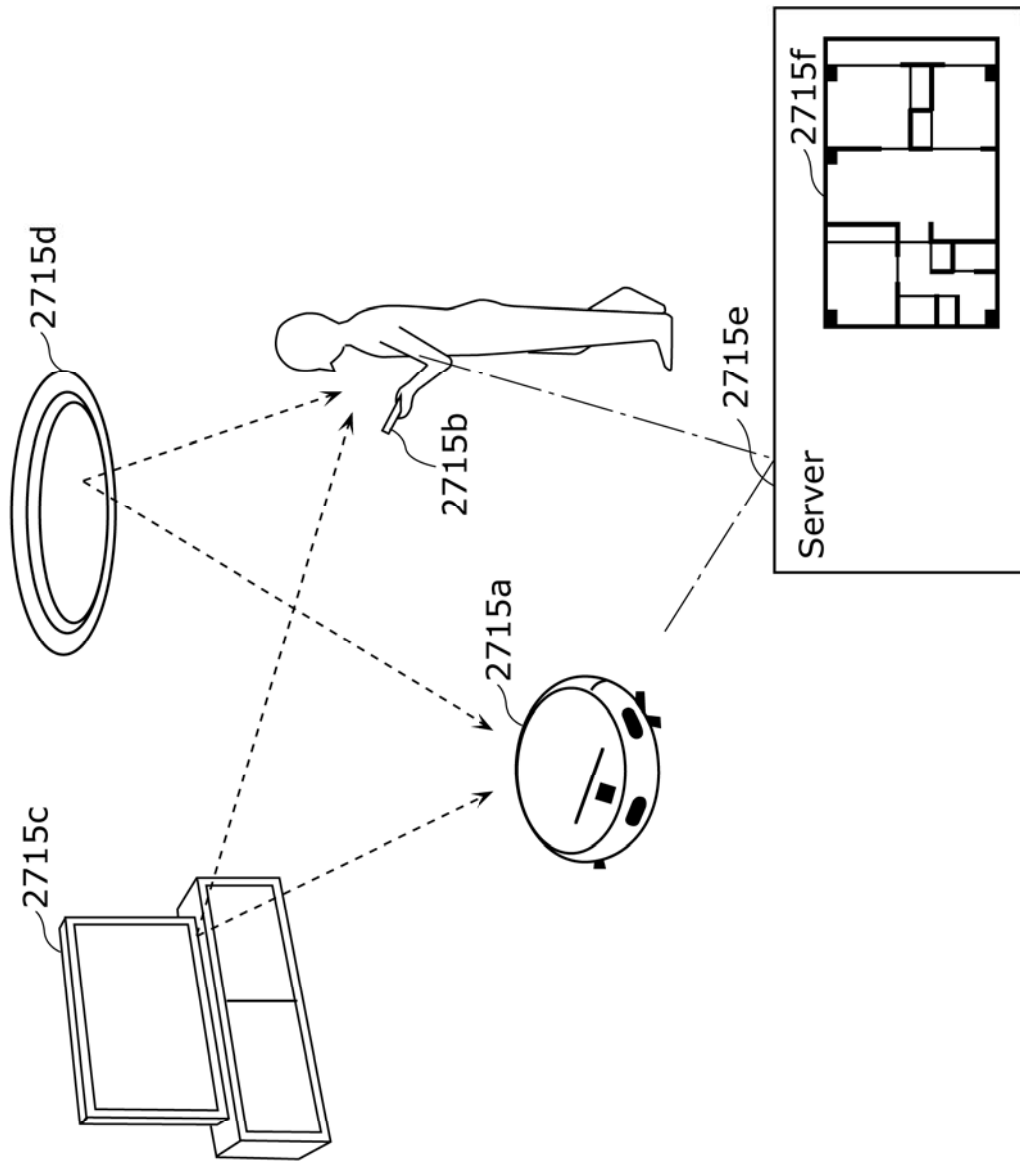


FIG. 91

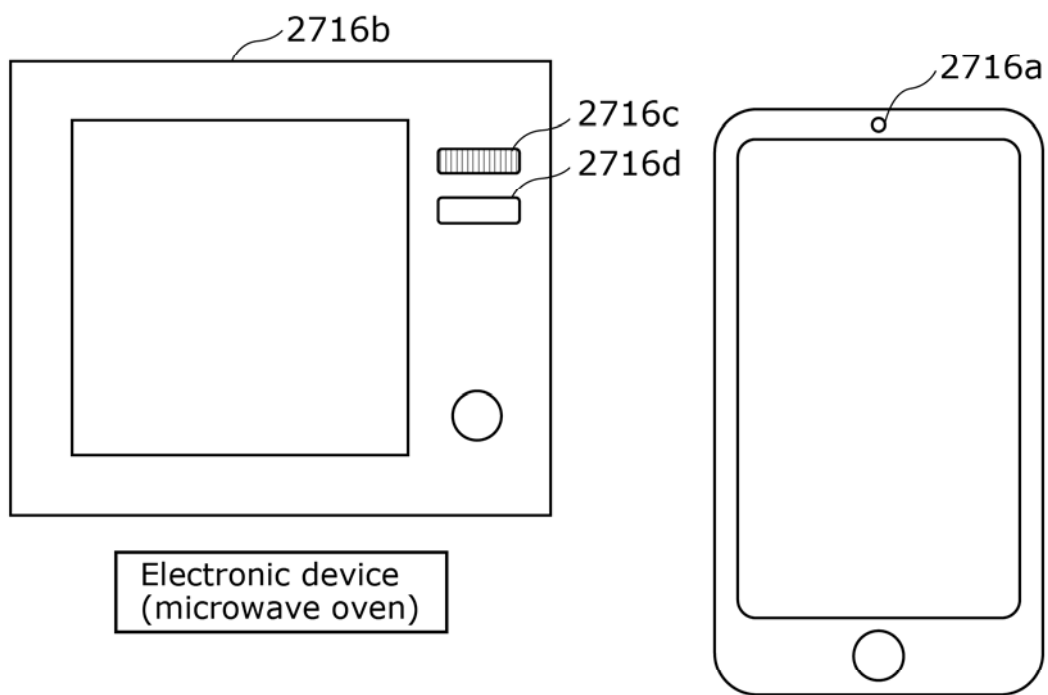


FIG. 92

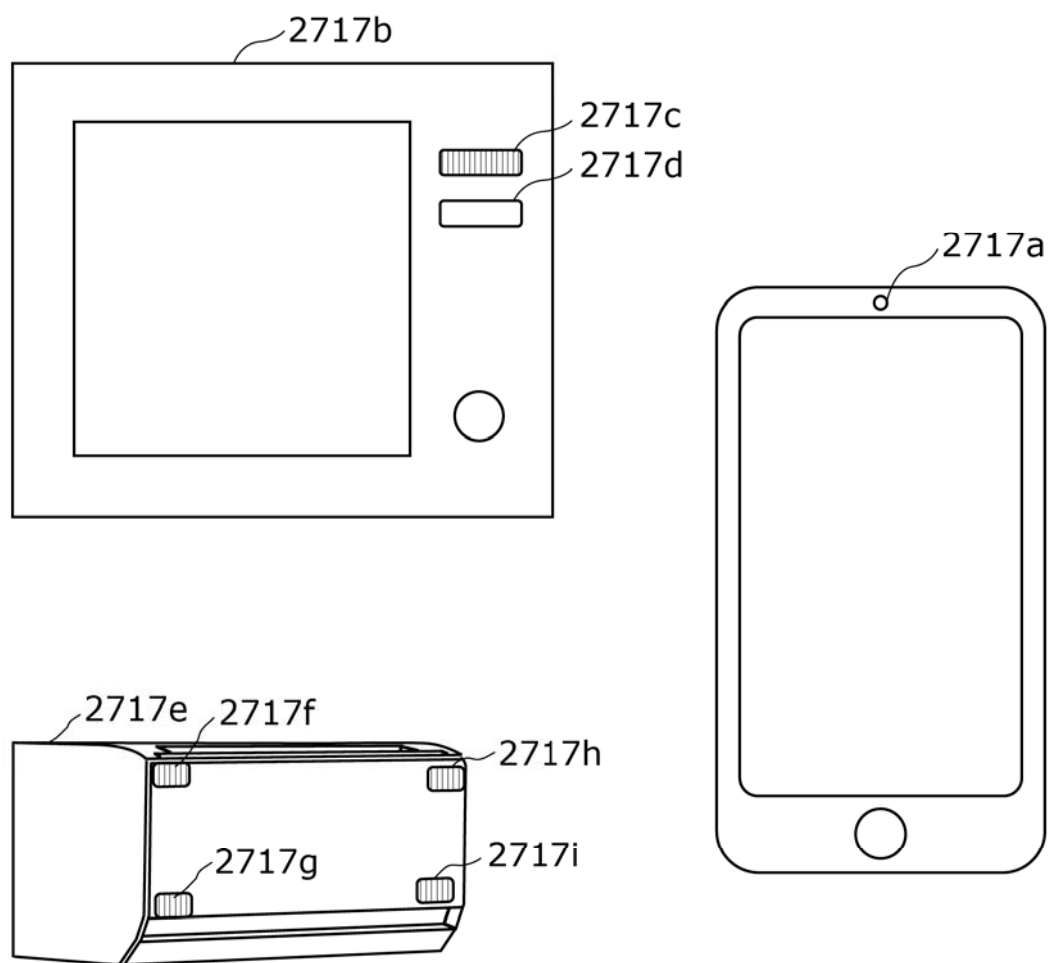


FIG. 93

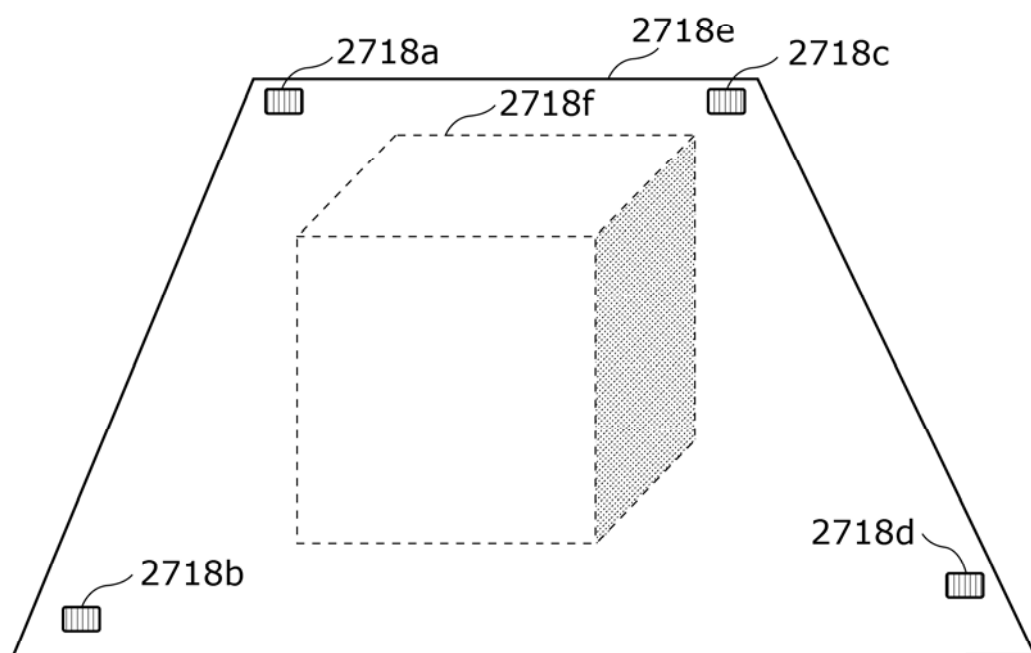


FIG. 94

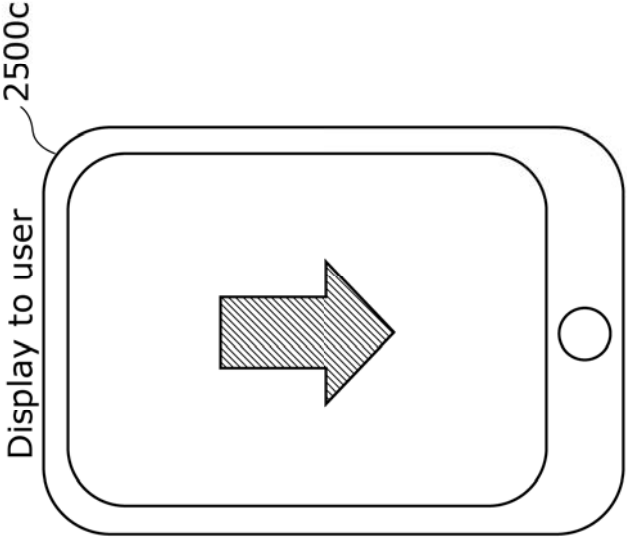
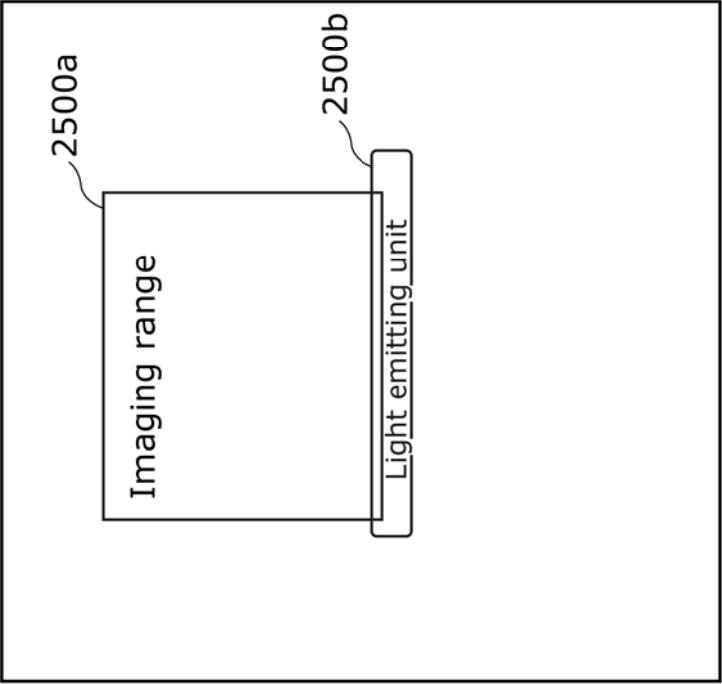


FIG. 95

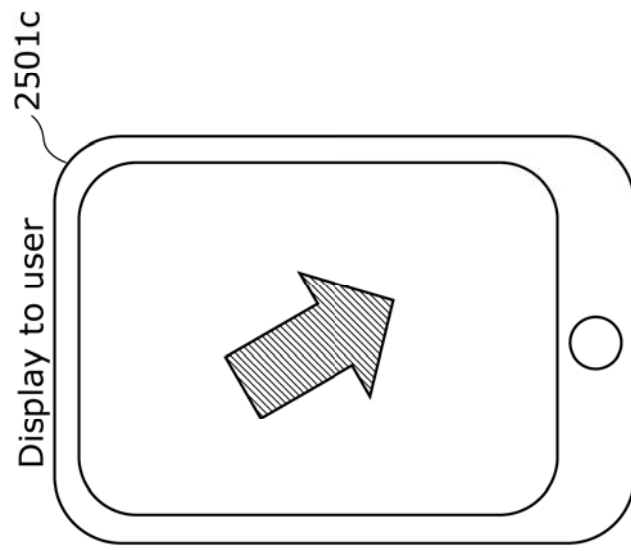
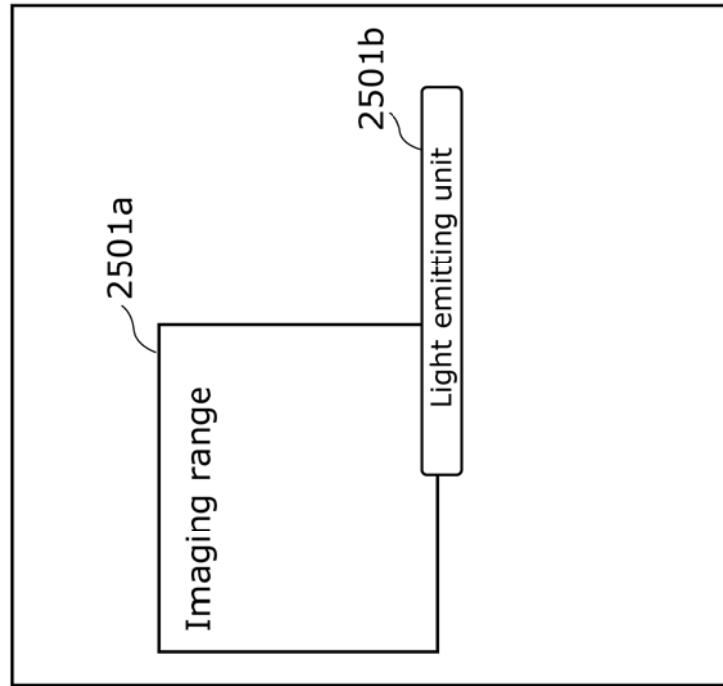


FIG. 96

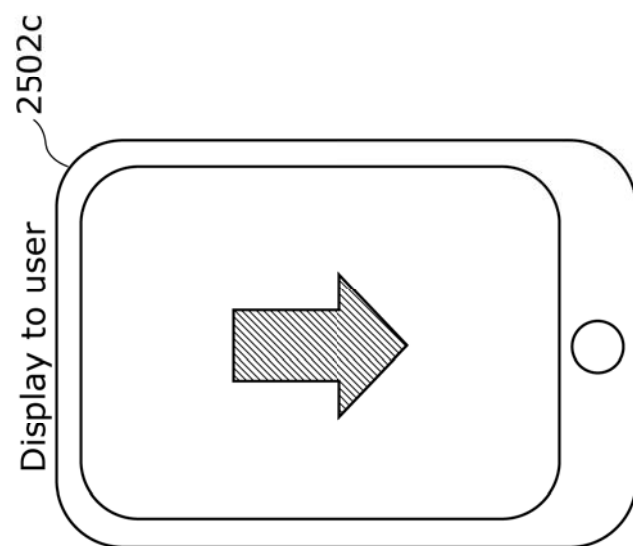
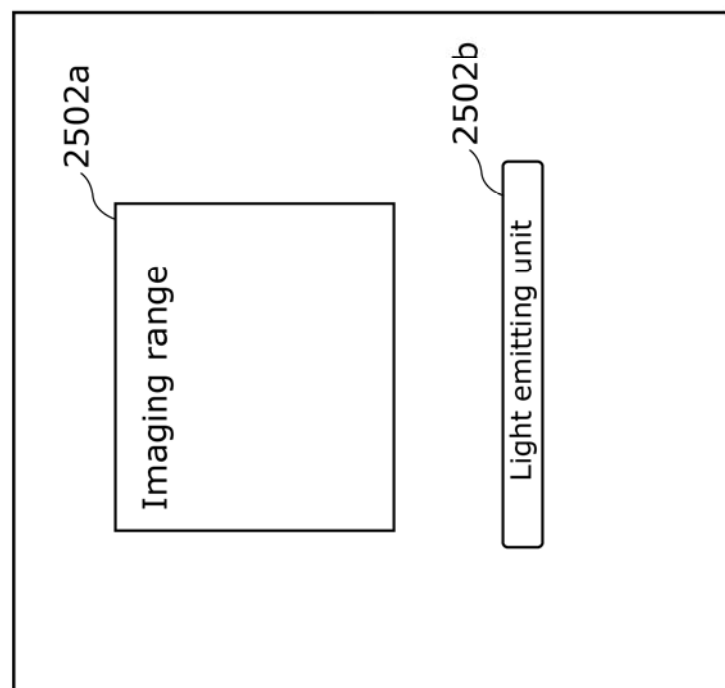


FIG. 97

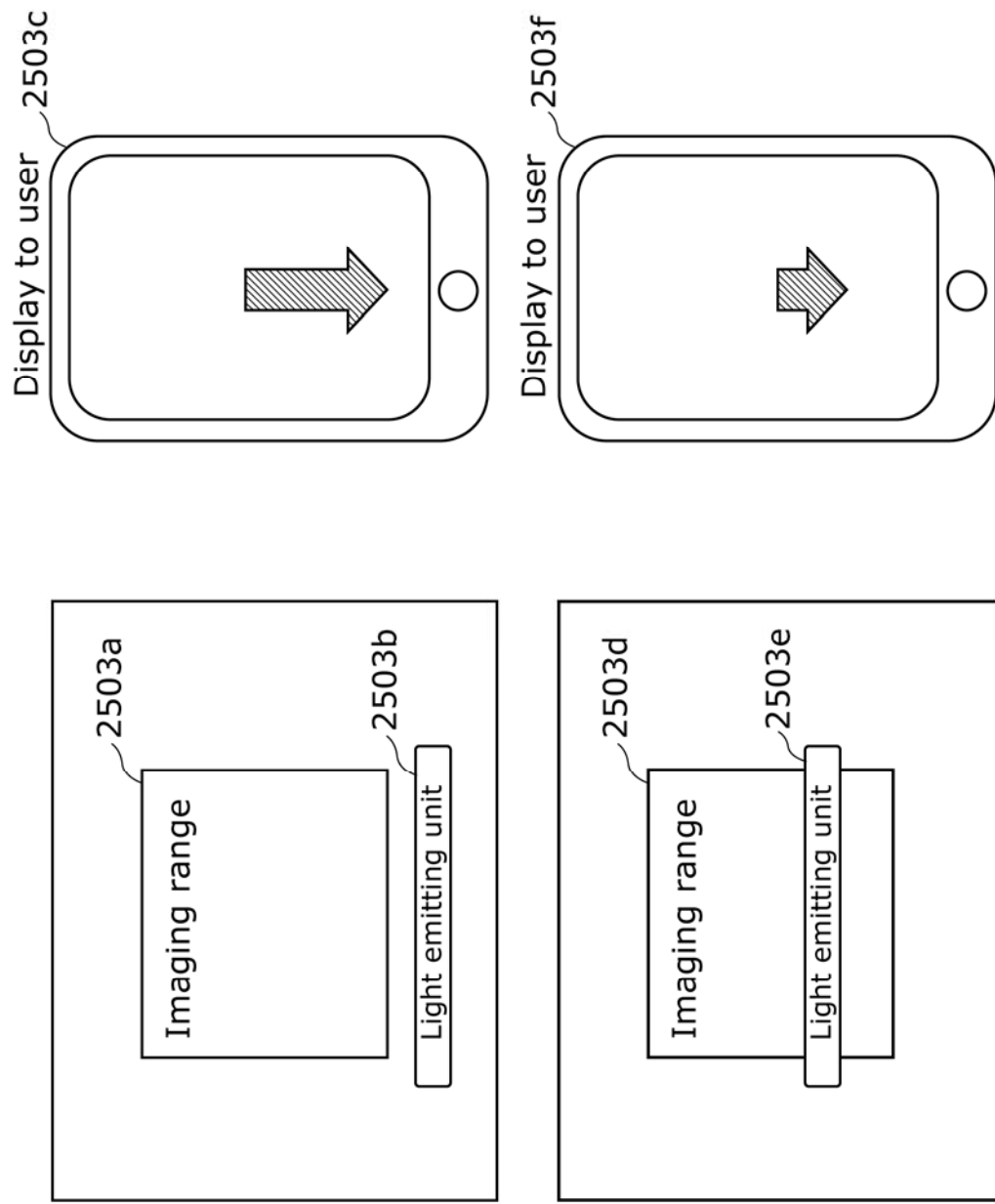


FIG. 98

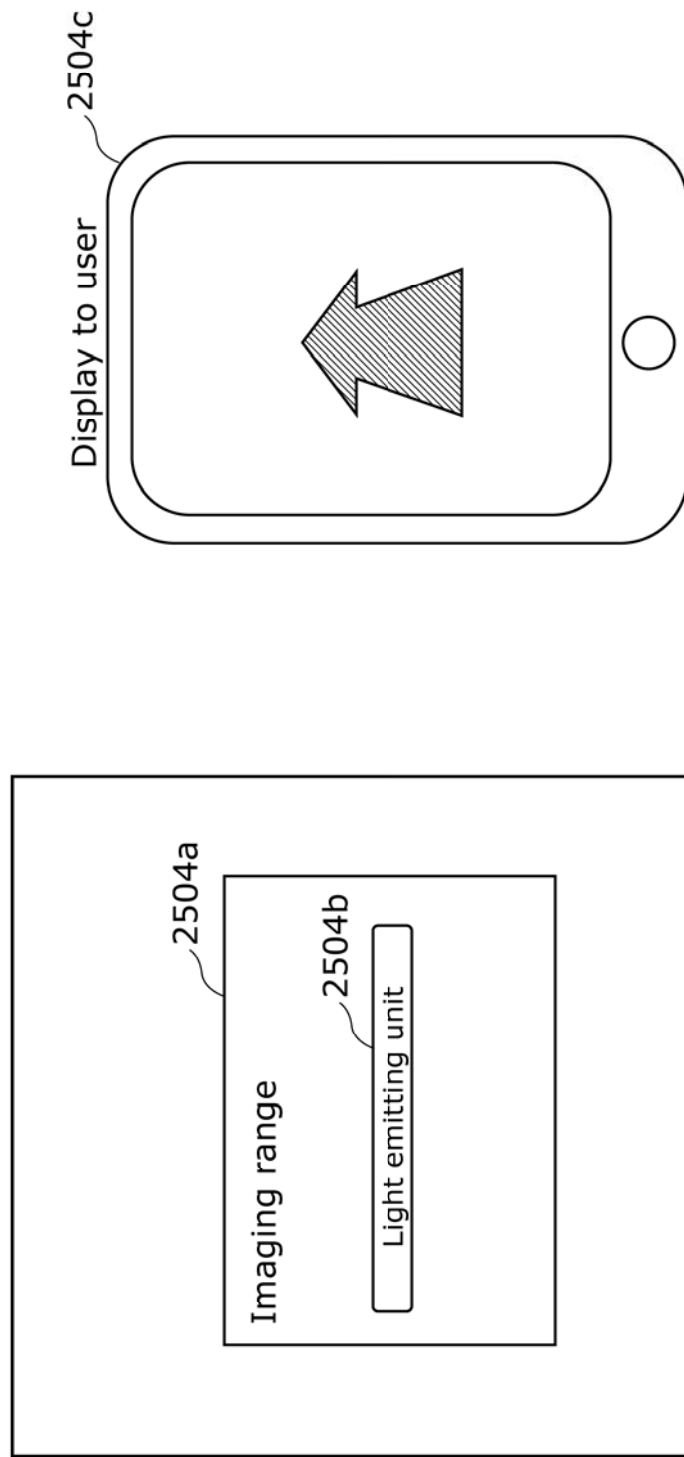


FIG. 99

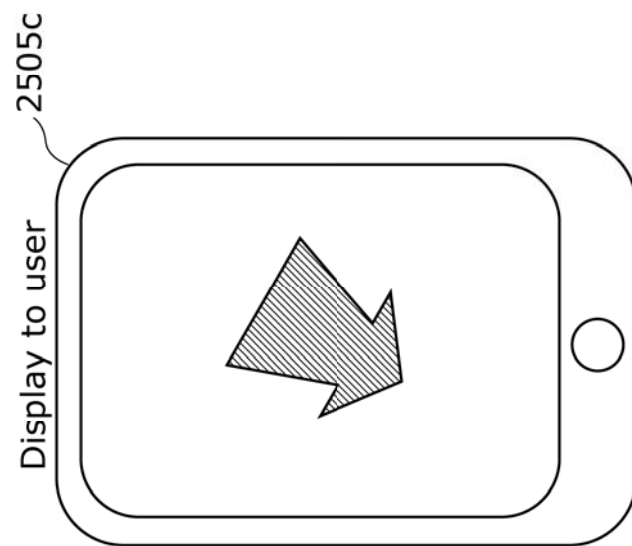
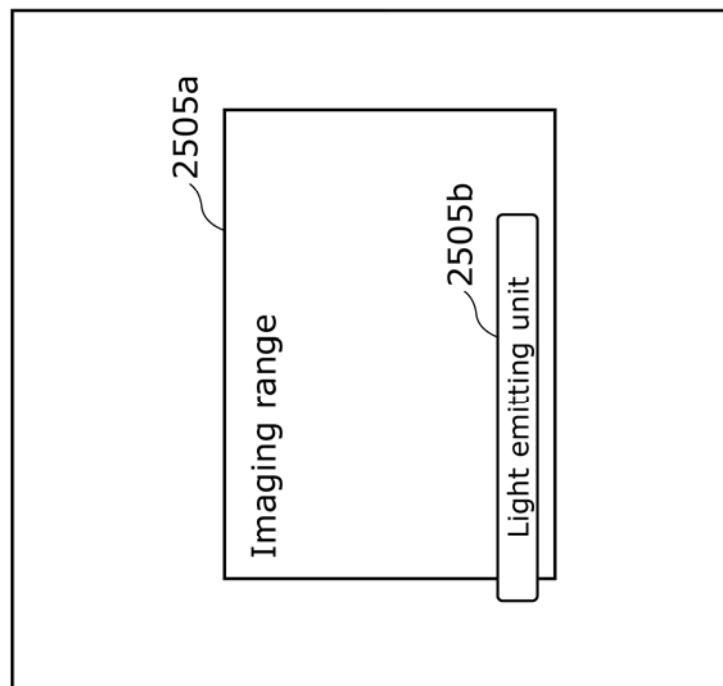


FIG. 100

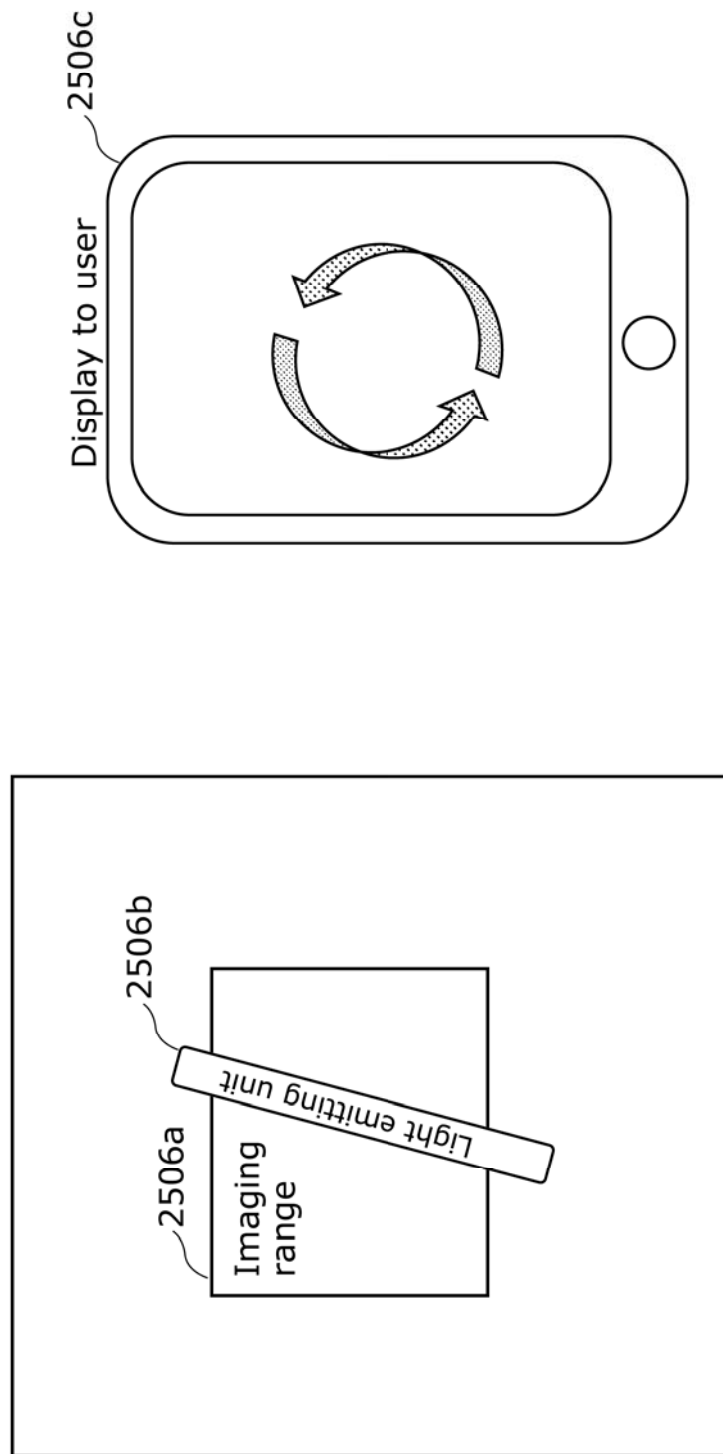


FIG. 101

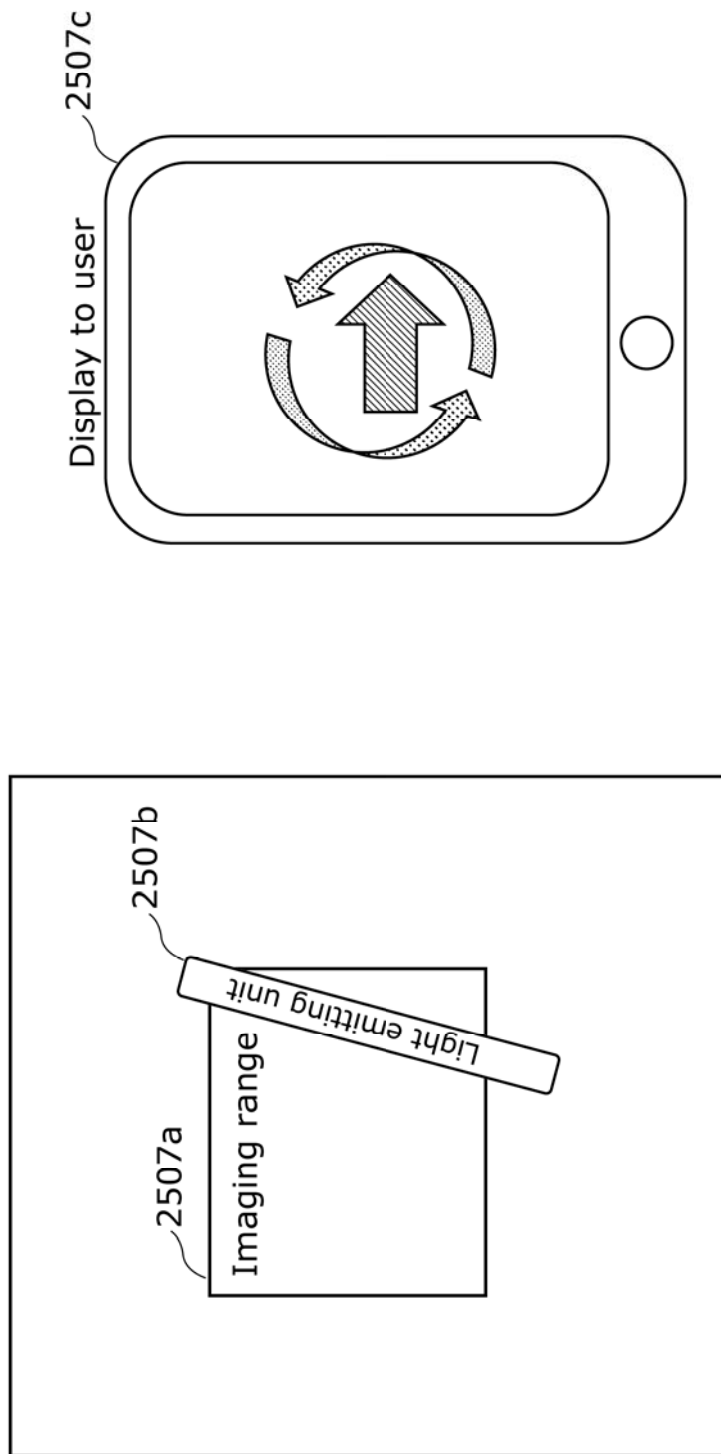


FIG. 102

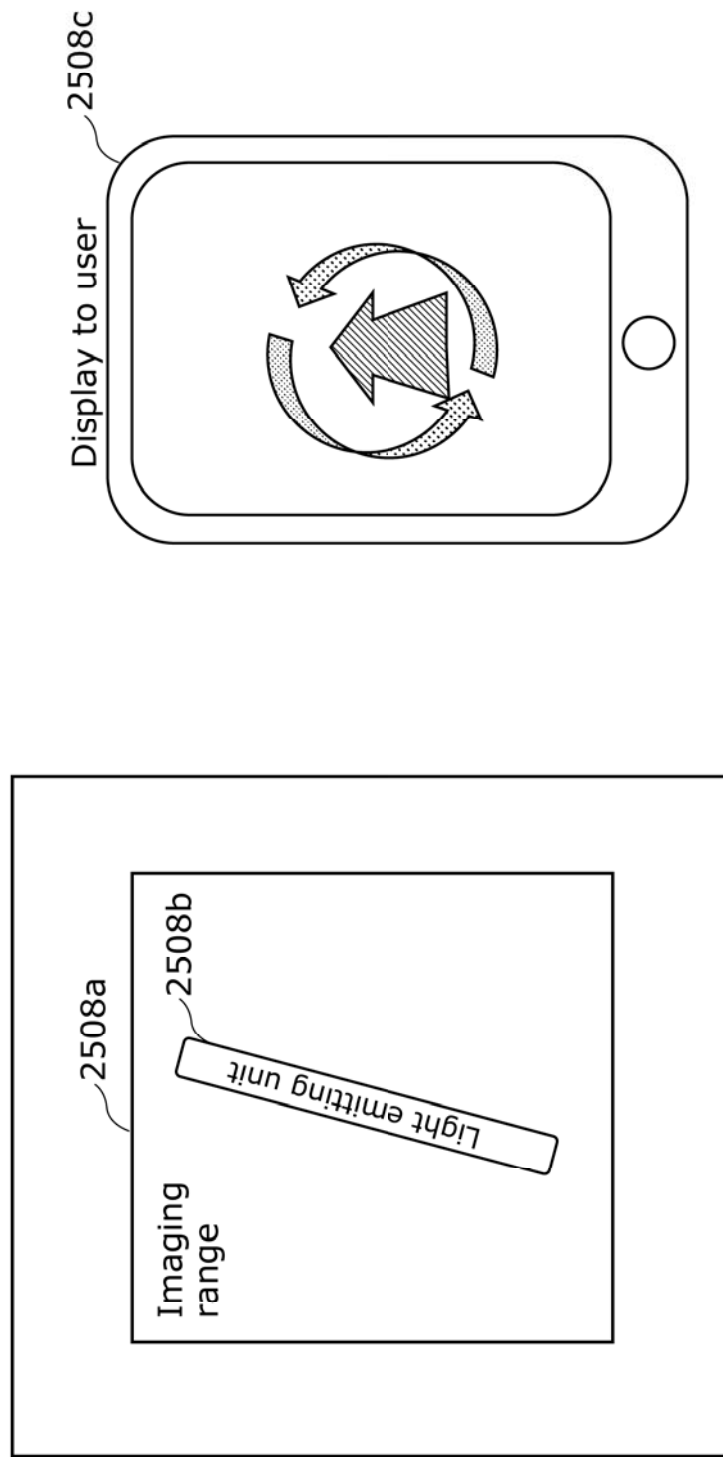


FIG. 103

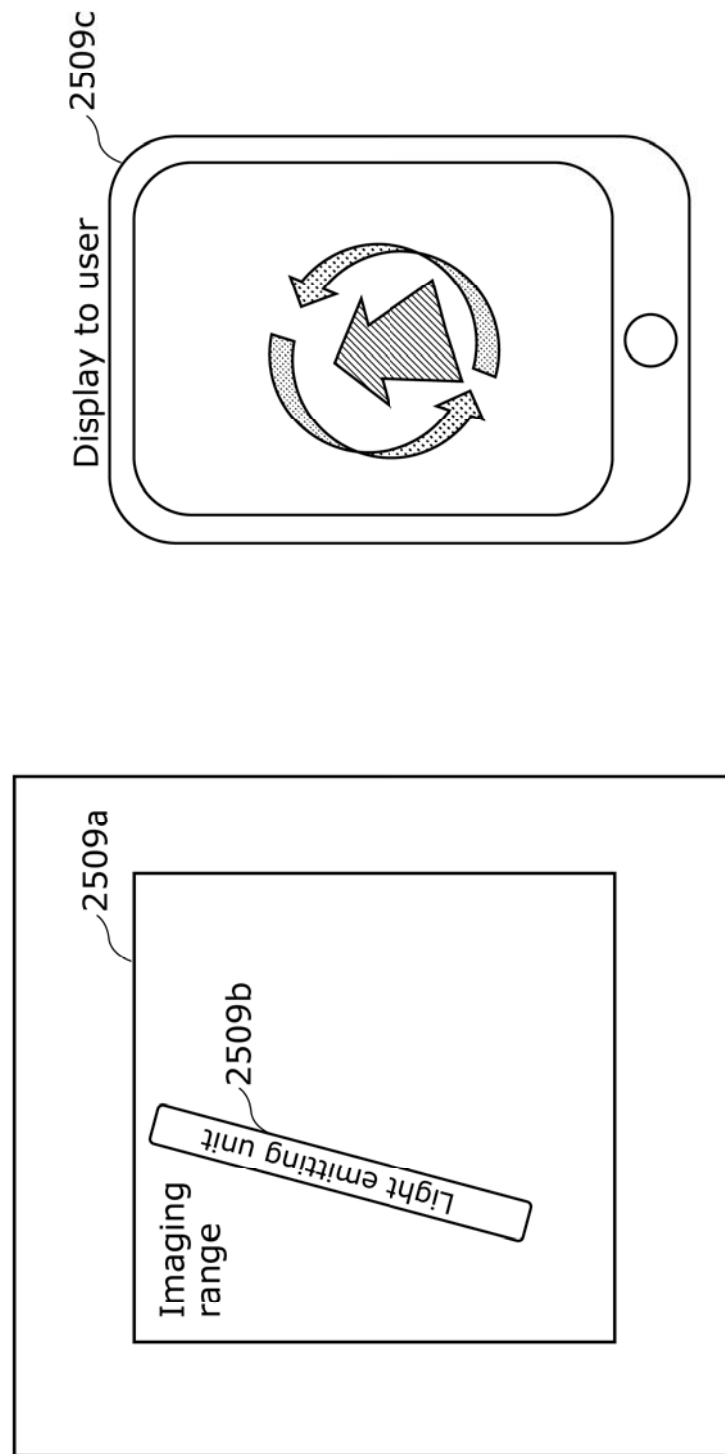


FIG. 104

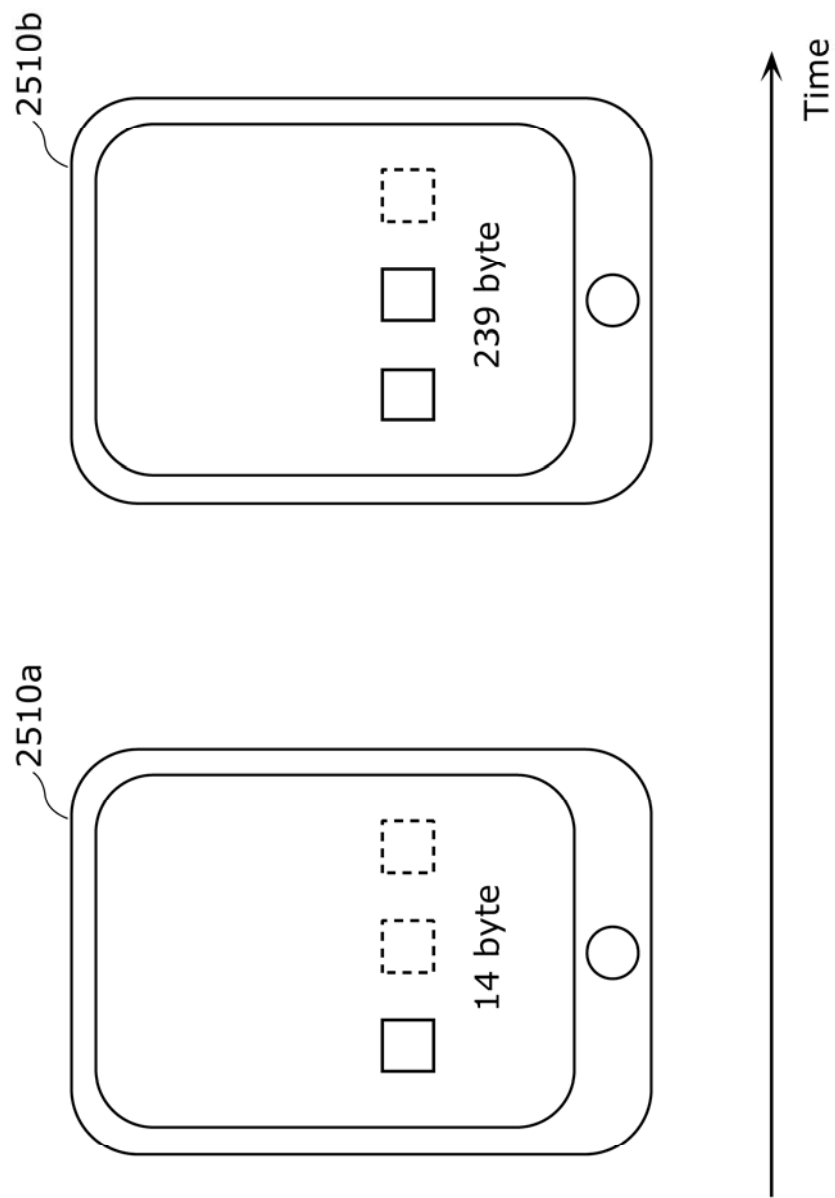


FIG. 105

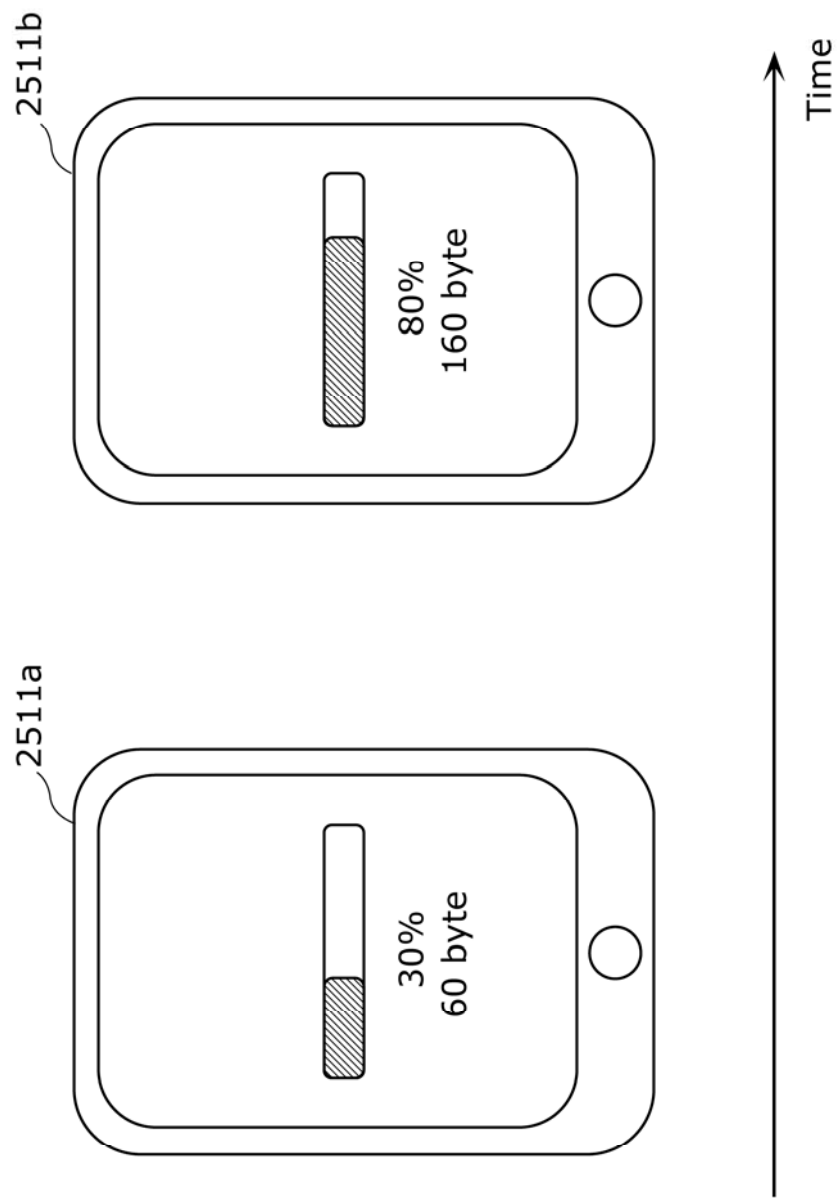


FIG. 106

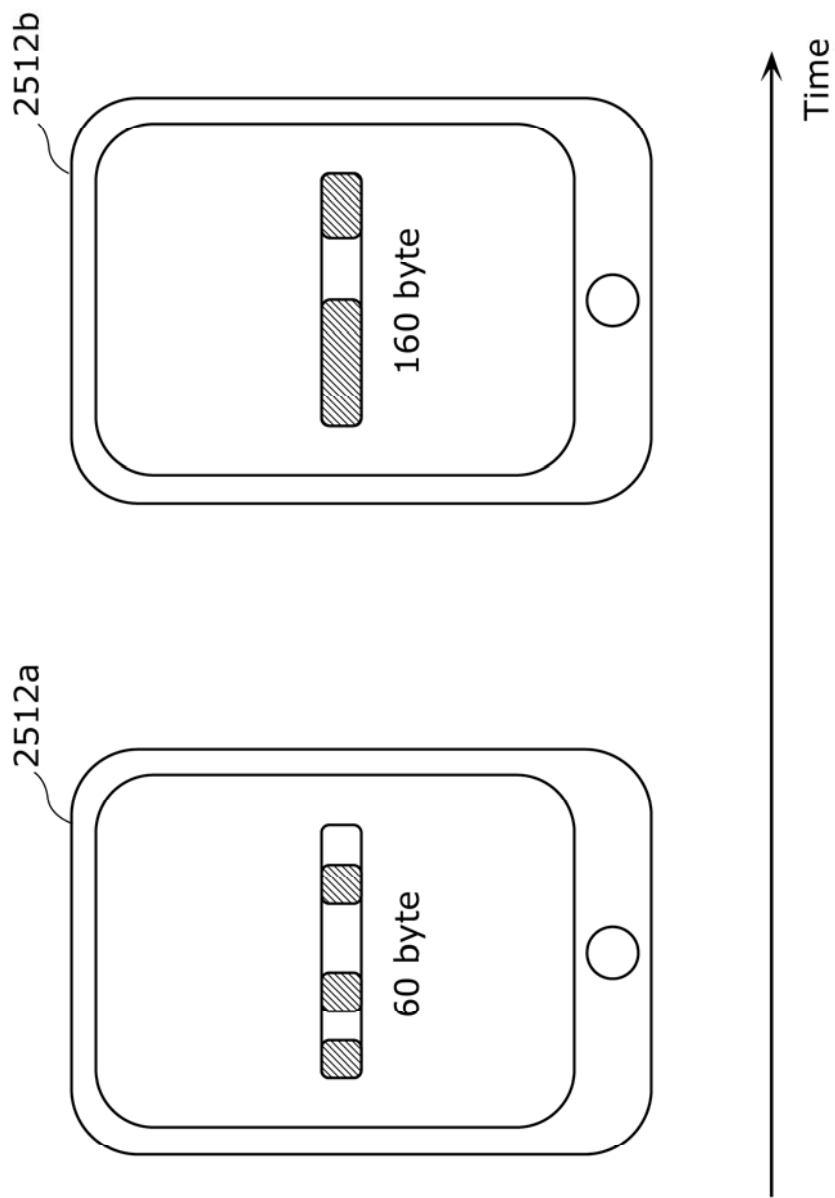


FIG. 107

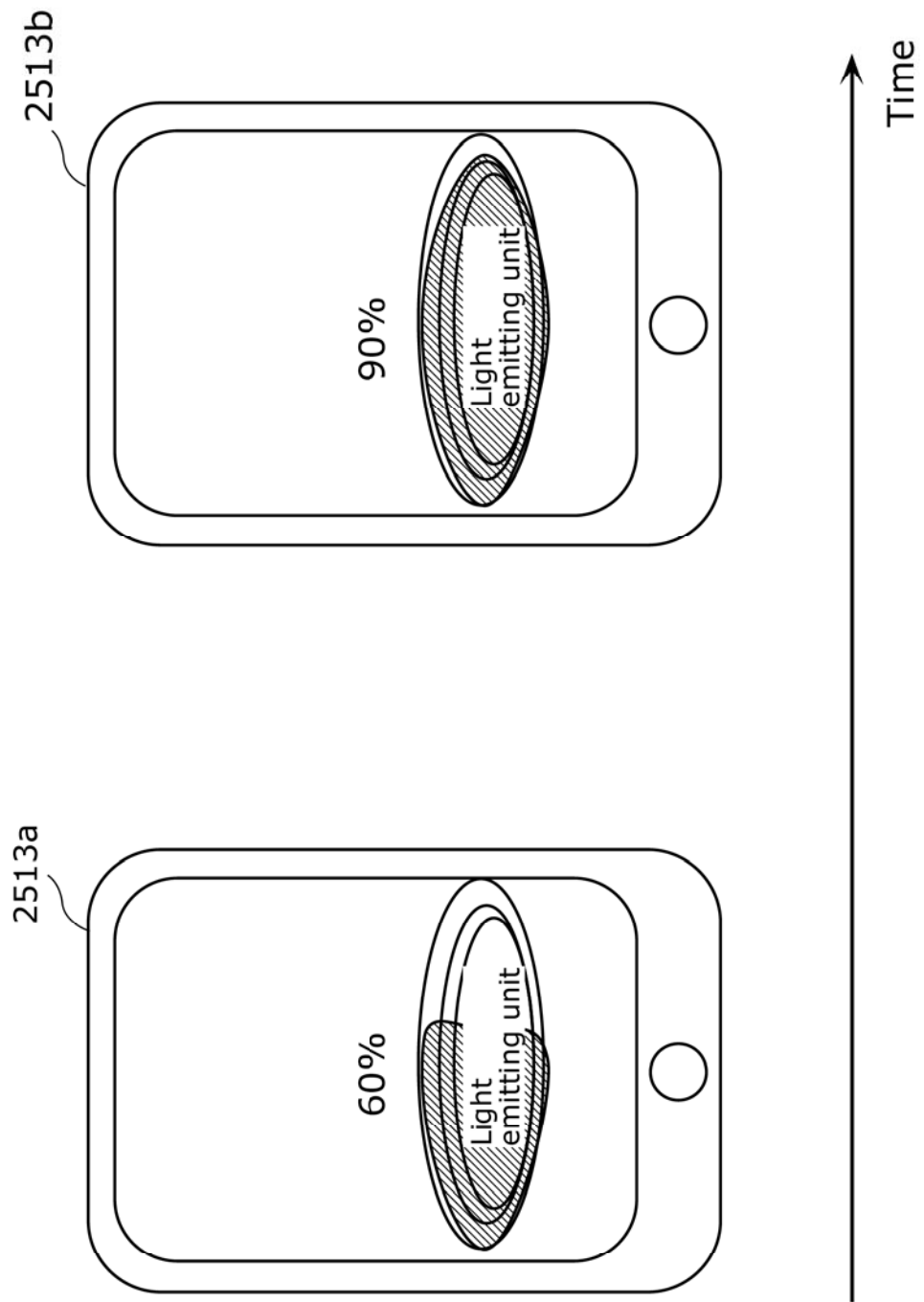


FIG. 108

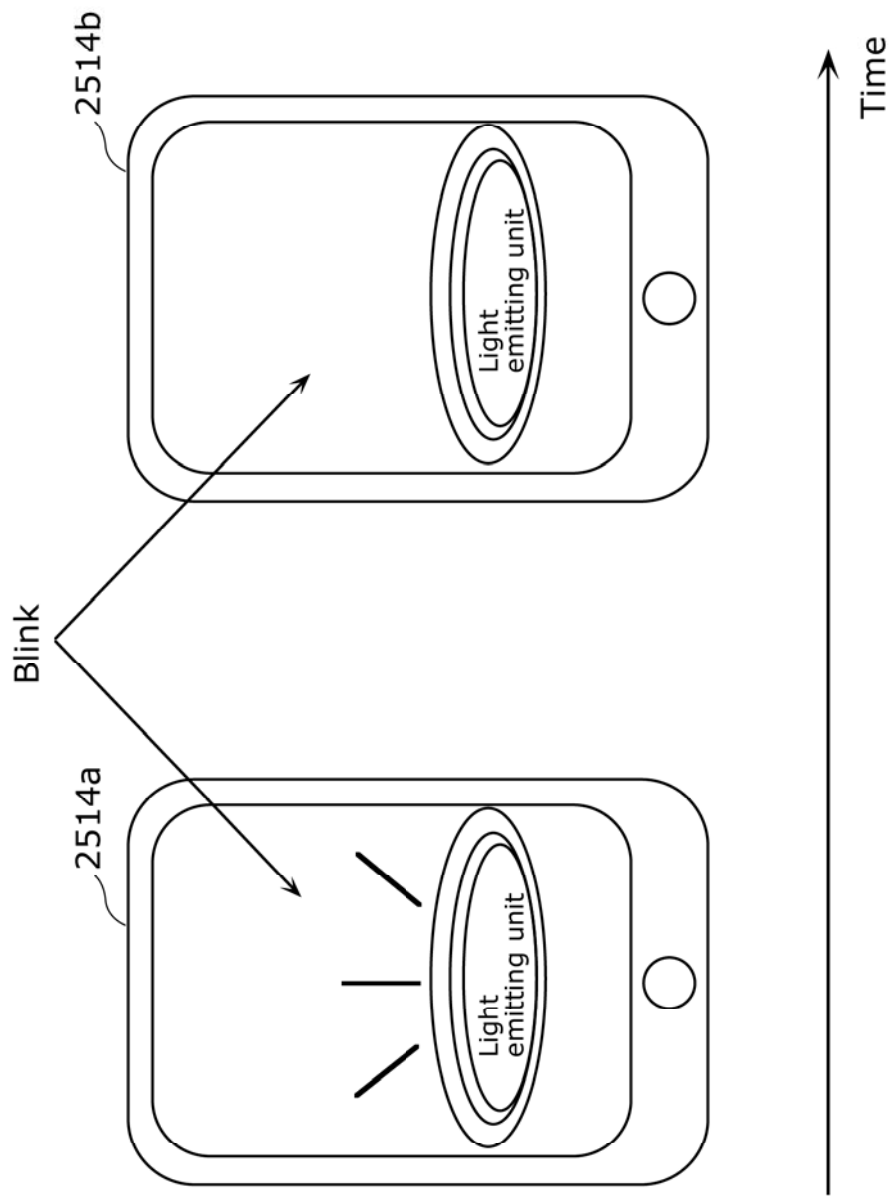


FIG. 109

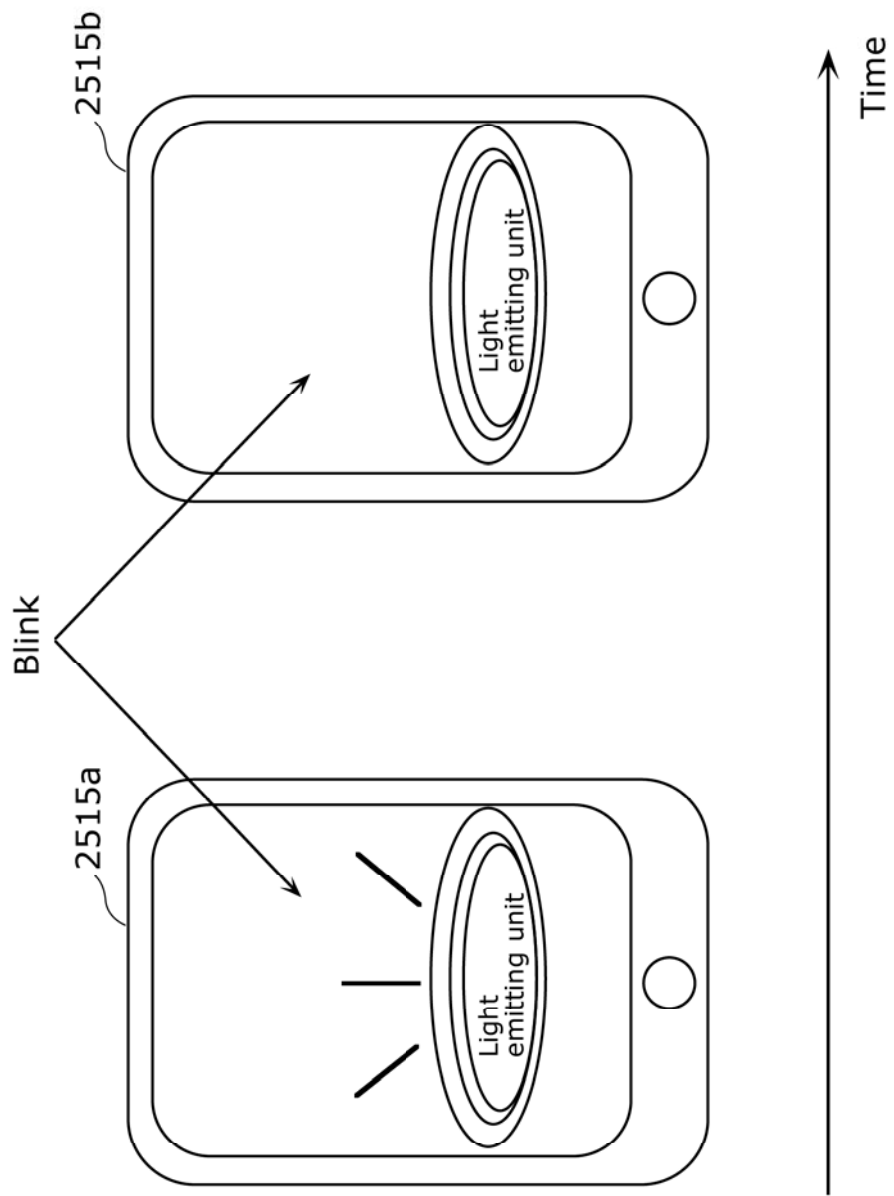


FIG. 110

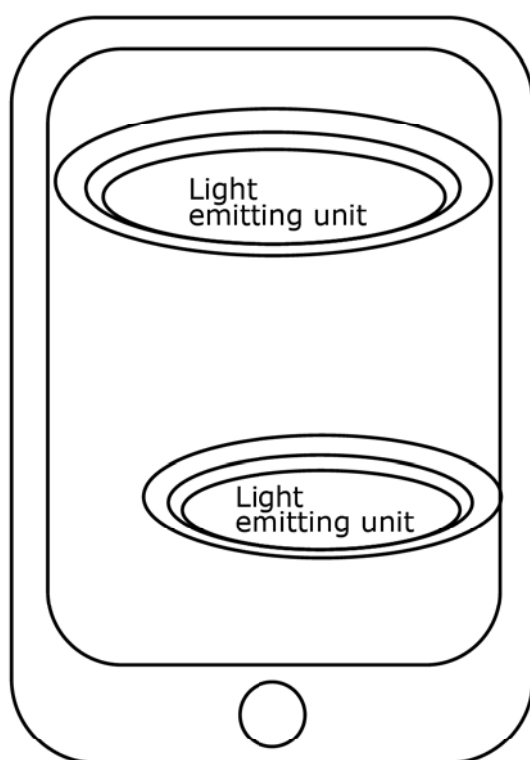


FIG. 111

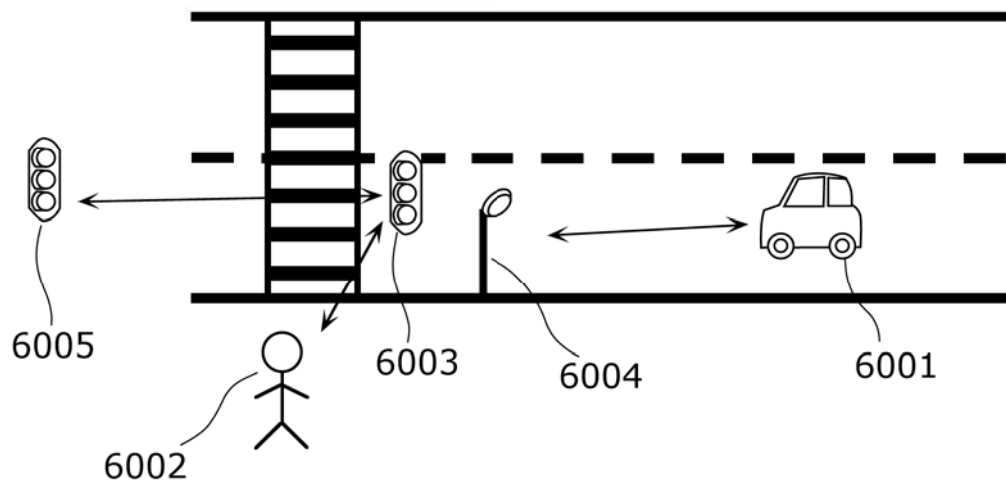


FIG. 112

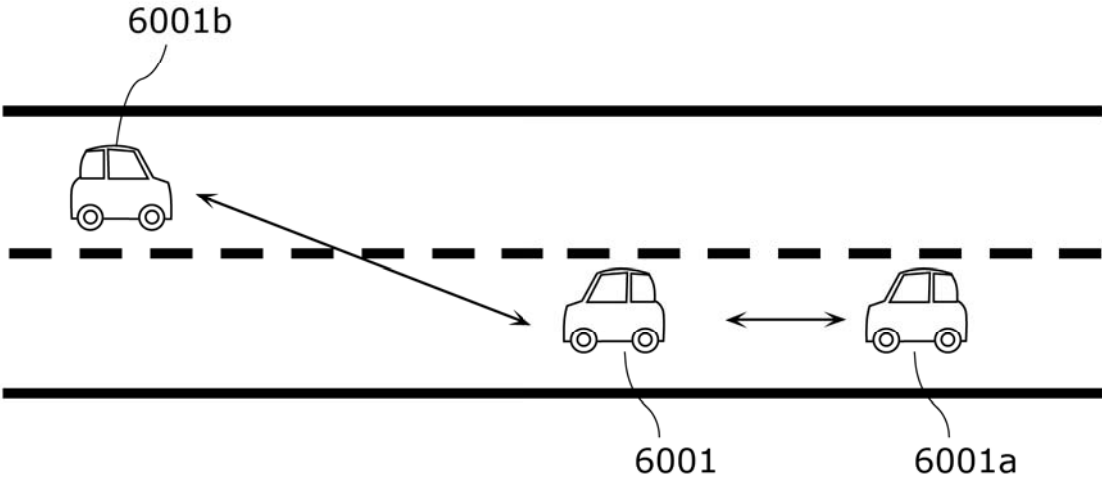


FIG. 113

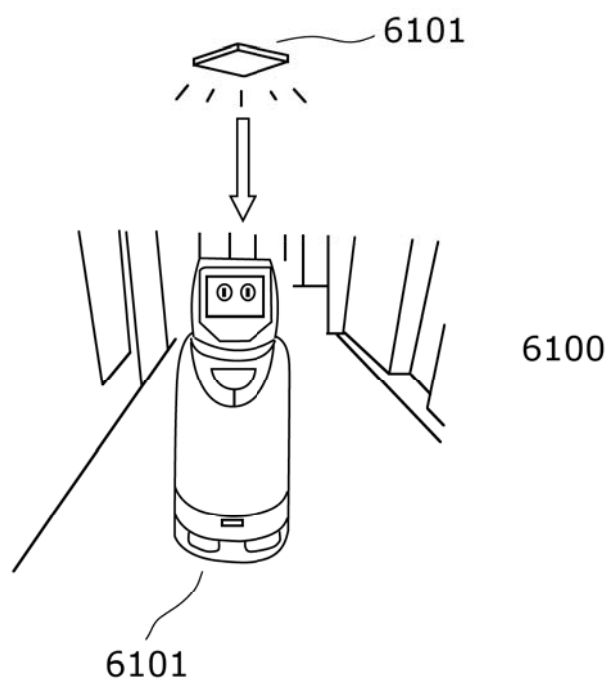


FIG. 114

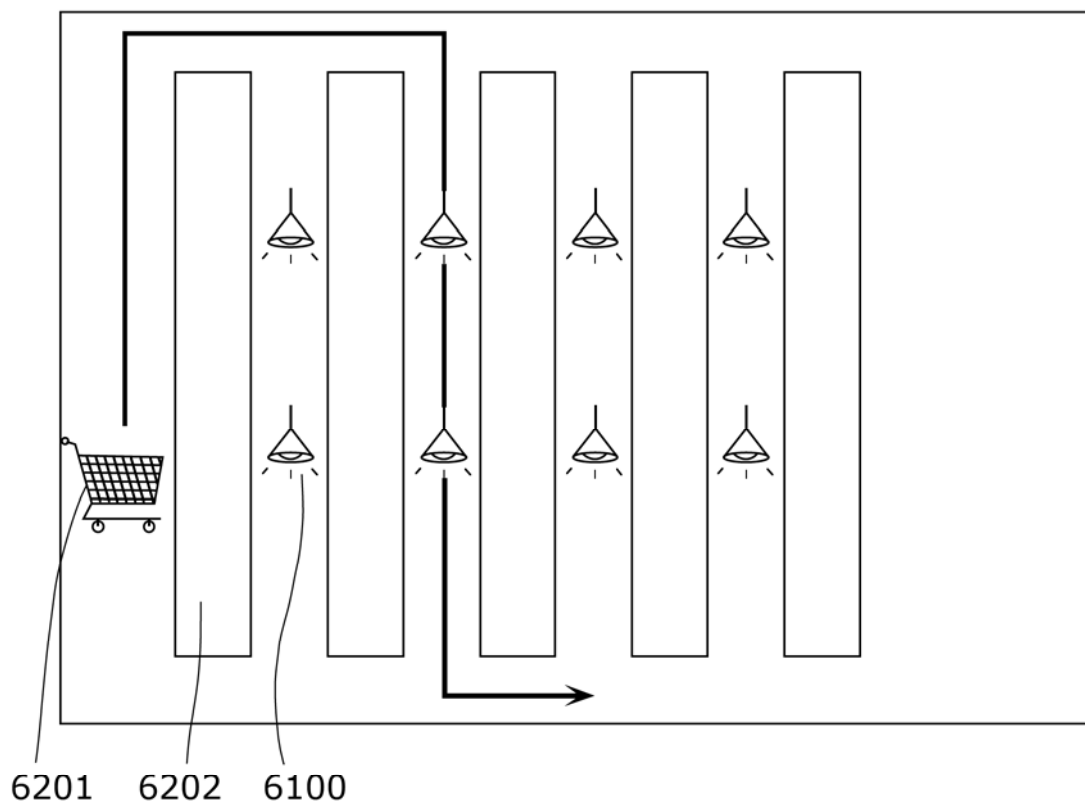


FIG. 115

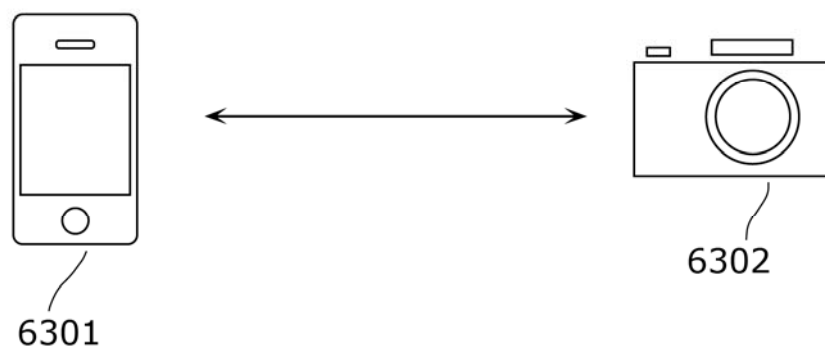


FIG. 116

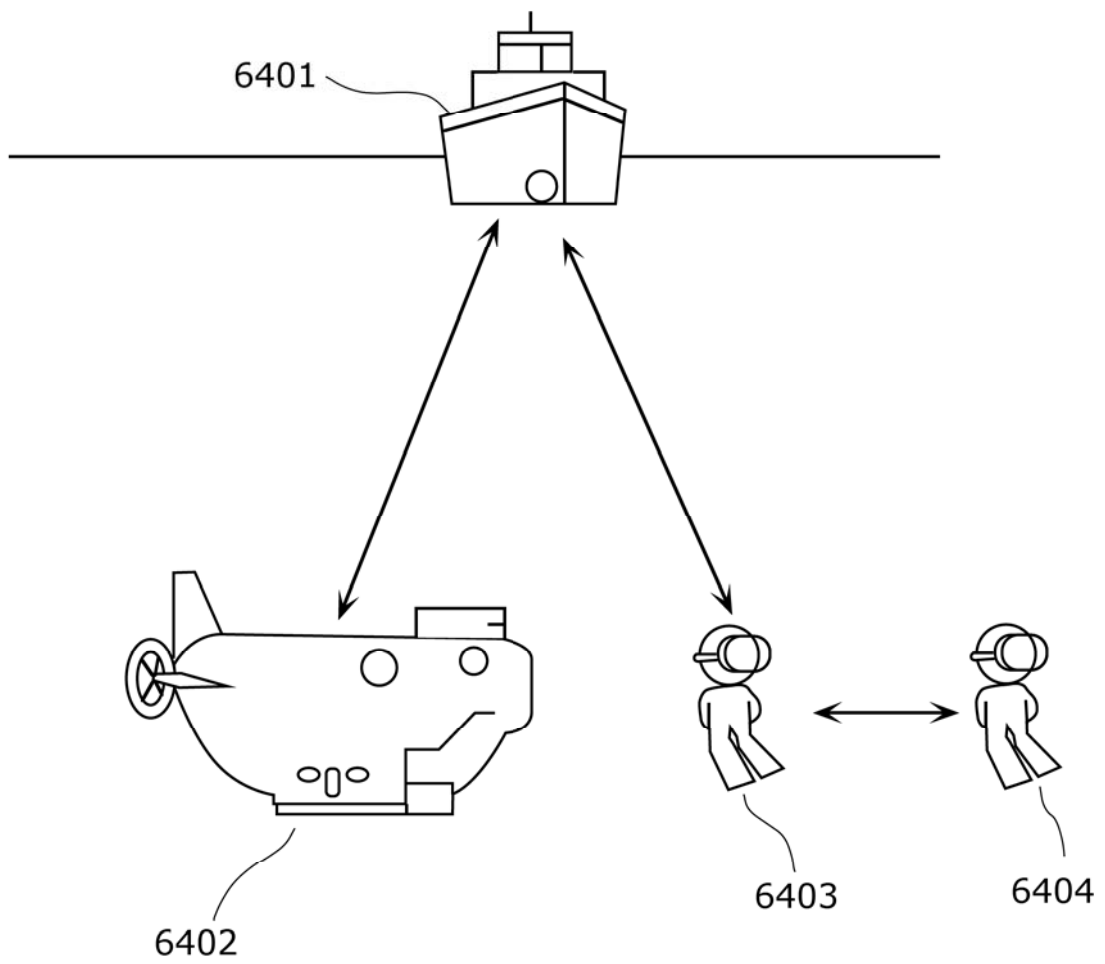


FIG. 117

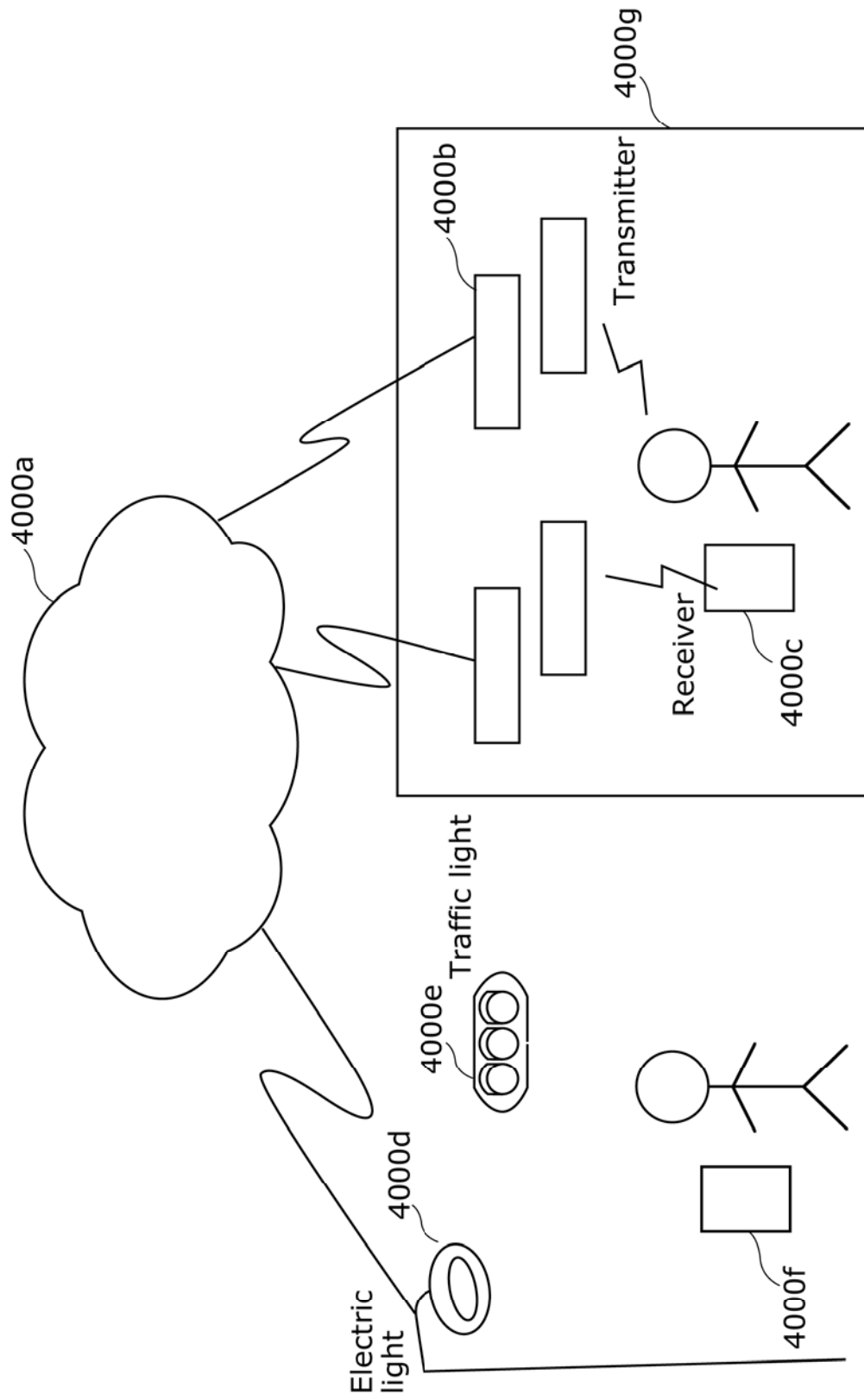


FIG. 118

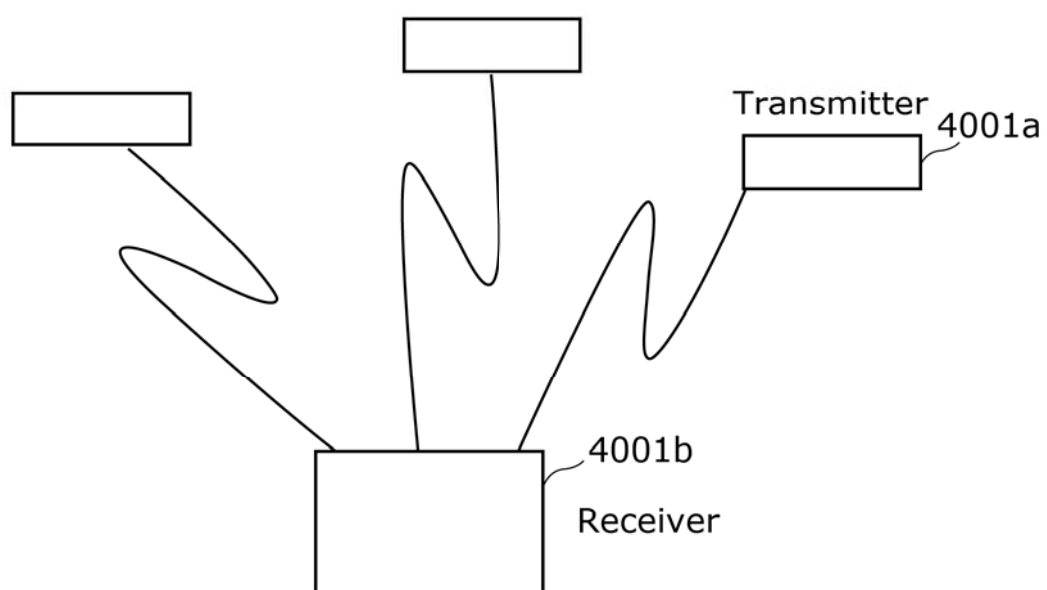


FIG. 119

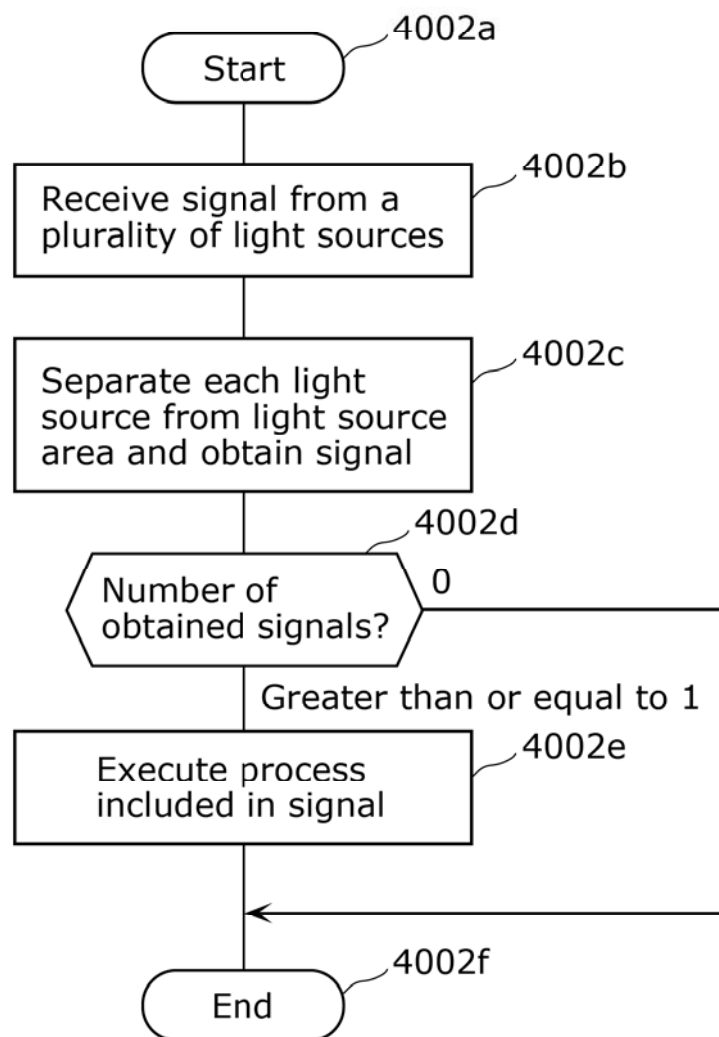


FIG. 120

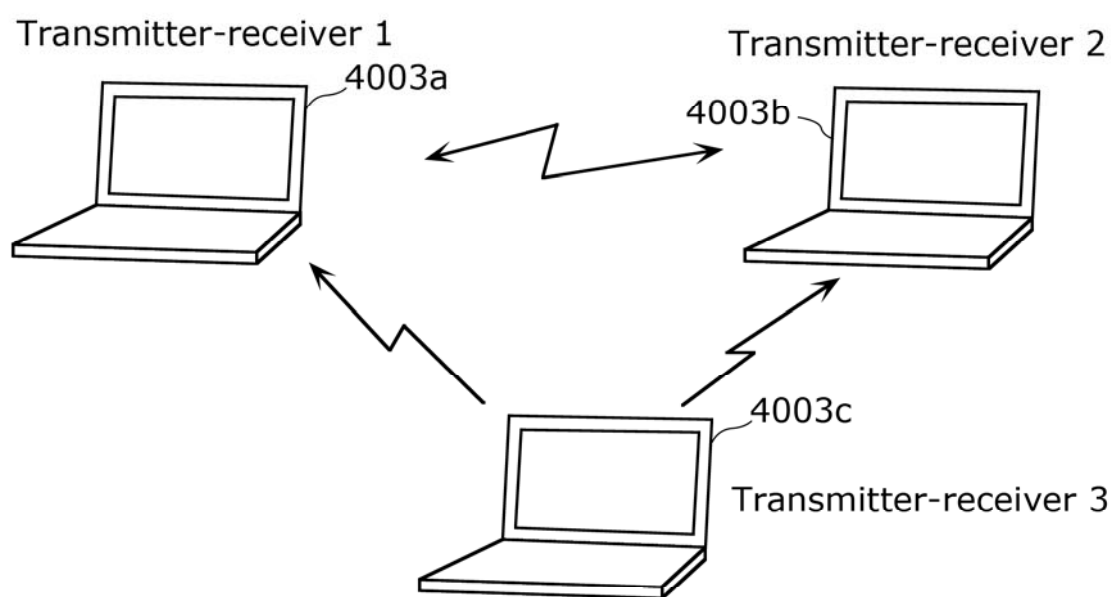


FIG. 121

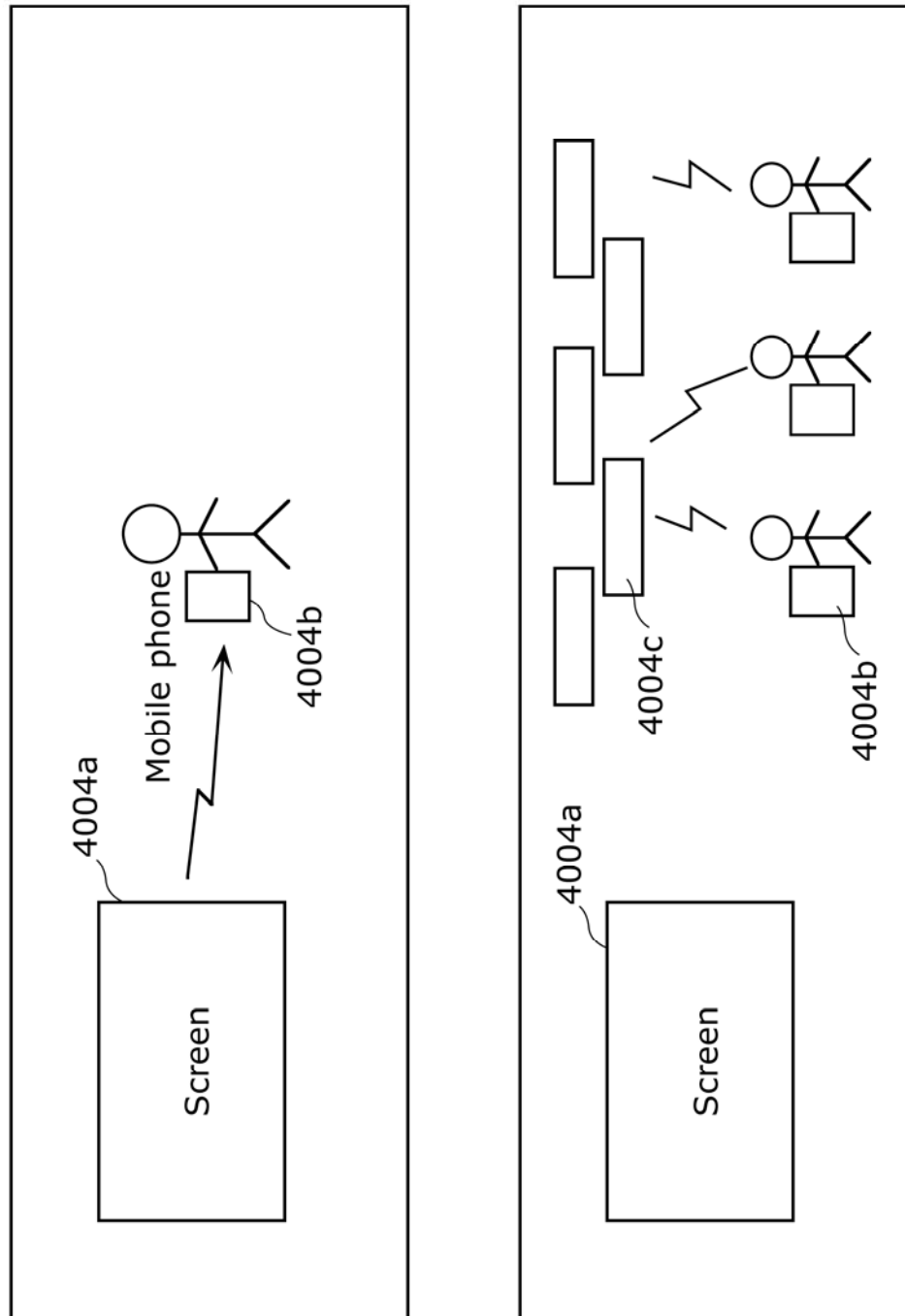


FIG. 122

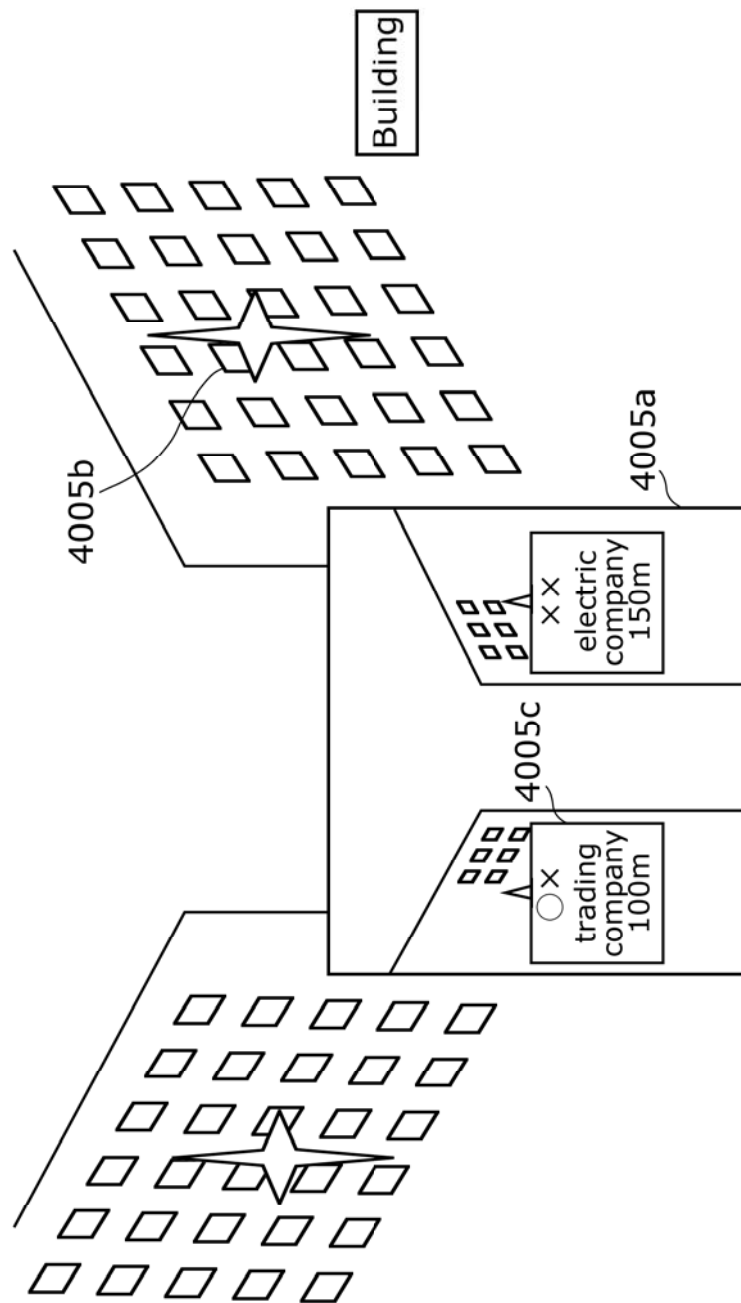


FIG. 123

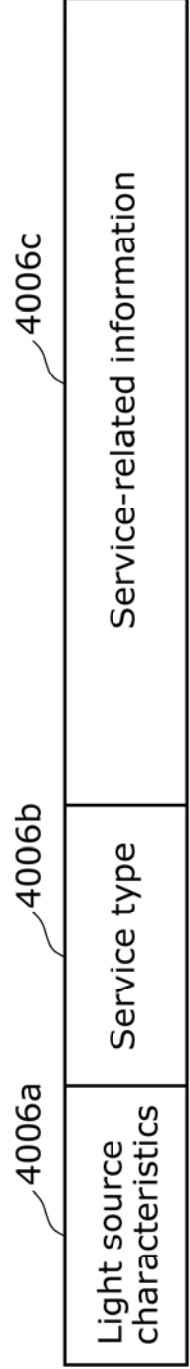


FIG. 124

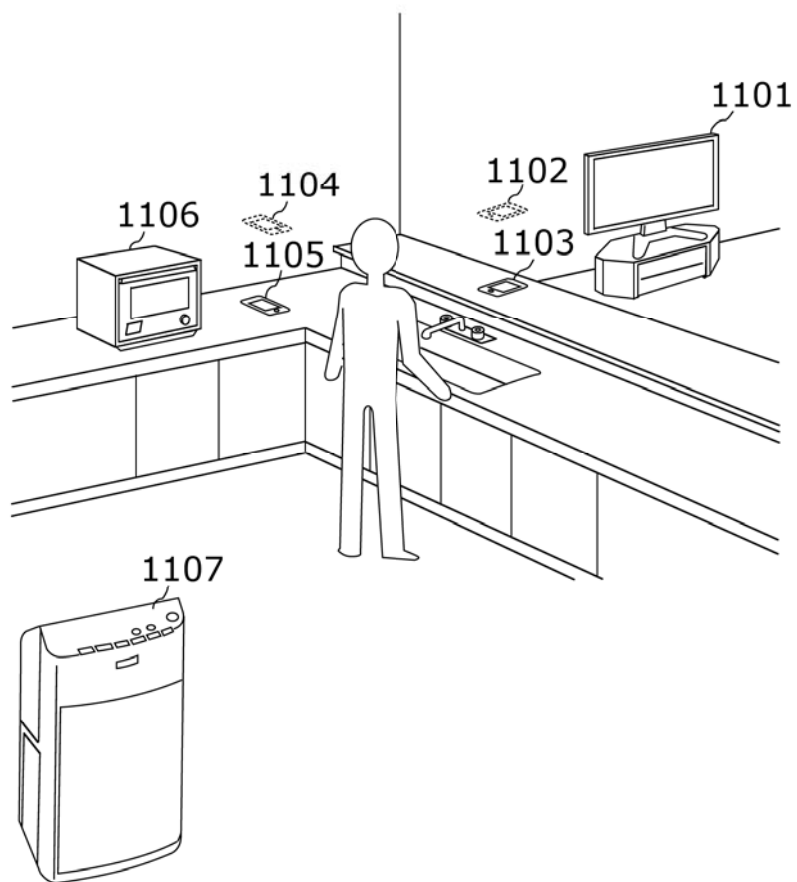


FIG. 125

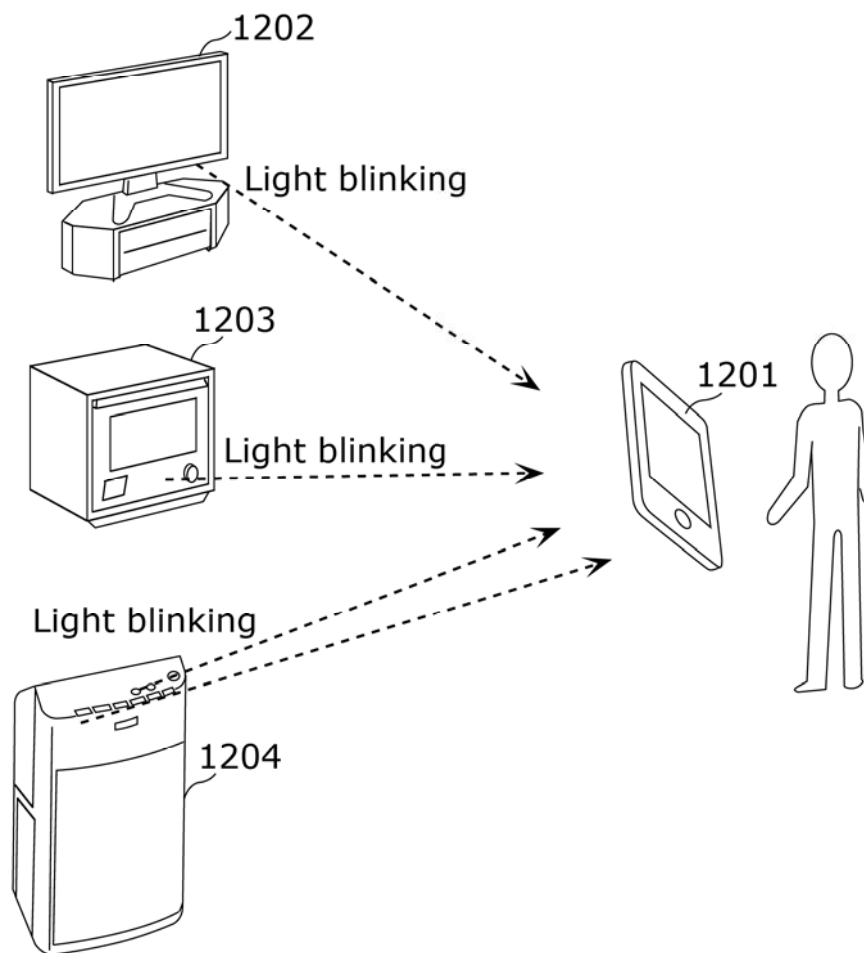


FIG. 126

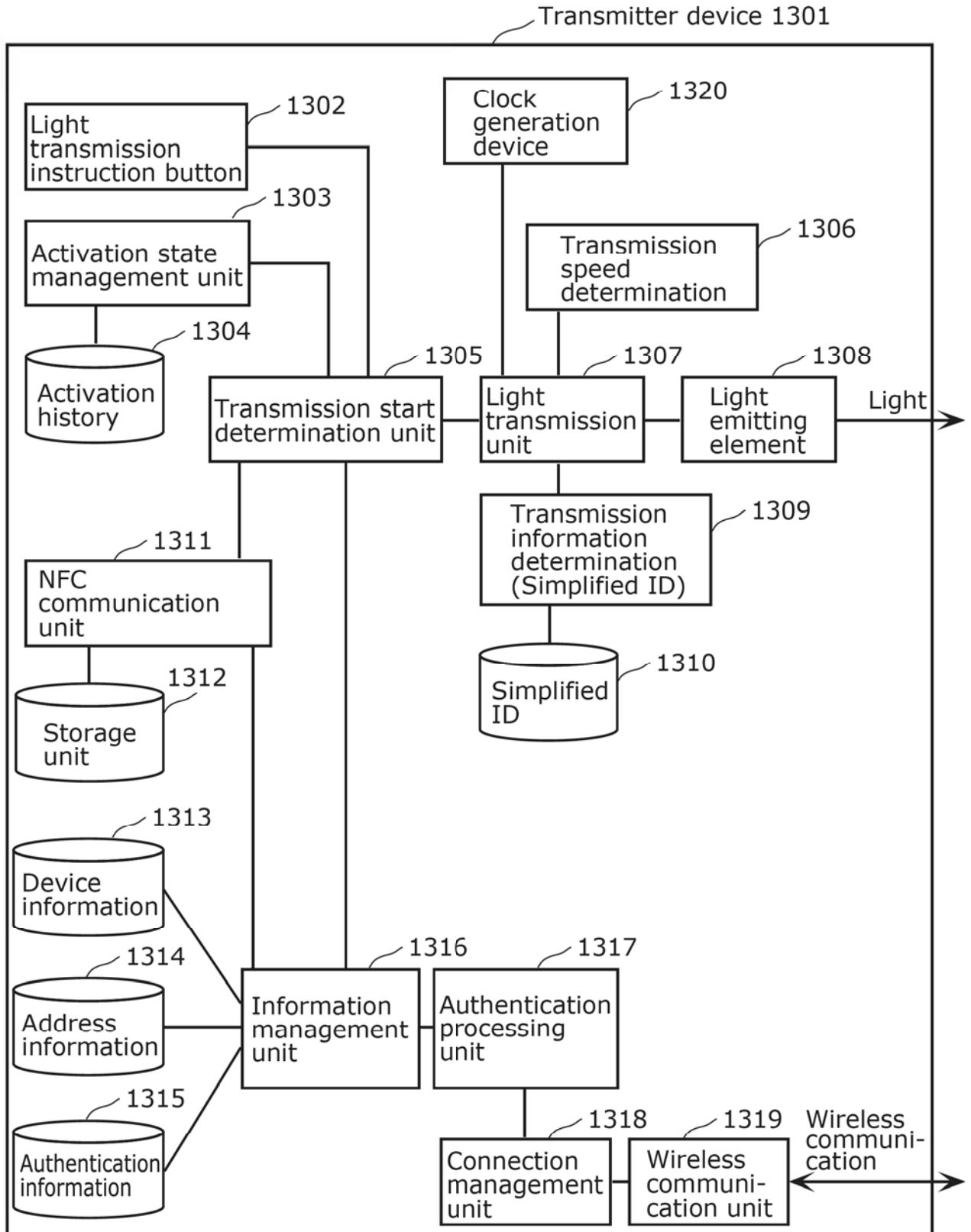


FIG. 127

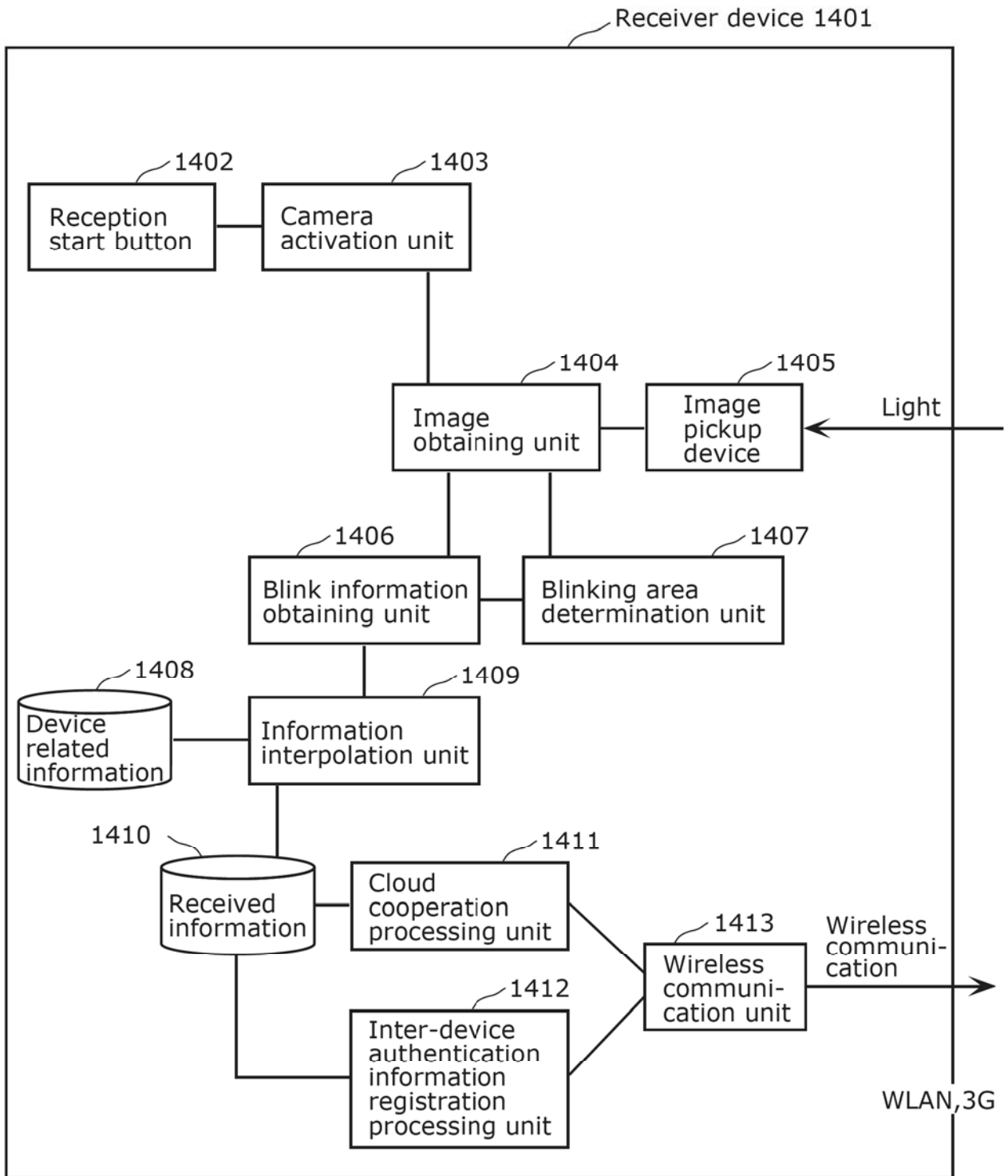


FIG. 128

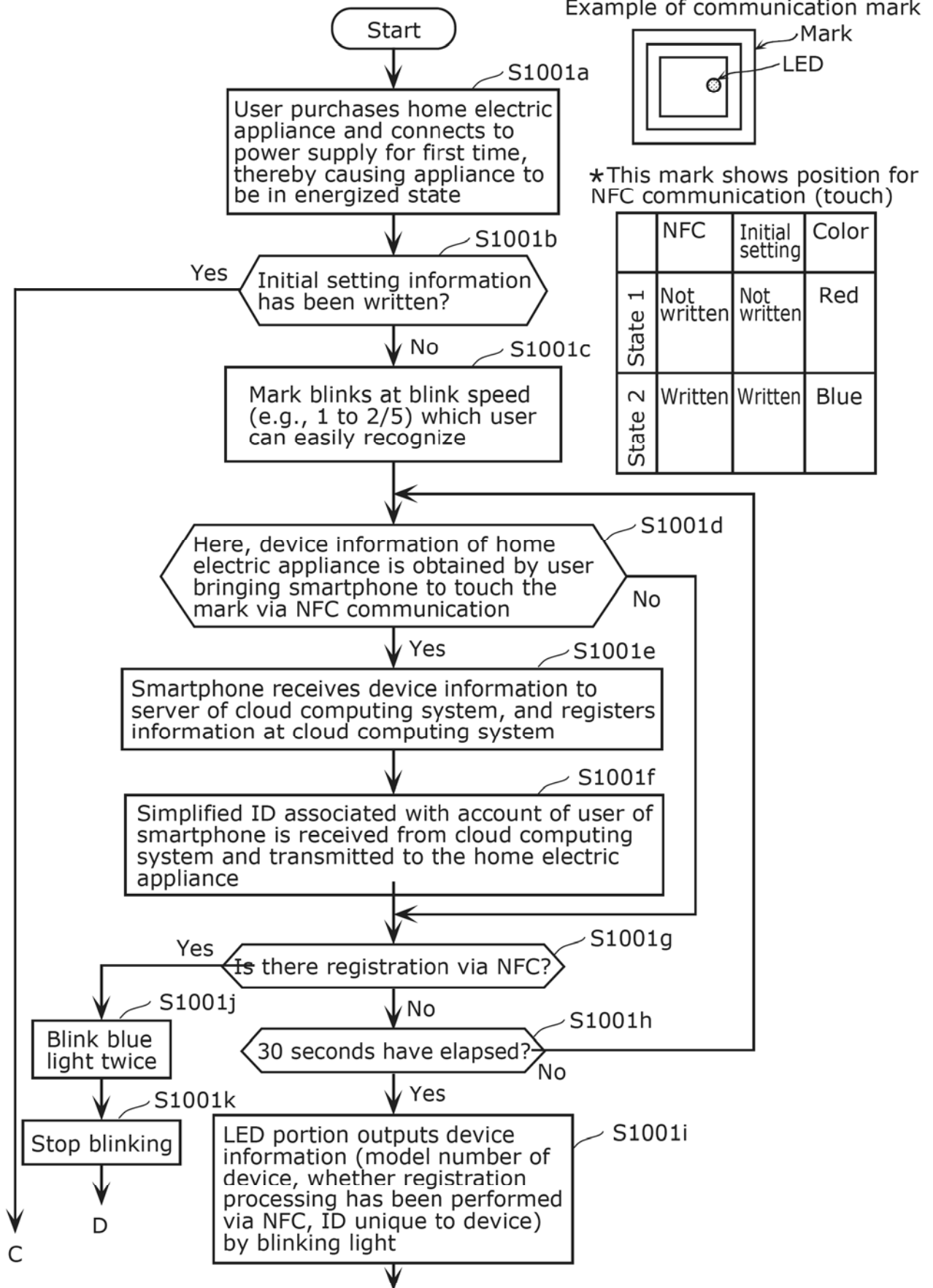


FIG. 129

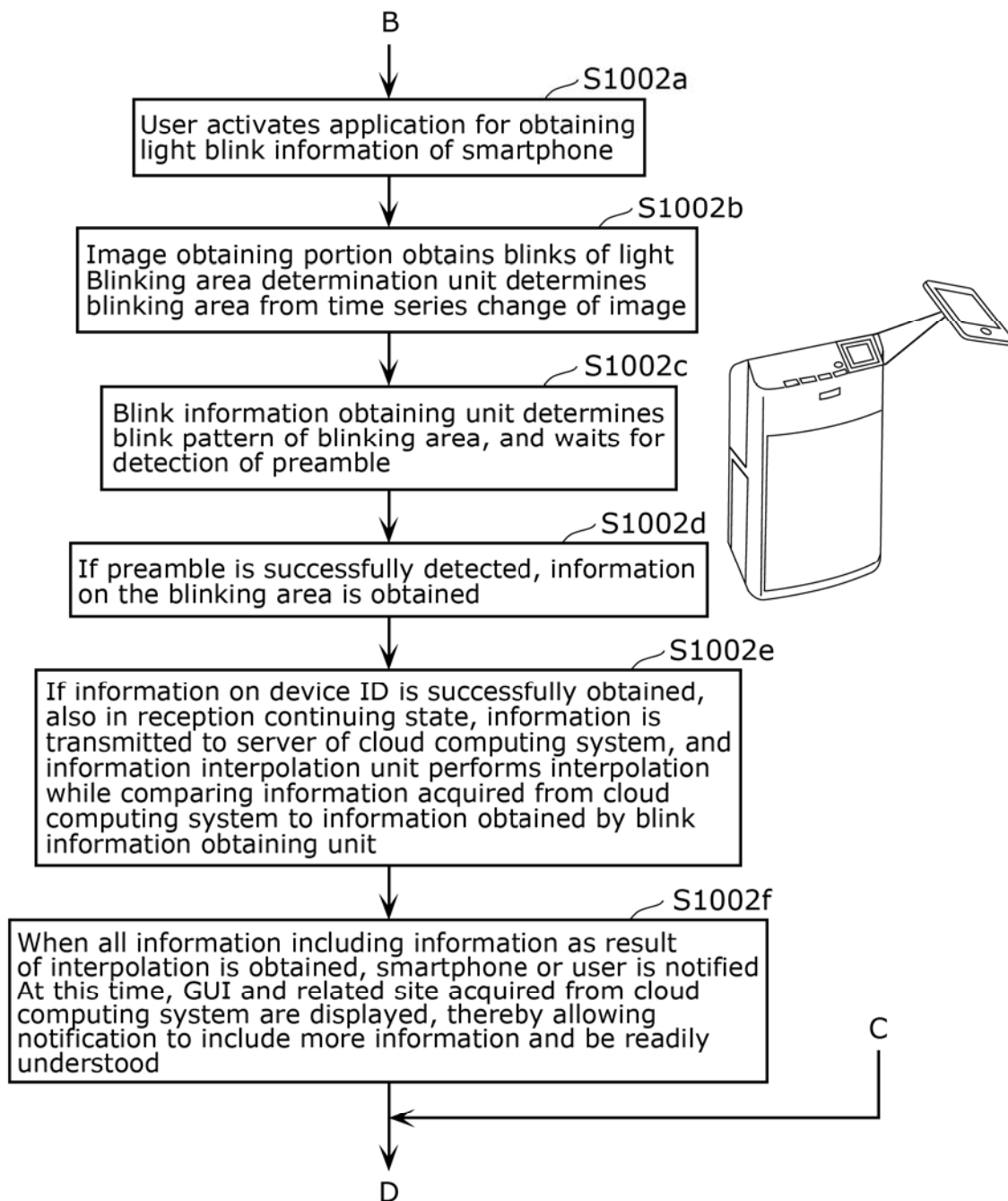
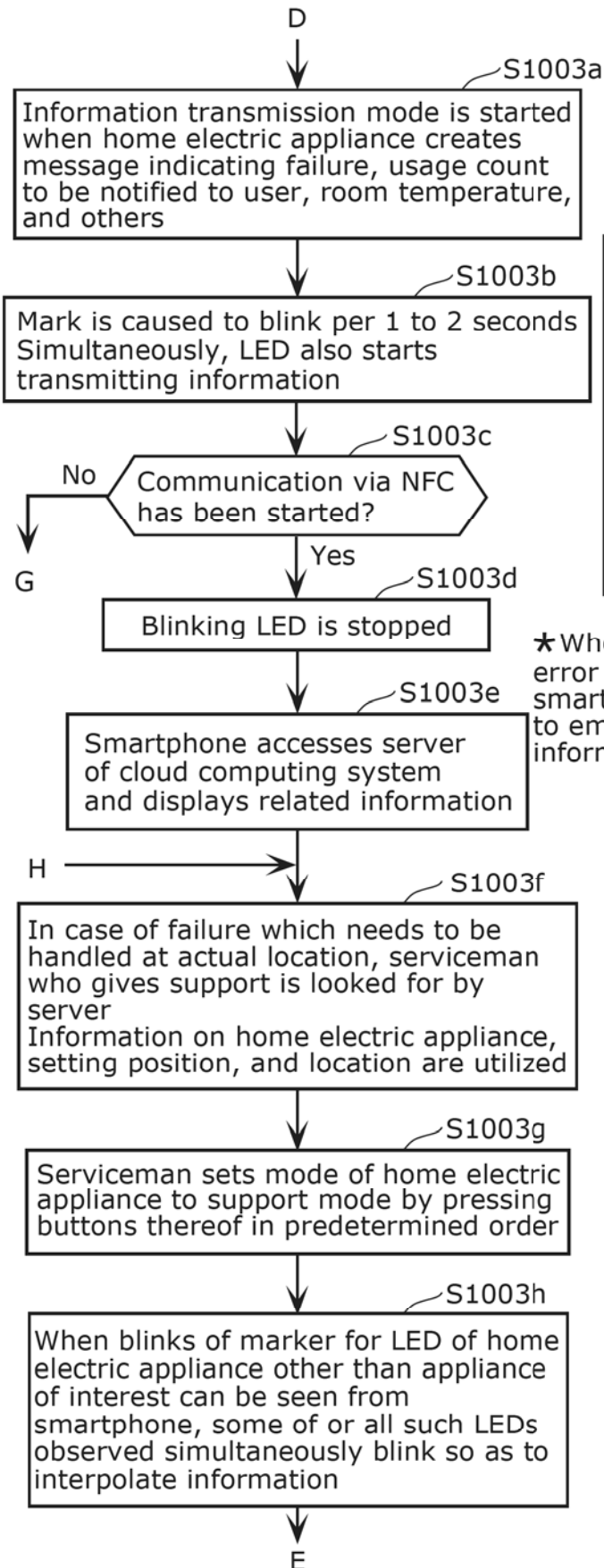


FIG. 130



Example of data to be transmitted

Mode				Information
Serviceman mode NFC	Serviceman mode Light	NFC	Light	Device information for notification code
				User operation information
				Internal sensor information

★ When mark and LED blink simultaneously, error in obtaining information by camera of smartphone can be reduced by causing mark to emit light during intervals of successive information transmissions by LED

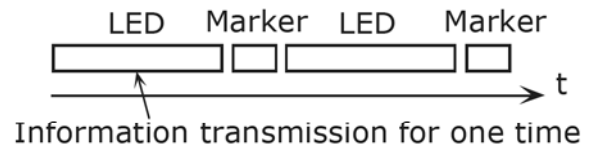


FIG. 131

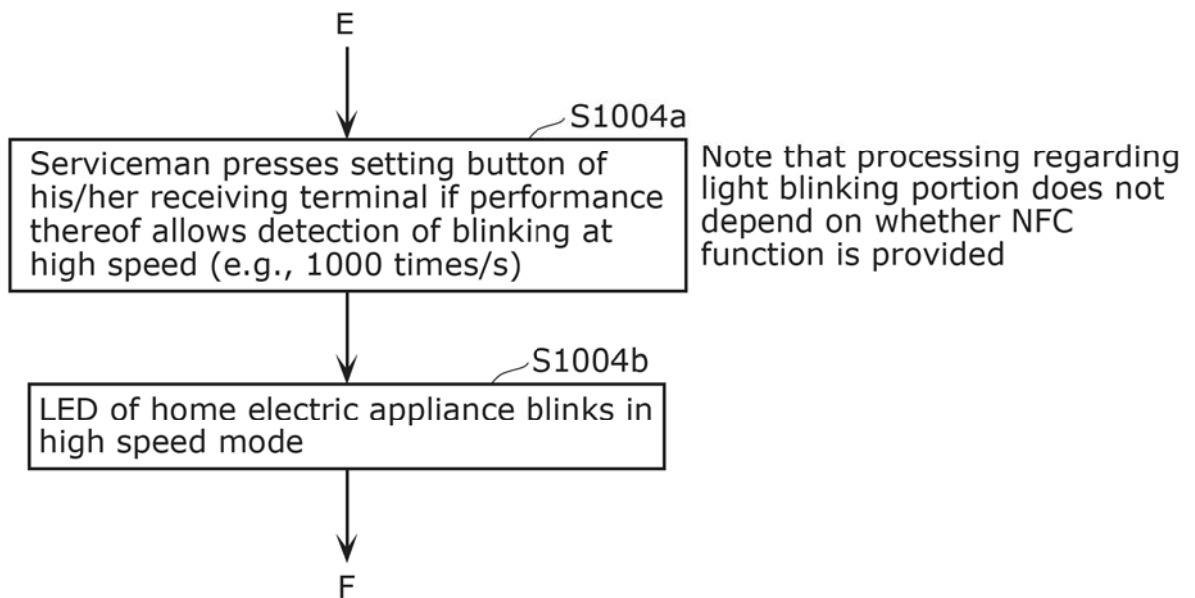


FIG. 132

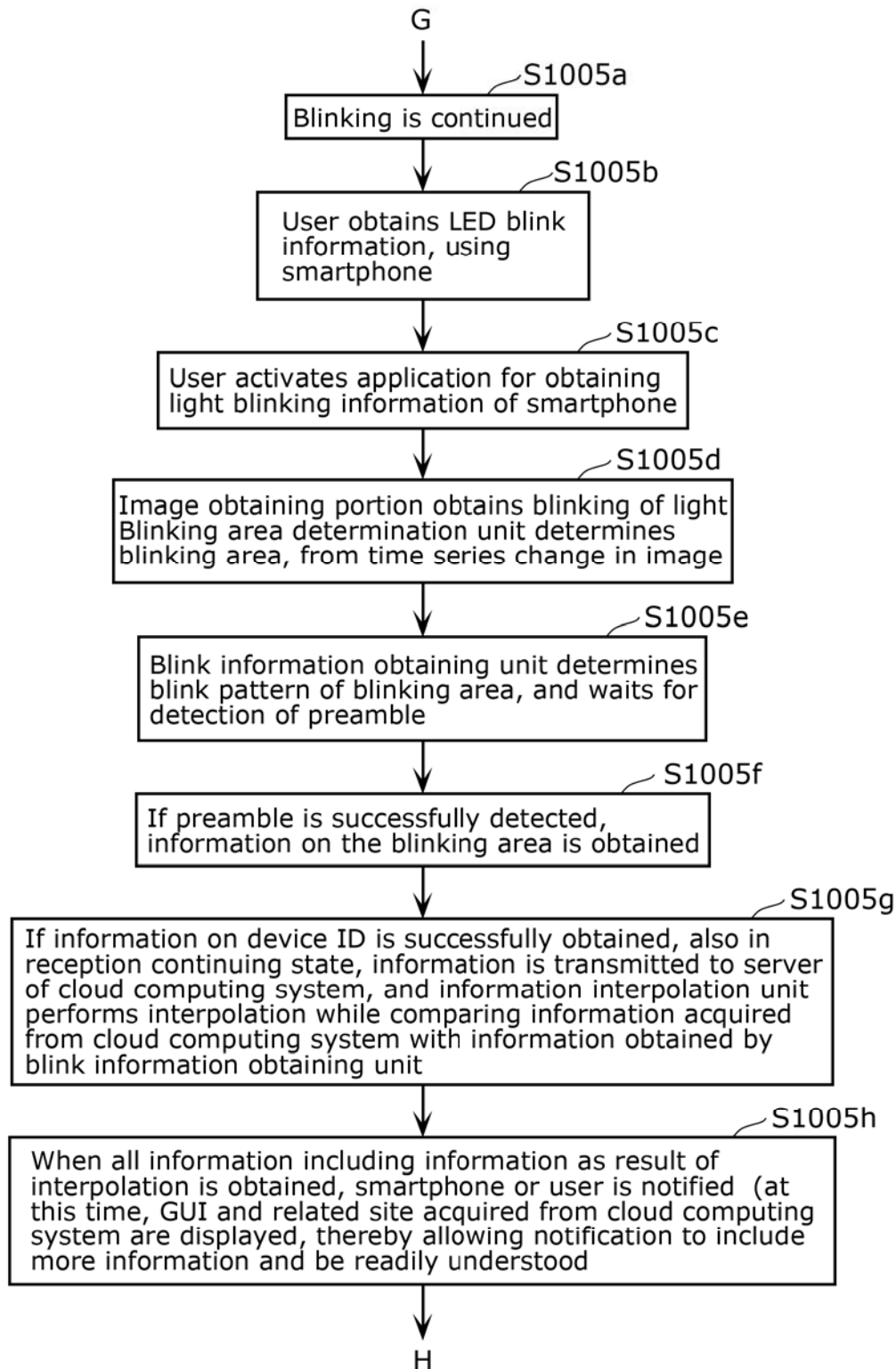


FIG. 133

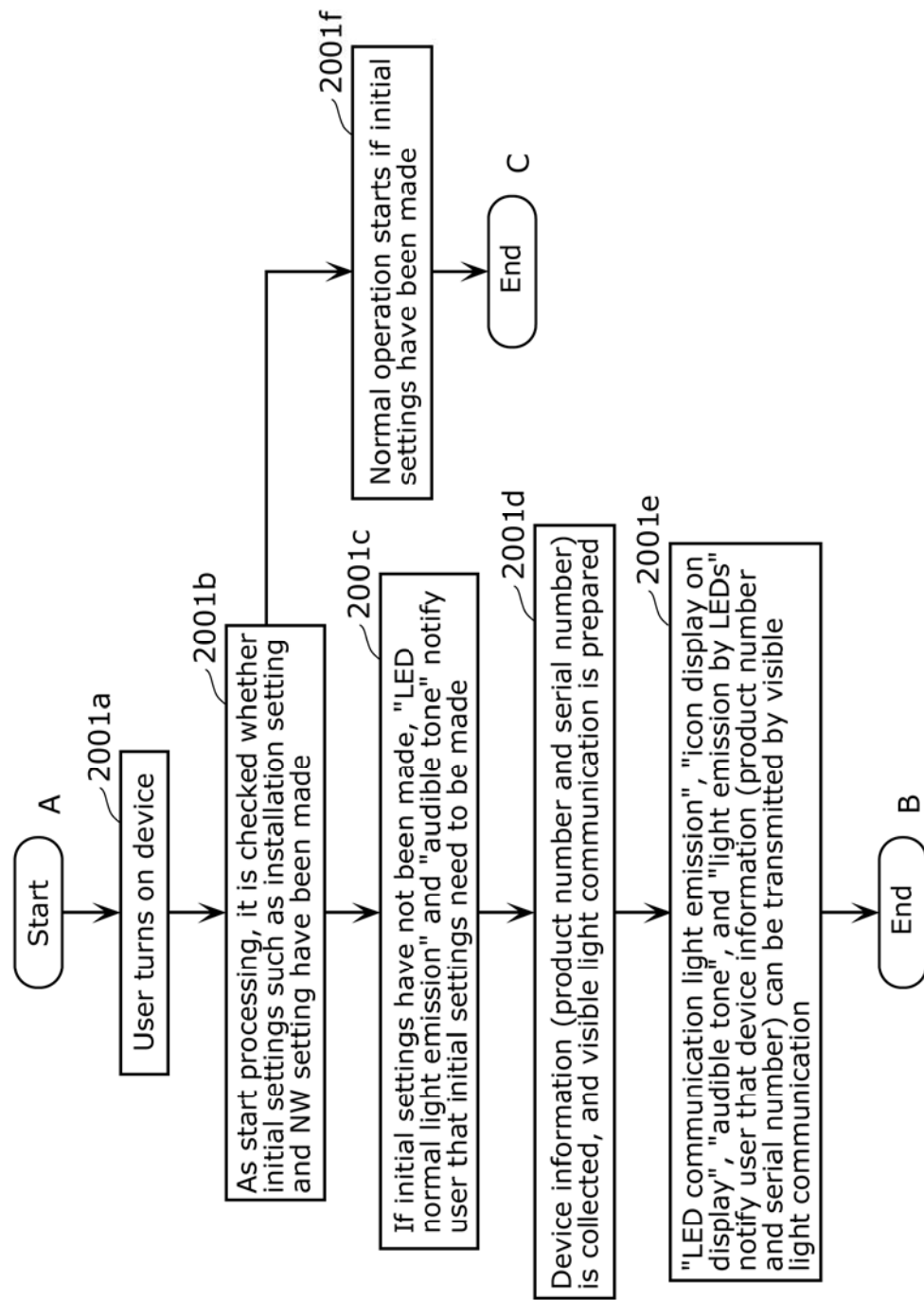


FIG. 134

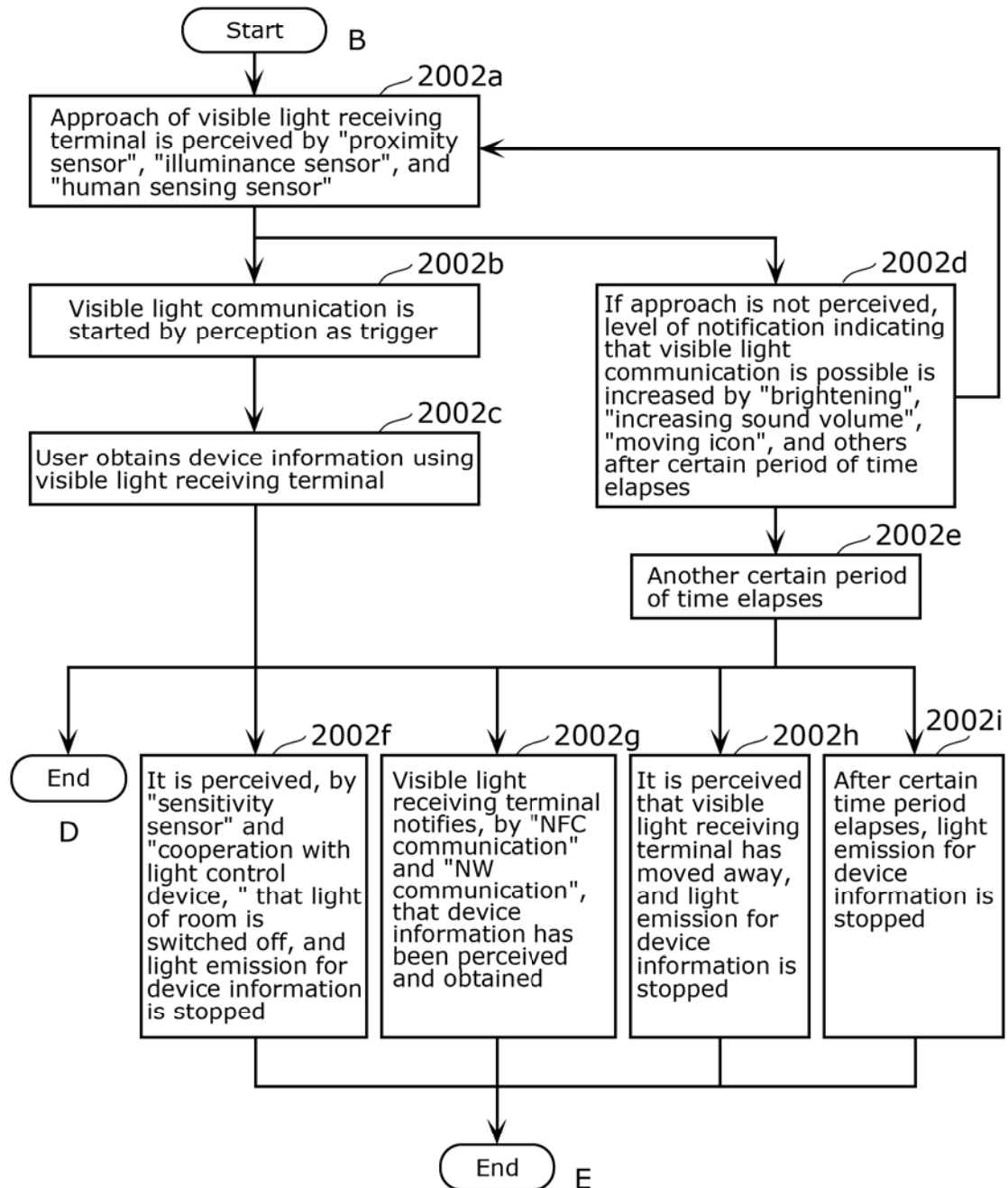


FIG. 135

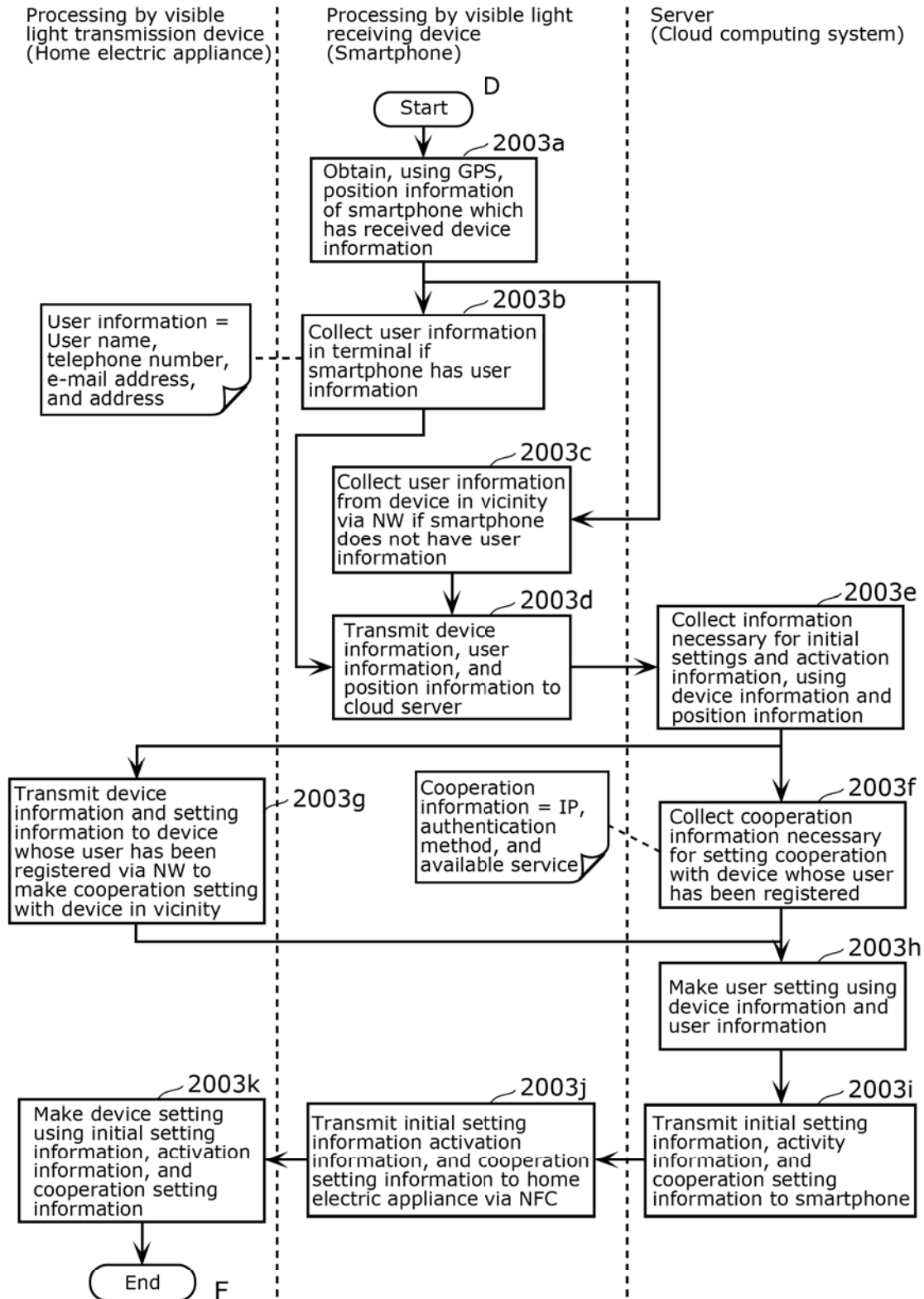


FIG. 136

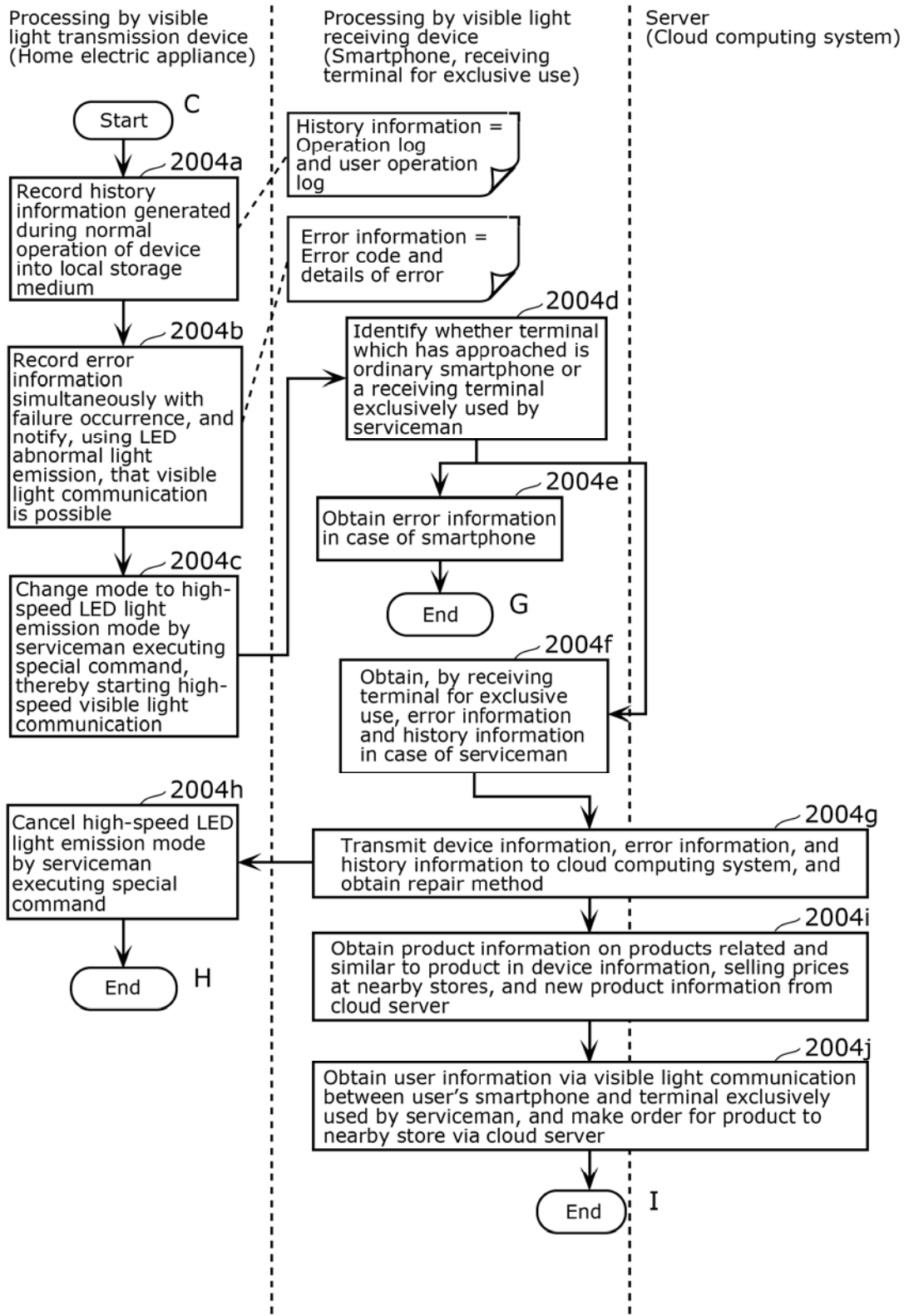


FIG. 137

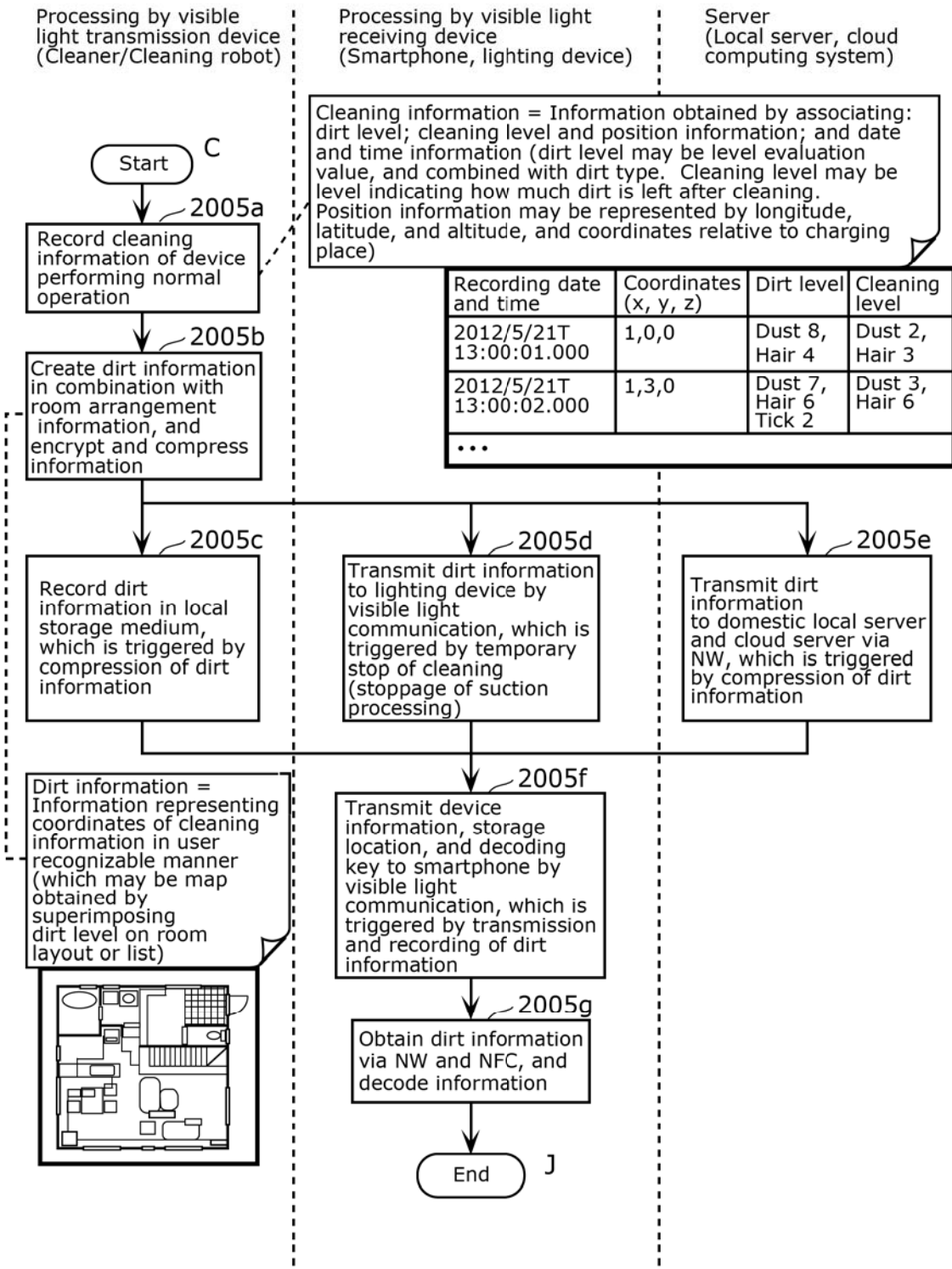


FIG. 138

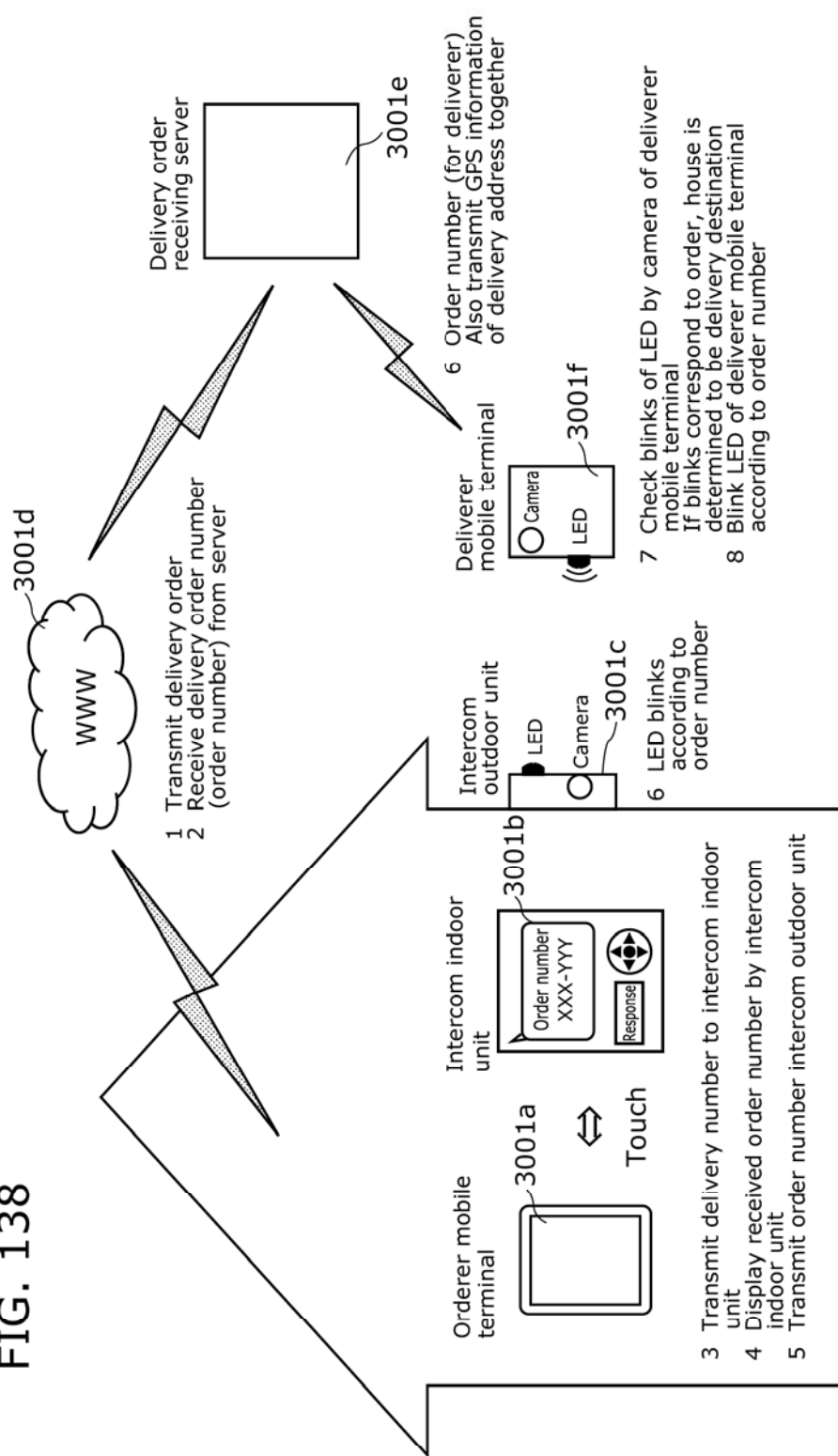


FIG. 139

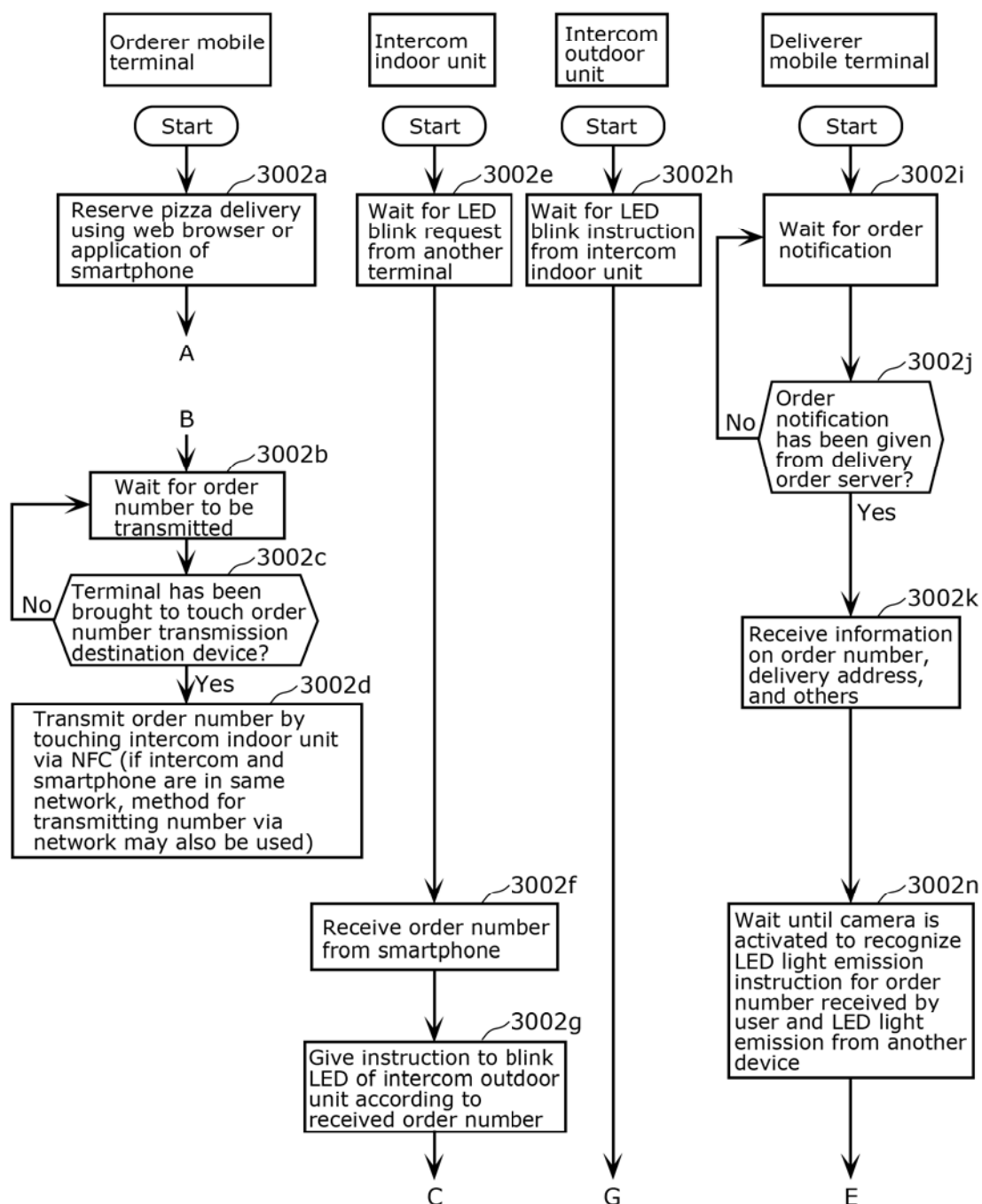


FIG. 140

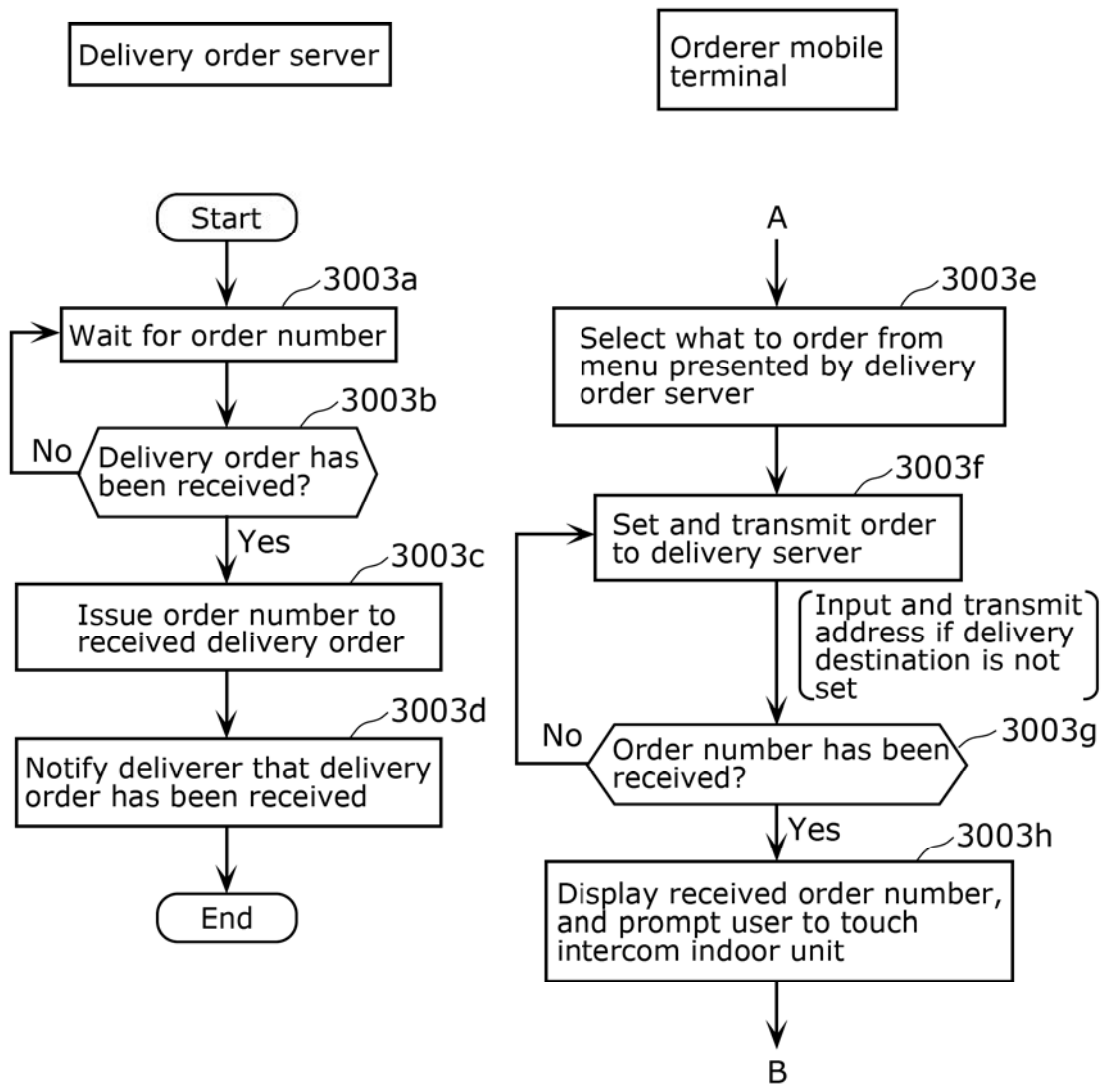


FIG. 141

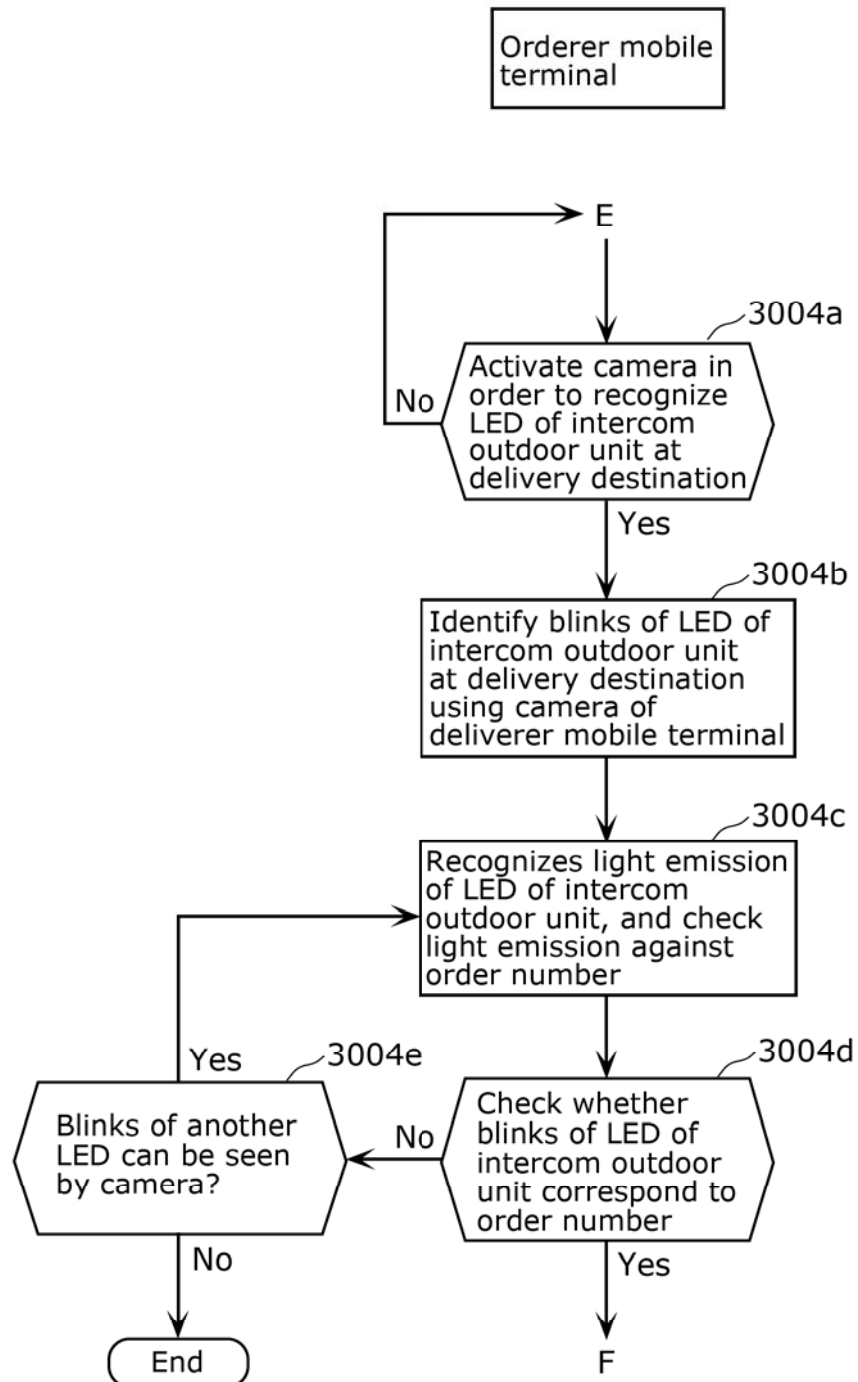


FIG. 142

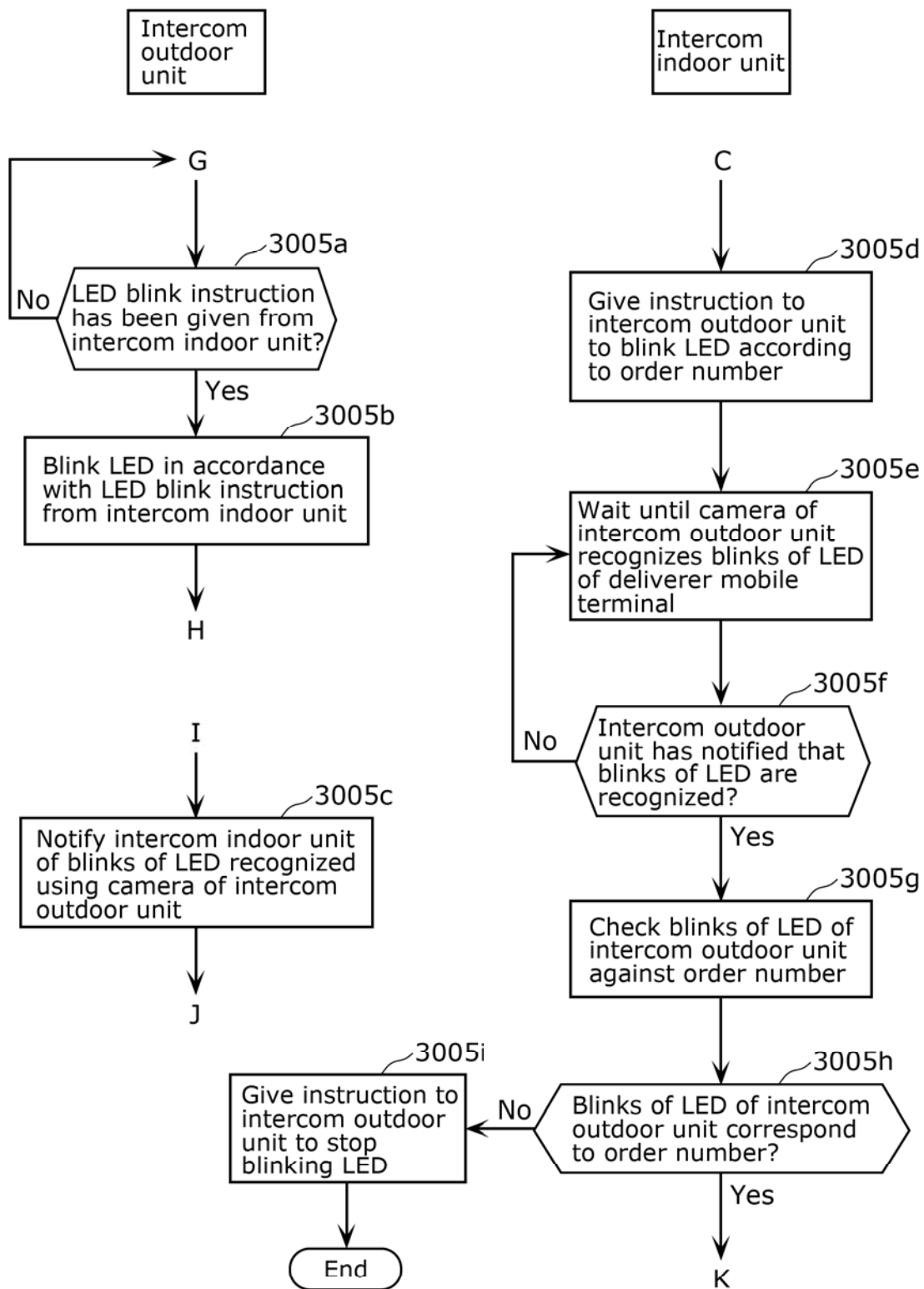


FIG. 143

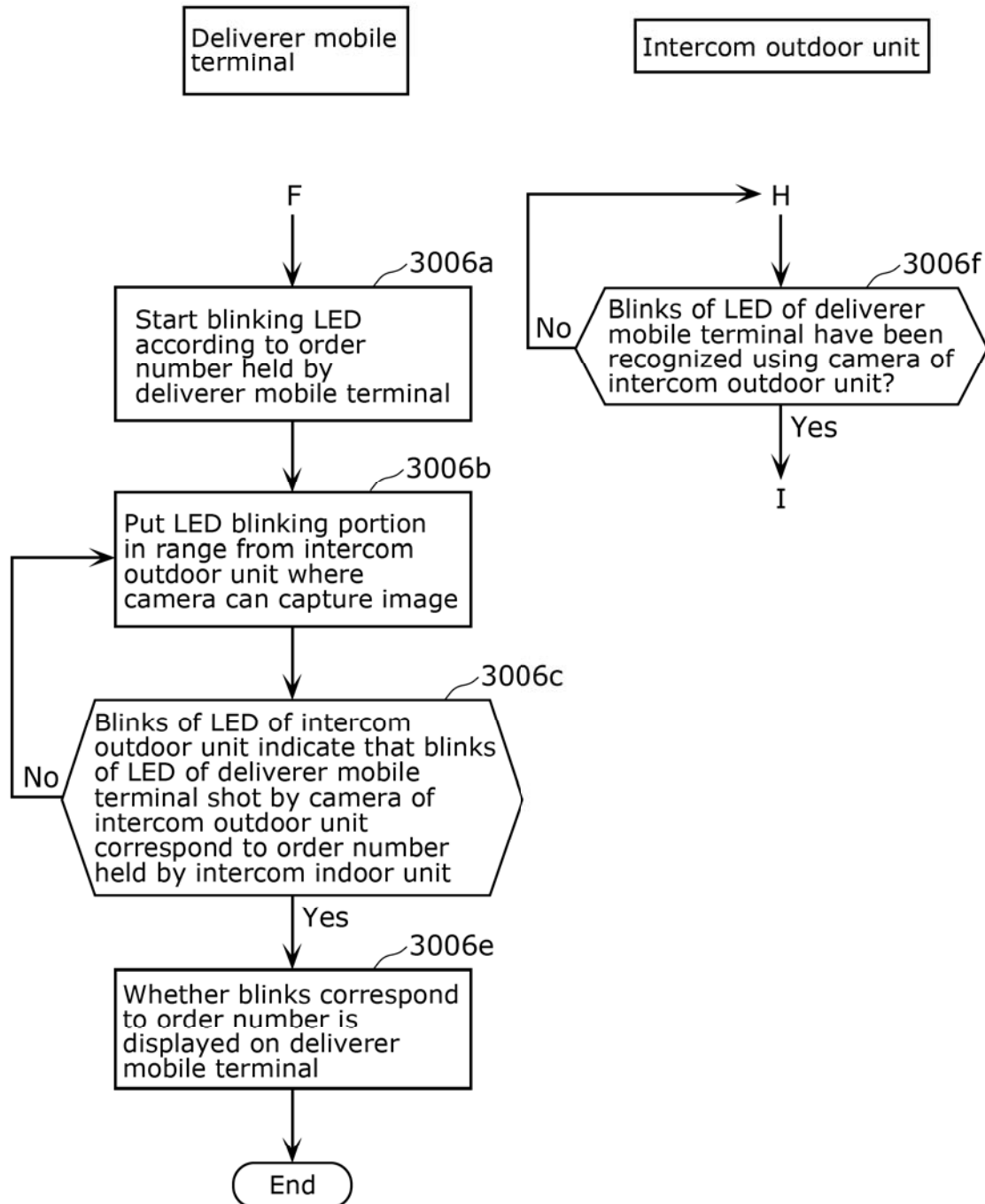


FIG. 144

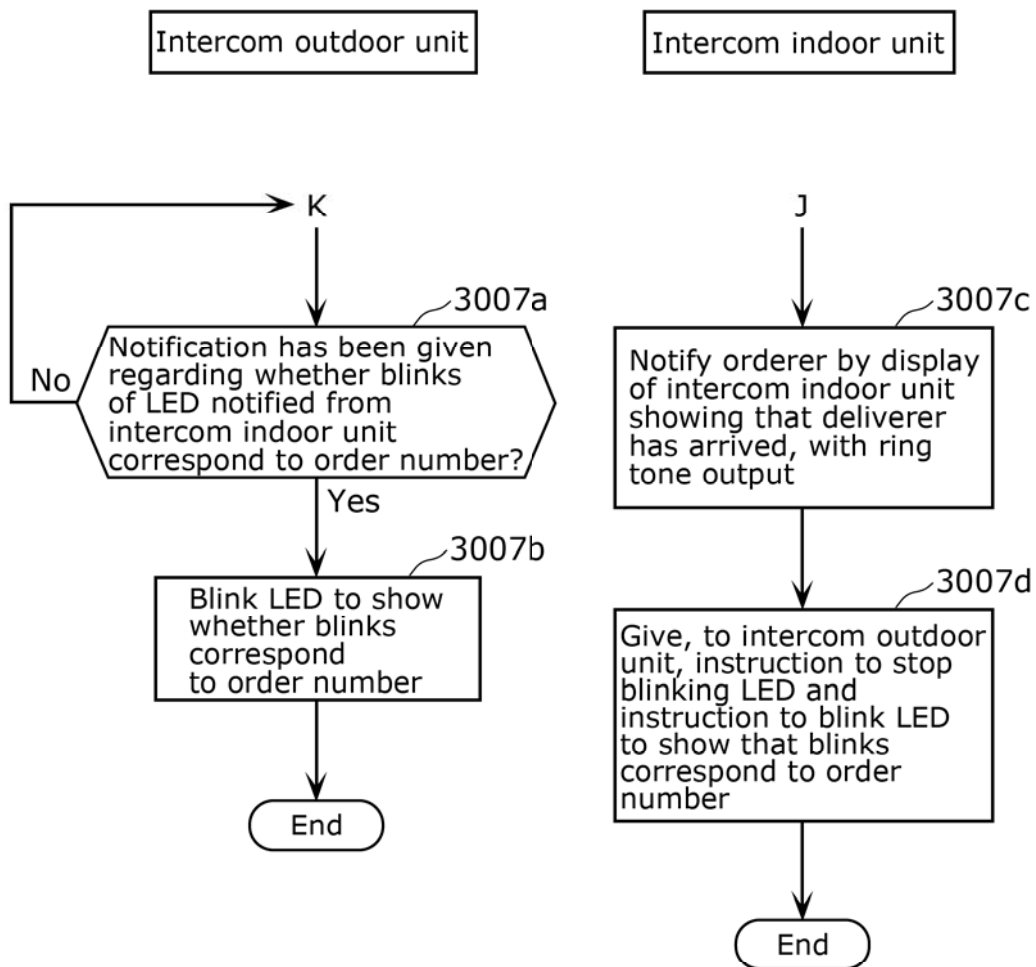


FIG. 145

Register user and mobile phone in use to server

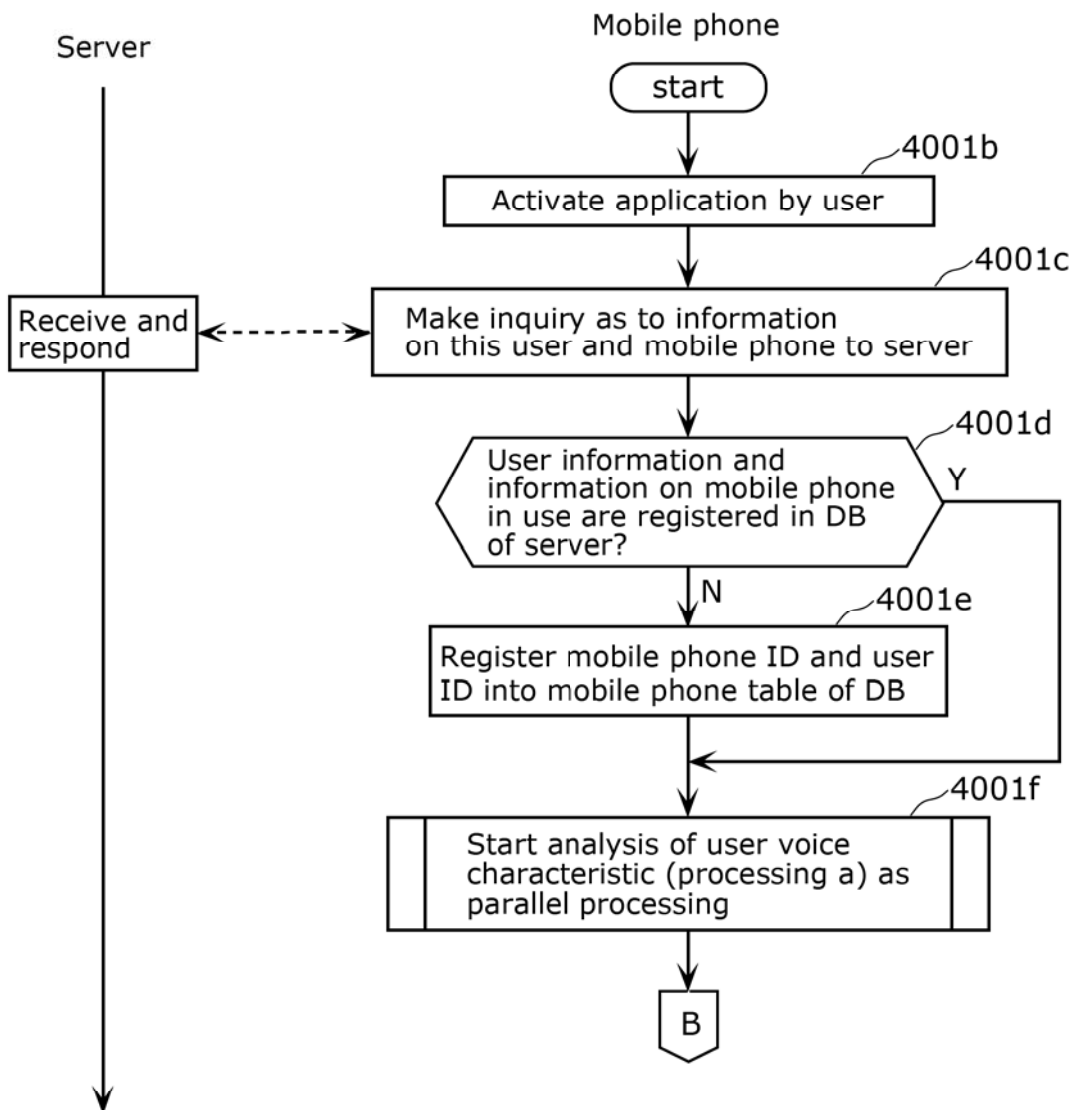


FIG. 146

(Processing a) Analyze user voice characteristics

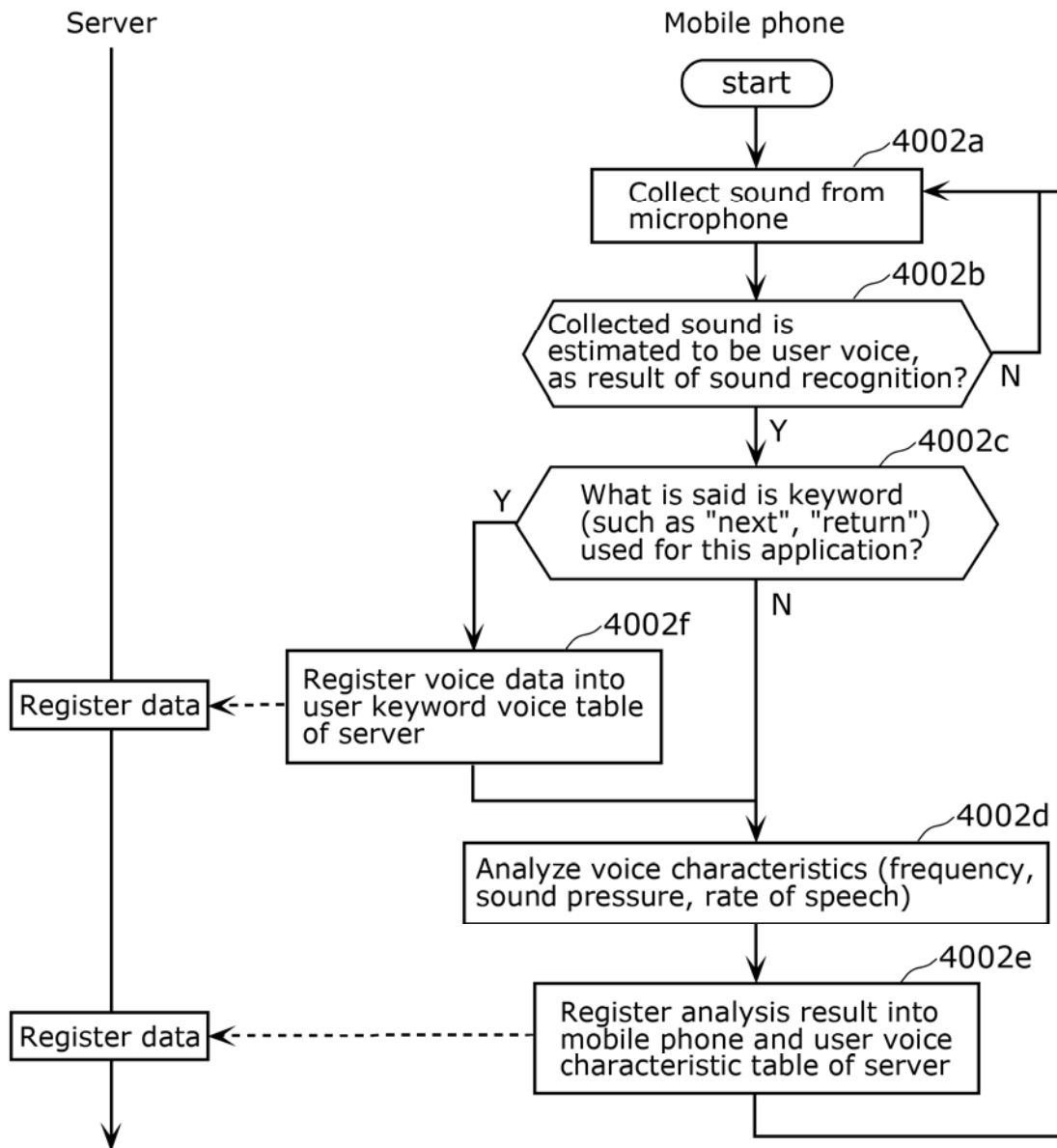


FIG. 147

Prepare sound recognition processing

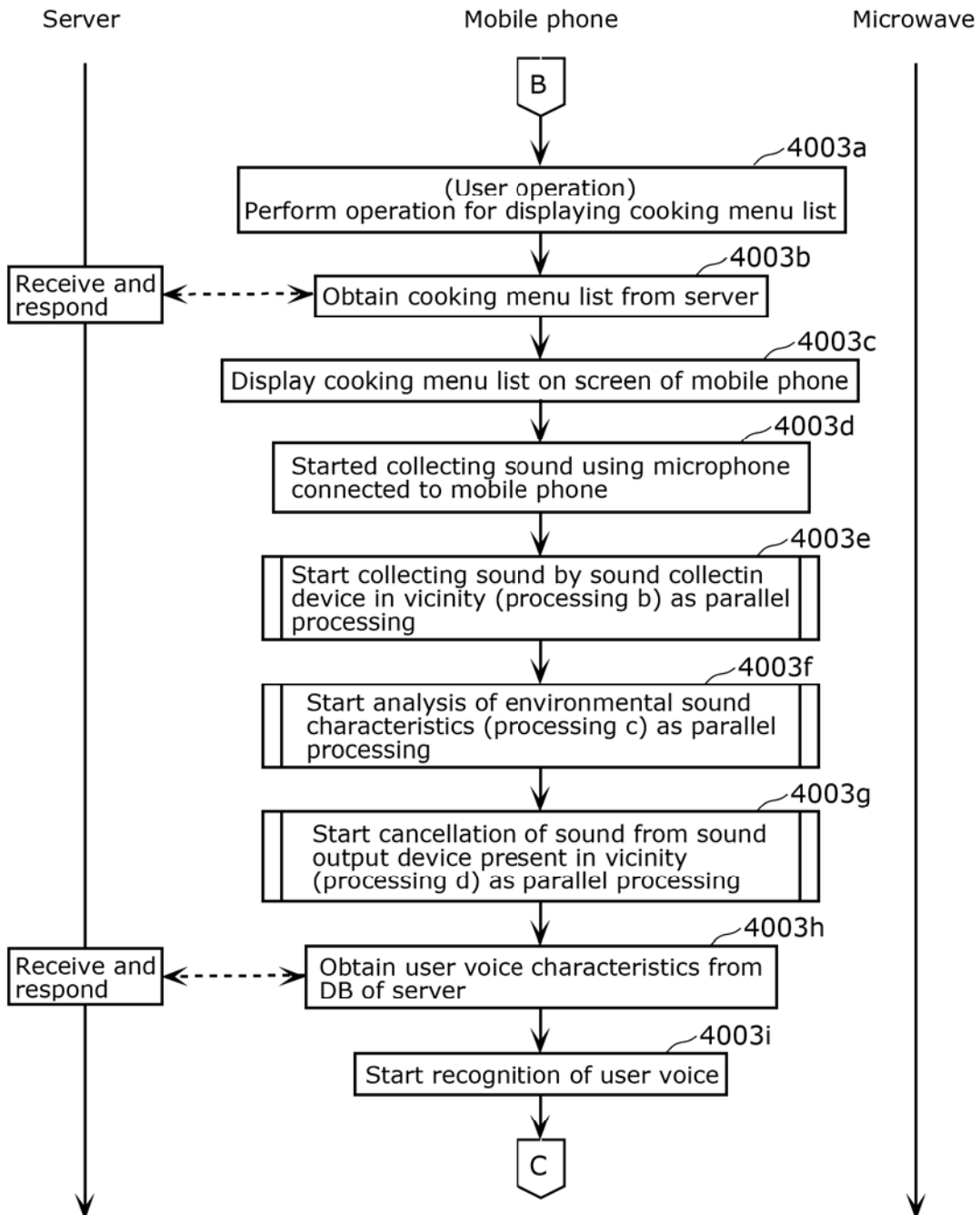


FIG. 148

(Processing b) Collect sound by sound collecting device in vicinity

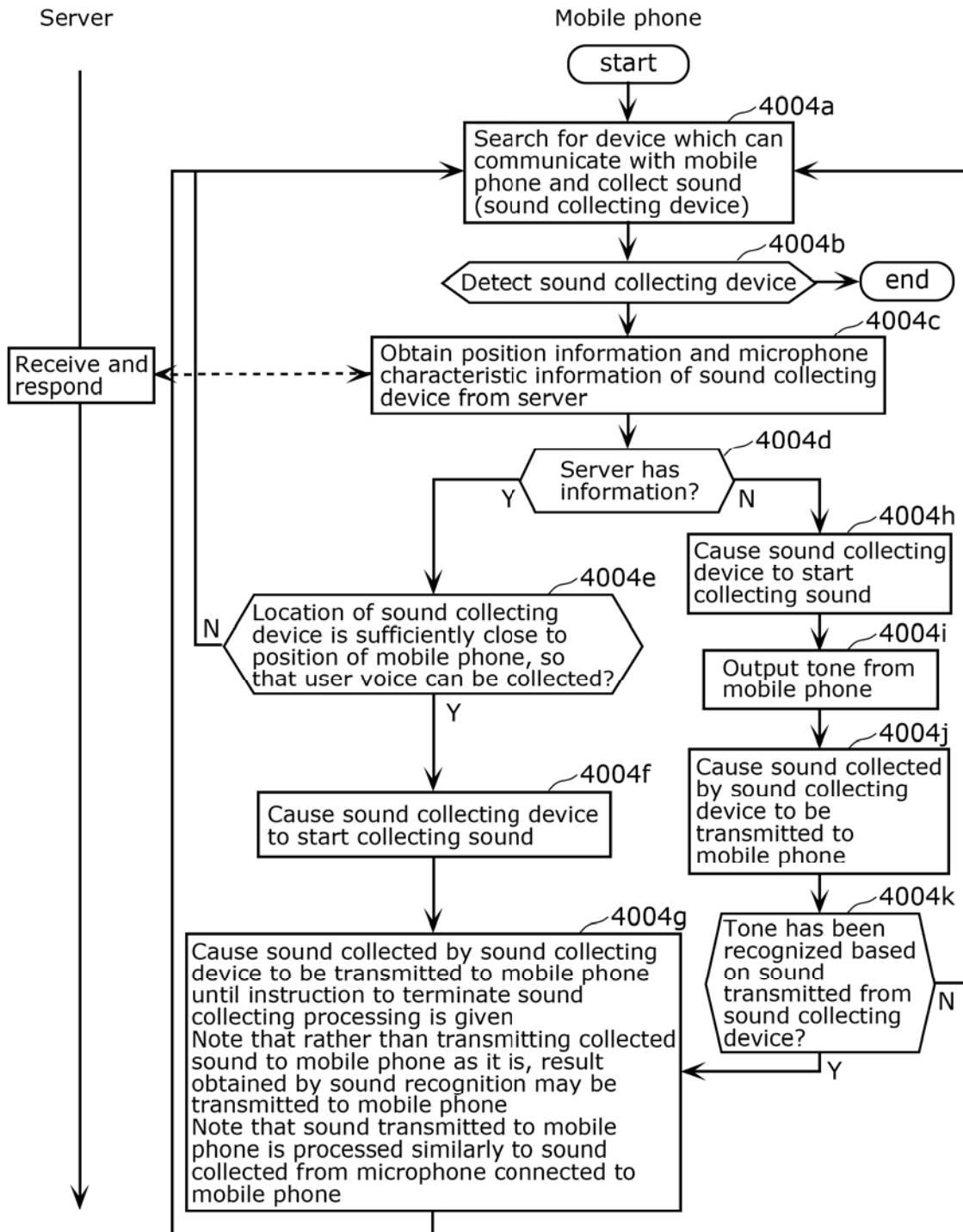


FIG. 149

(Processing c) Analyze environmental sound characteristics

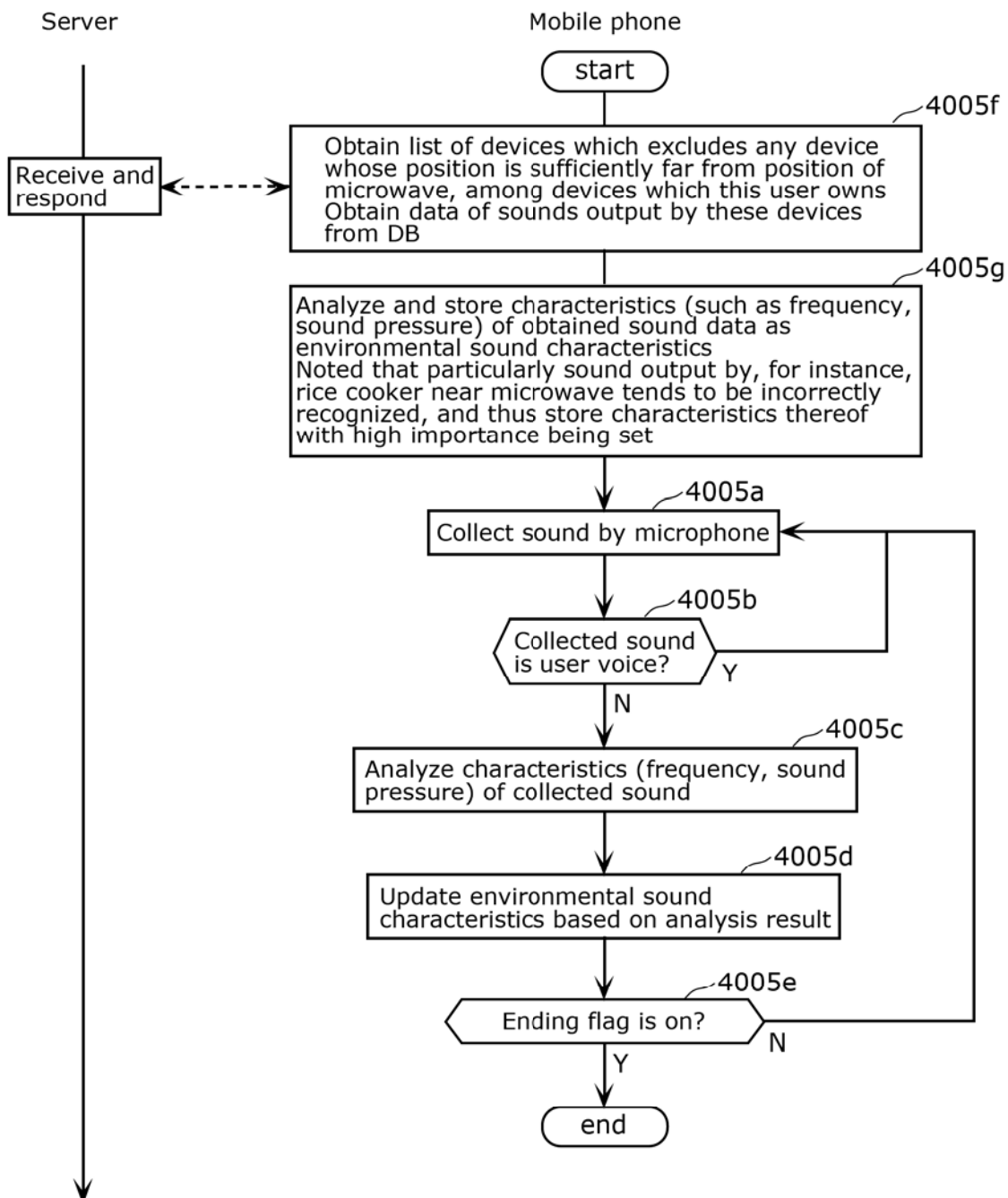


FIG. 150

(Processing d) Cancel sound from sound output device present in vicinity

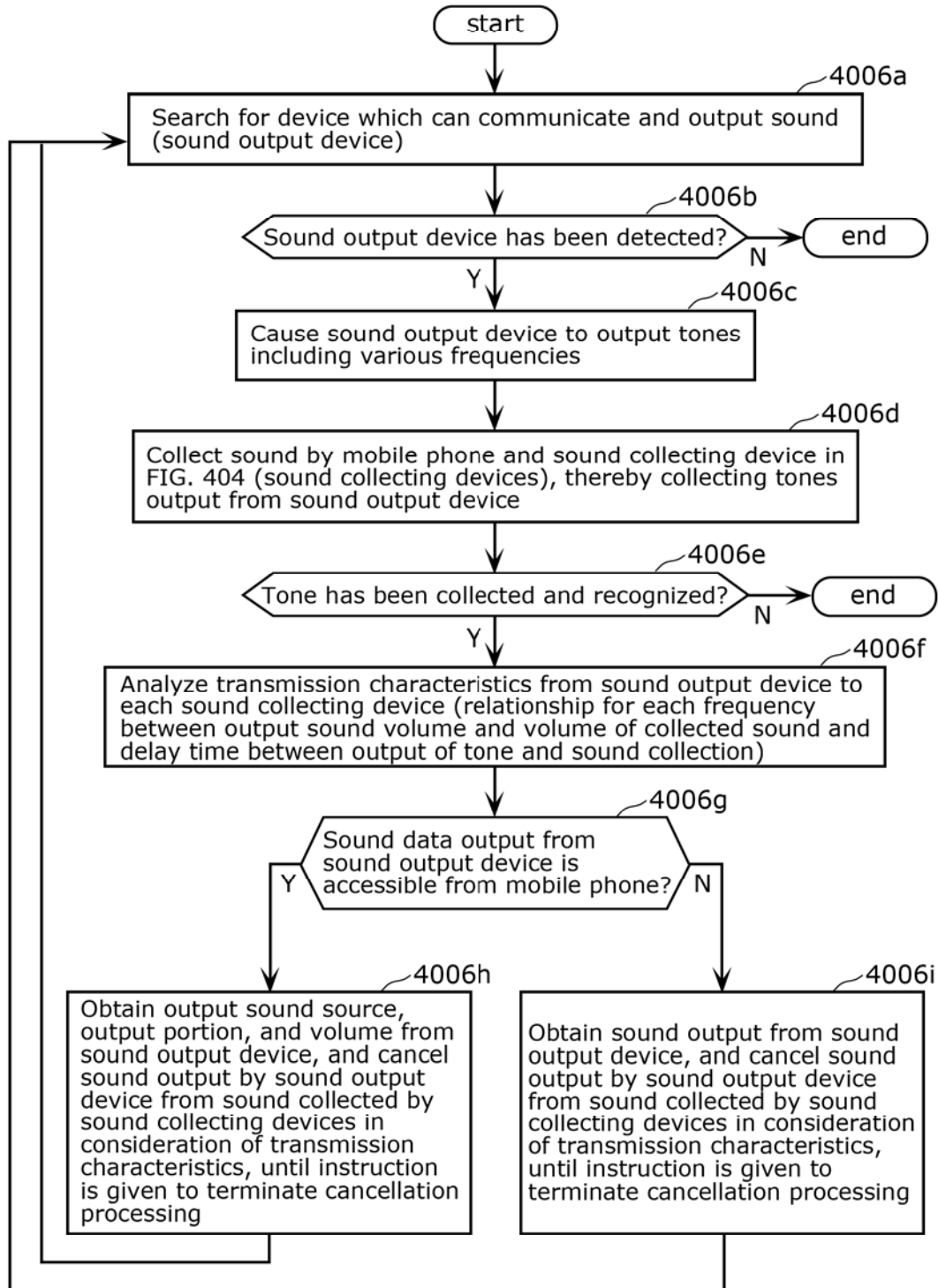


FIG. 151

Select what to cook, and set detailed operation in microwave

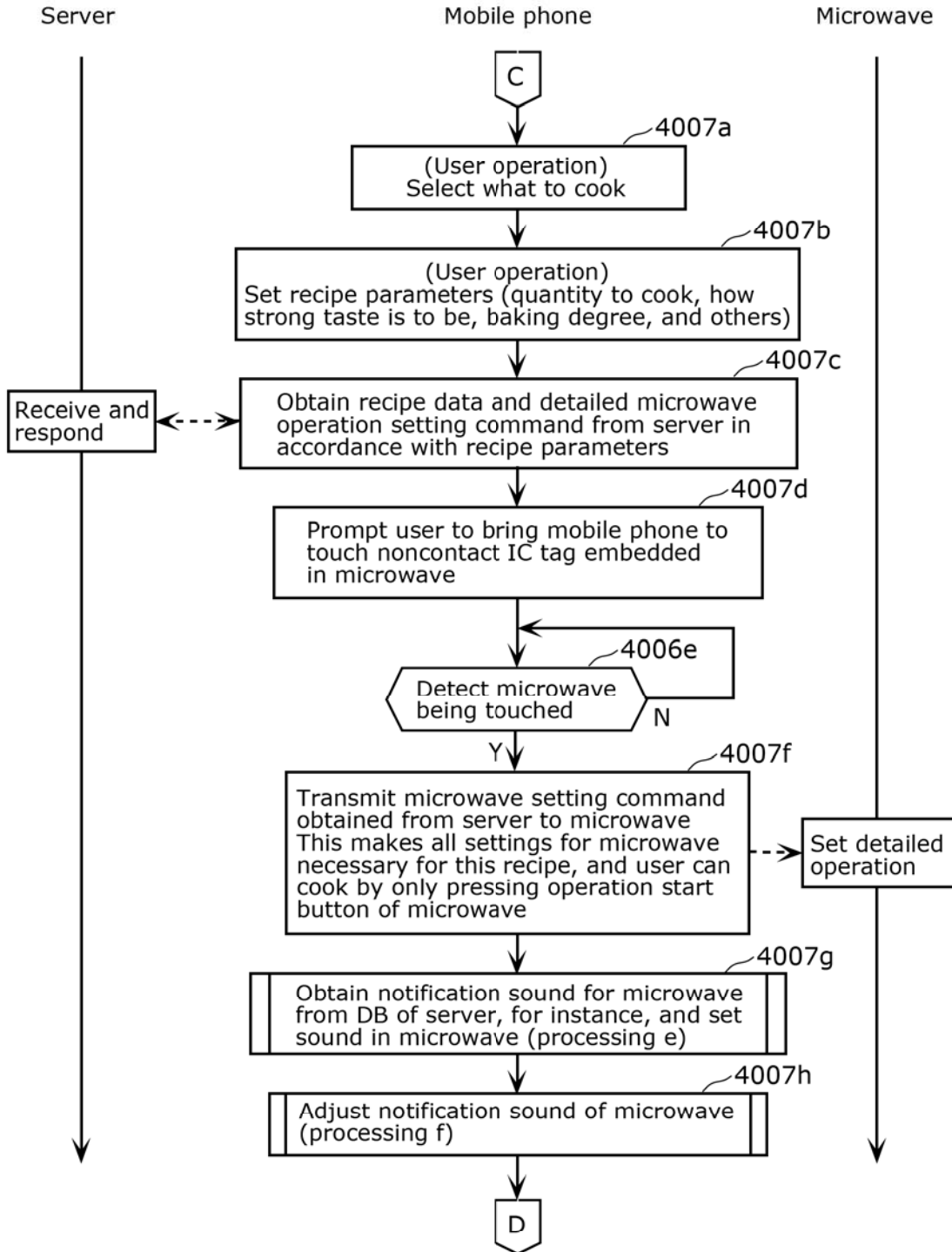


FIG. 152

(Processing e) Obtain notification sound for microwave from DB of server, for instance, and set sound in microwave

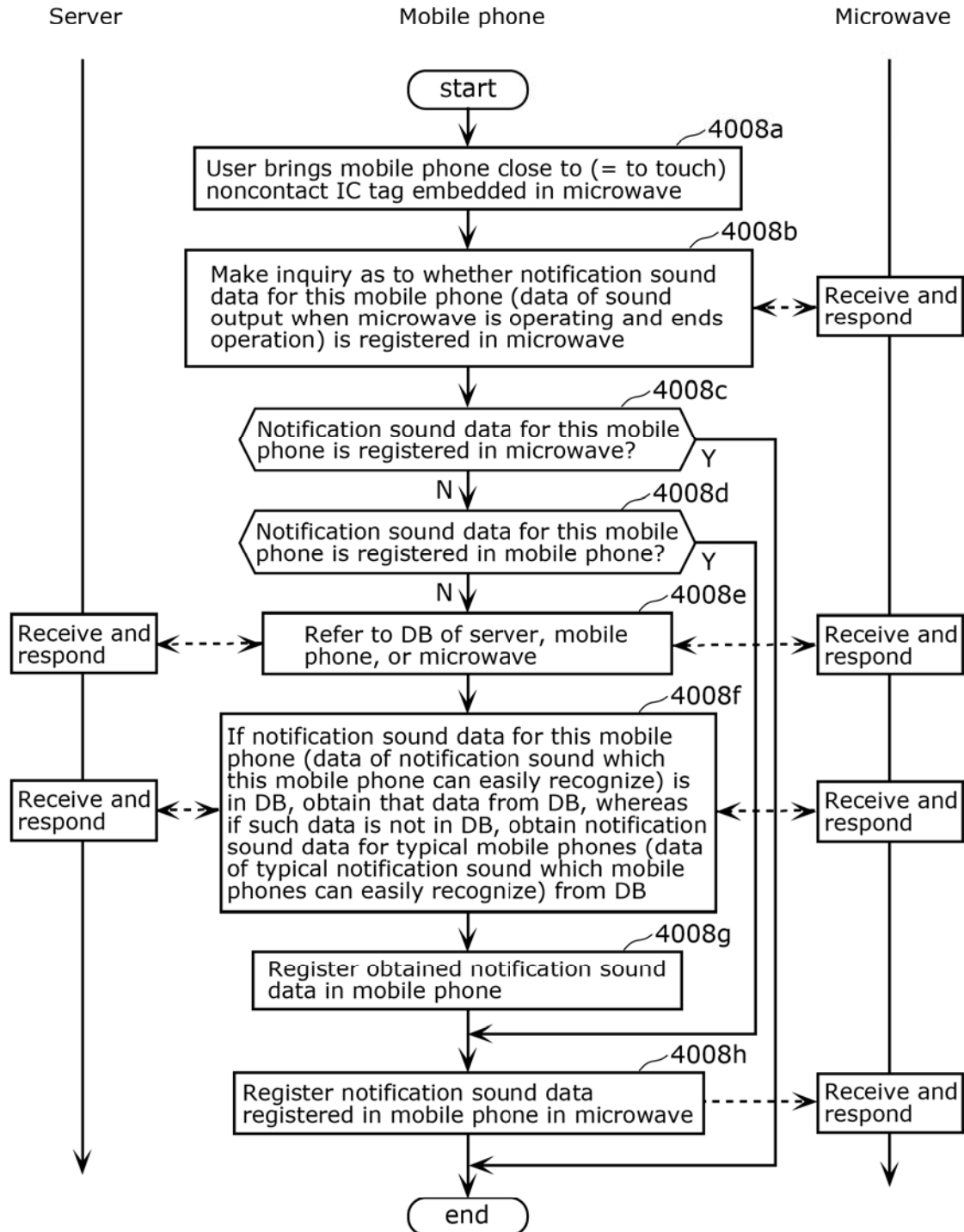


FIG. 153

(Processing f) Adjust notification sound of microwave

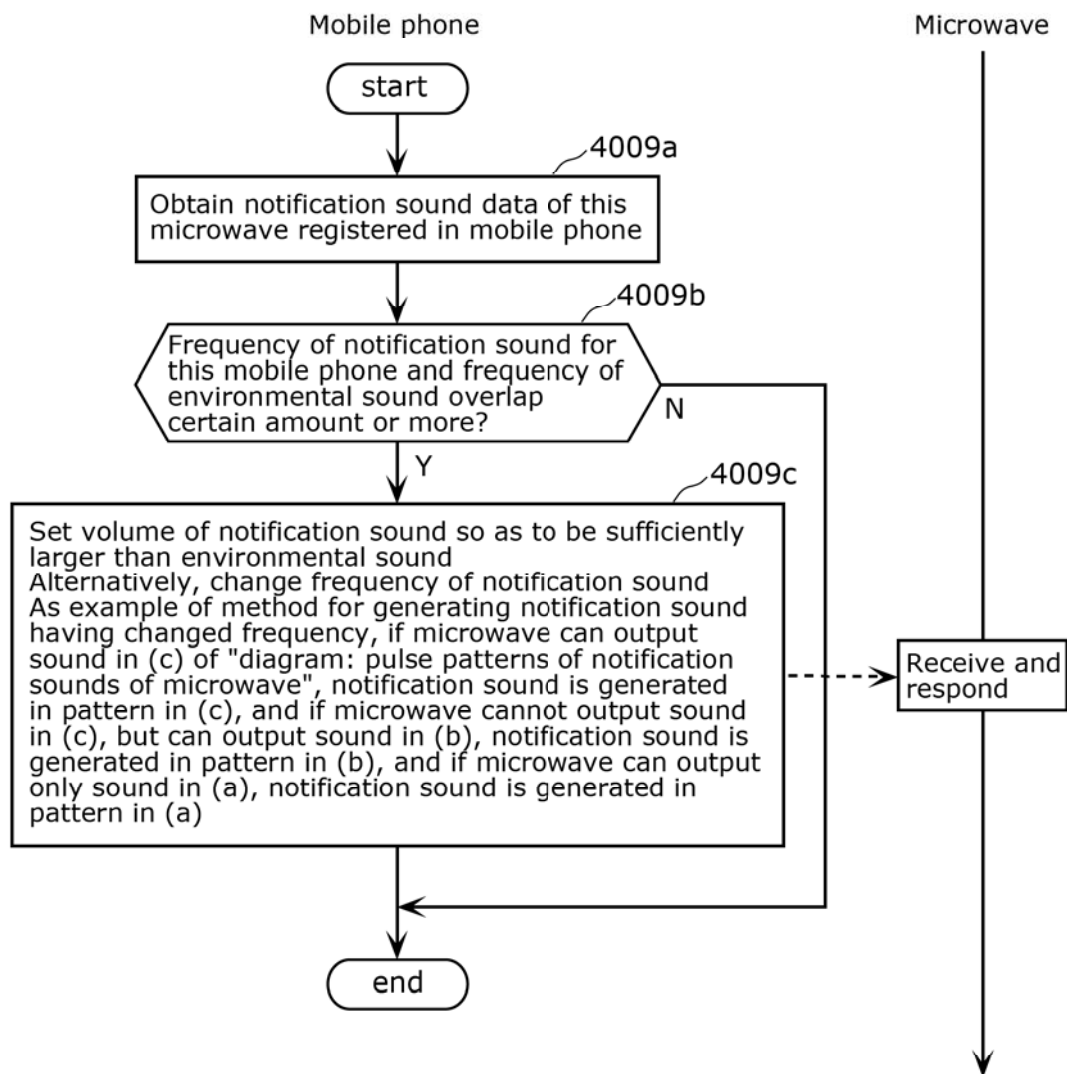


FIG. 154

Diagram: Pulse patterns of notification sounds of microwave

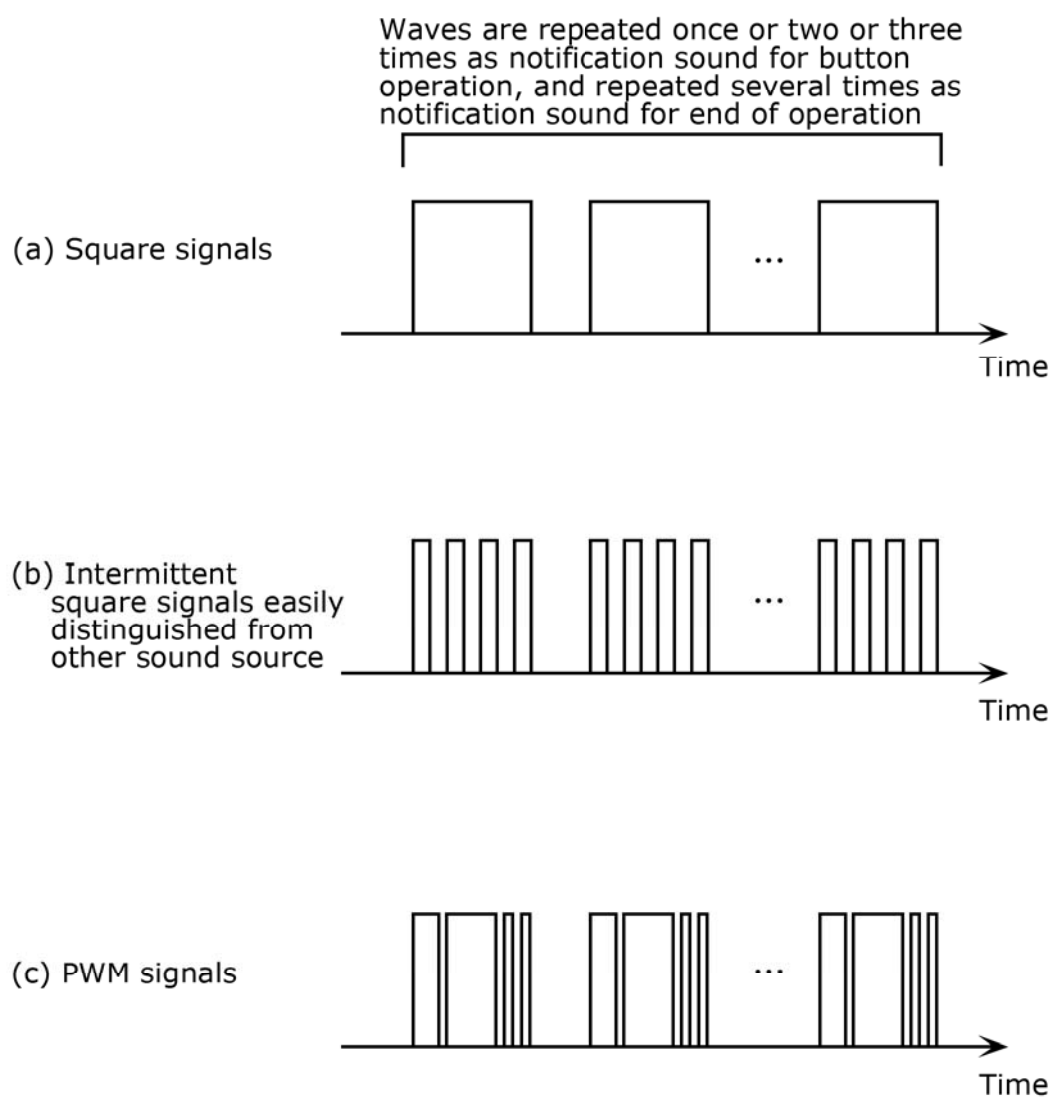


FIG. 155

Display details of cooking

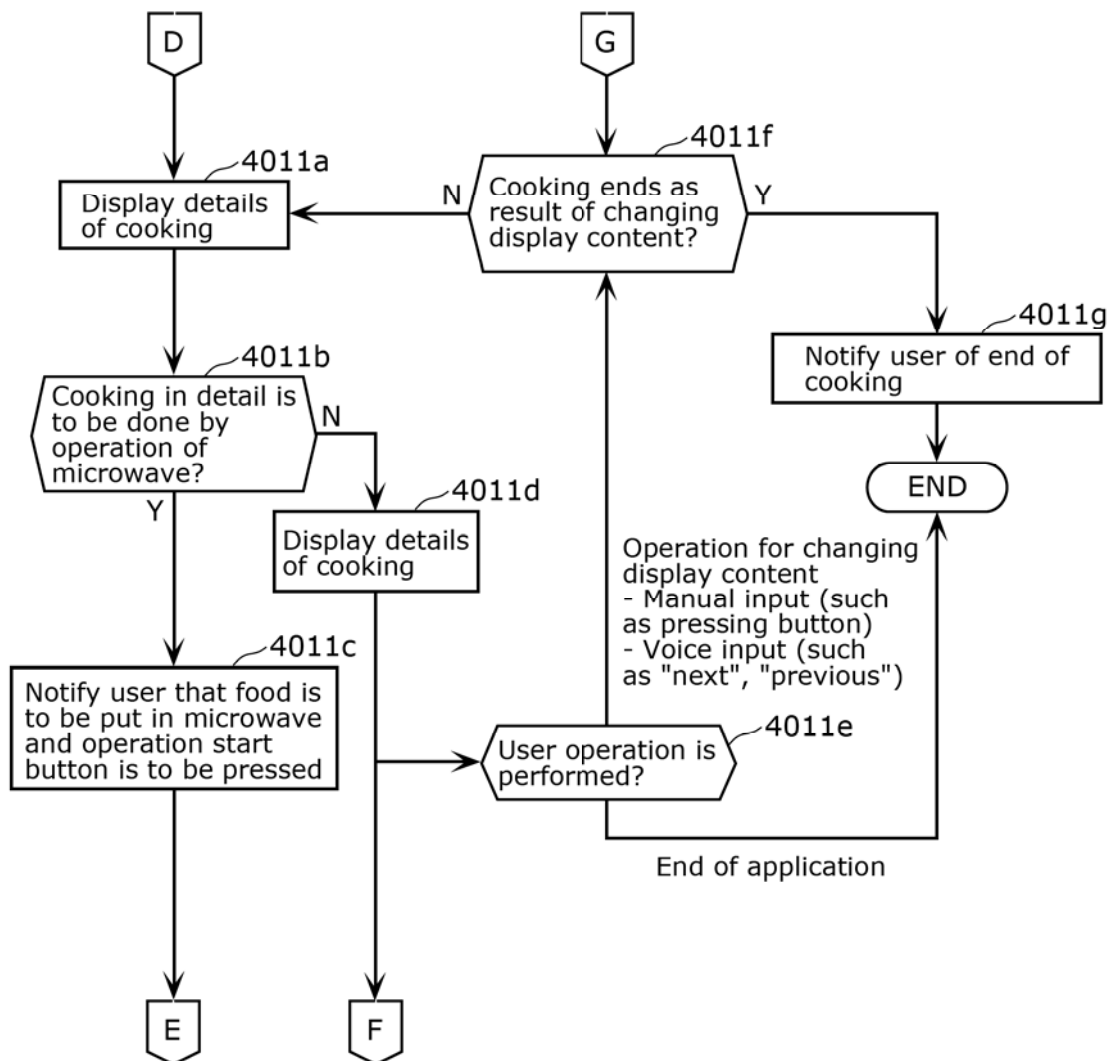


FIG. 156

Recognize notification sound of microwave

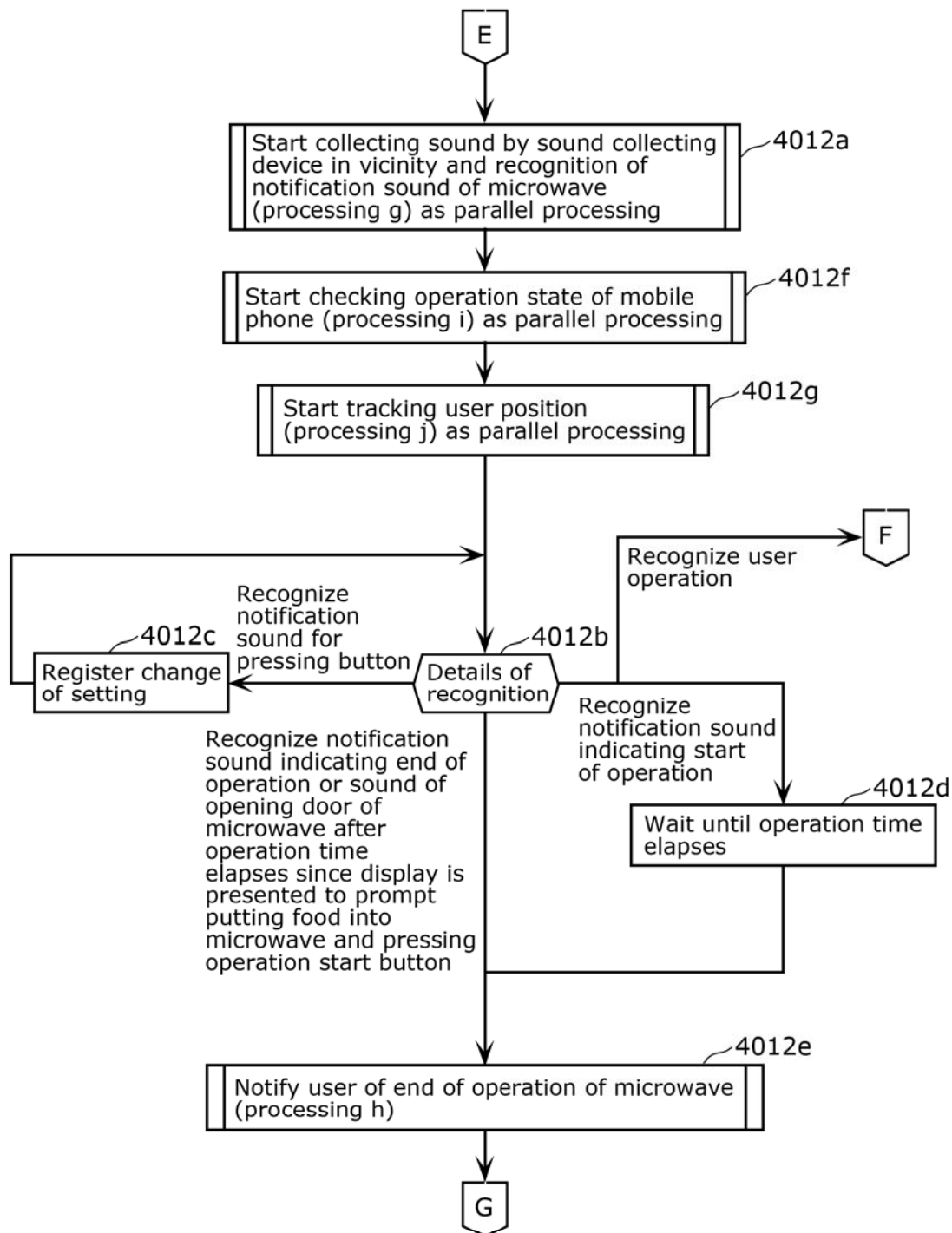


FIG. 157

(Processing g) Collect sound by sound collecting device in vicinity and recognize notification sound of microwave

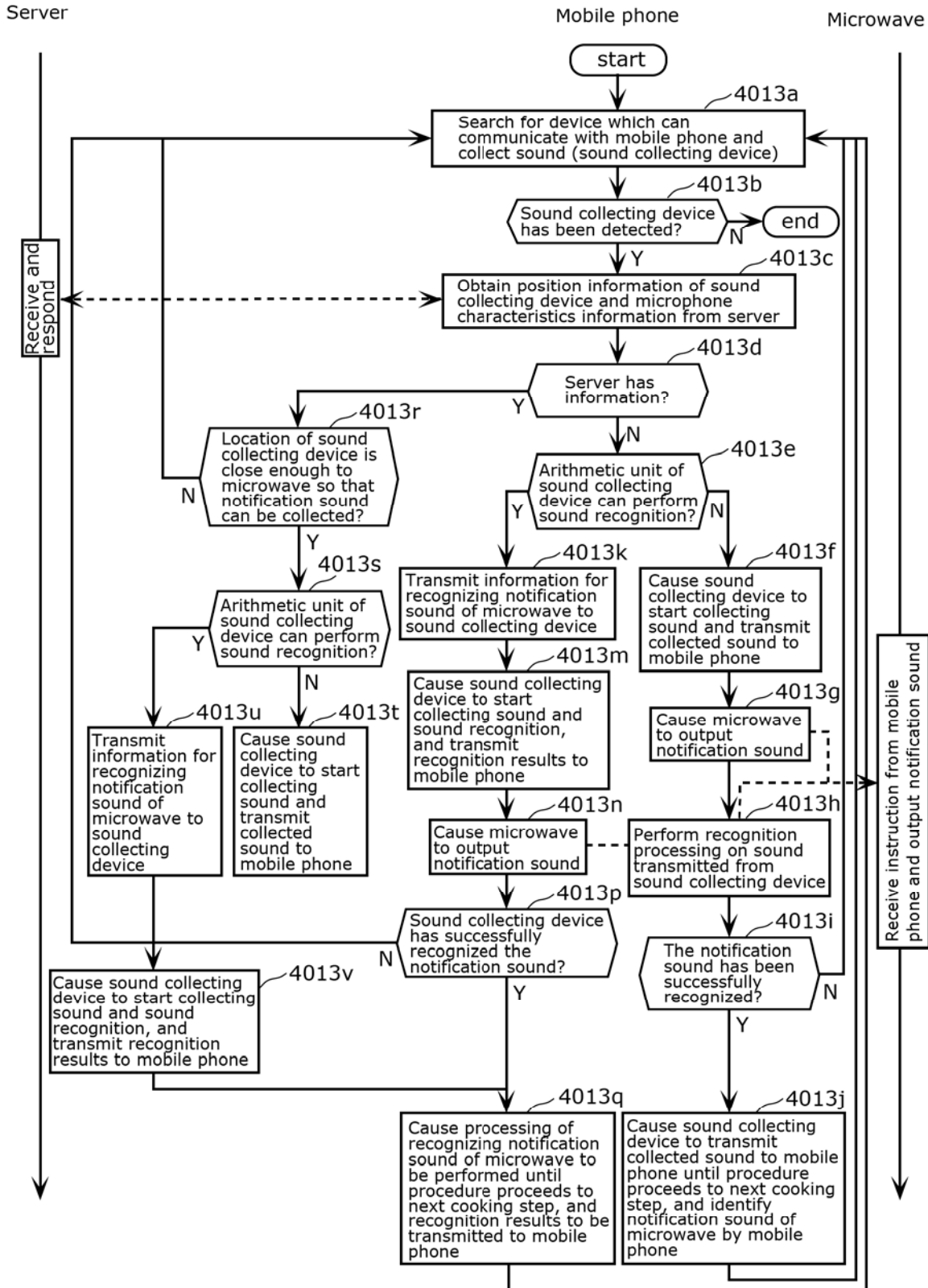


FIG. 158

(Processing h) Notify user of end of operation of microwave

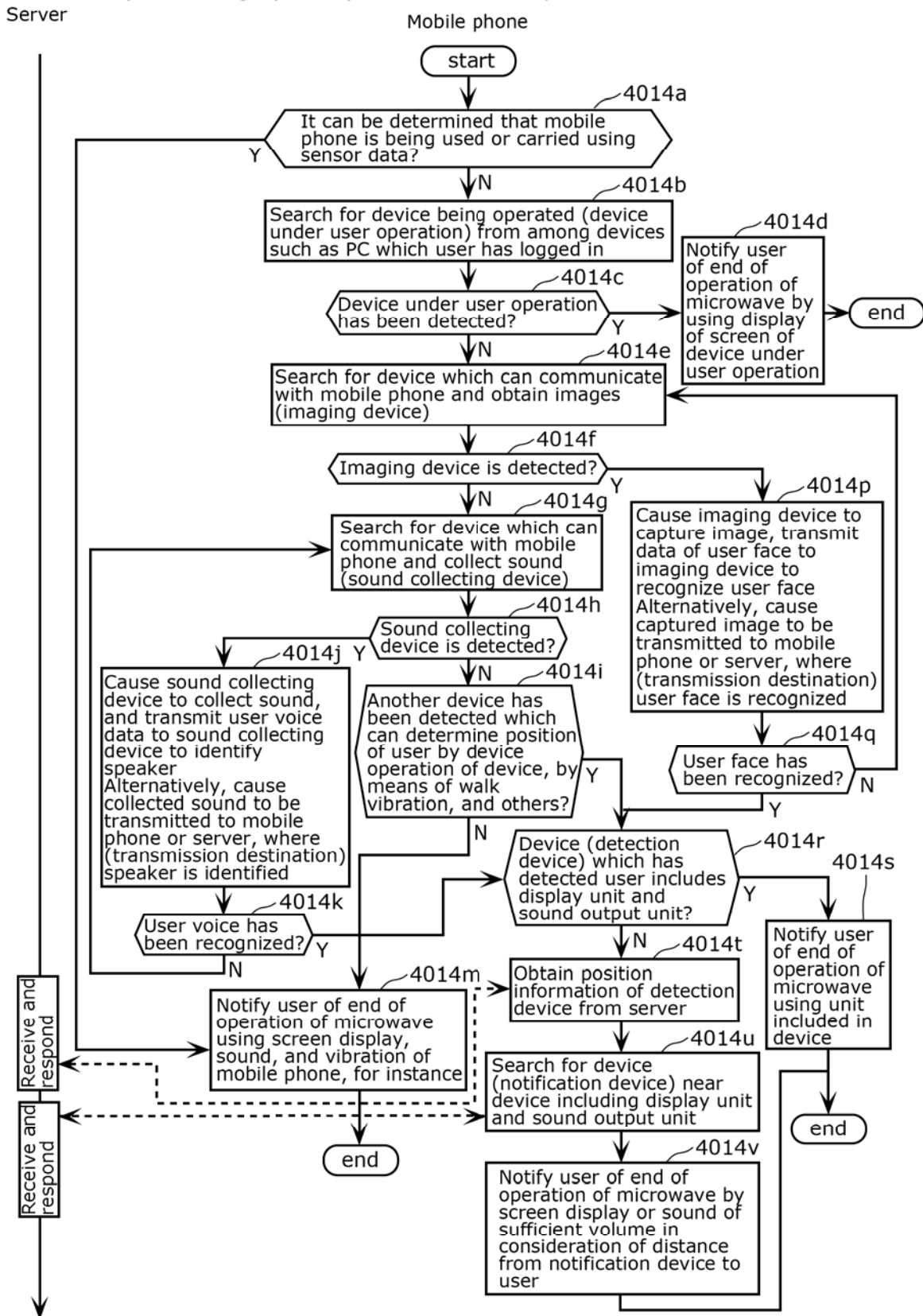


FIG. 159

(Processing i) Check operation state of mobile phone

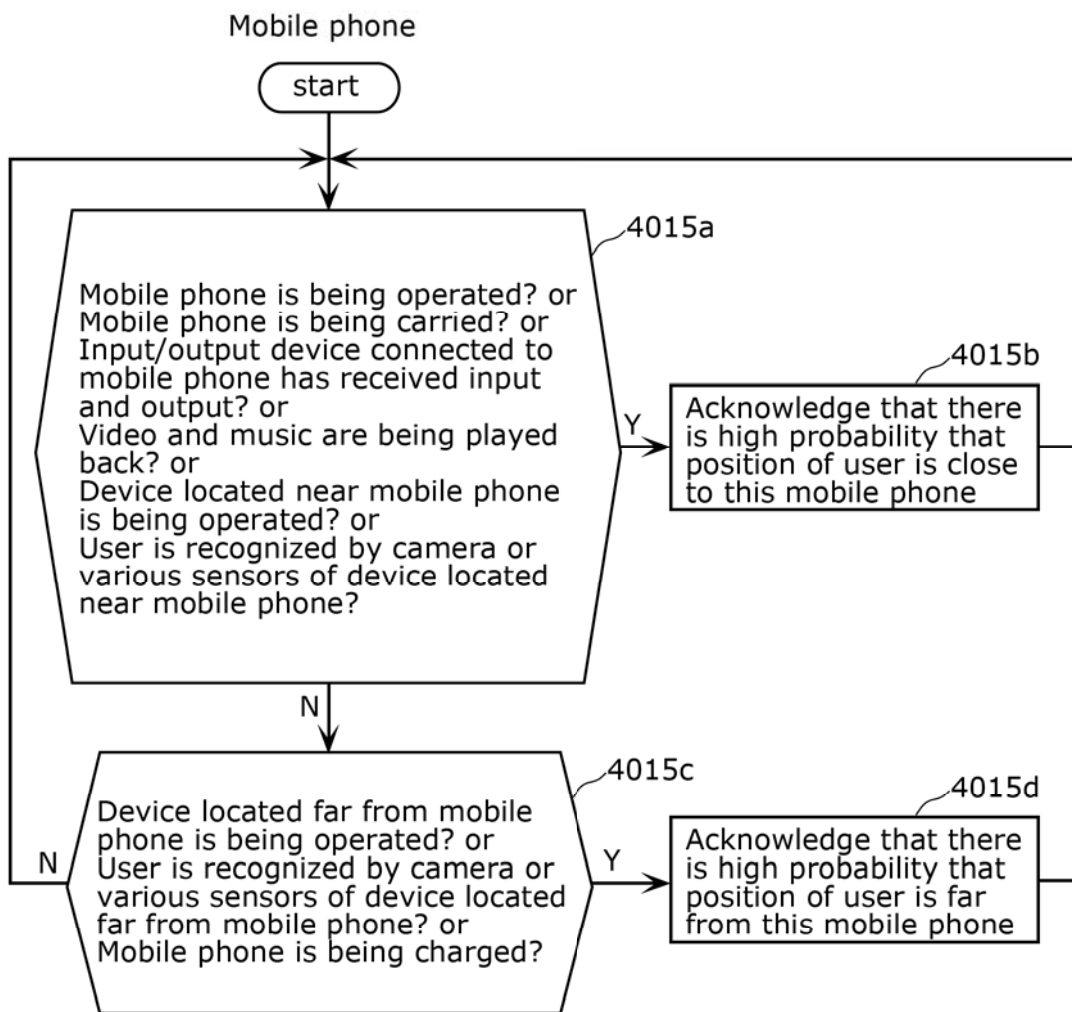


FIG. 160

(Processing j) Track user position

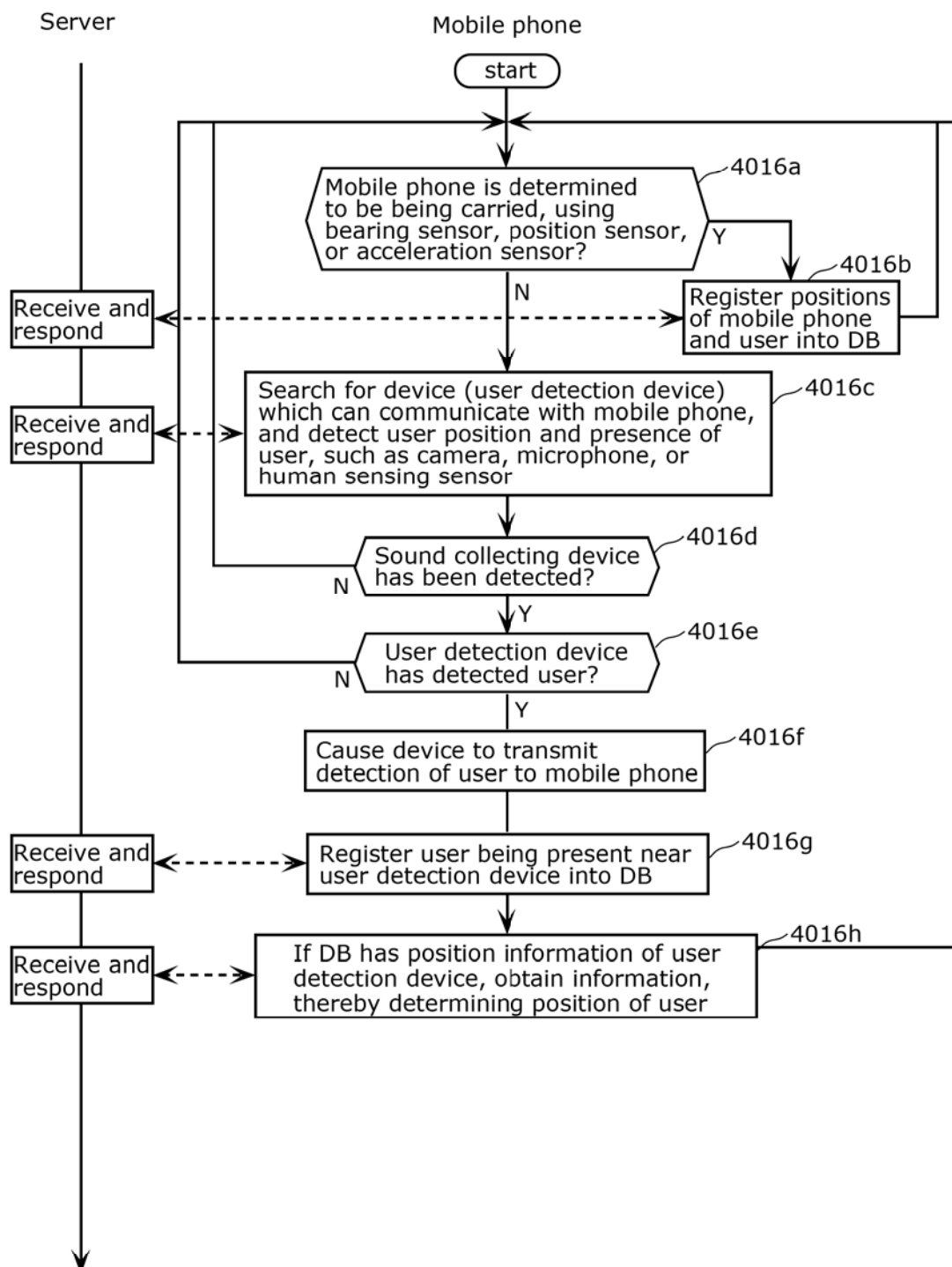


FIG. 161

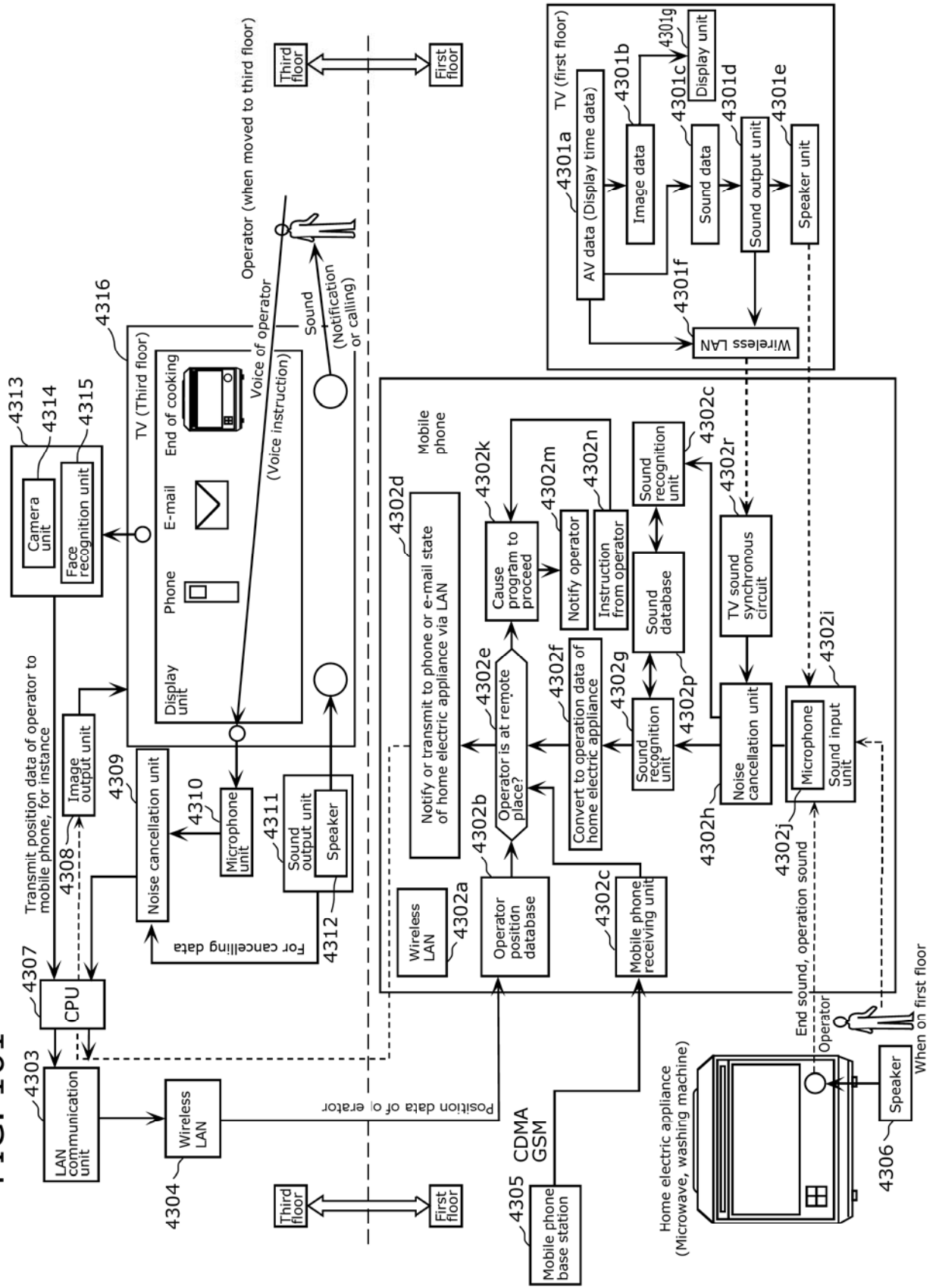


FIG. 162

Database

Microwave table 4040a					
Model ID of microwave	Data for identifying sound which can be output by microwave (speaker characteristics and modulation method, for instance)	Notification sound data for mobile phone model A (sound easily recognized by A)	Notification sound data for mobile phone model B (sound easily recognized by B)	...	Notification sound data for typical mobile phone (sound easily recognized on average)

Mobile phone table 4040a			
Mobile phone ID	Mobile phone model ID	User ID	Mobile phone position data

Mobile phone model table 4040c	
Mobile phone model ID	Sound-collecting characteristics

User voice characteristic table 4040d	
User ID	User voice acoustic feature

User keyword voice table 4040e	
User ID	Voice waveform data obtained when user says keyword

User owned device position table 4040f		
User ID	Owned device ID	Owned device position data

User owned device sound data table 4040g		
User ID	Owned device ID	Sound data output by owned device

User position table 4040h	
User ID	User position data

FIG. 163

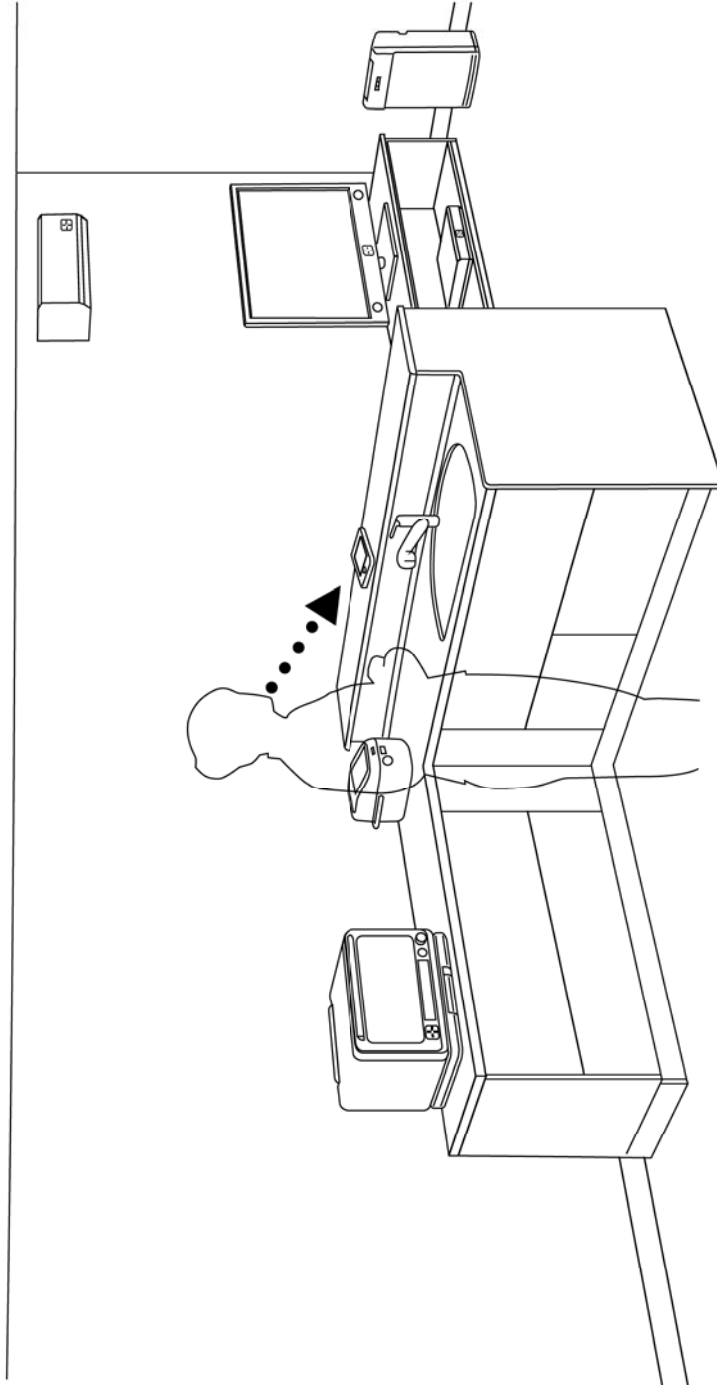


FIG. 164

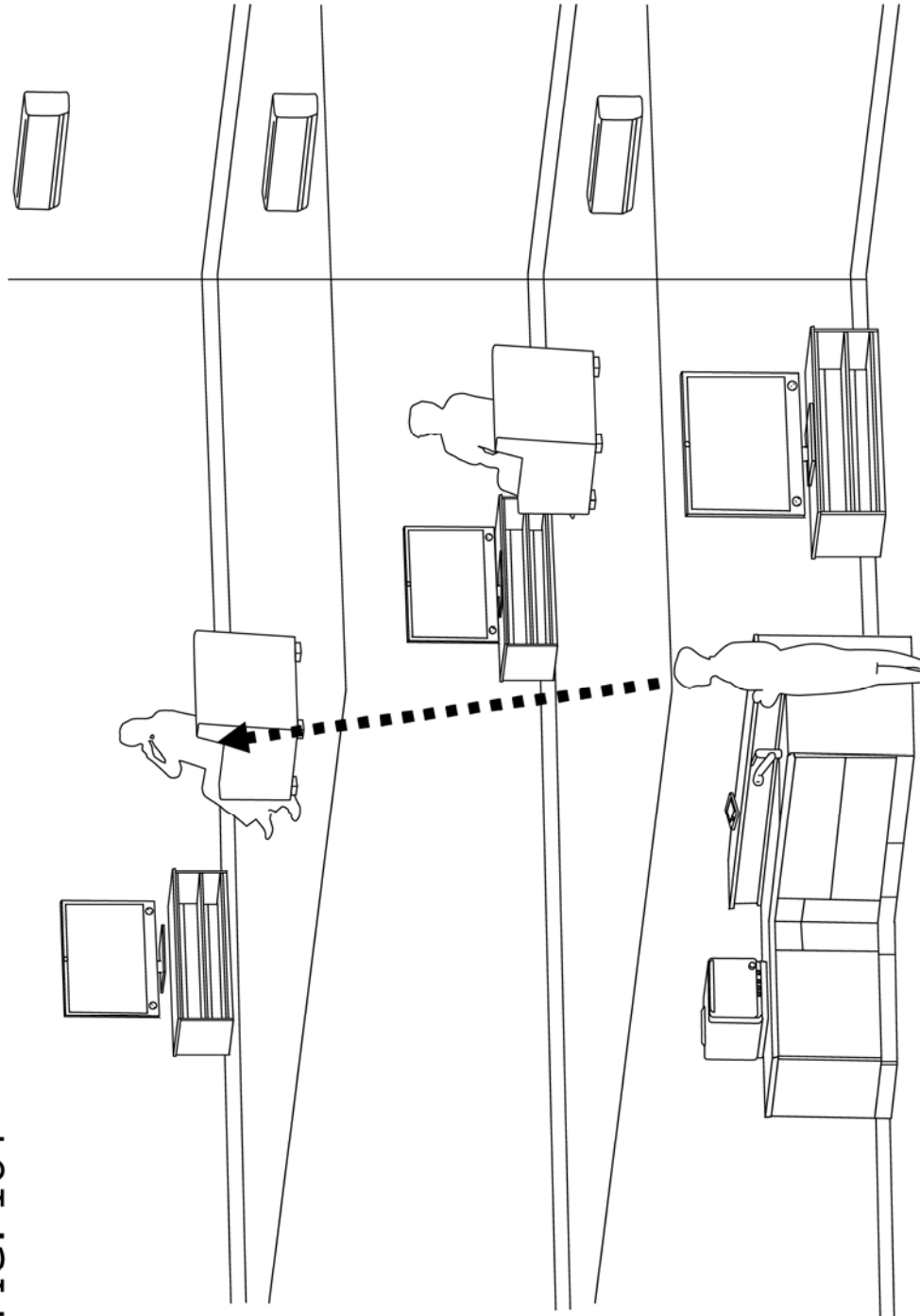


FIG. 165

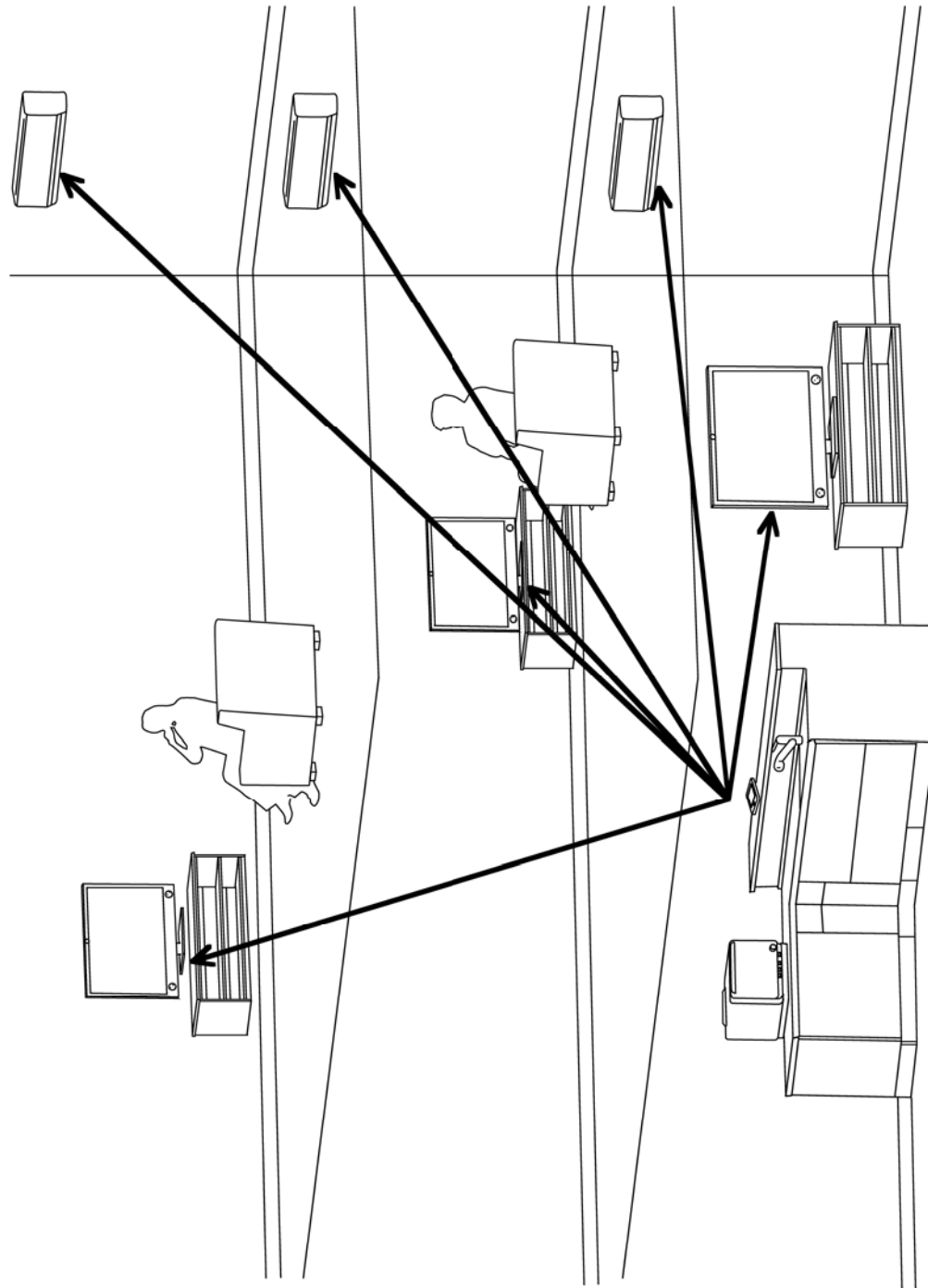


FIG. 166

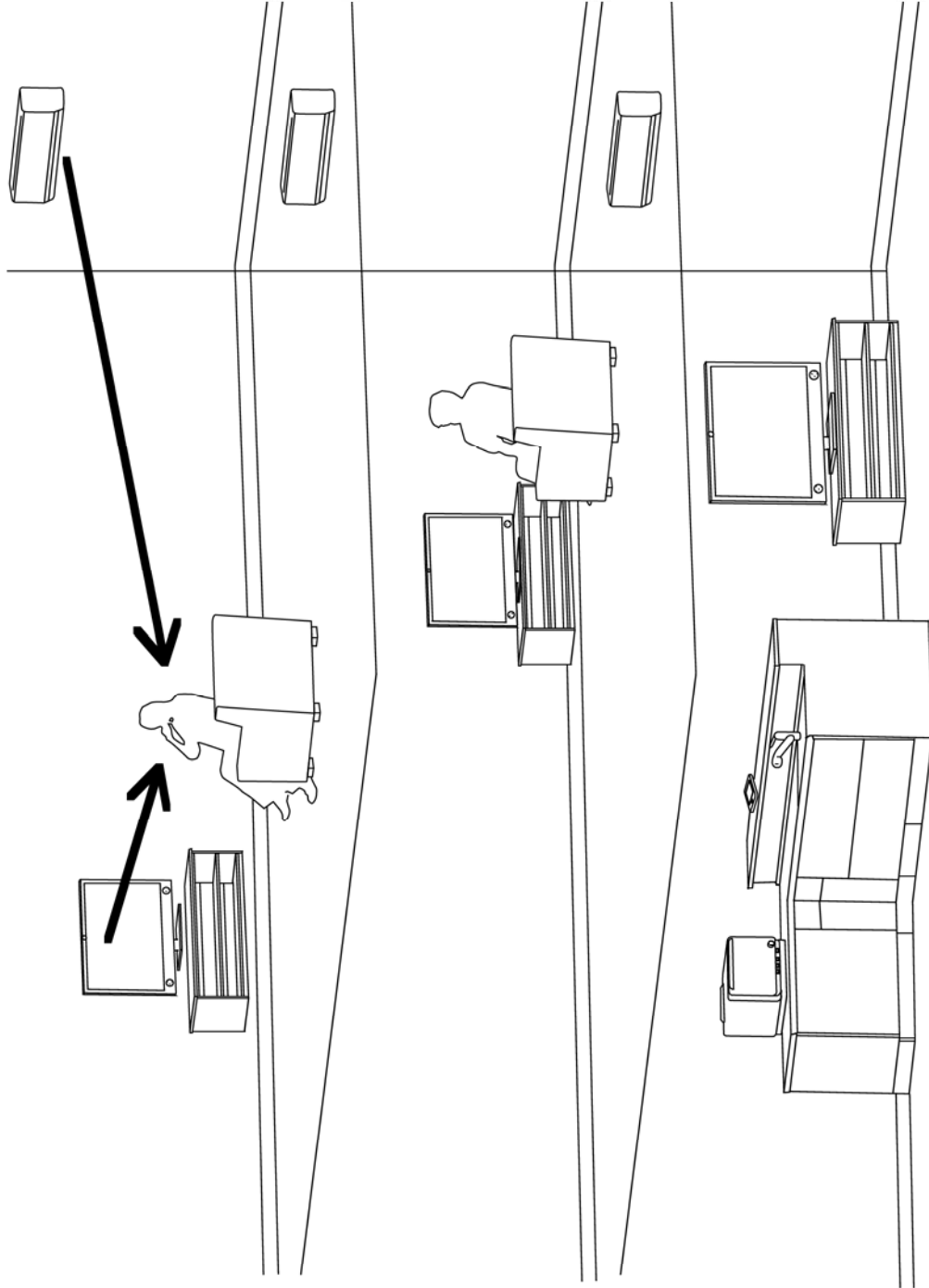


FIG. 167

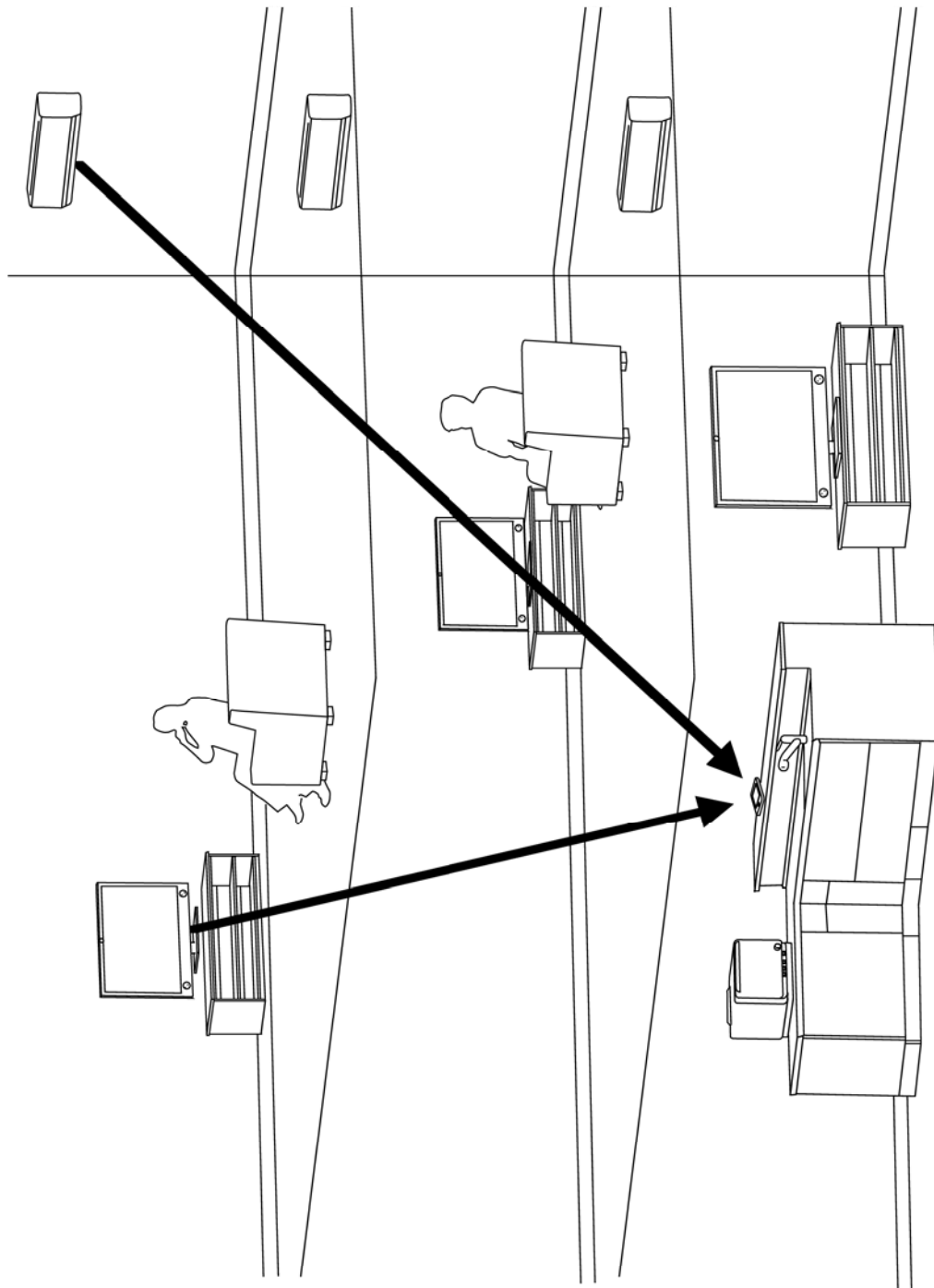


FIG. 168

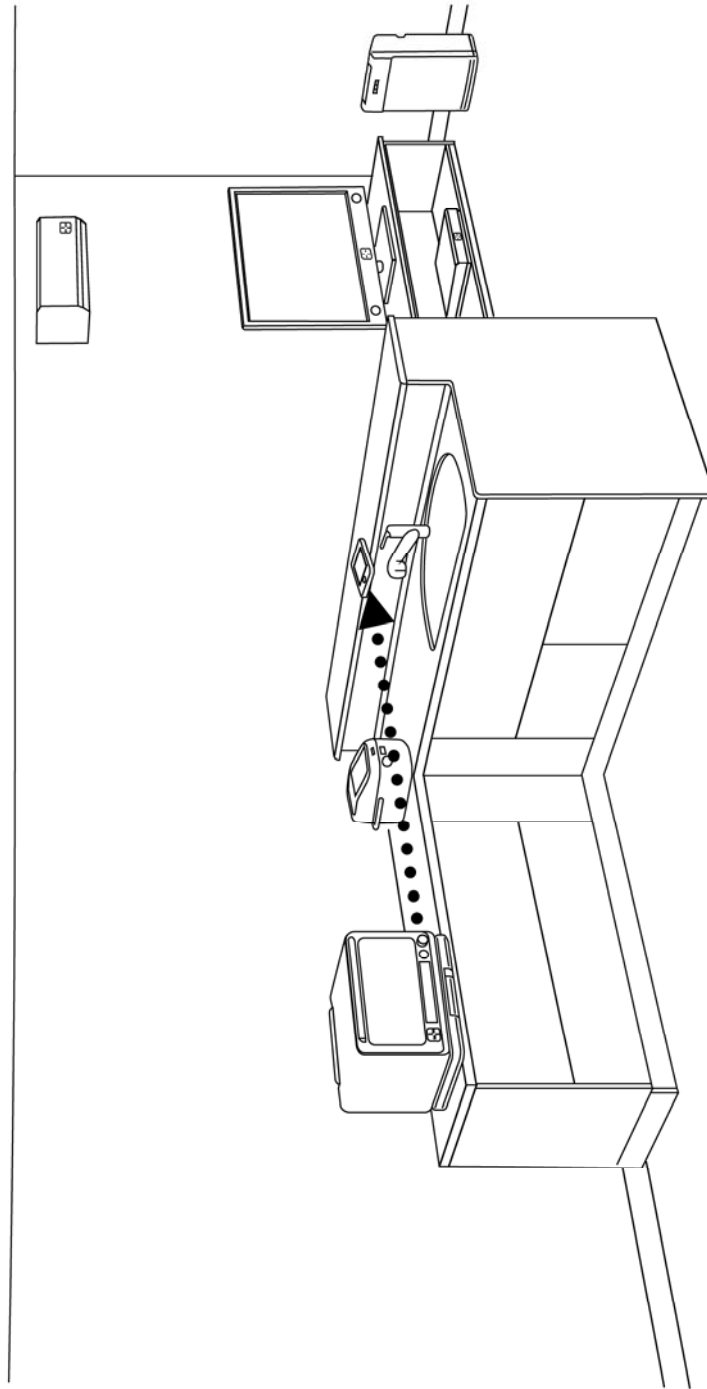


FIG. 169

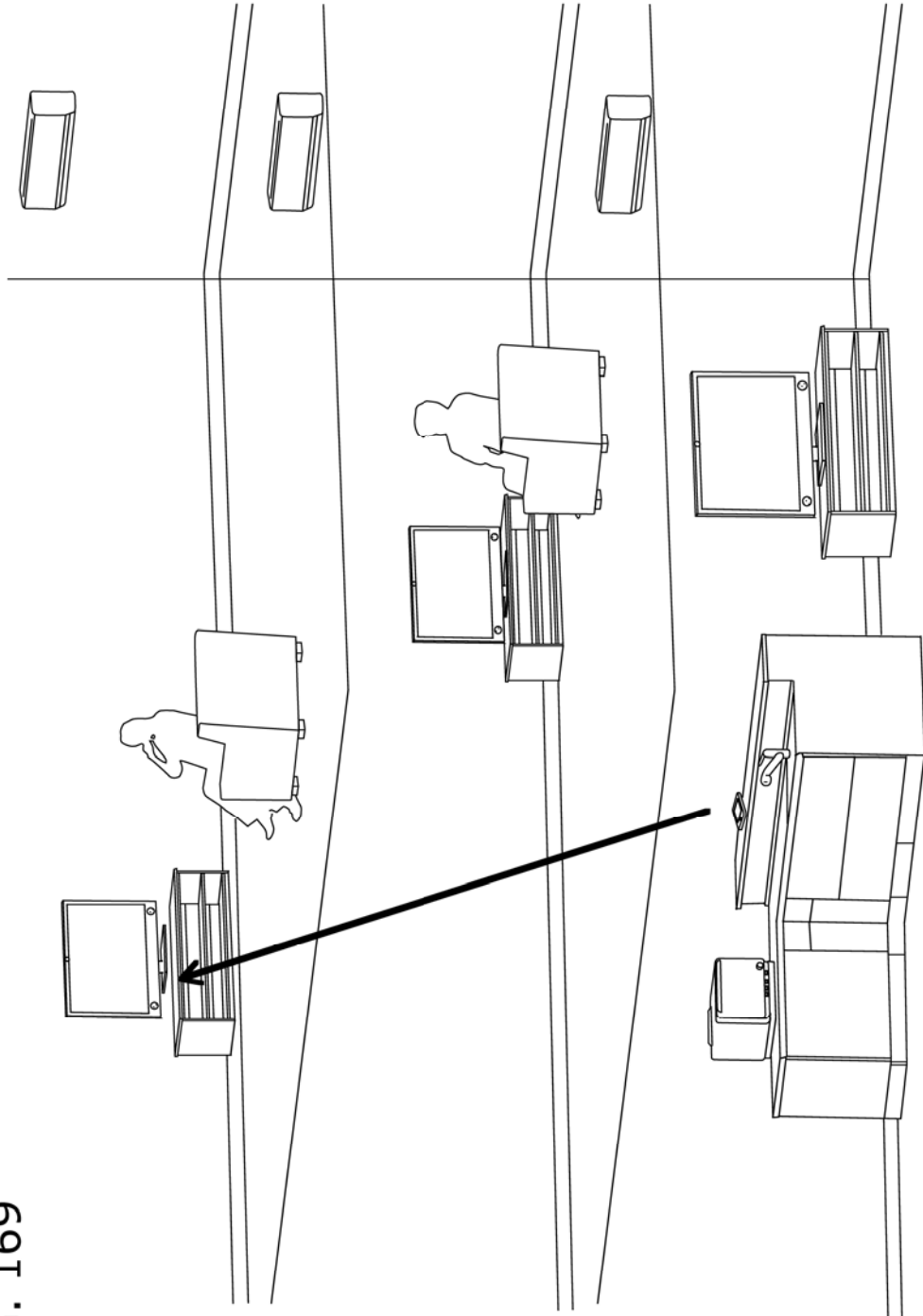


FIG. 170

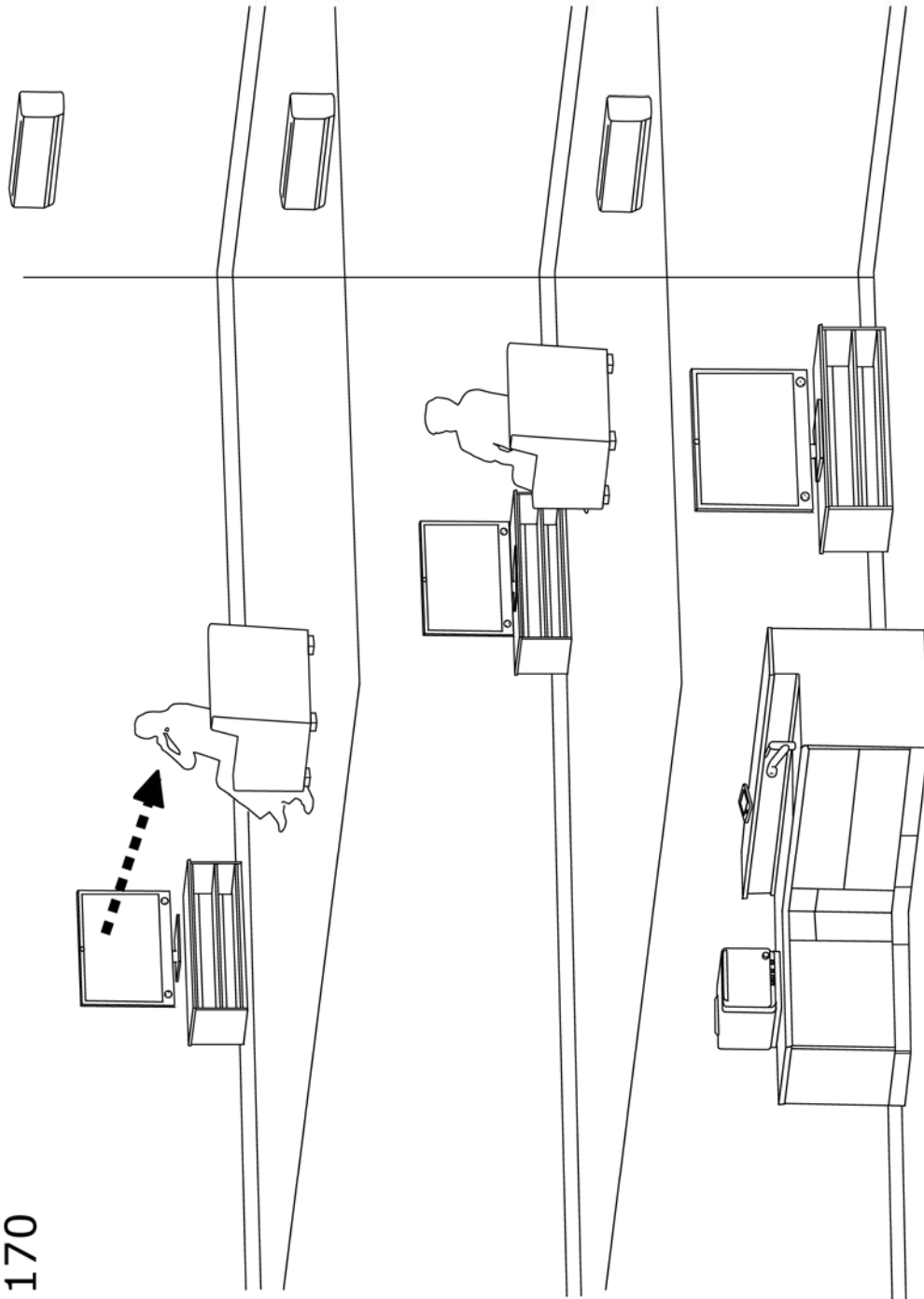


FIG. 171

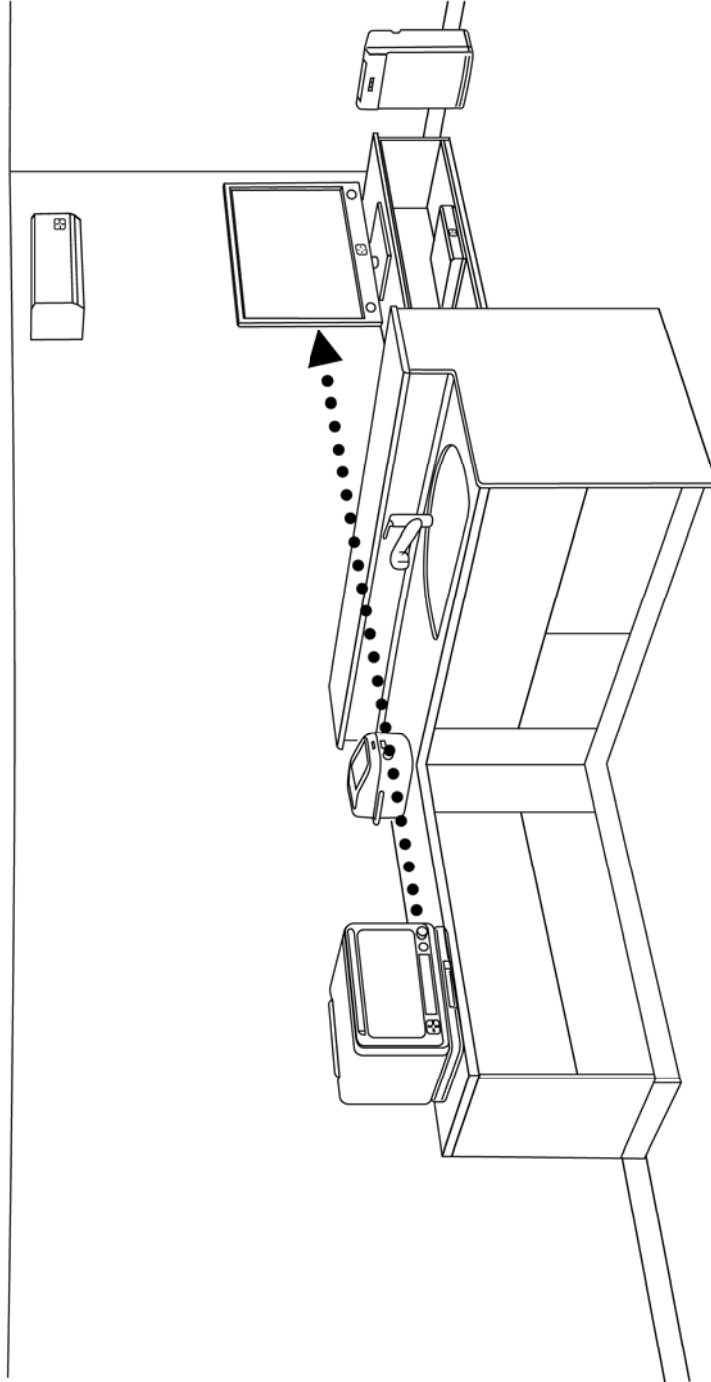


FIG. 172

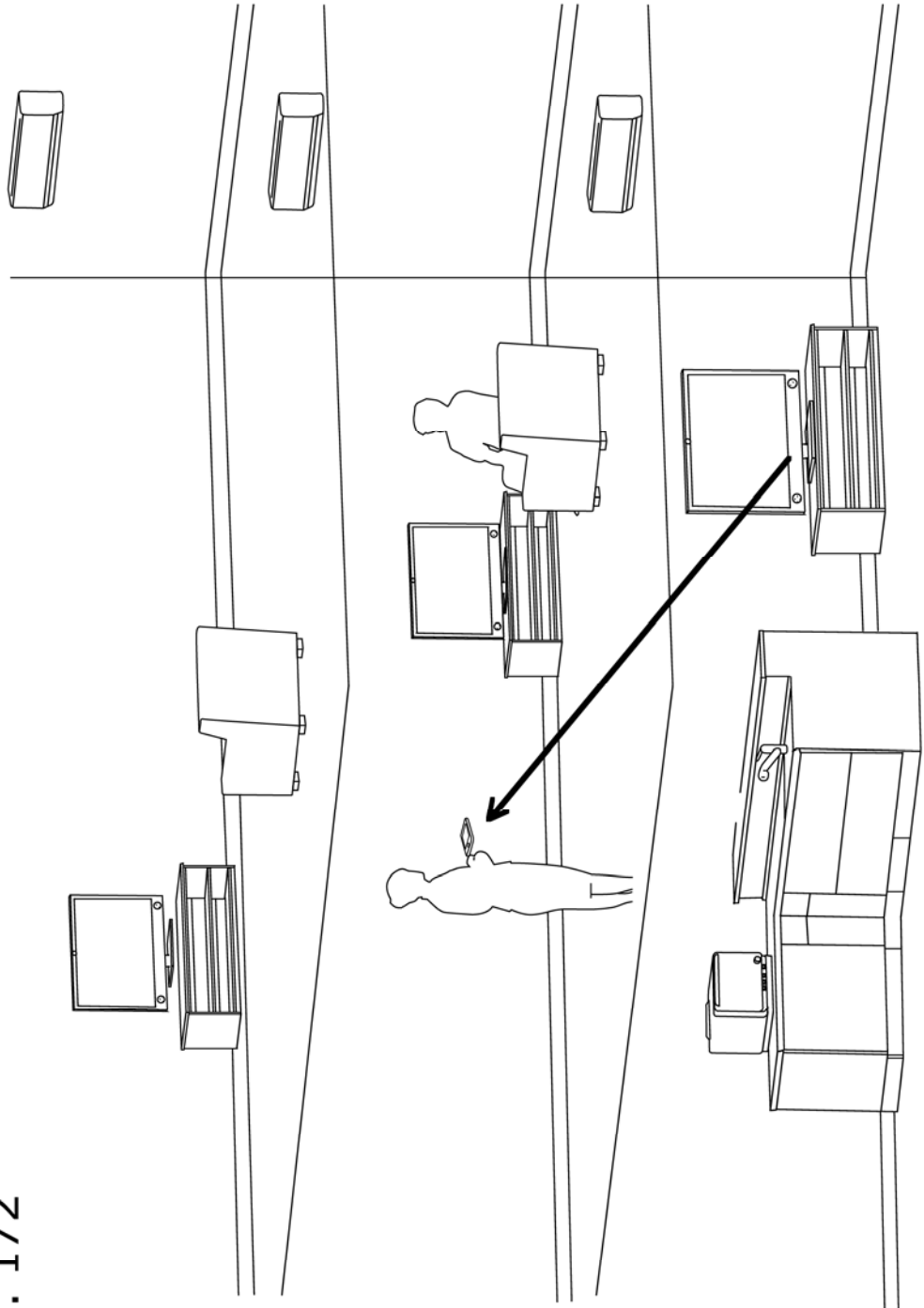


FIG. 173

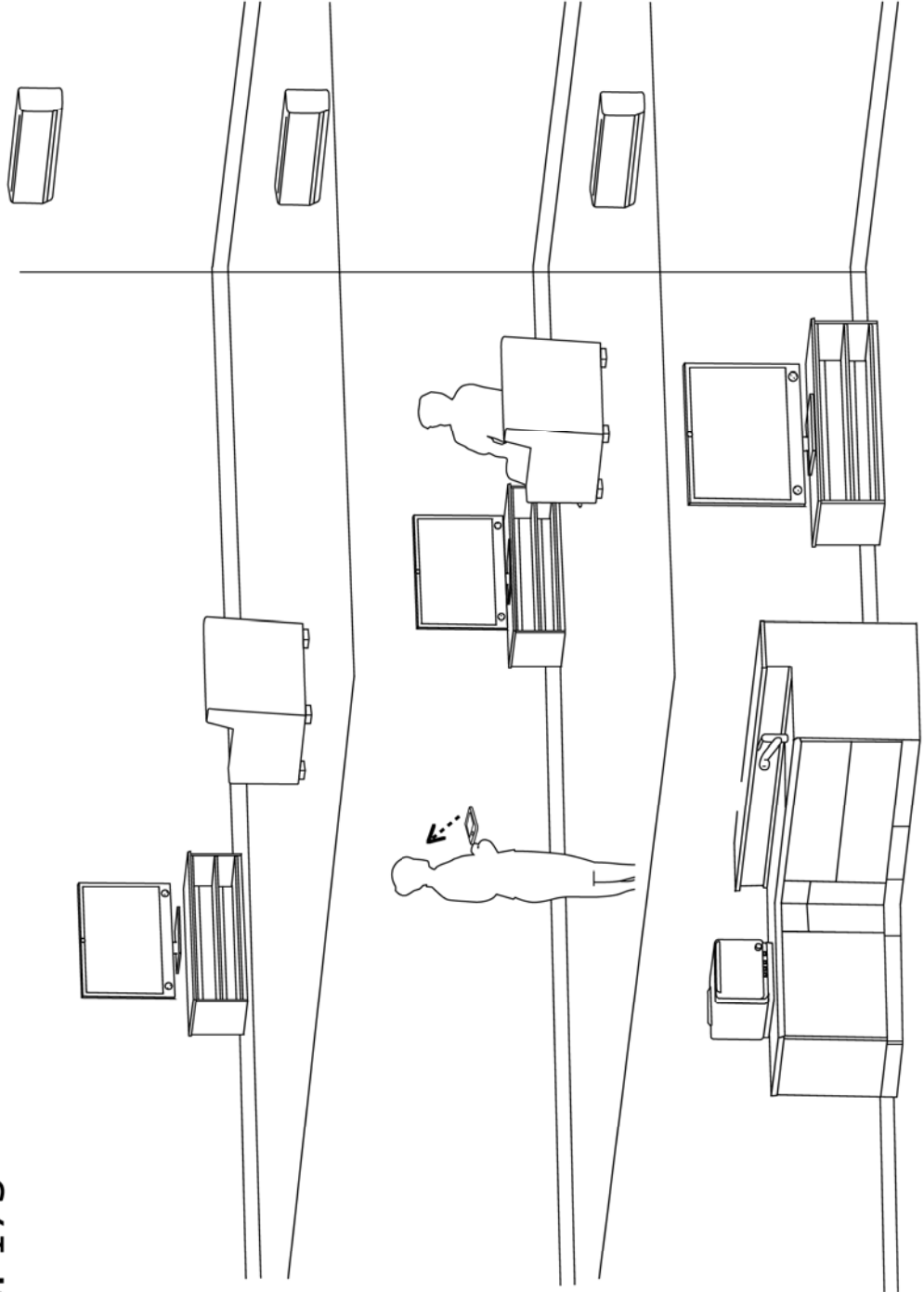


FIG. 174

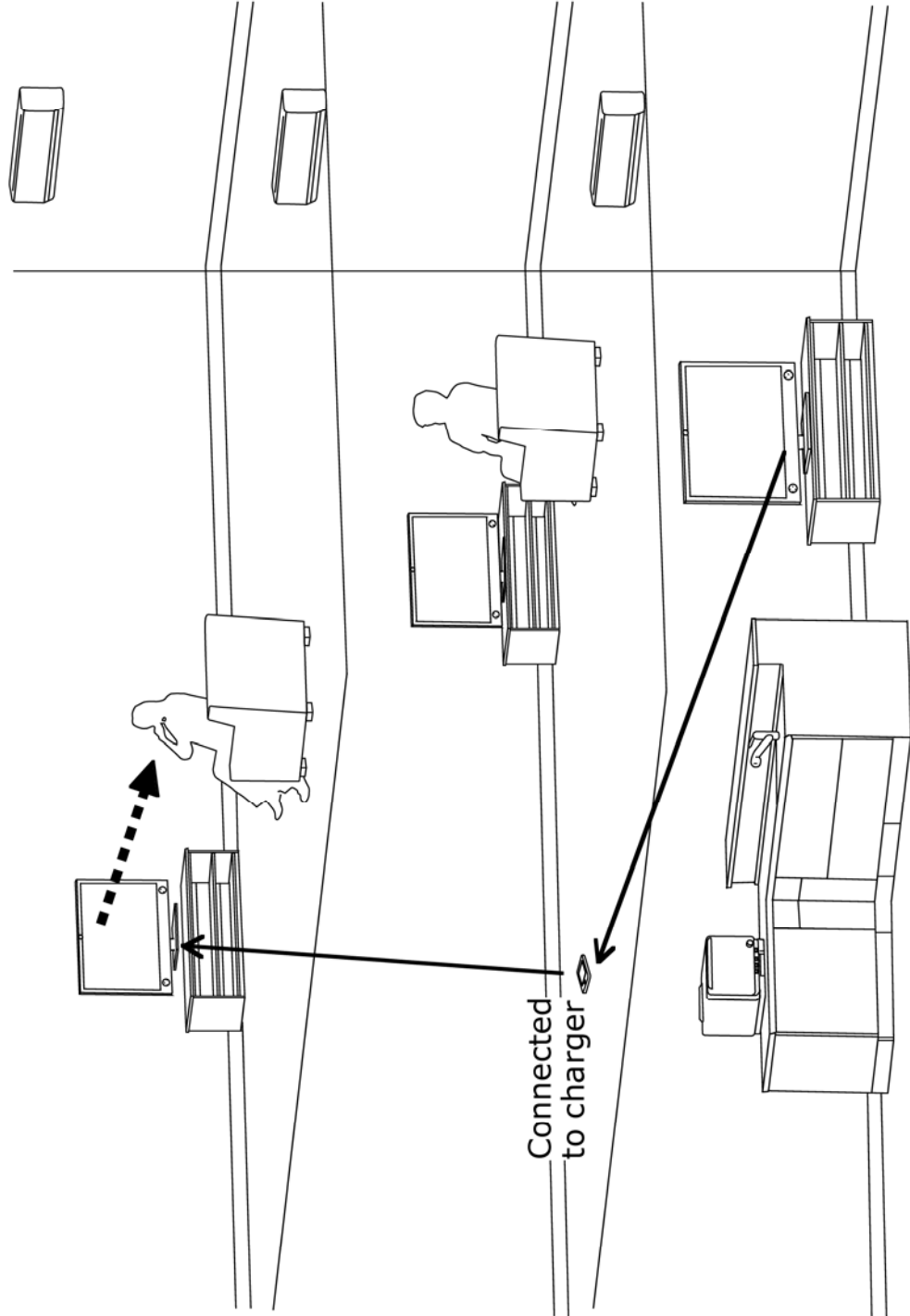


FIG. 175

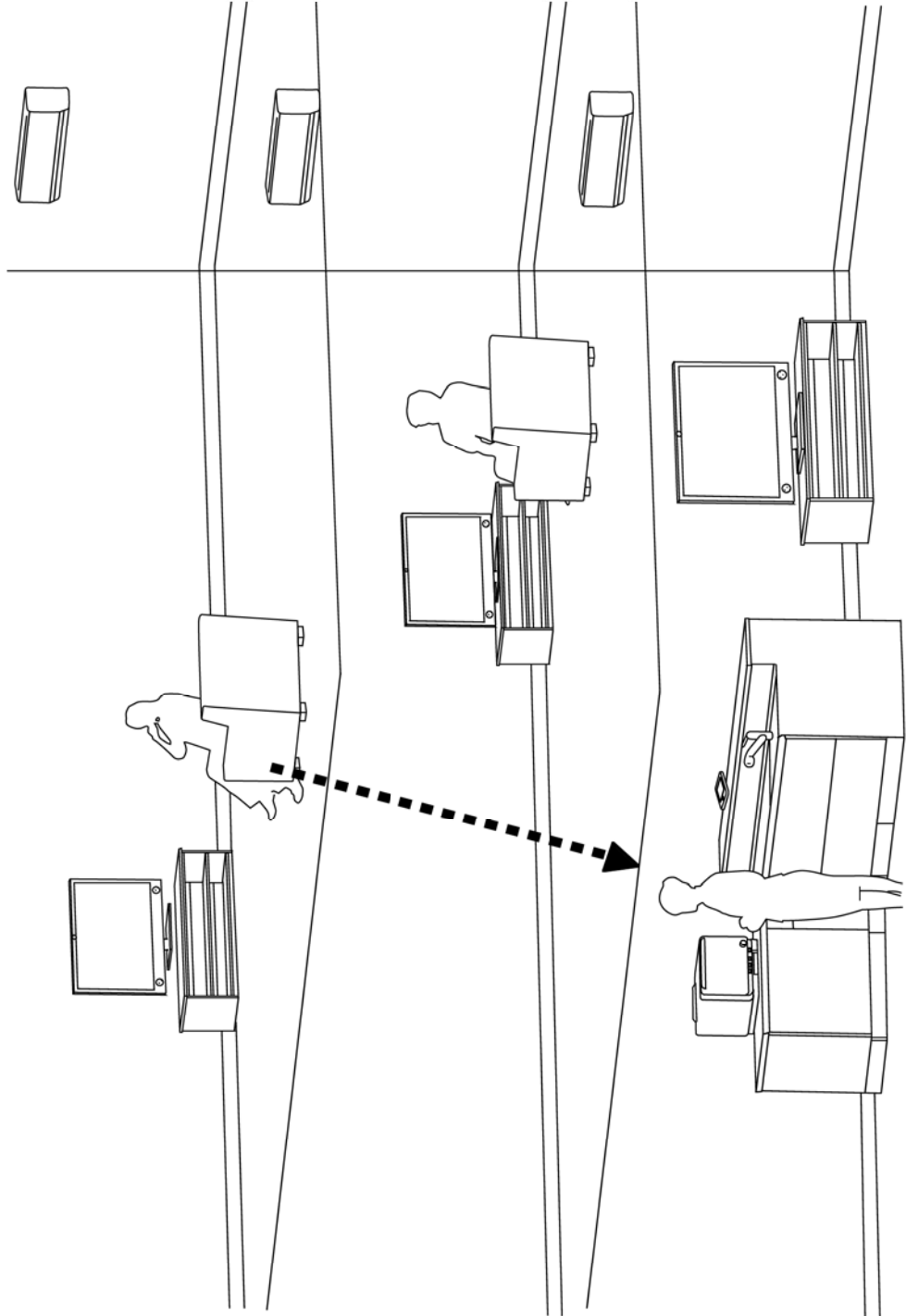


FIG. 176

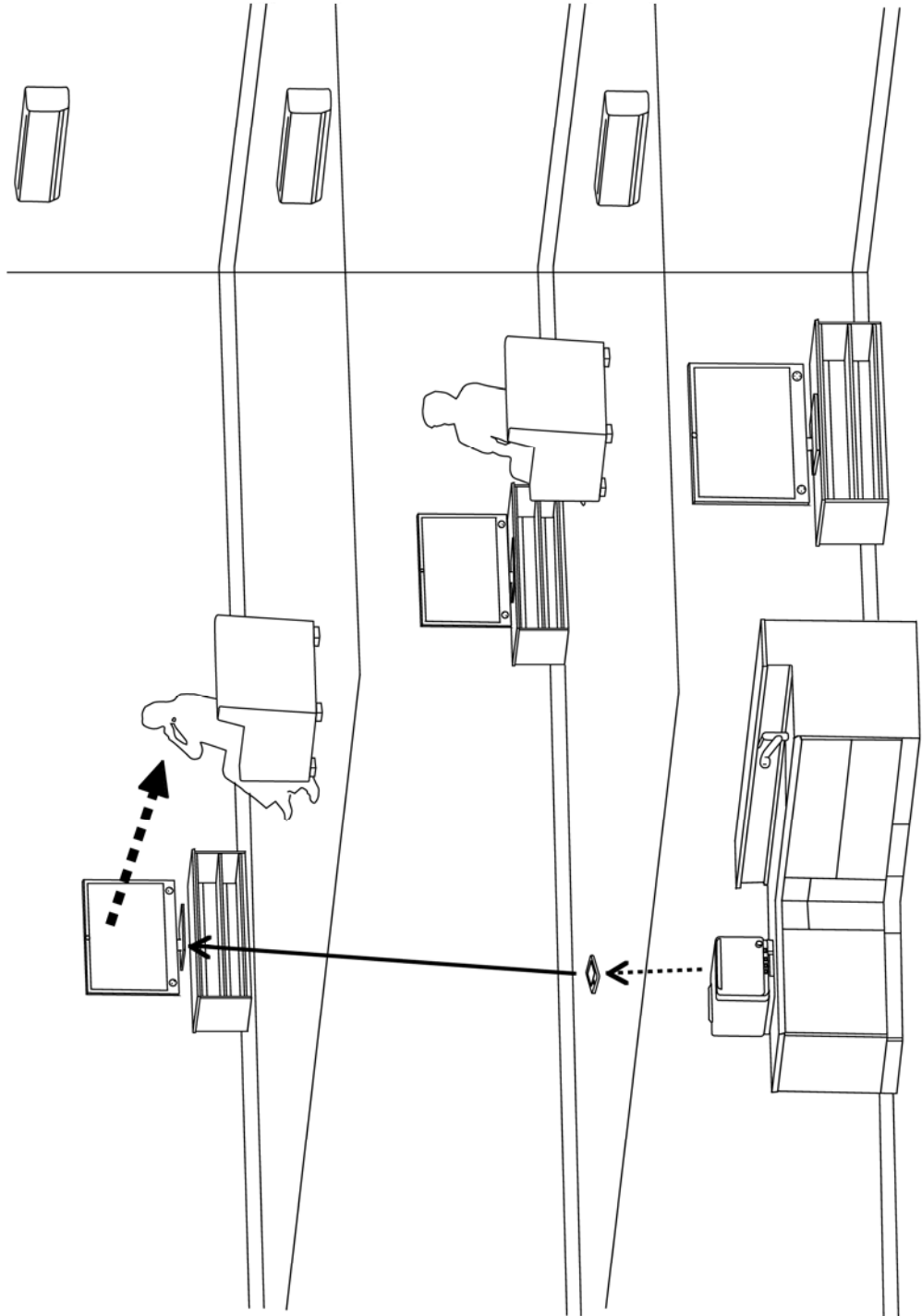


FIG. 177

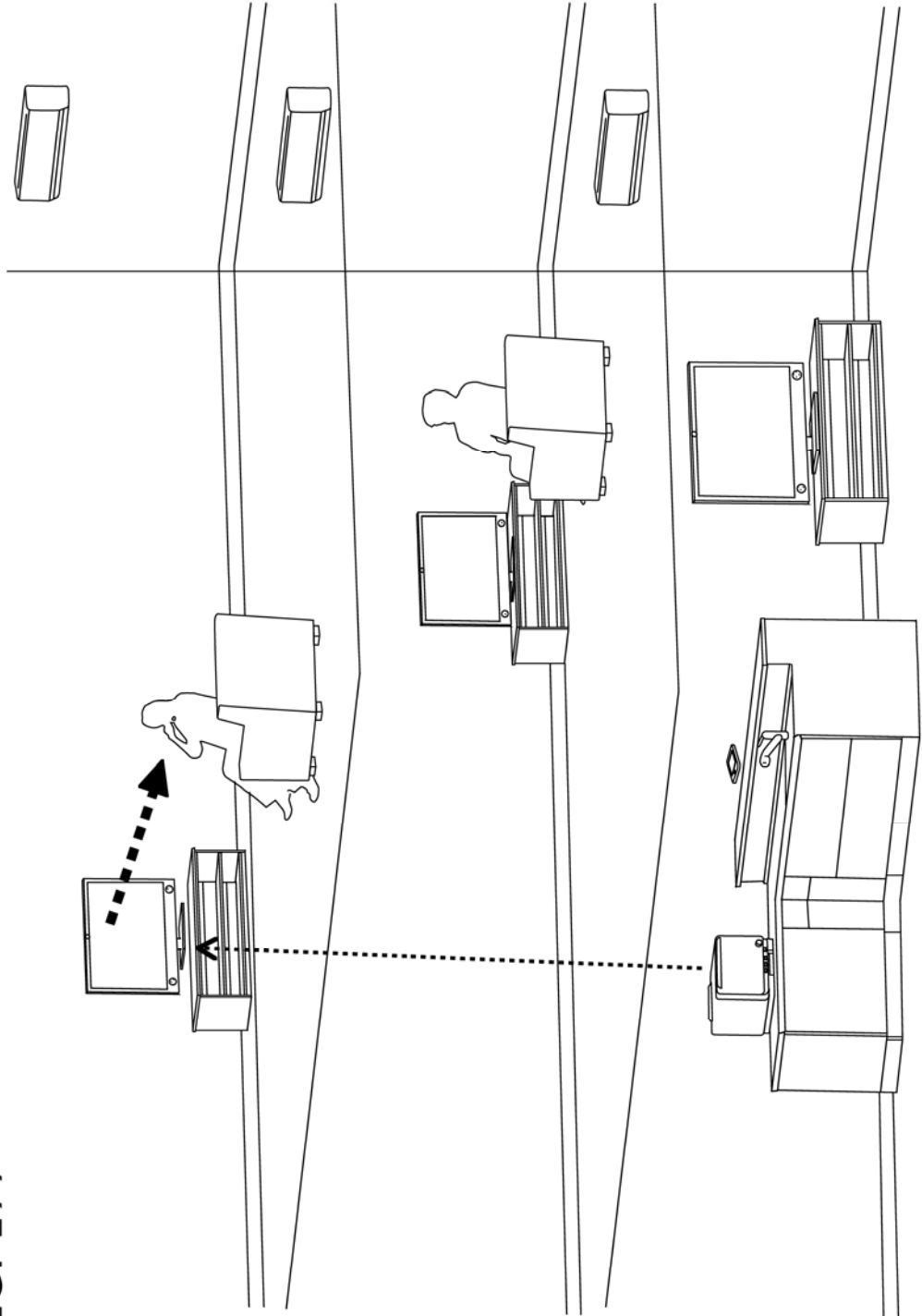


FIG. 178

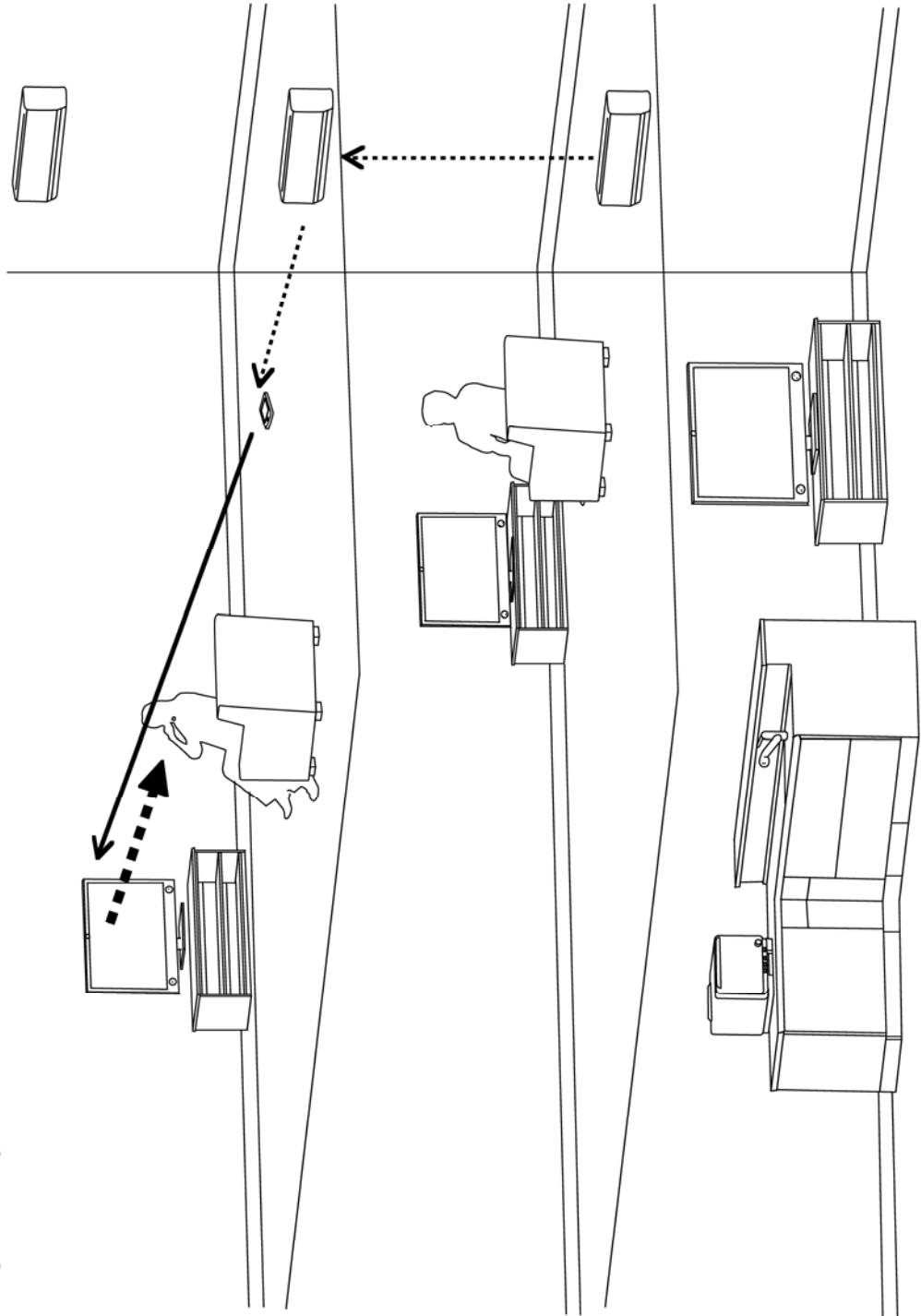


FIG. 179

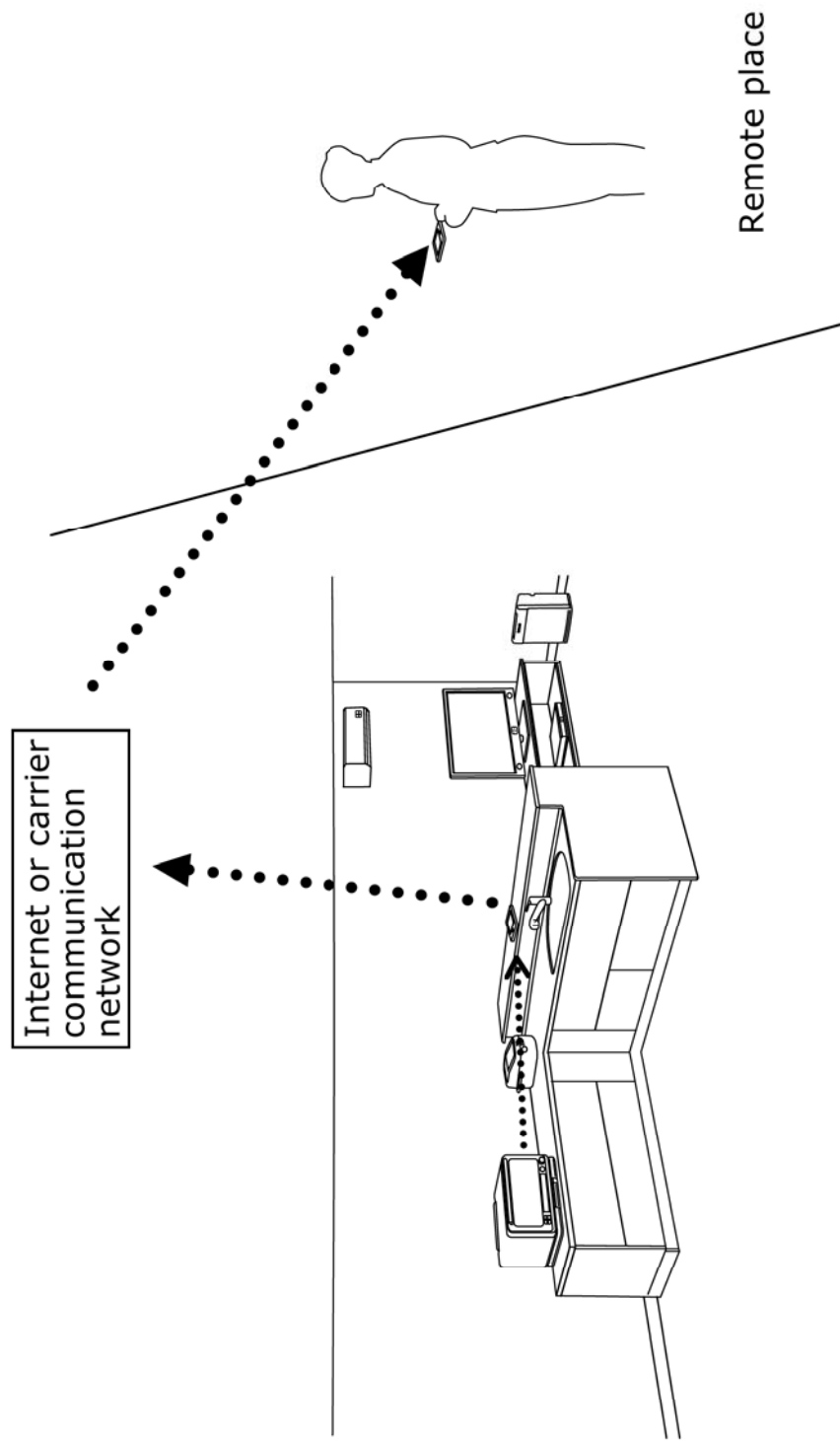


FIG. 180

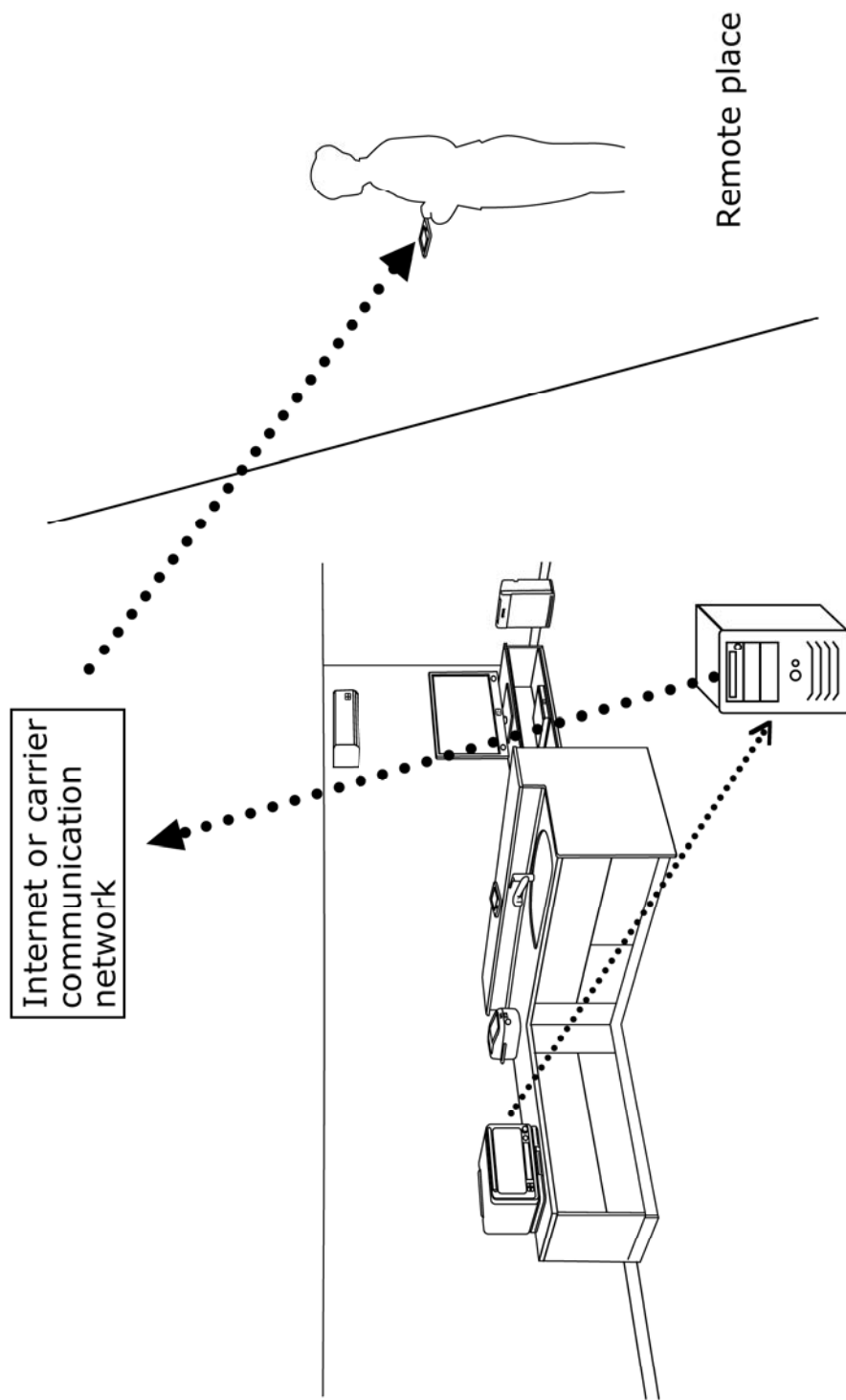


FIG. 181

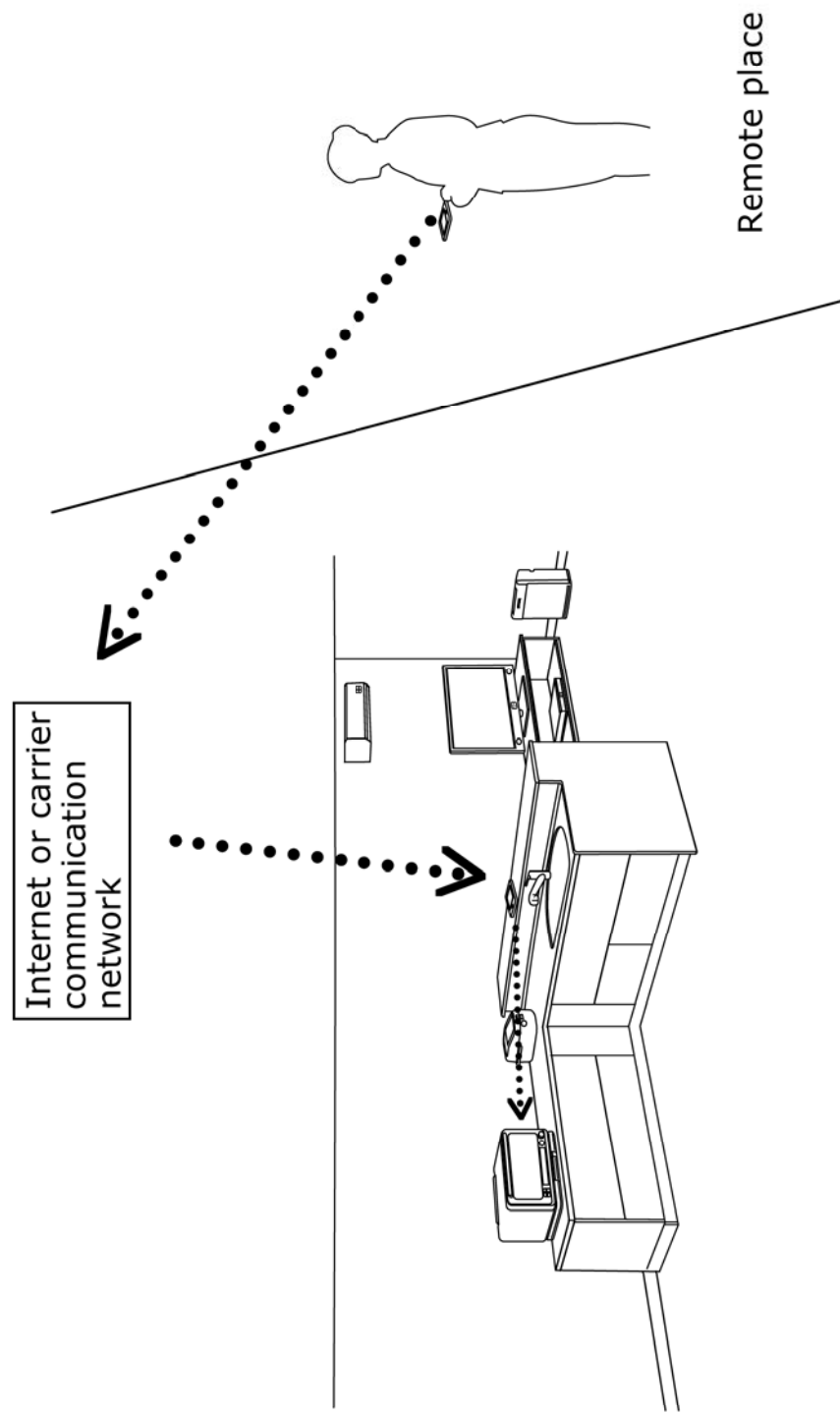


FIG. 182

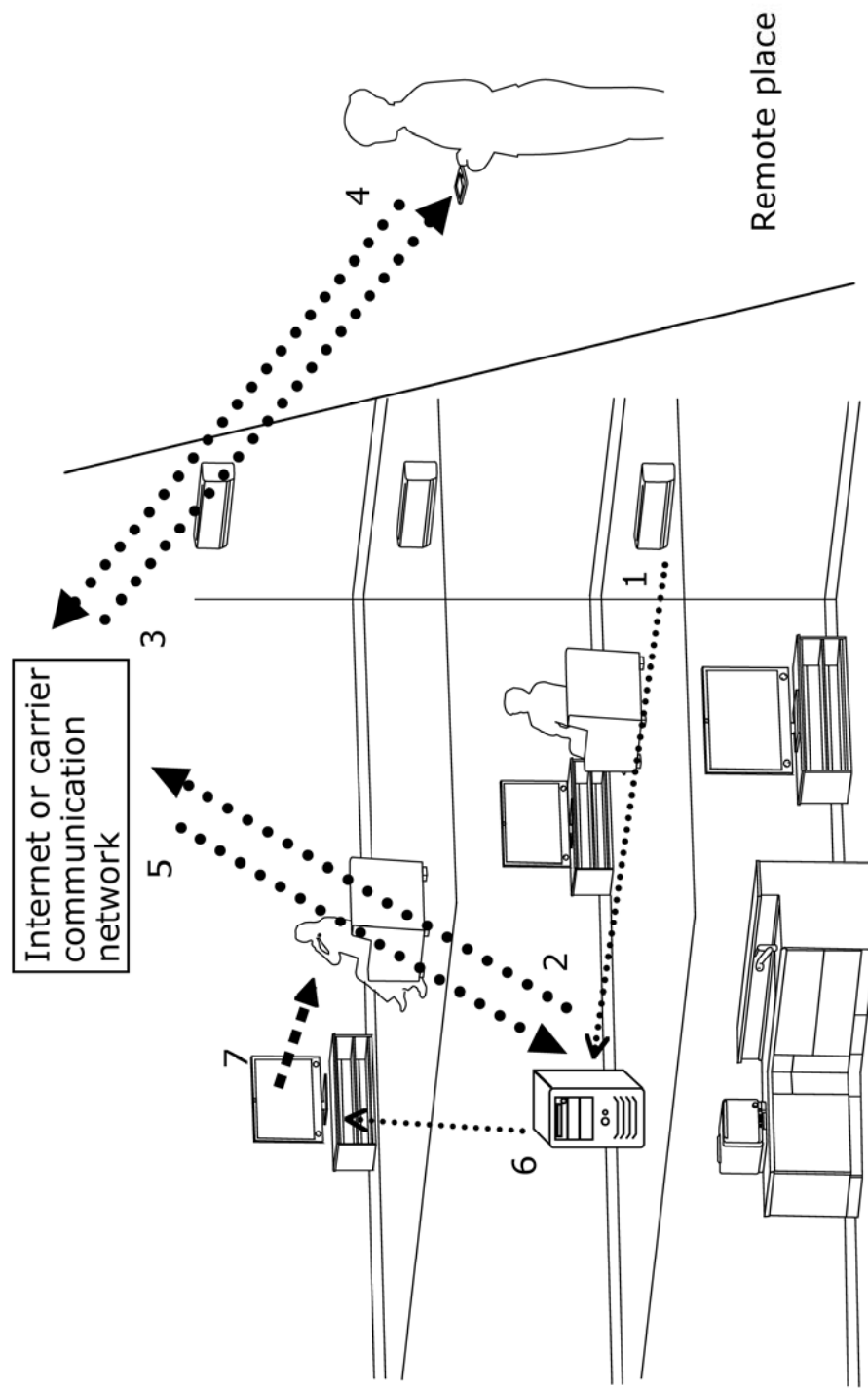


FIG. 183

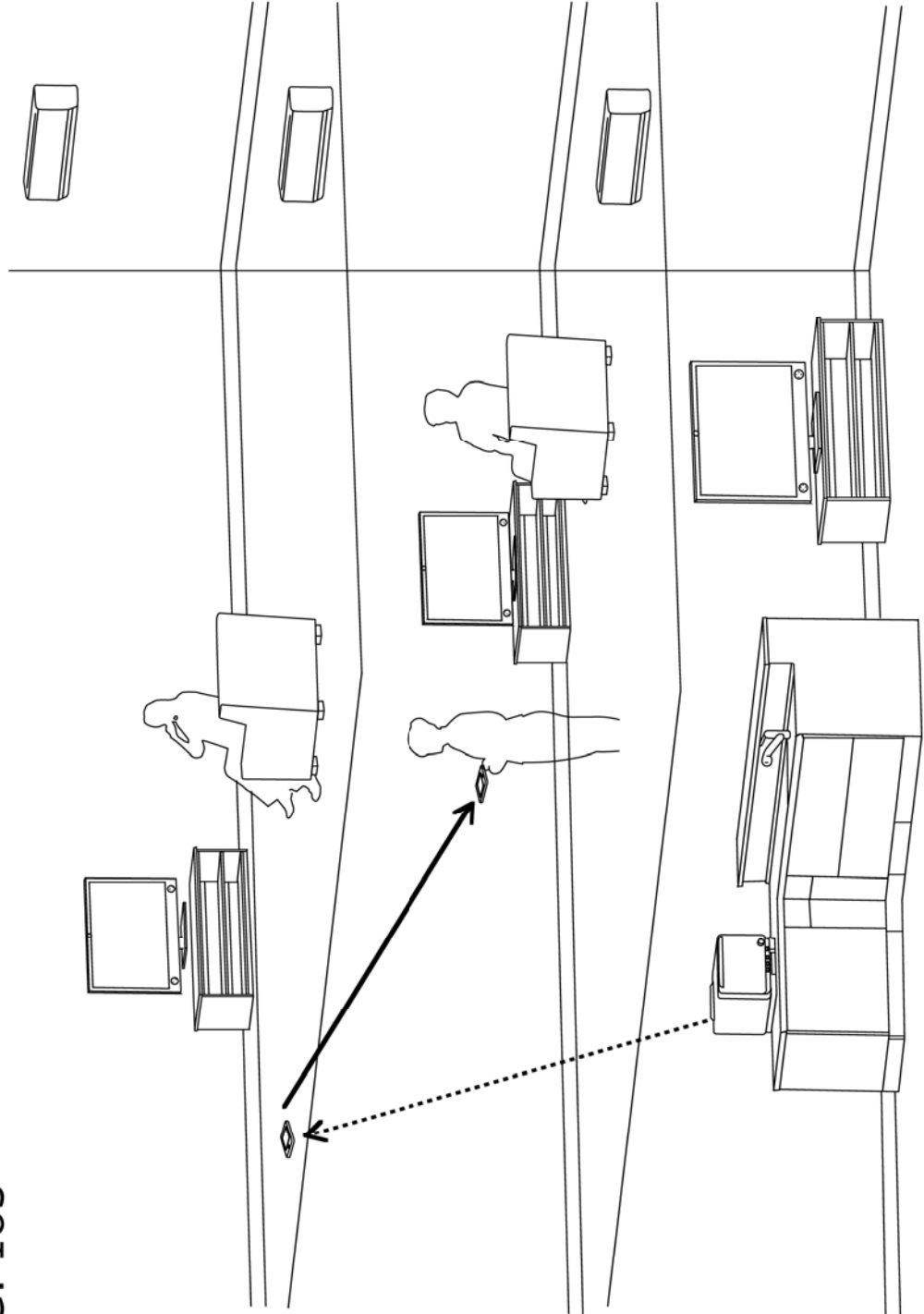


FIG. 184

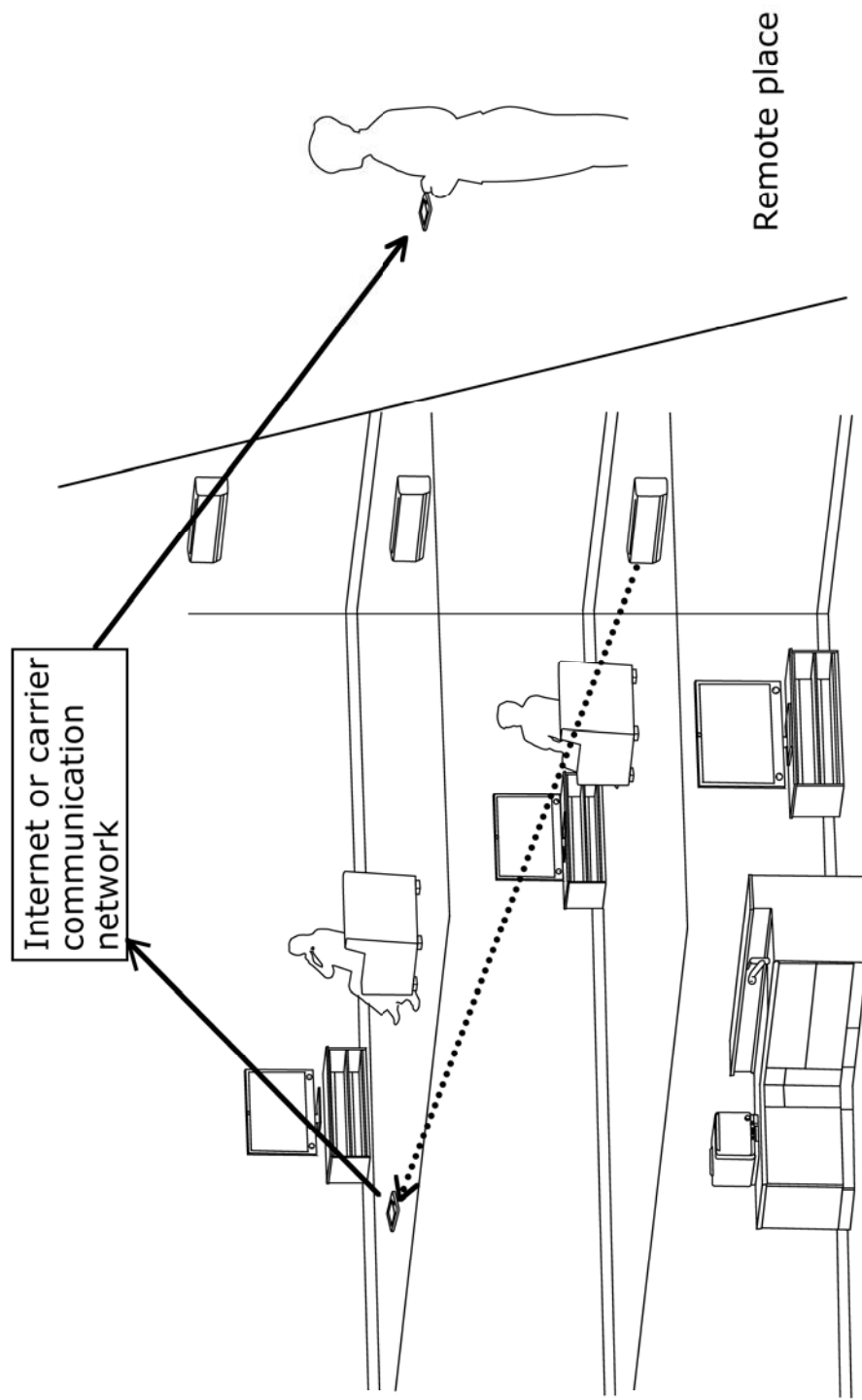


FIG. 185

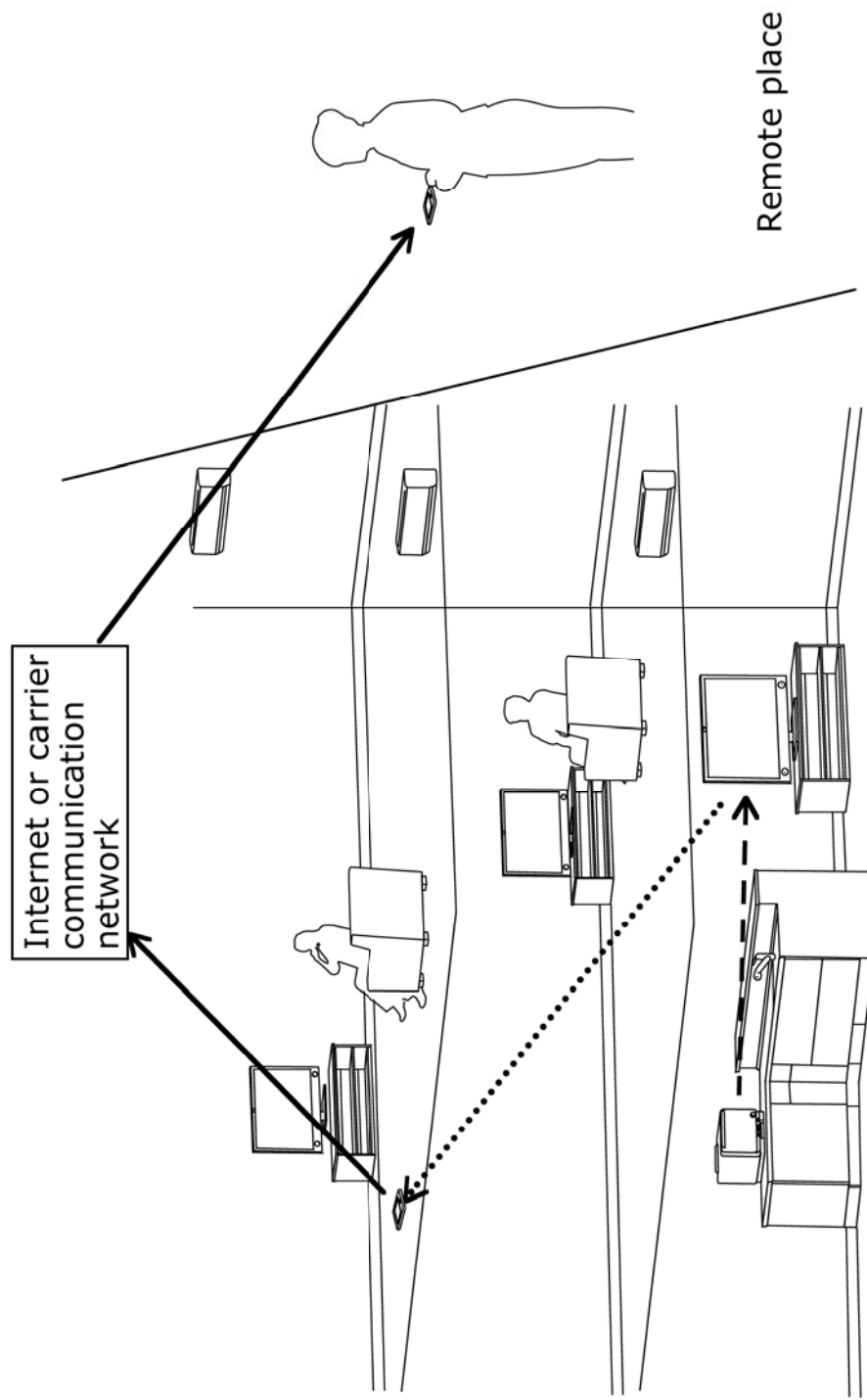


FIG. 186

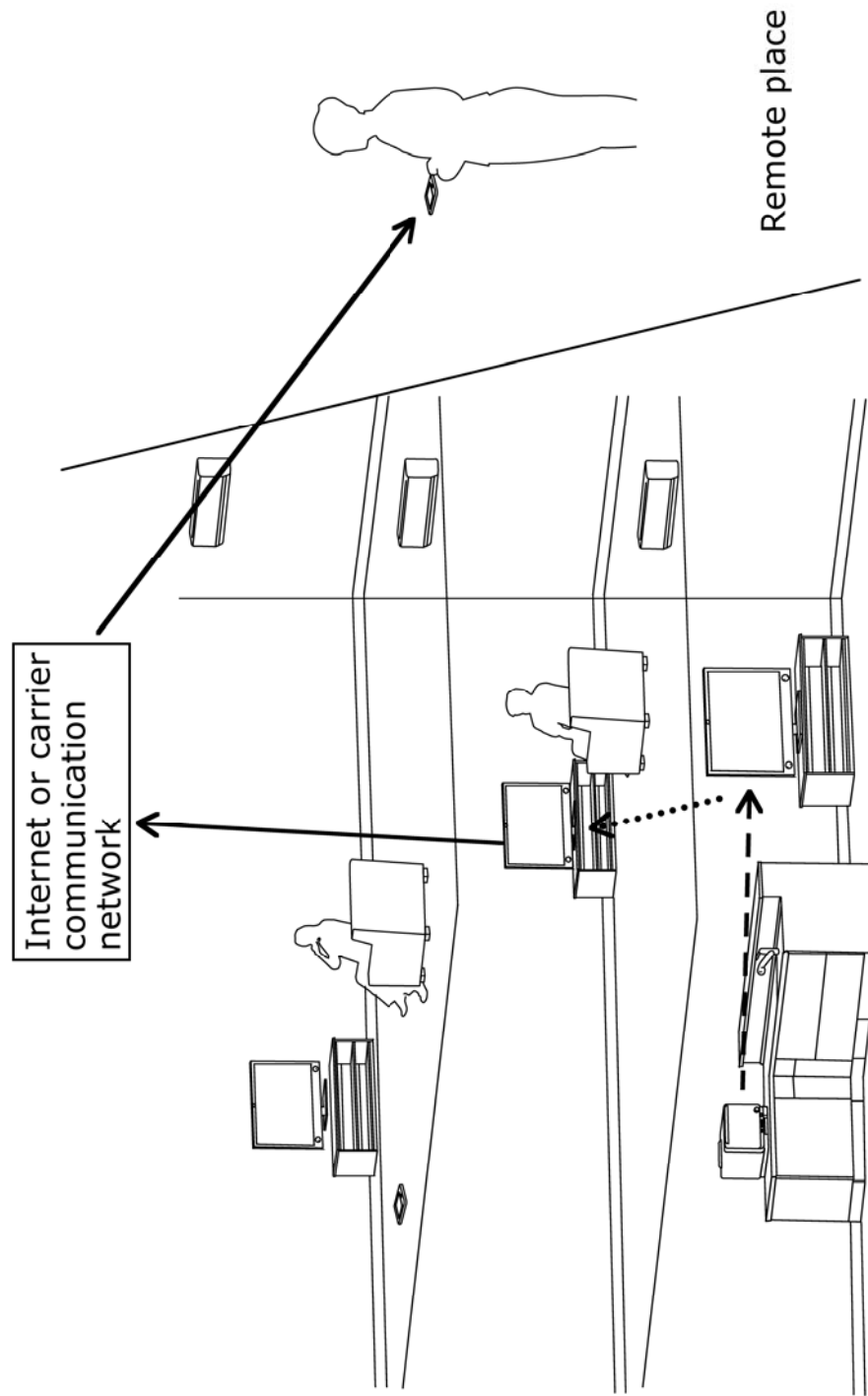


FIG. 187

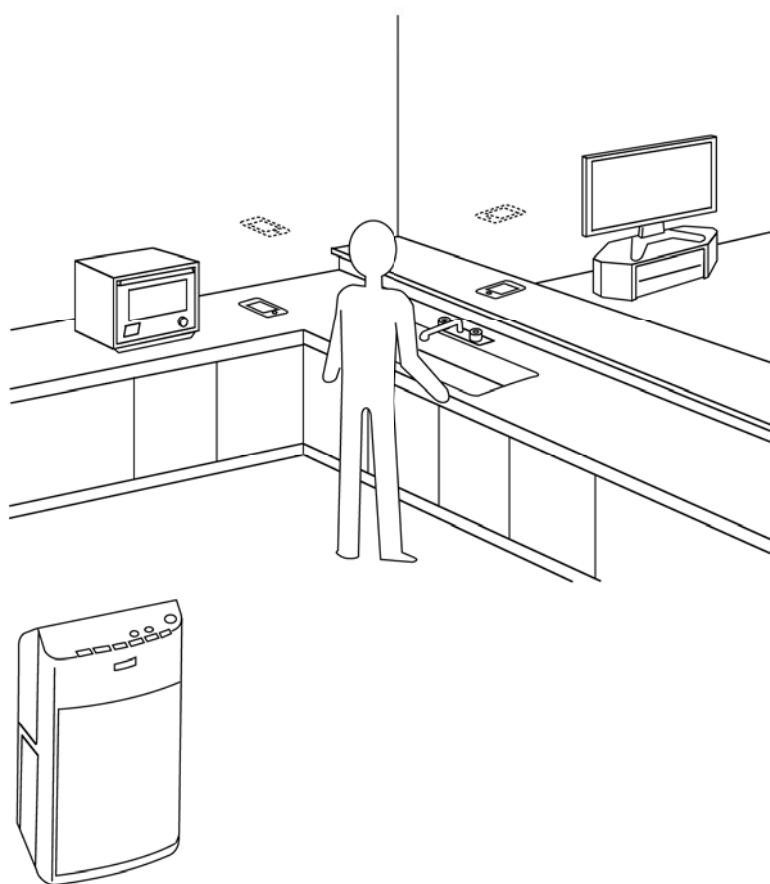


FIG. 188

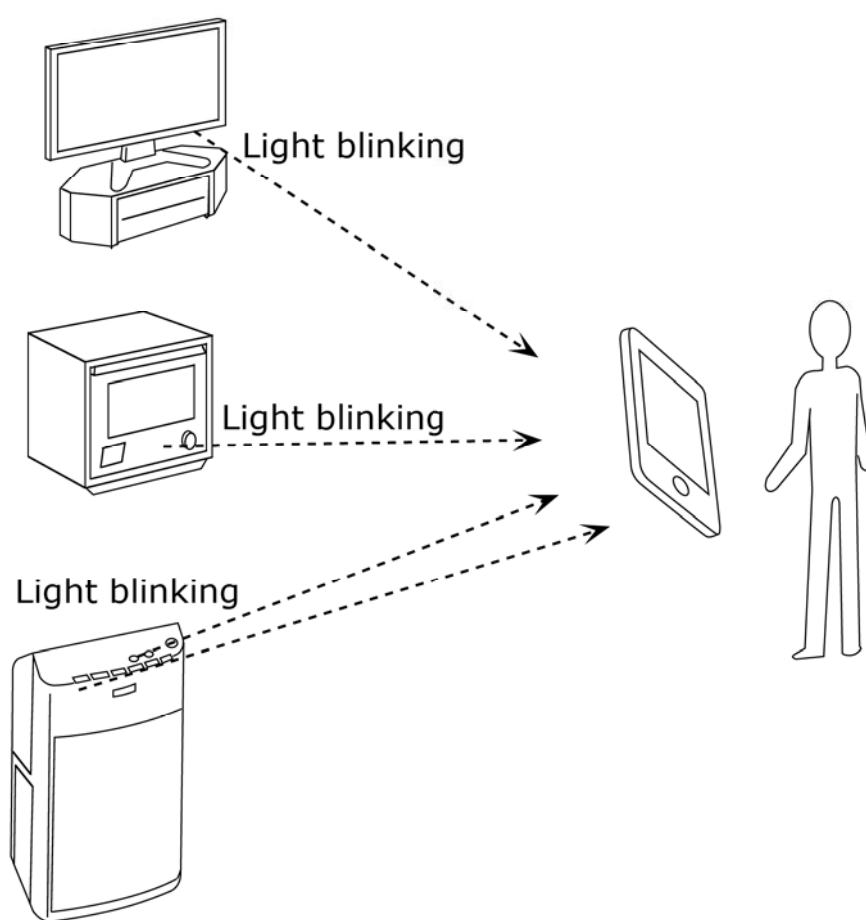


FIG. 189

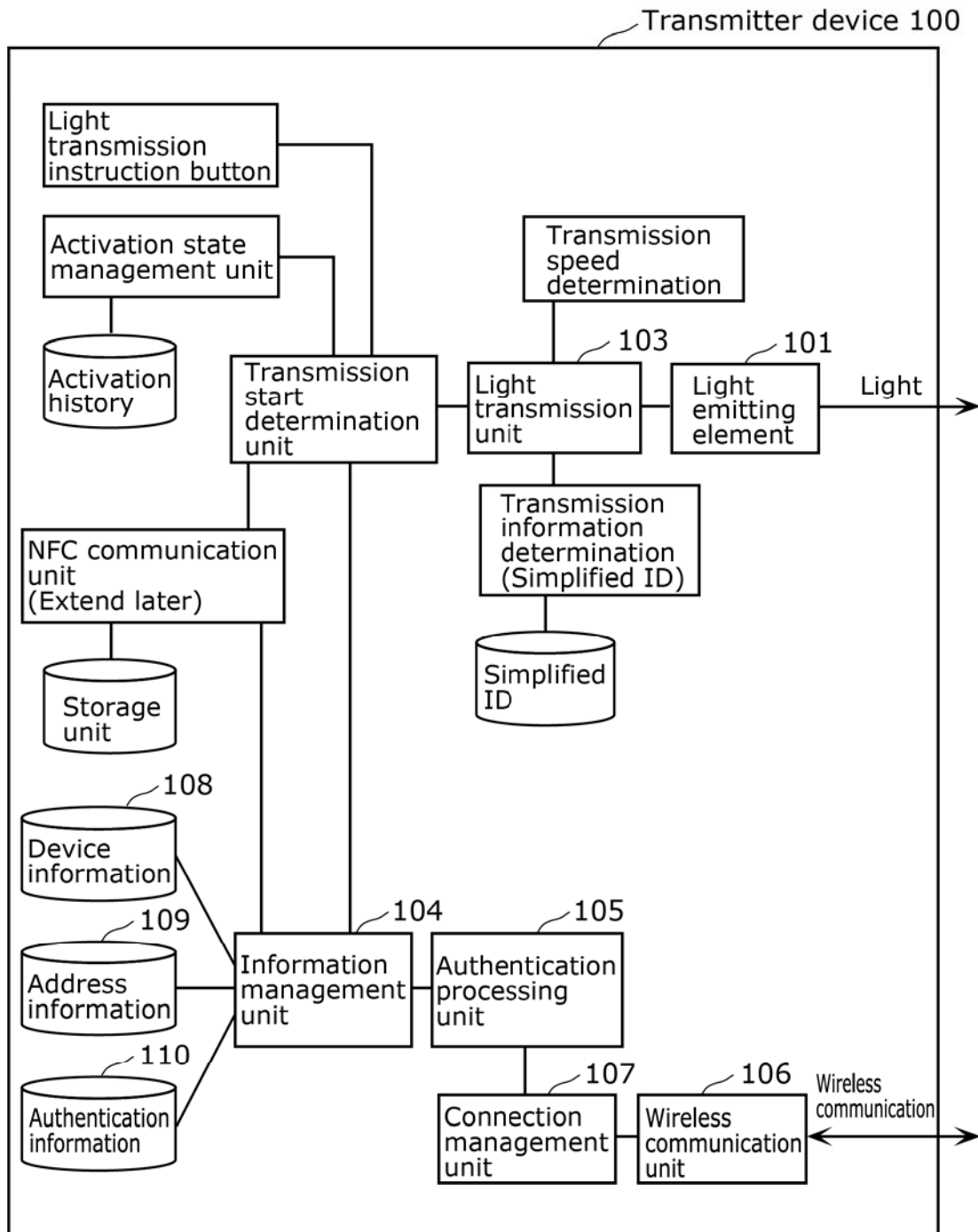


FIG. 190

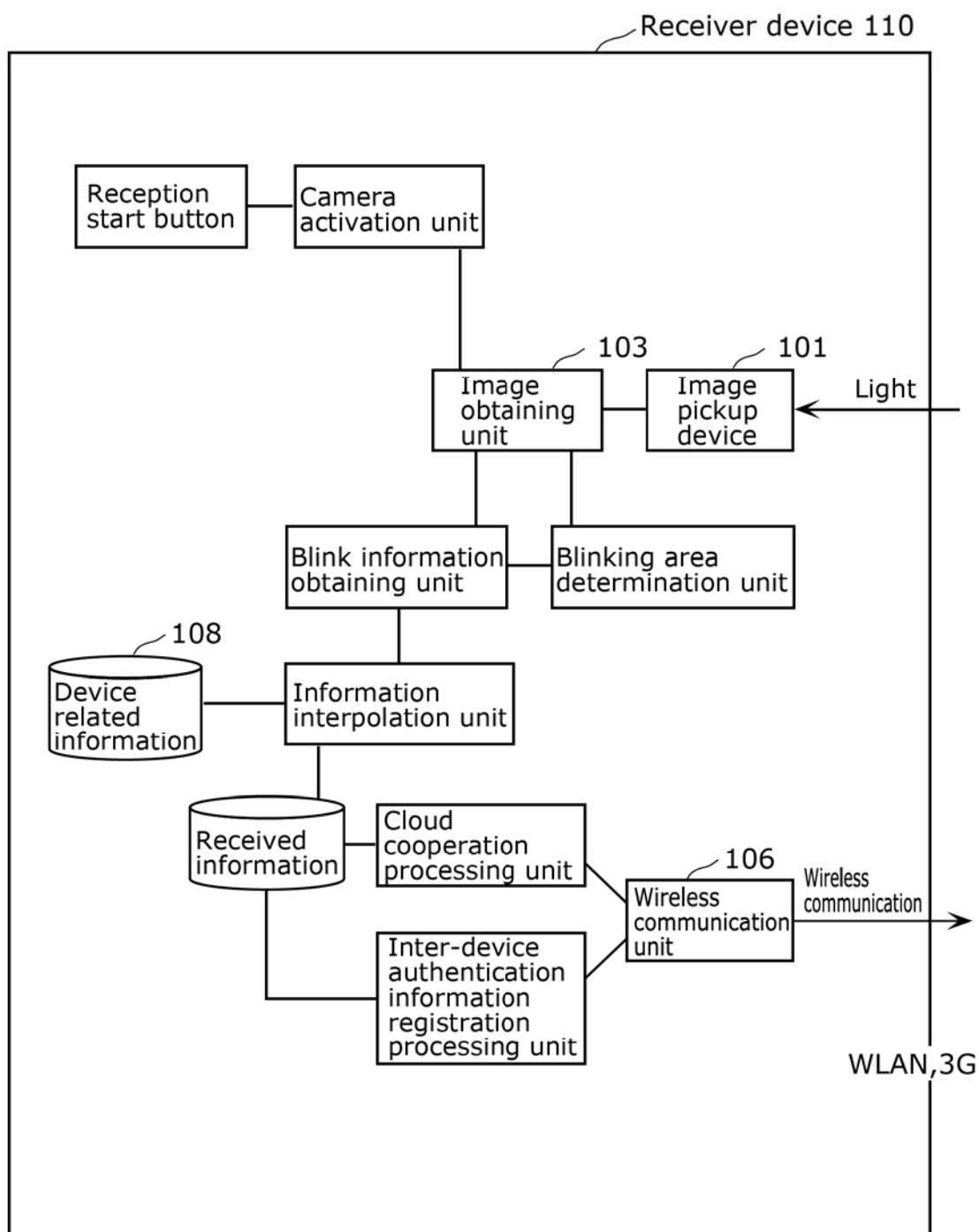


FIG. 191

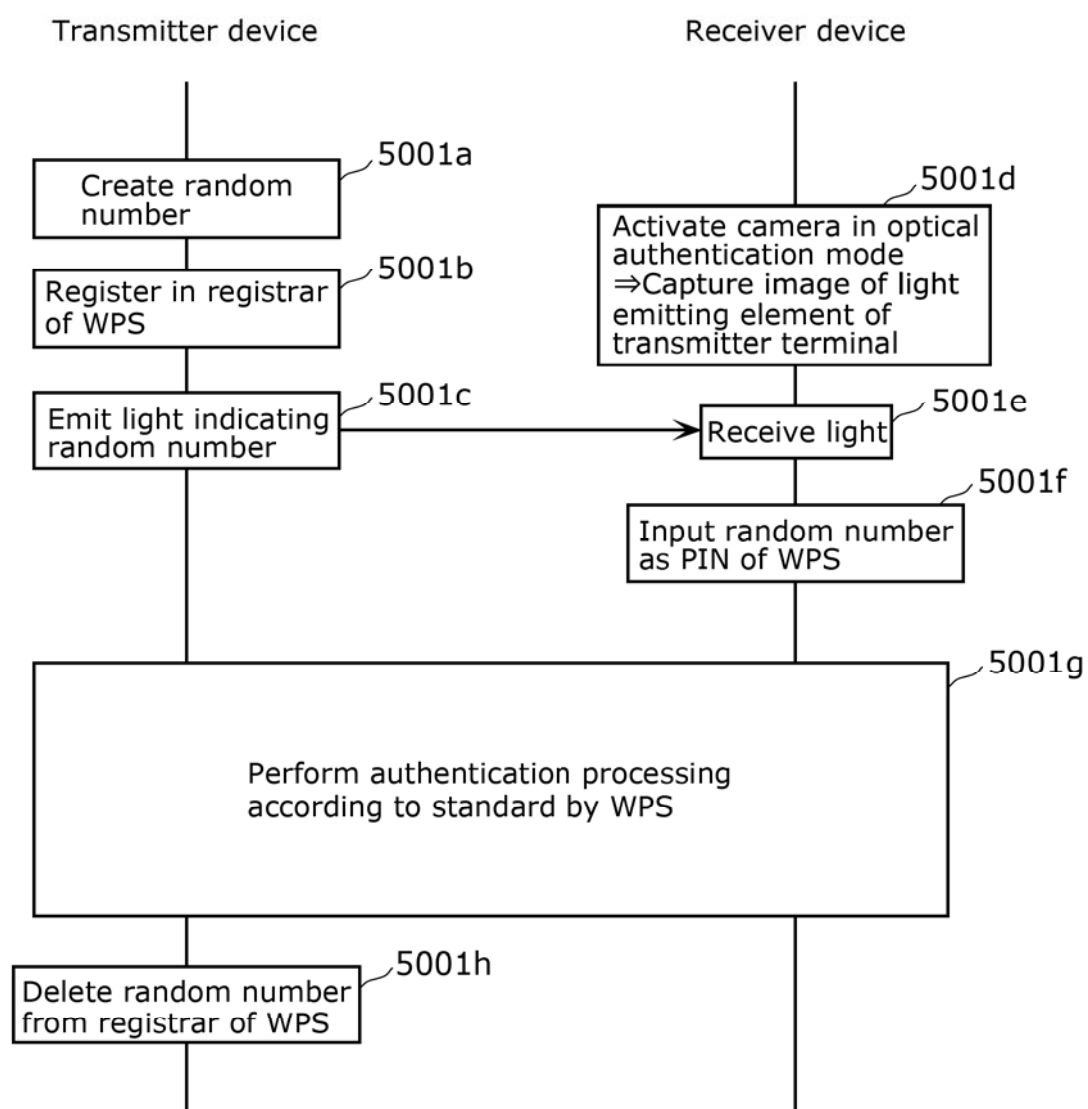


FIG. 192

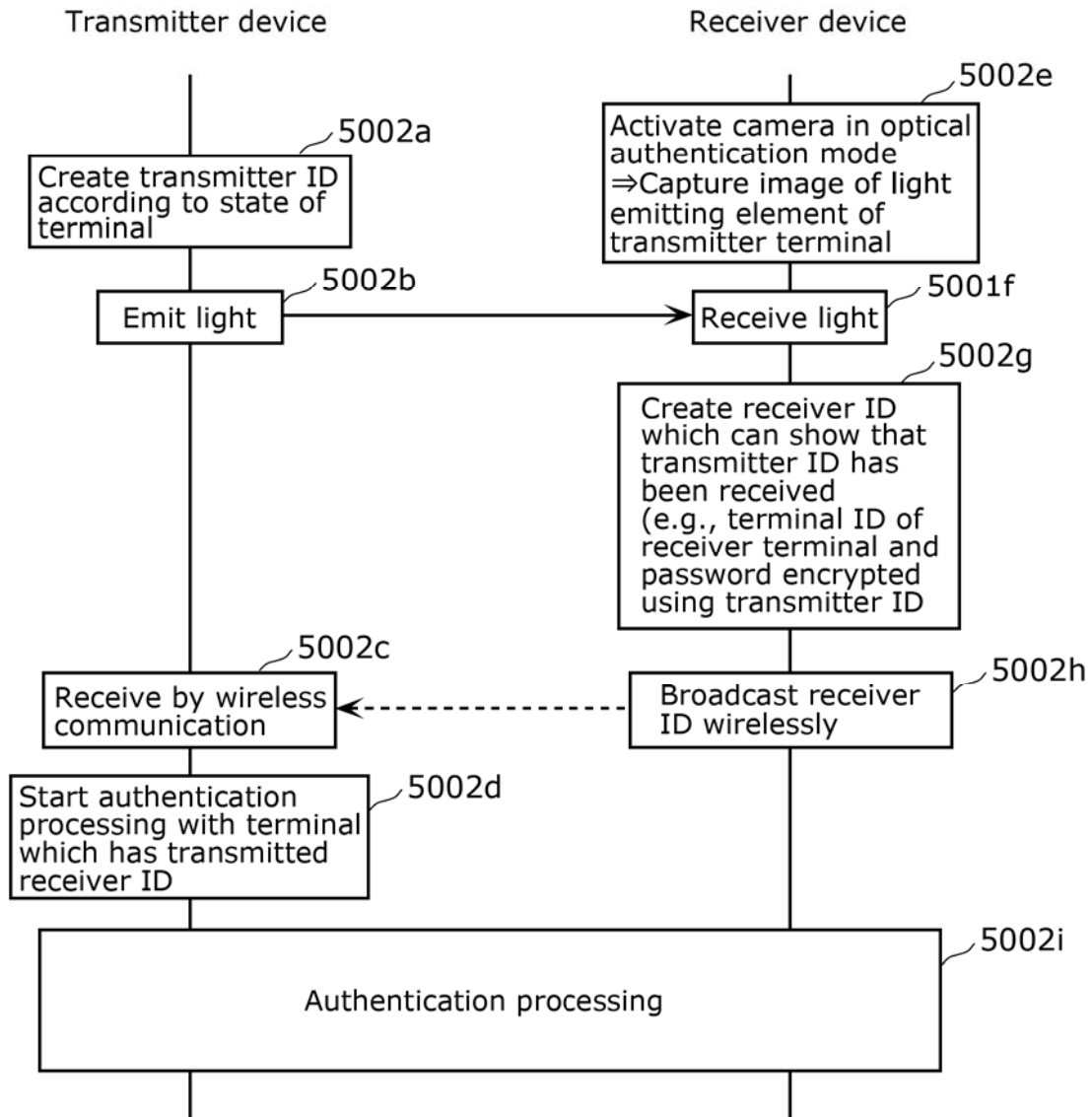


FIG. 193

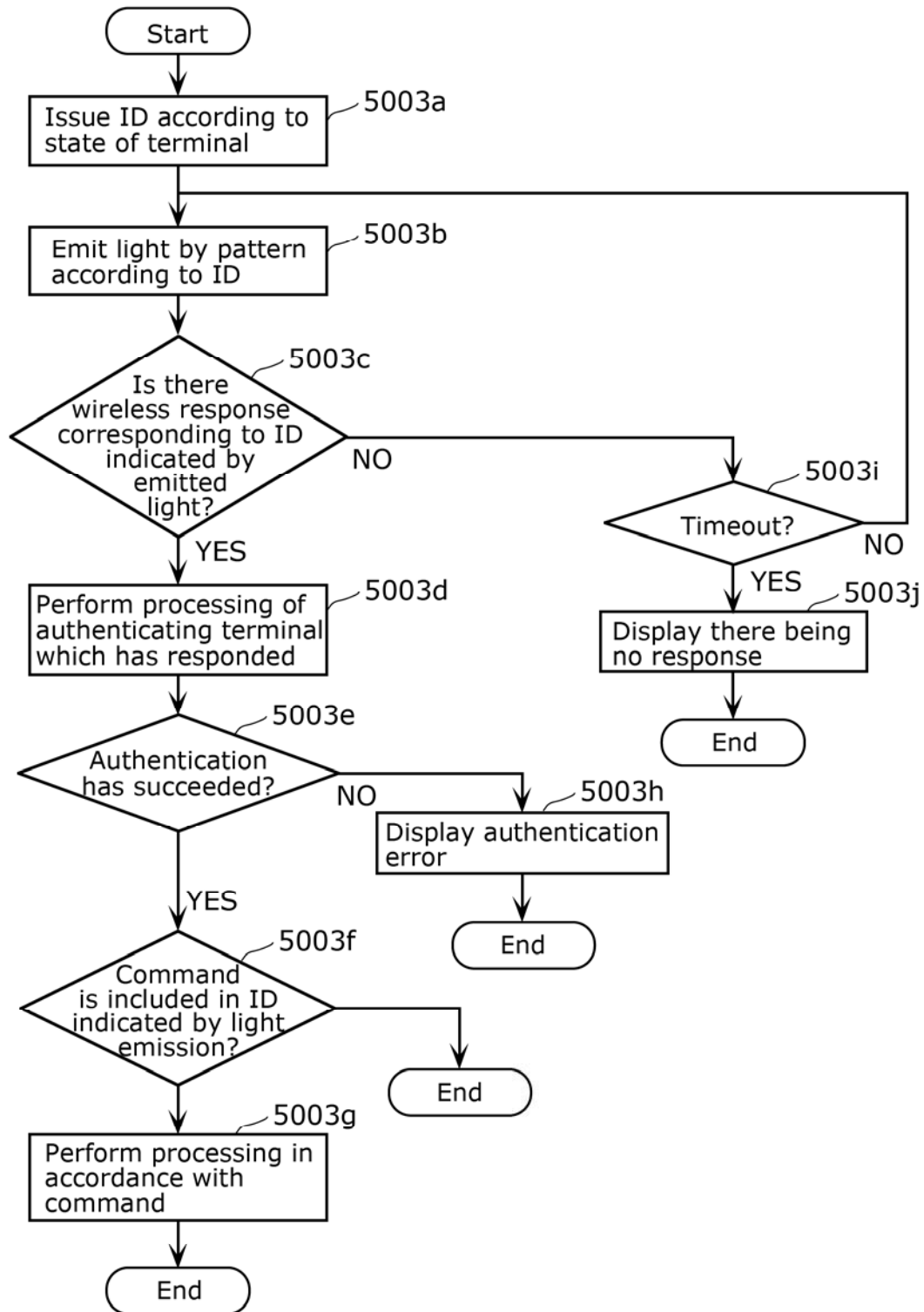


FIG. 194

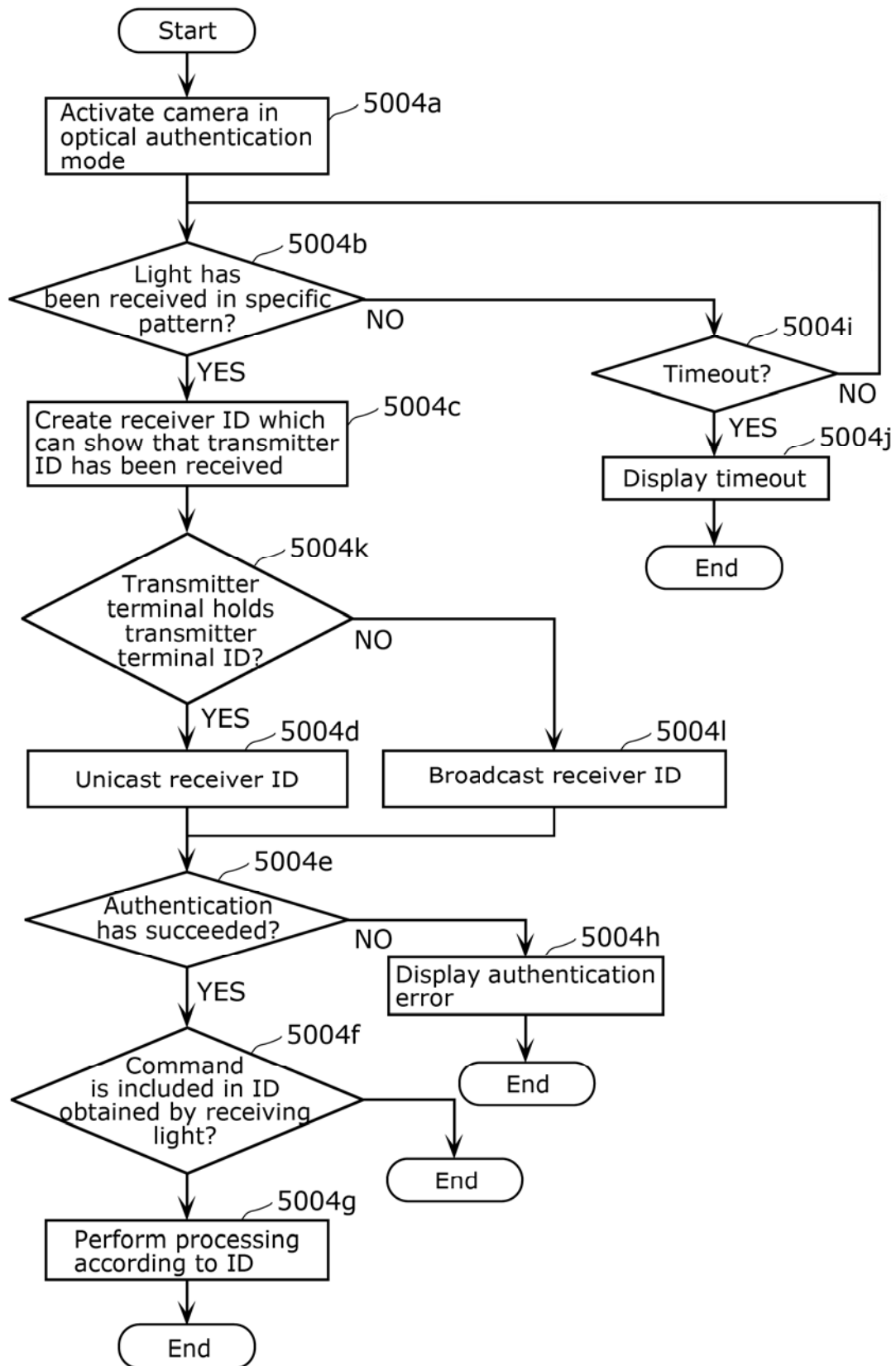


FIG. 195

Sequence diagram illustrating data transmission and reception using NFC/high speed wireless communication

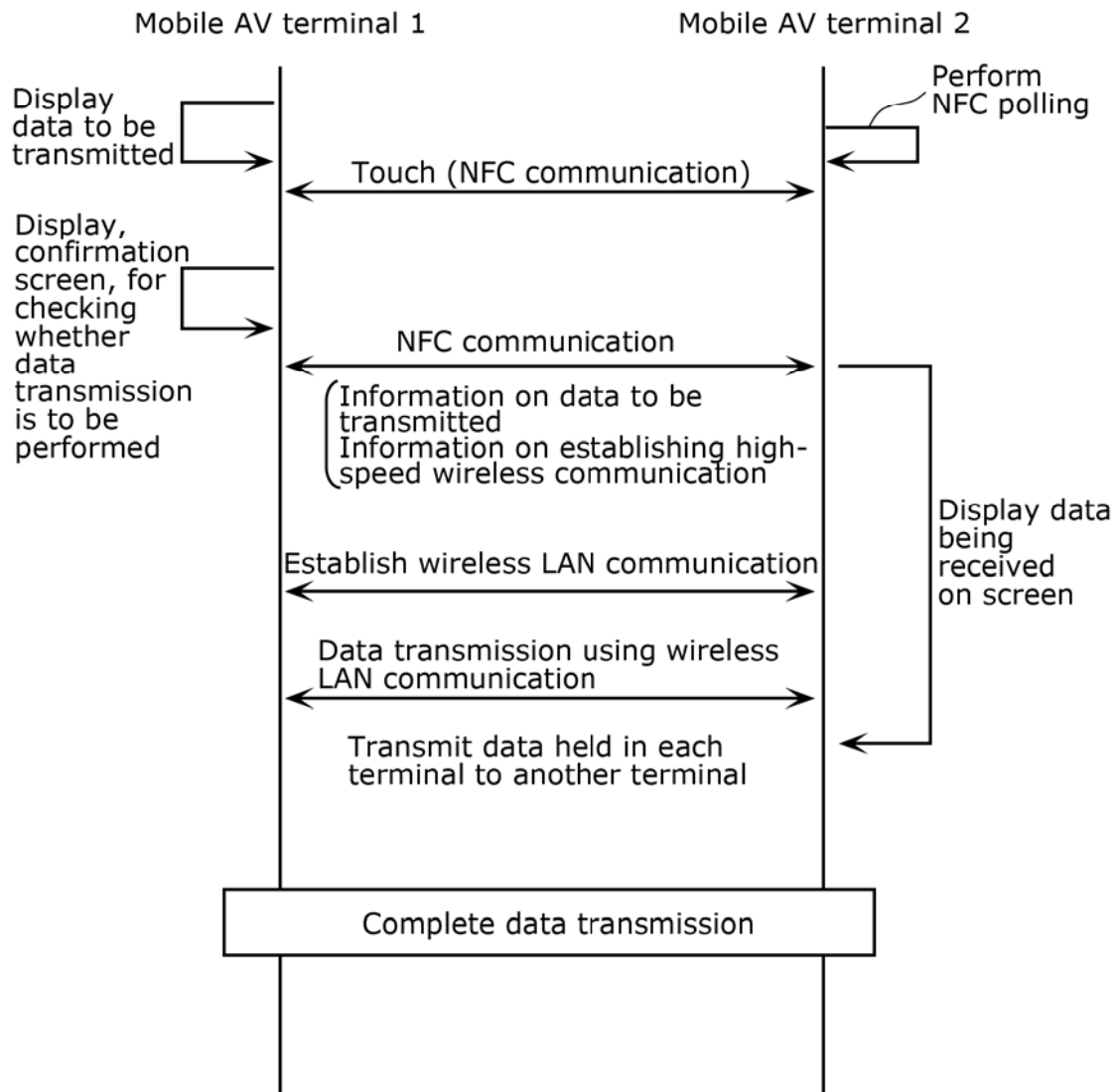


FIG. 196

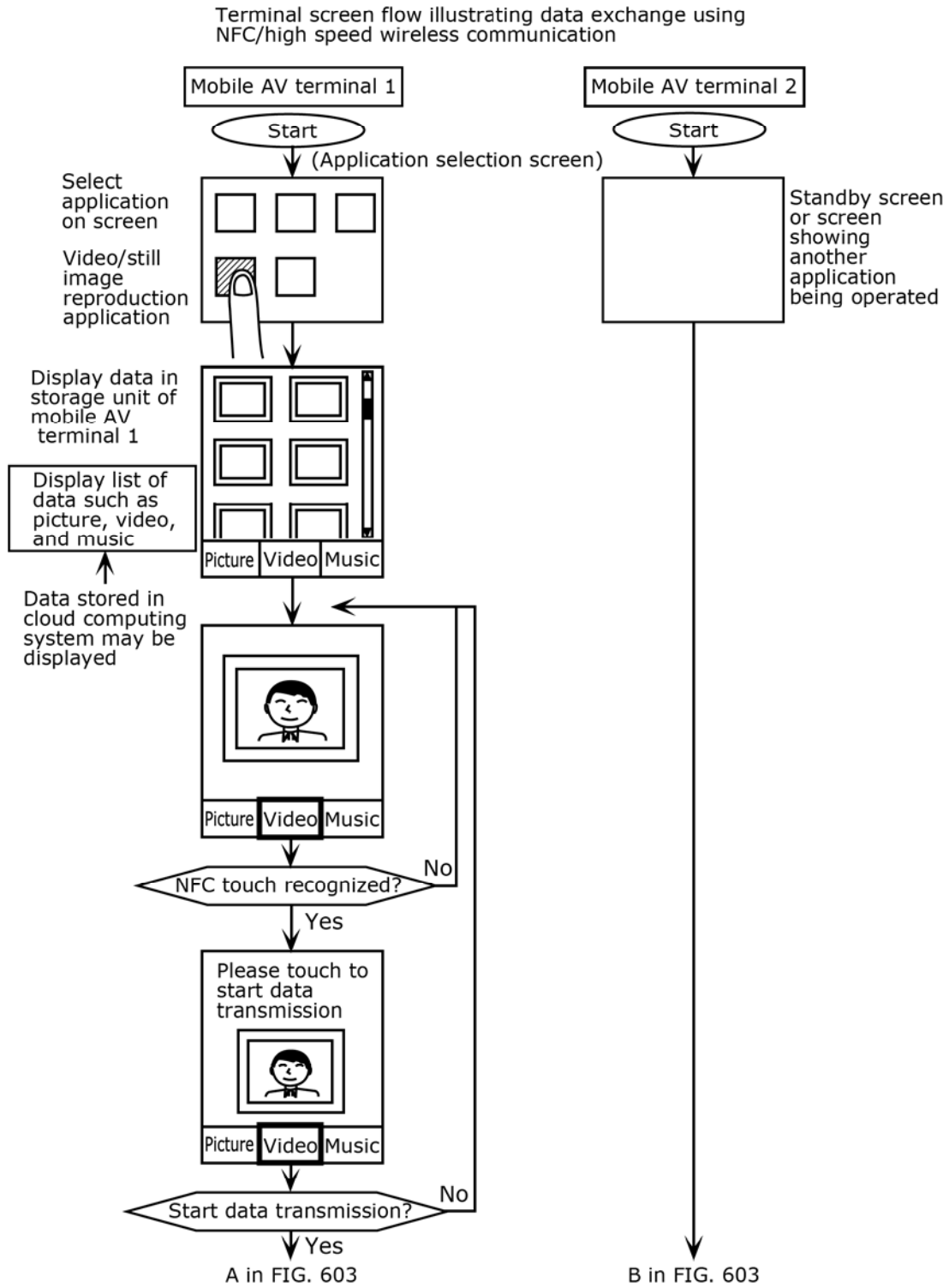


FIG. 197

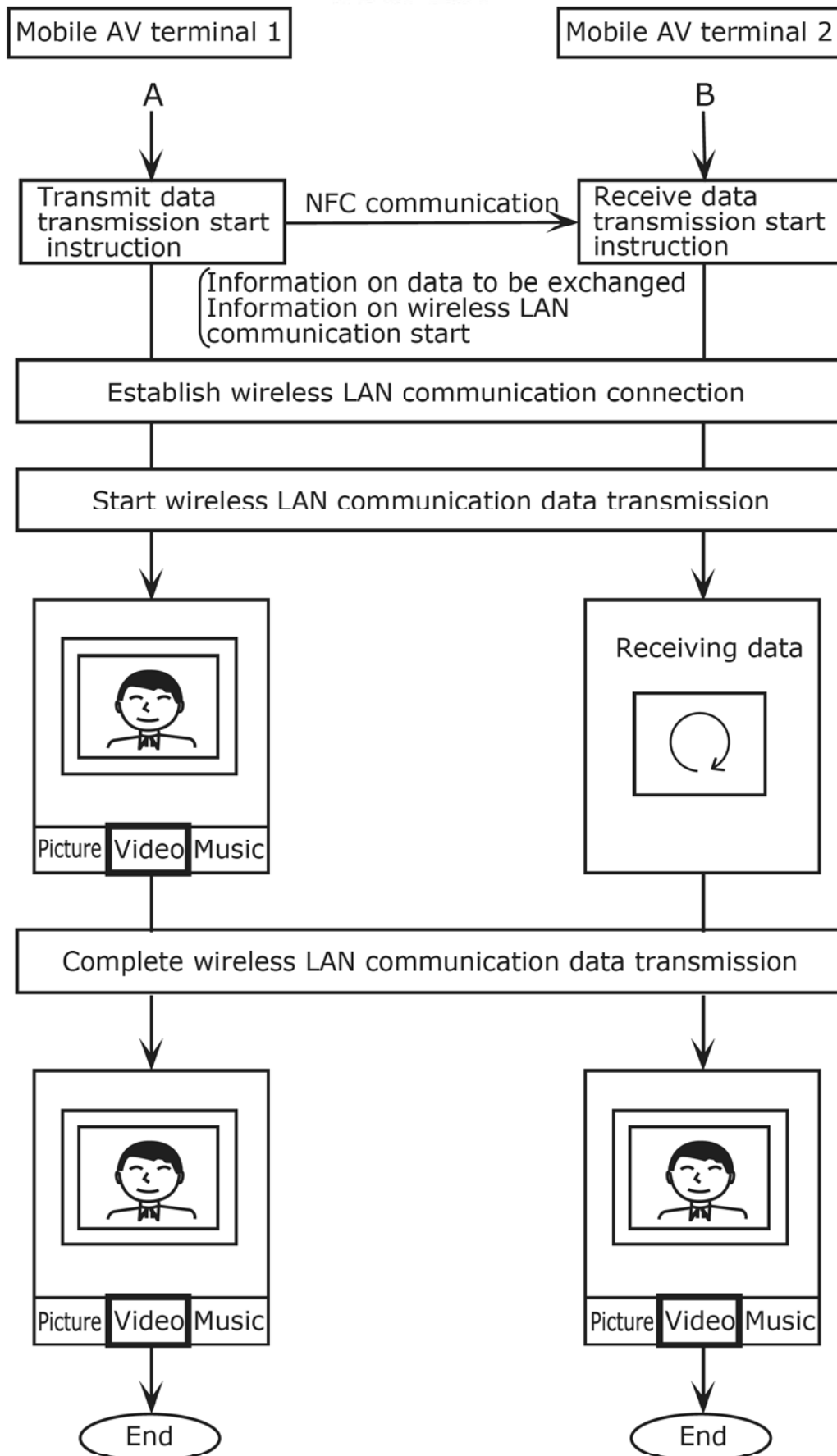


FIG. 198

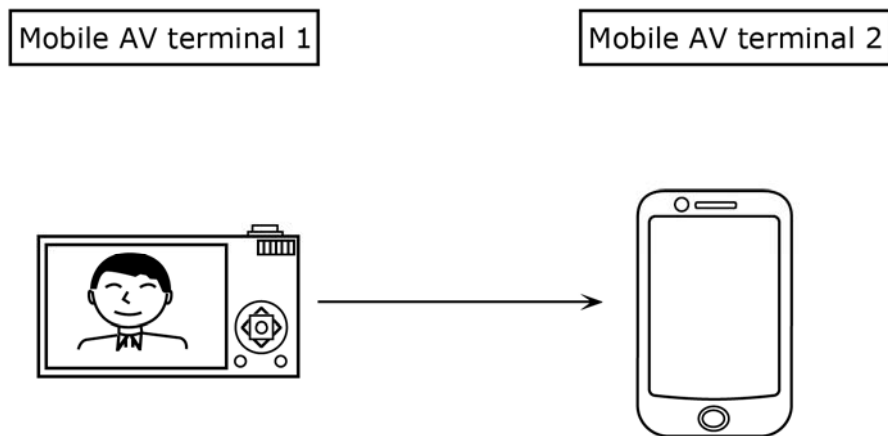


FIG. 199

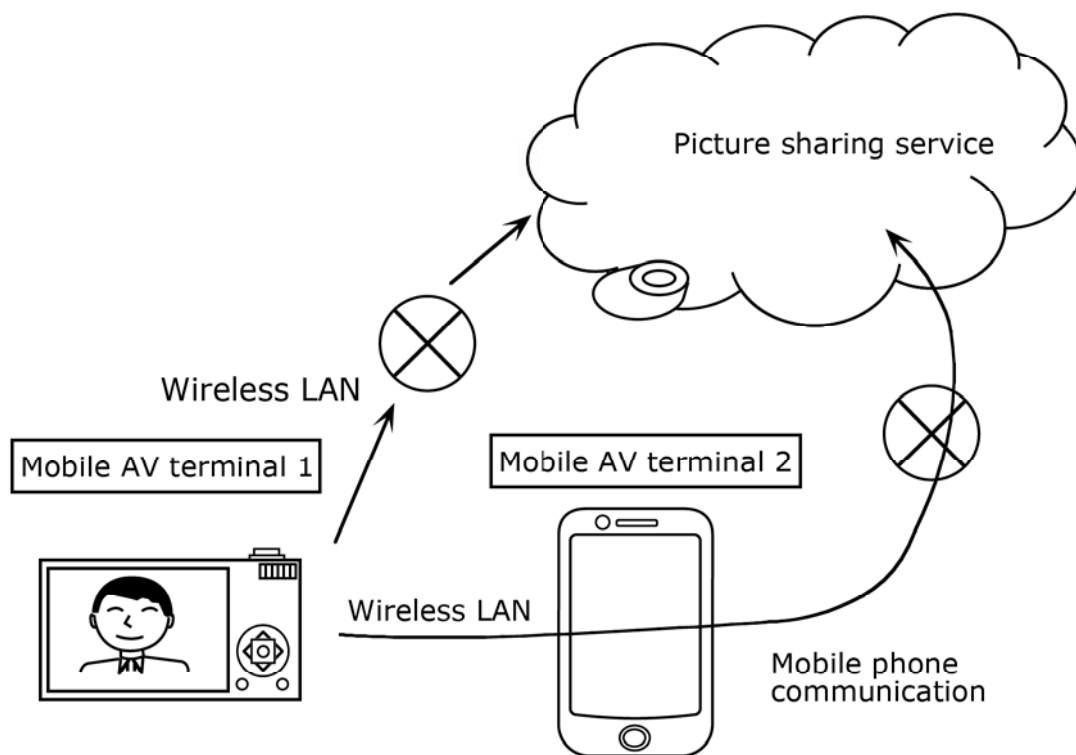


FIG. 200

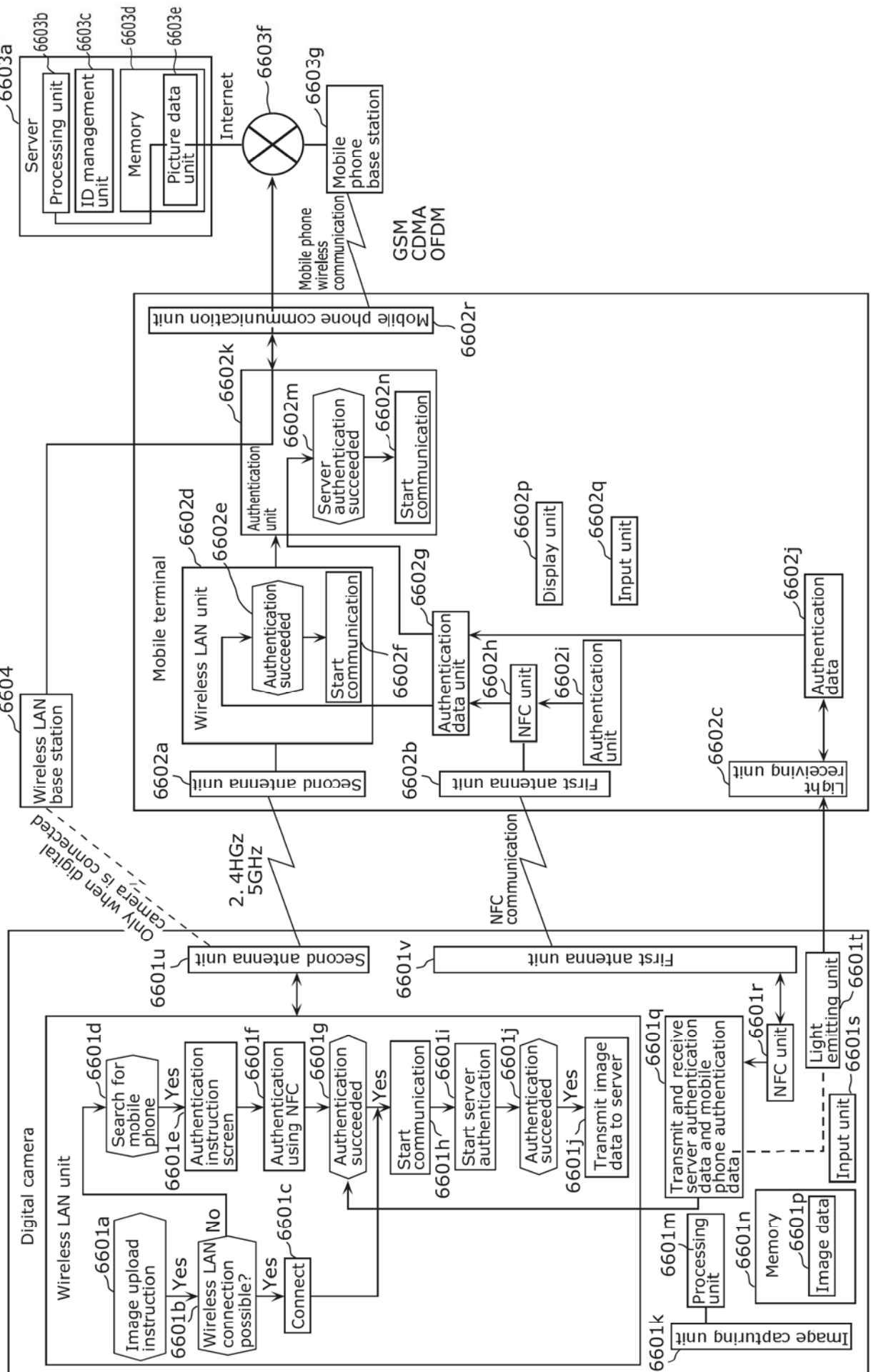


FIG. 201

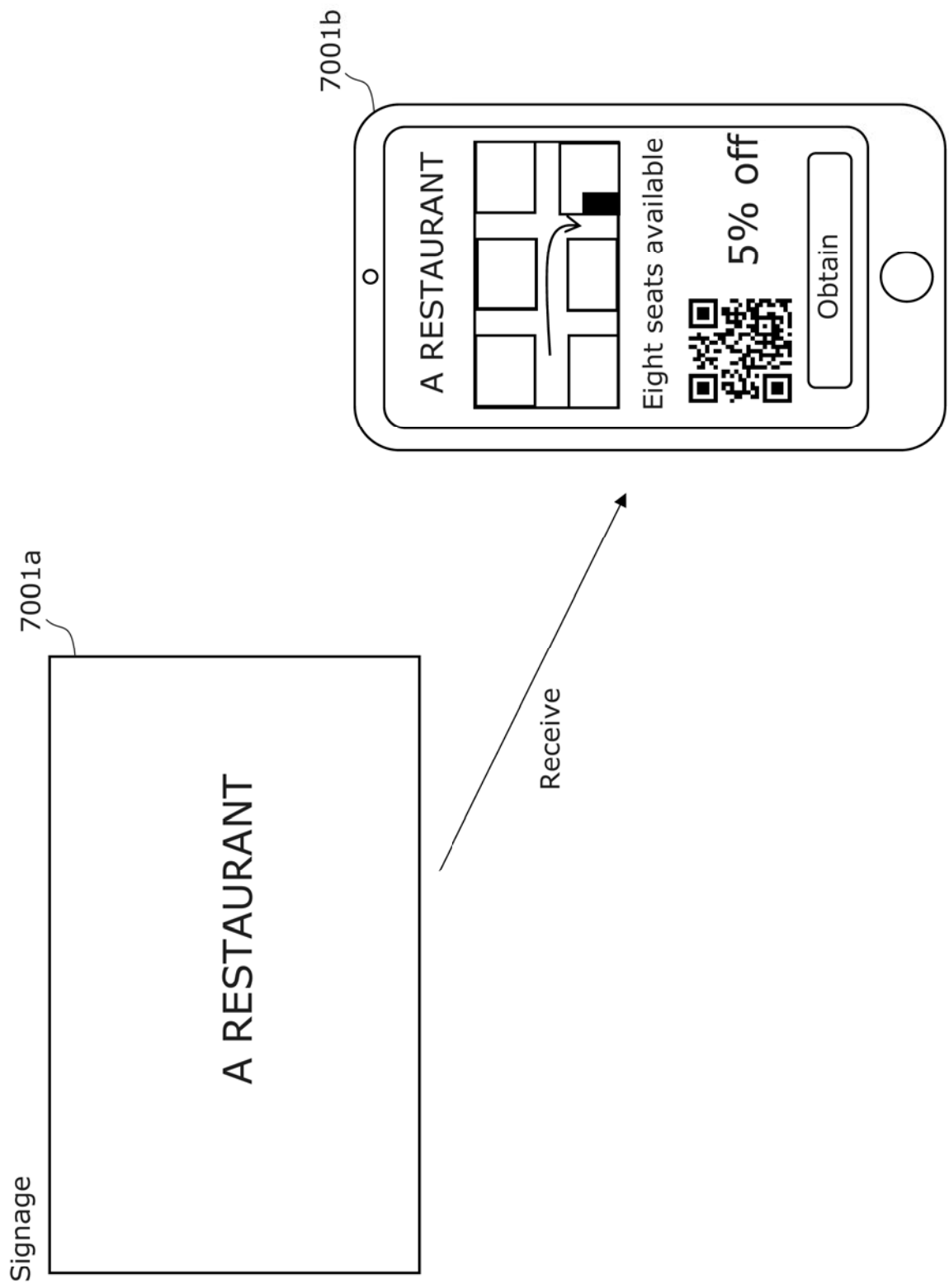


FIG. 202

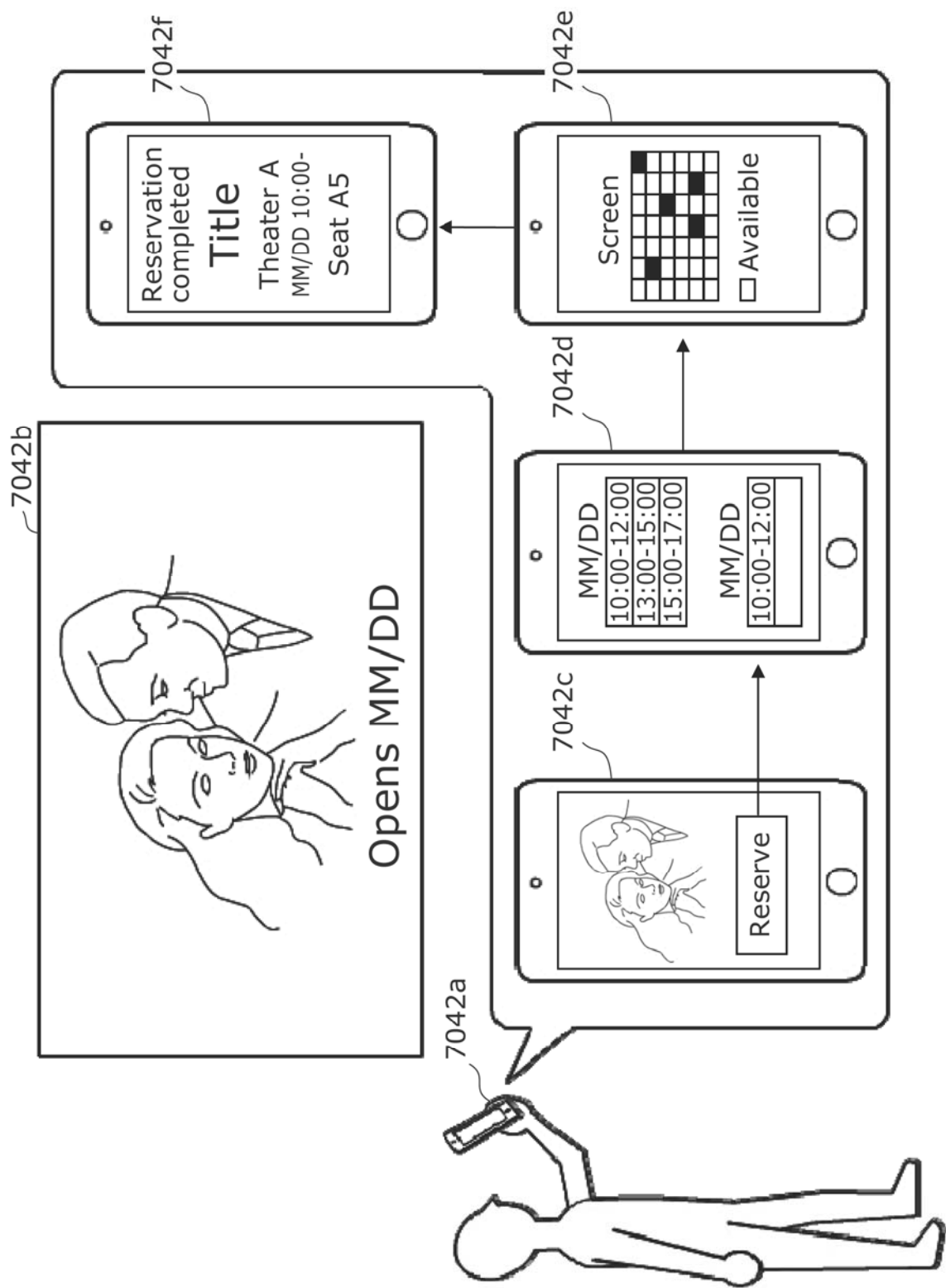


FIG. 203

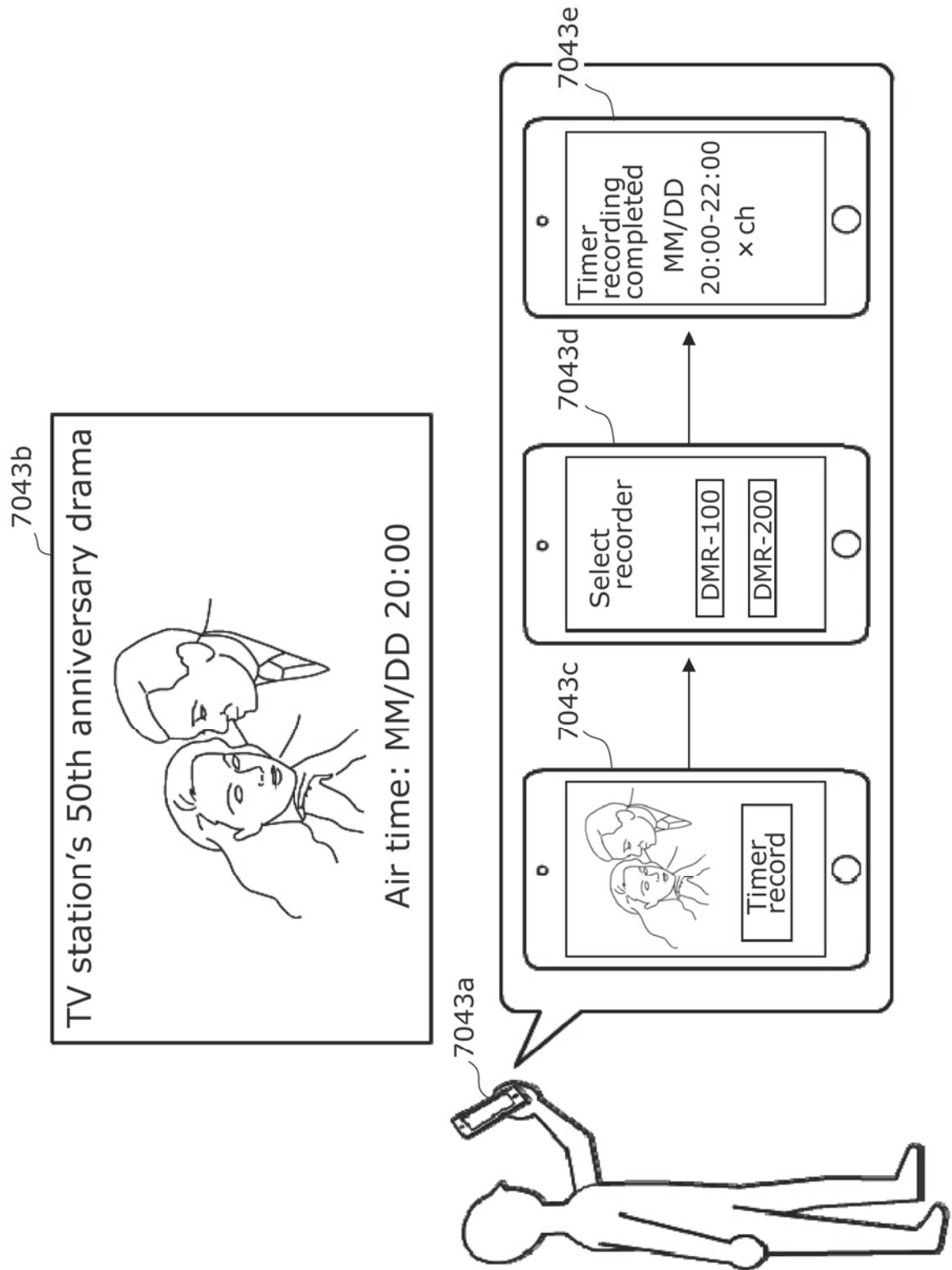


FIG. 204

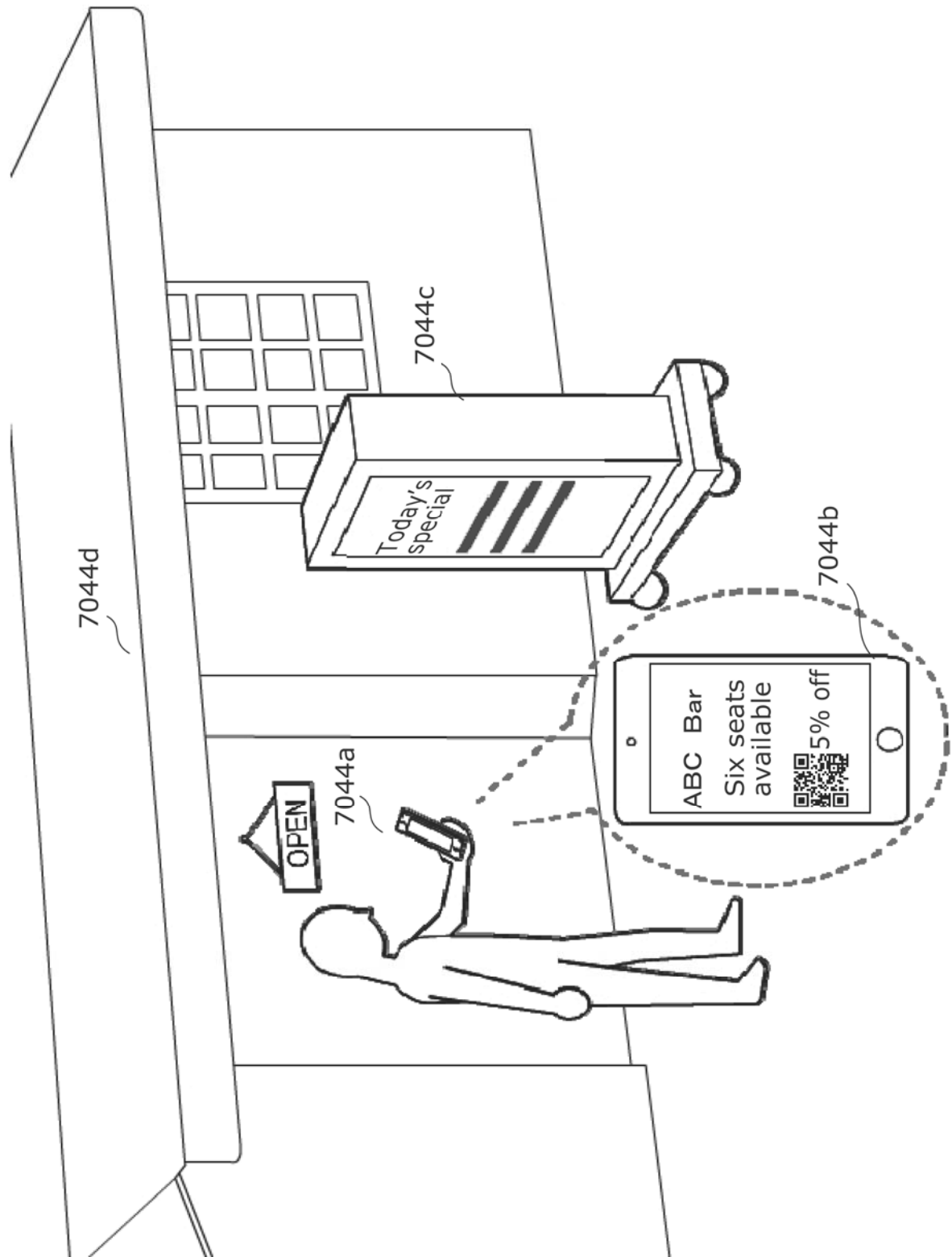


FIG. 205

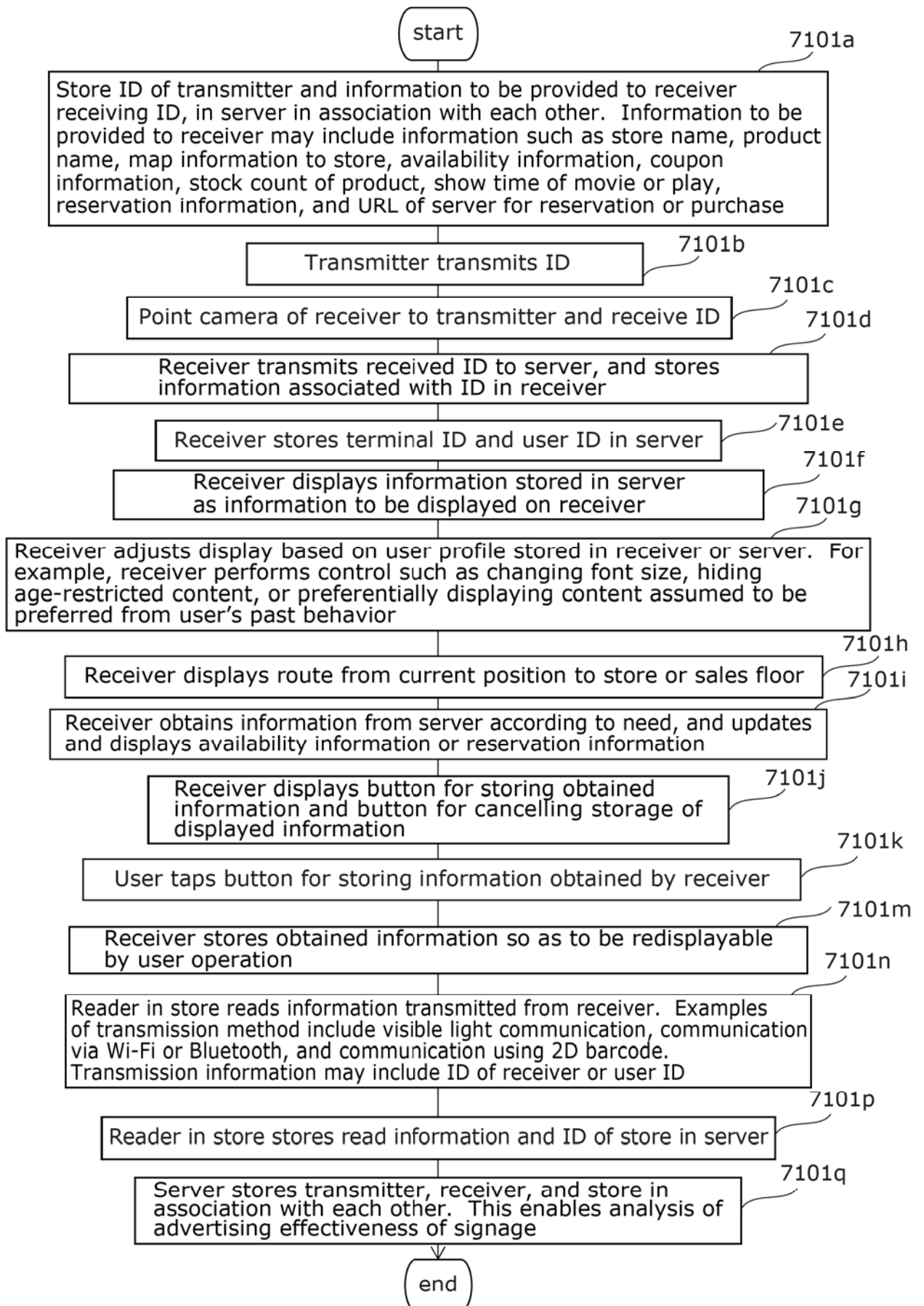


FIG. 206

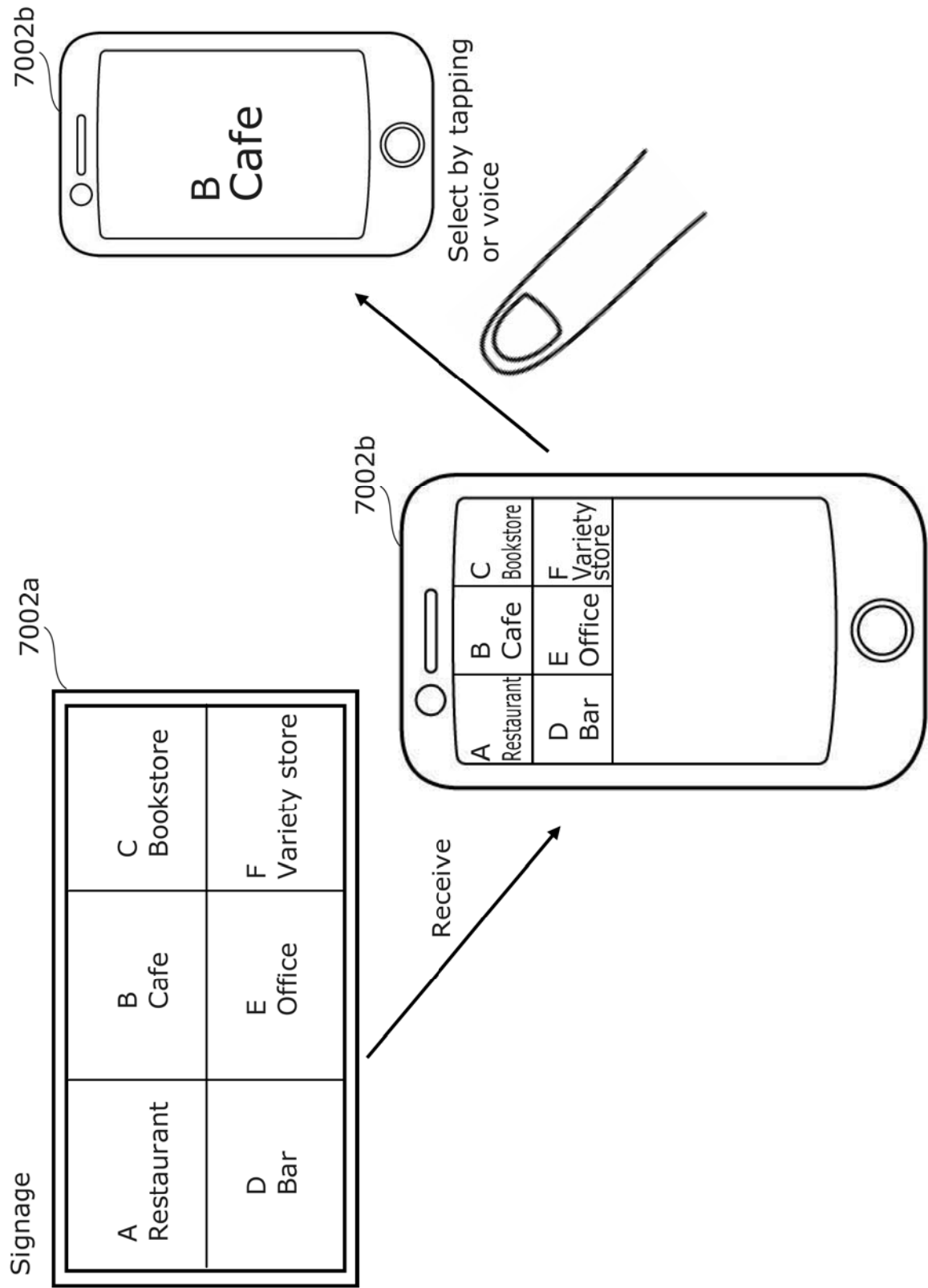


FIG. 207

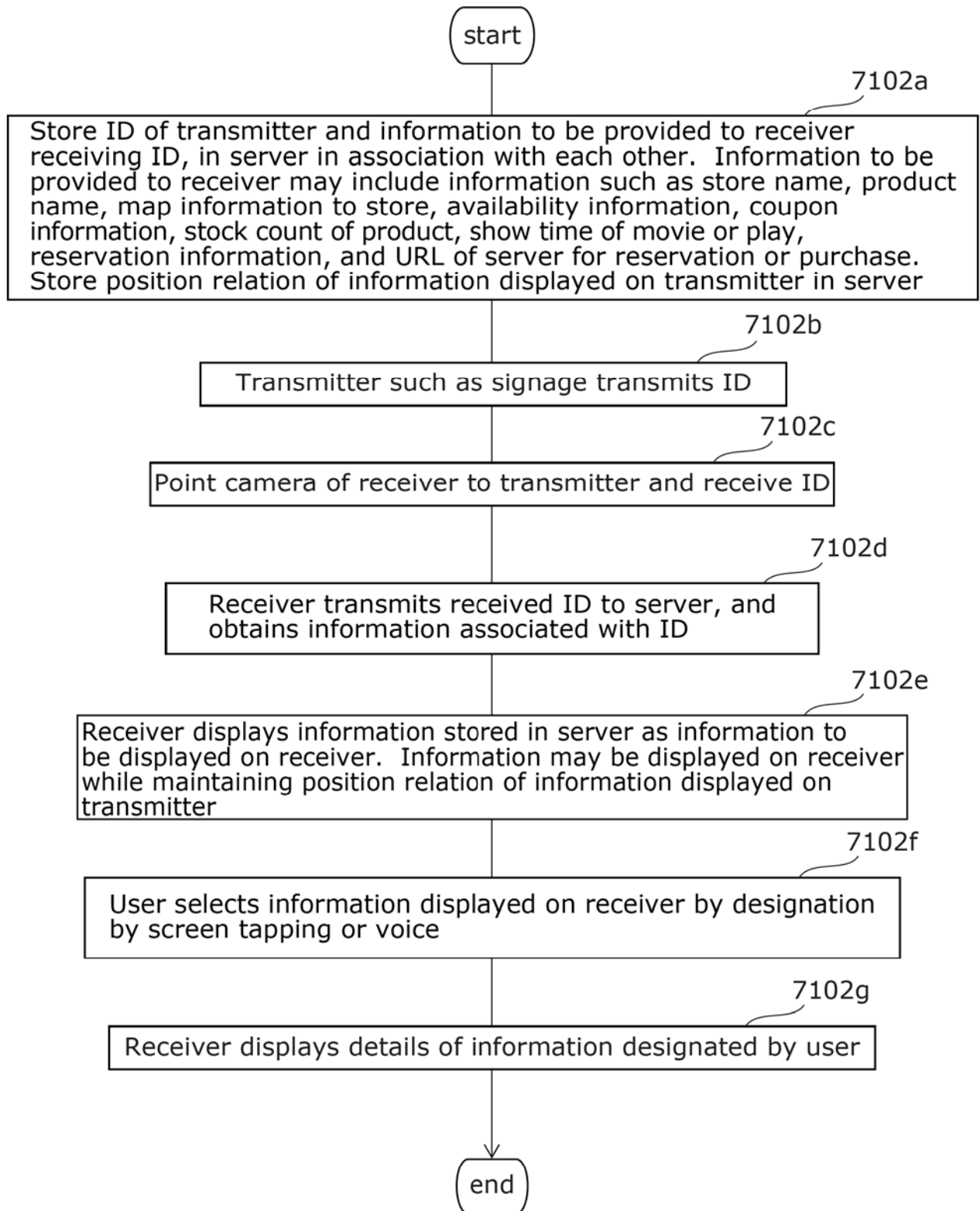


FIG. 208

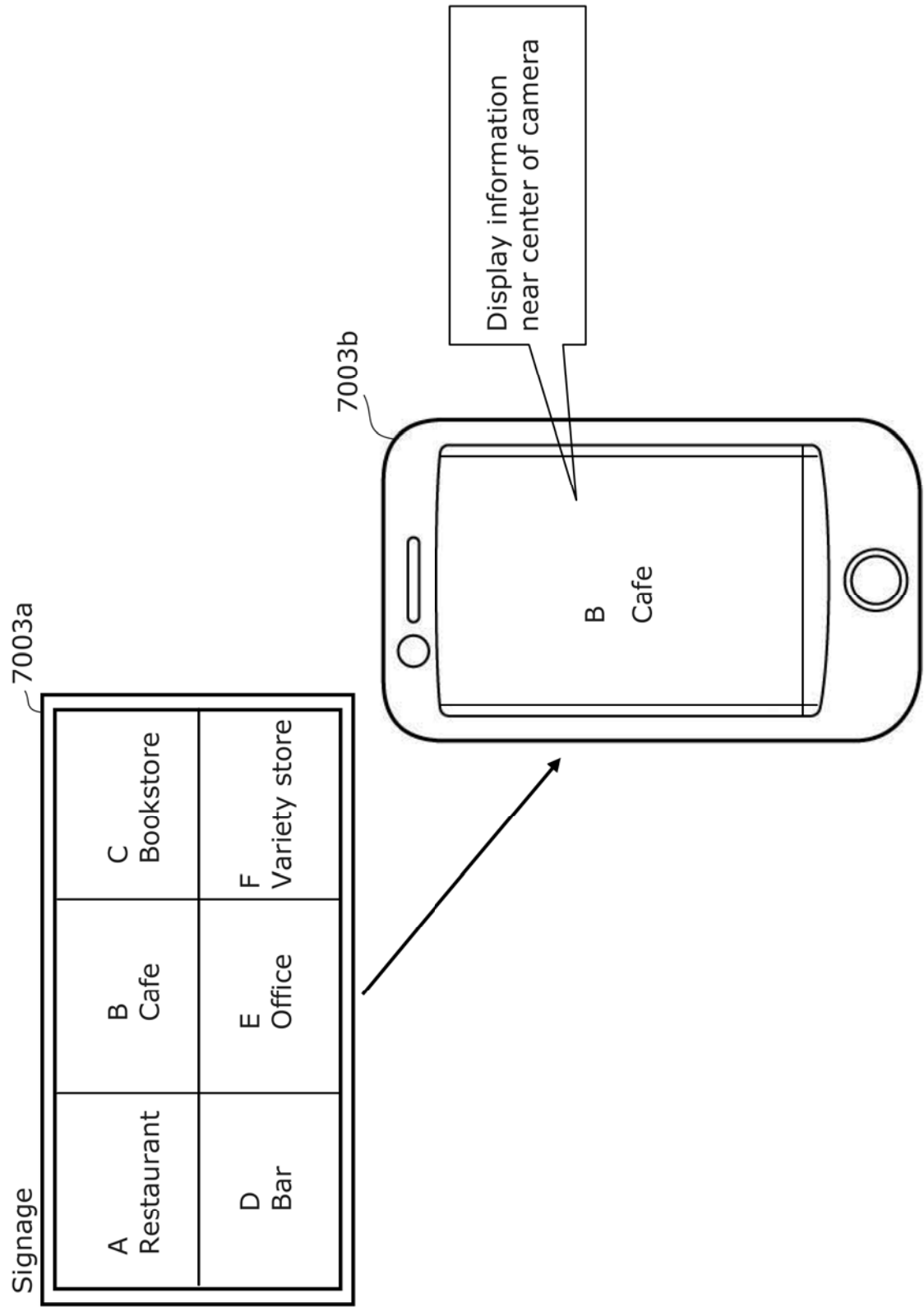


FIG. 209

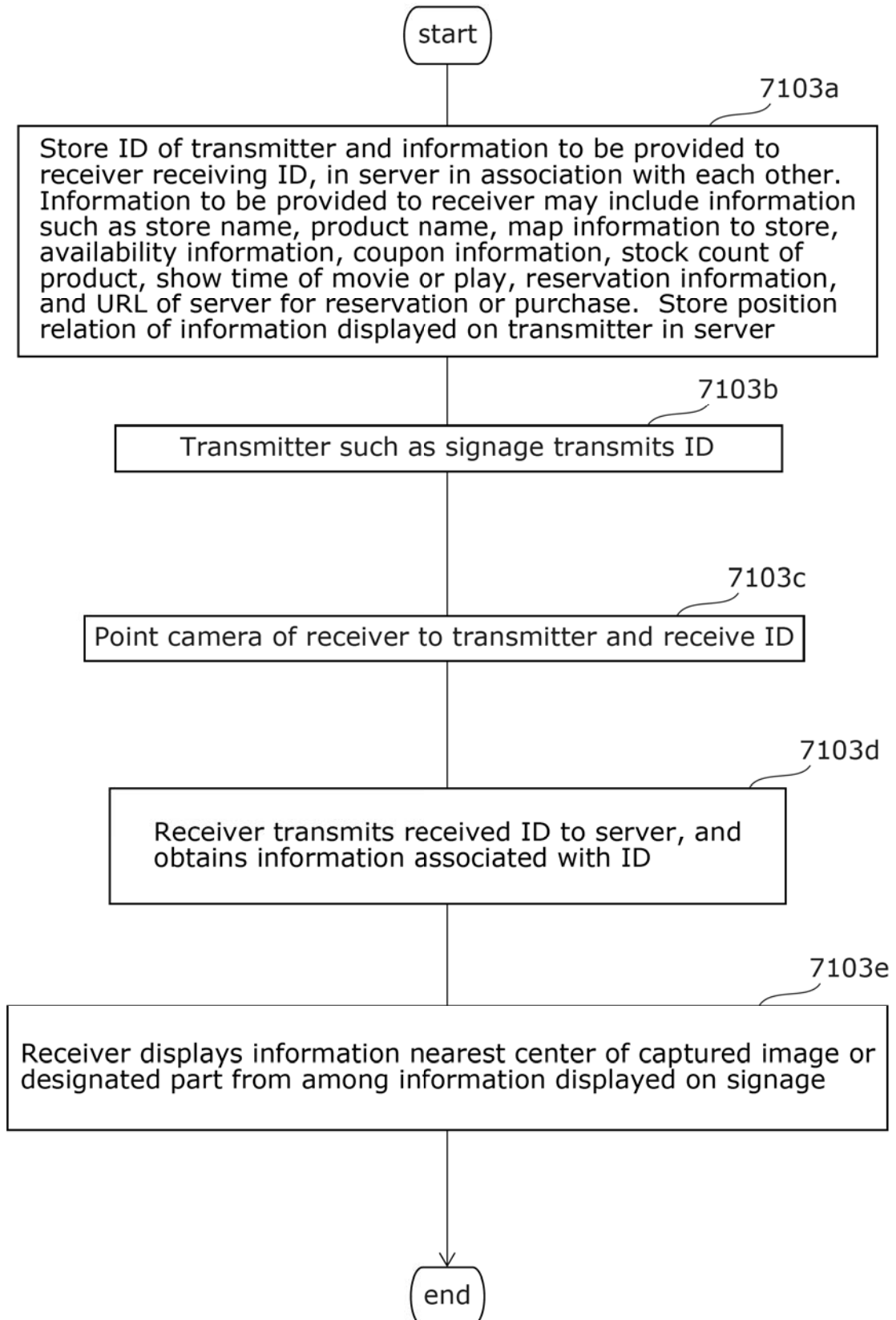


FIG. 210

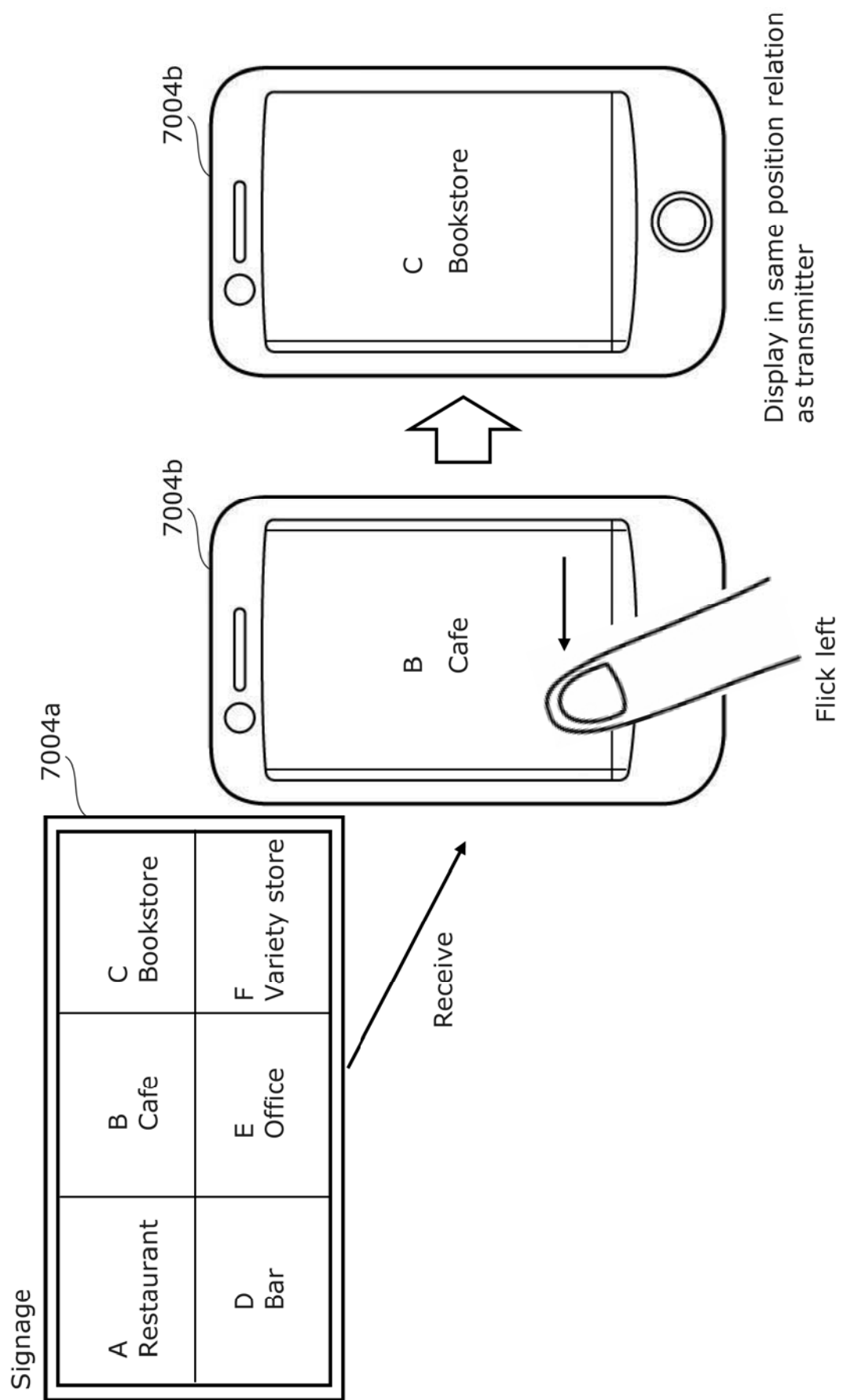


FIG. 211

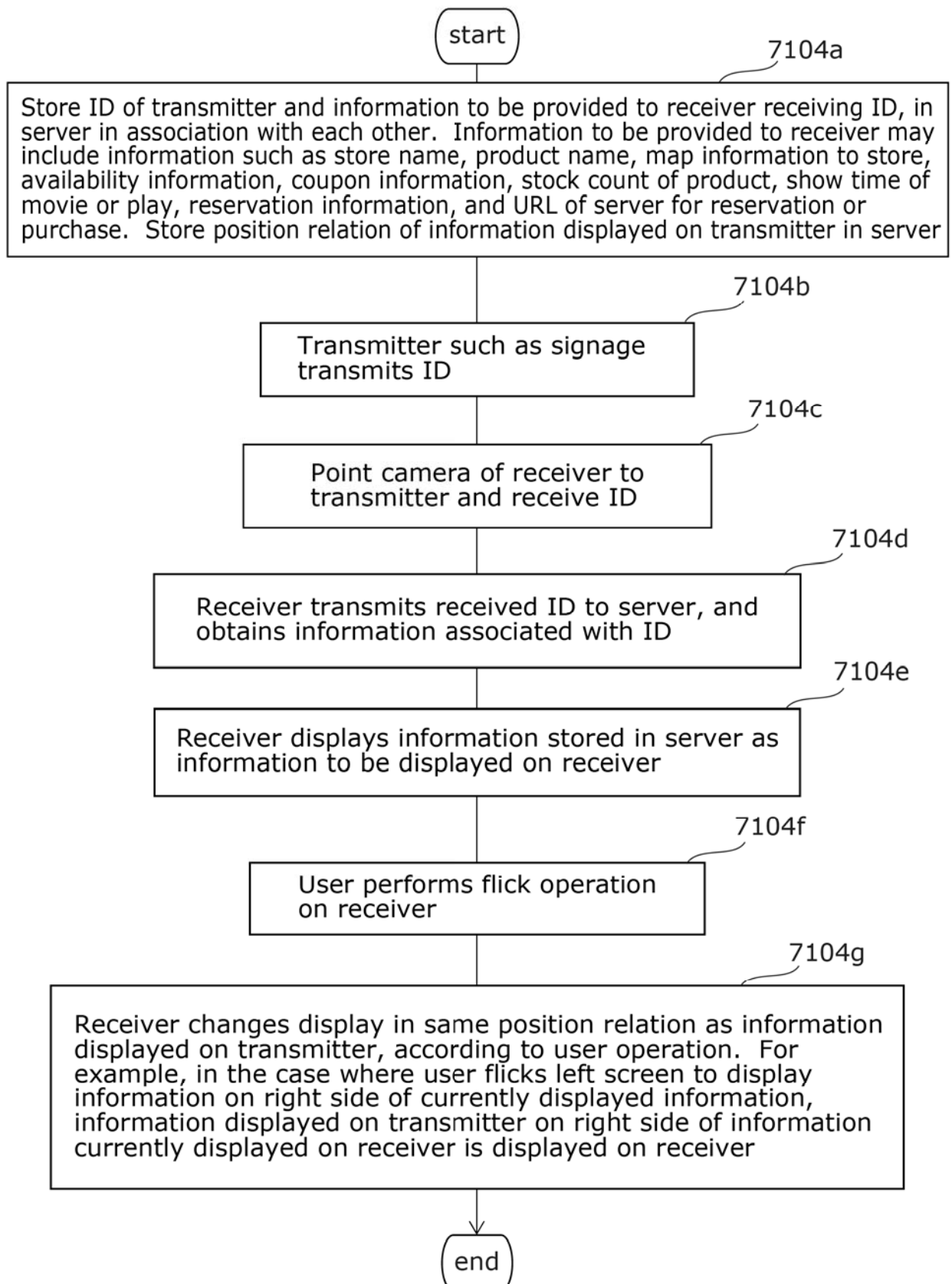


FIG. 212

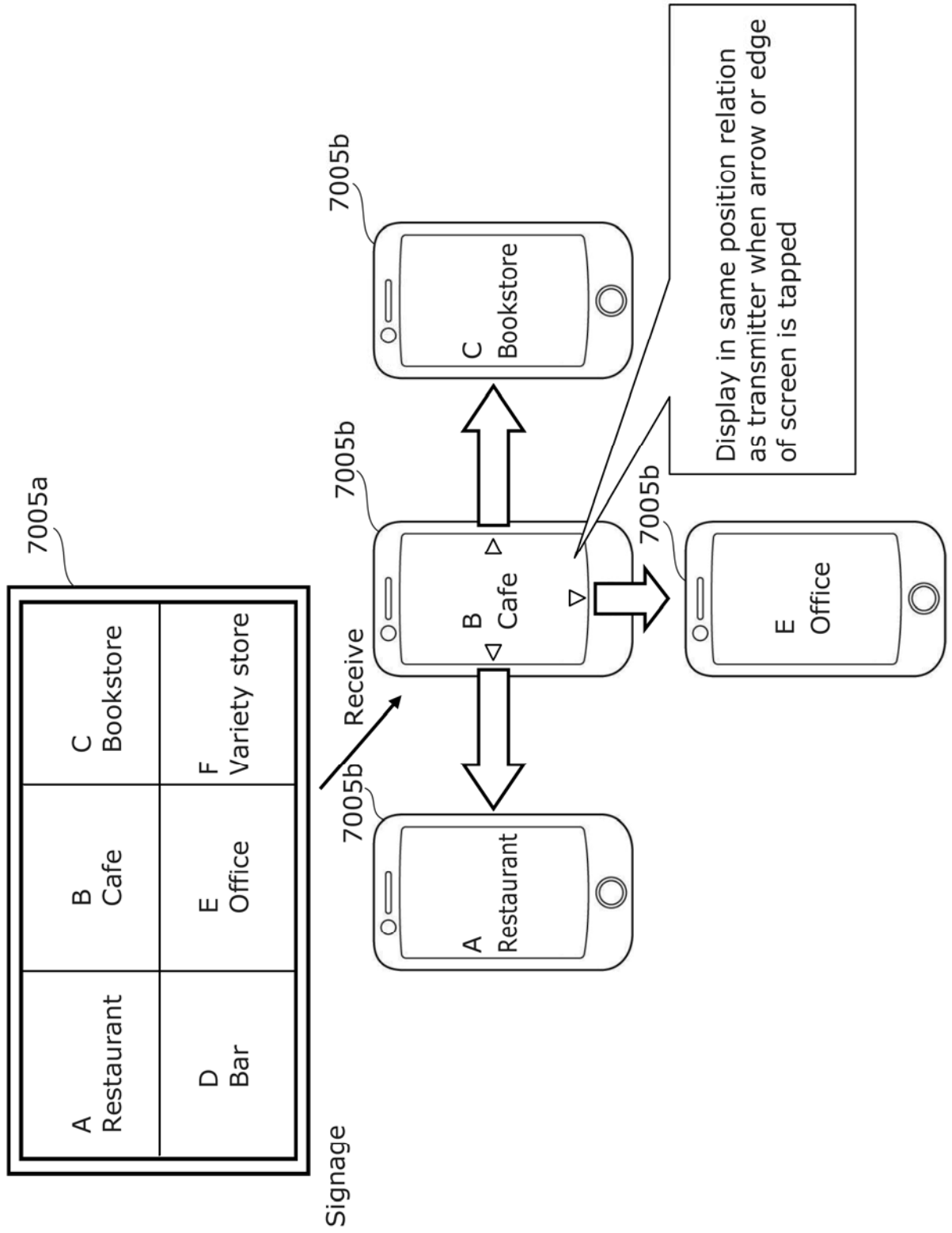


FIG. 213

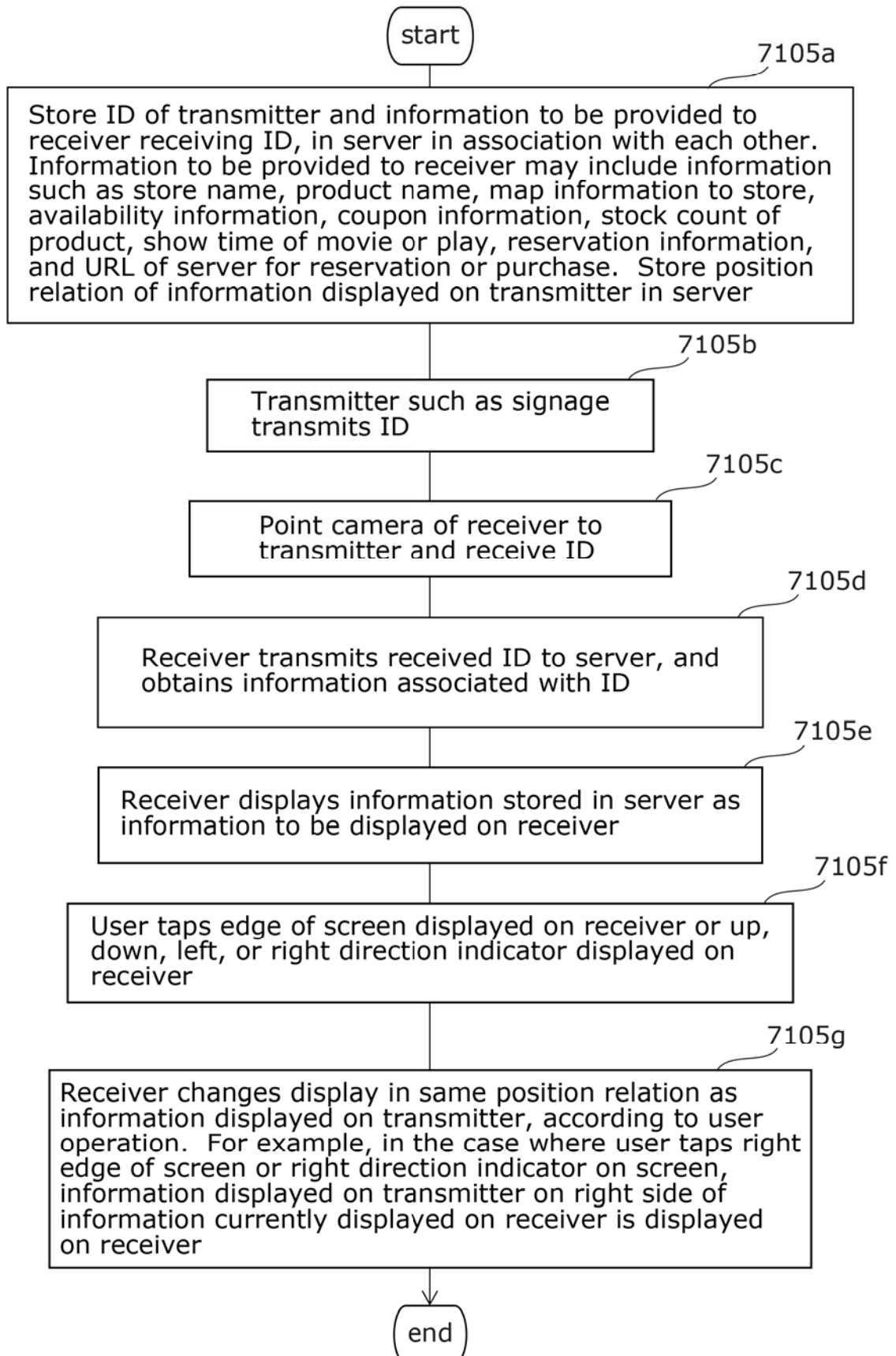


FIG. 214

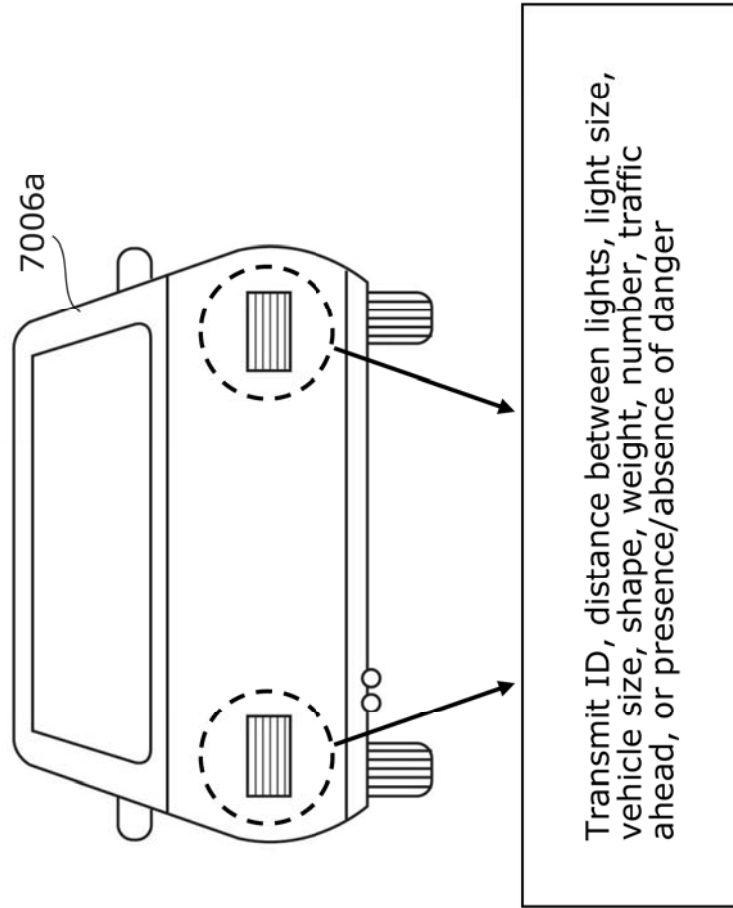


FIG. 215

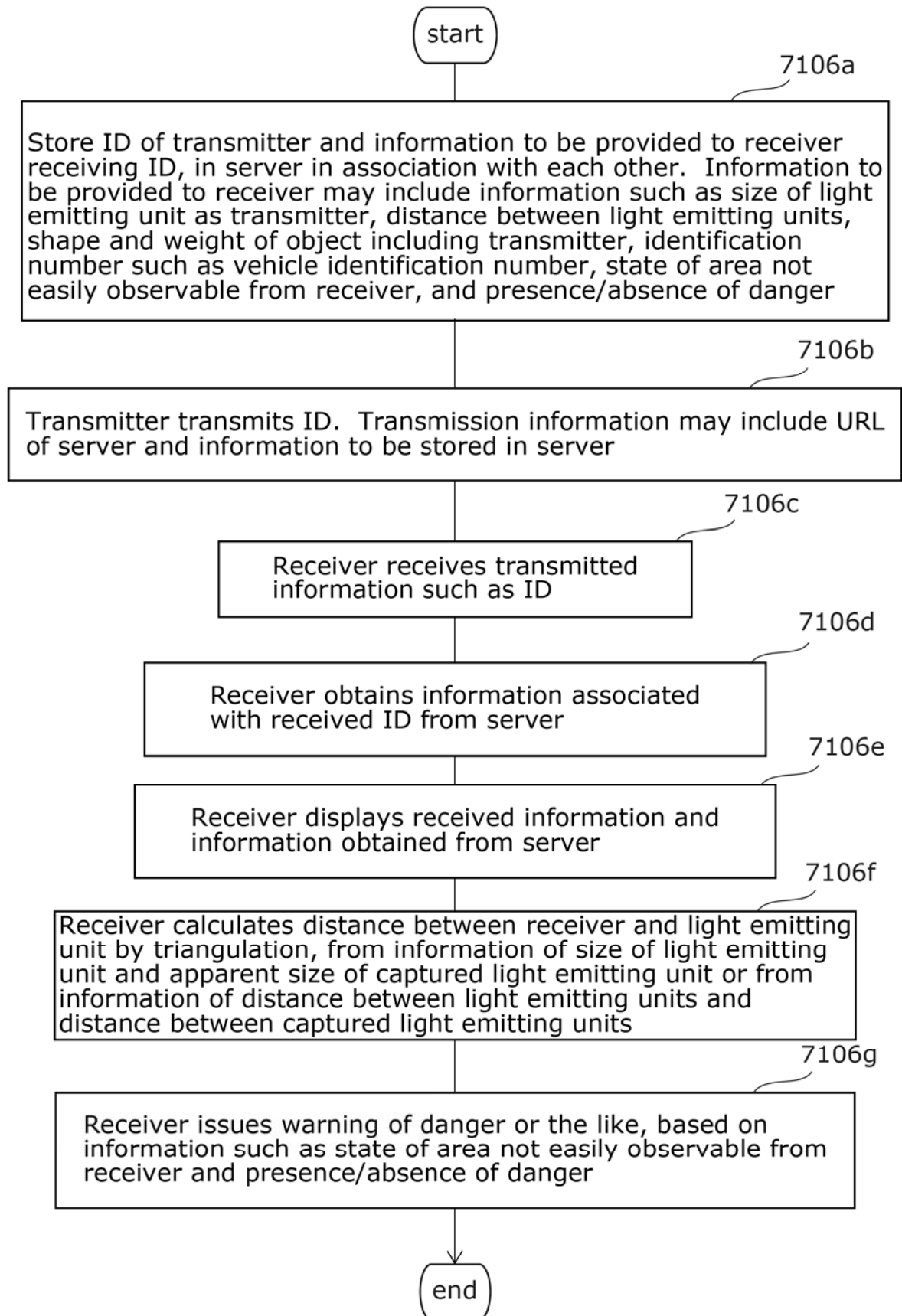


FIG. 216

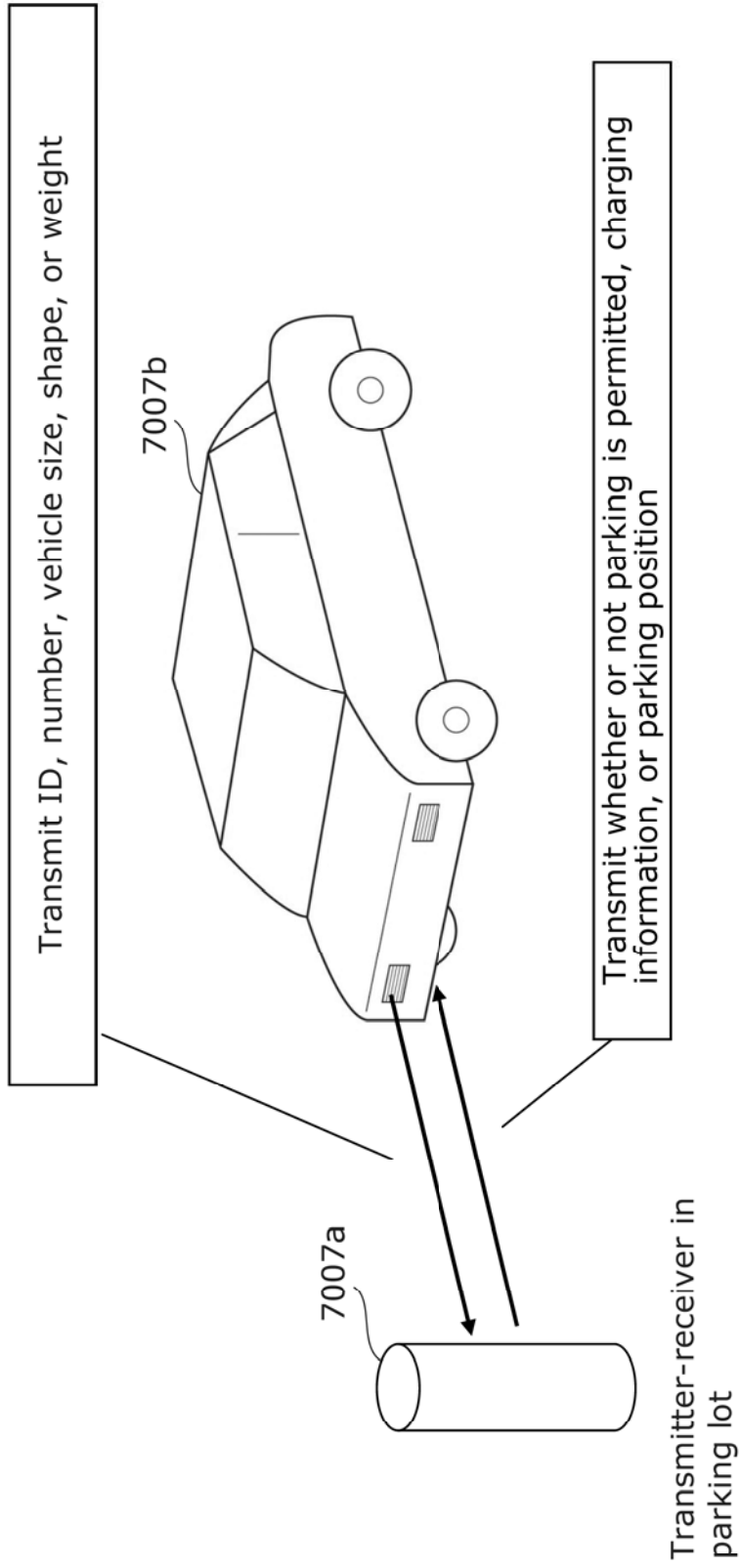


FIG. 217

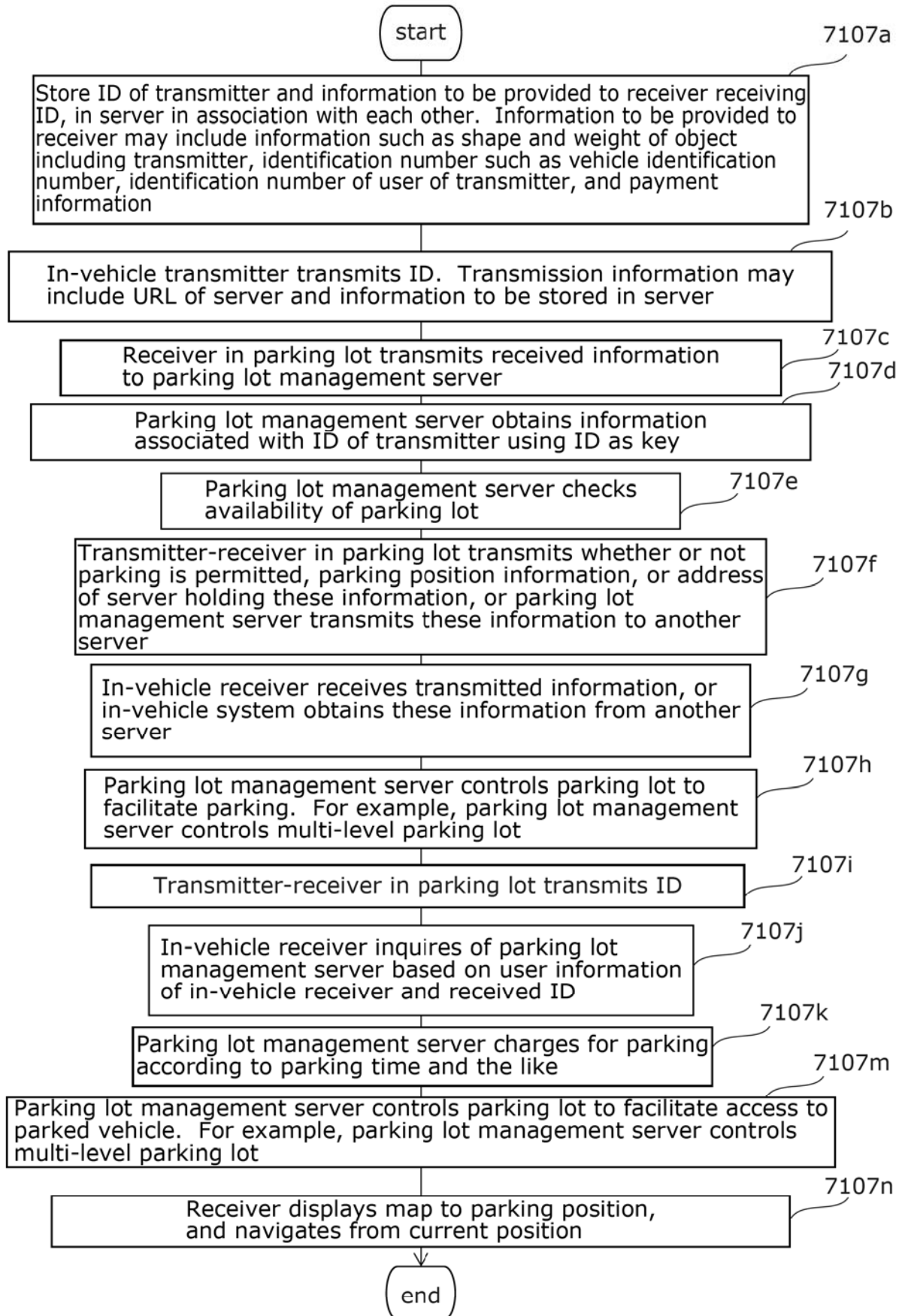


FIG. 218

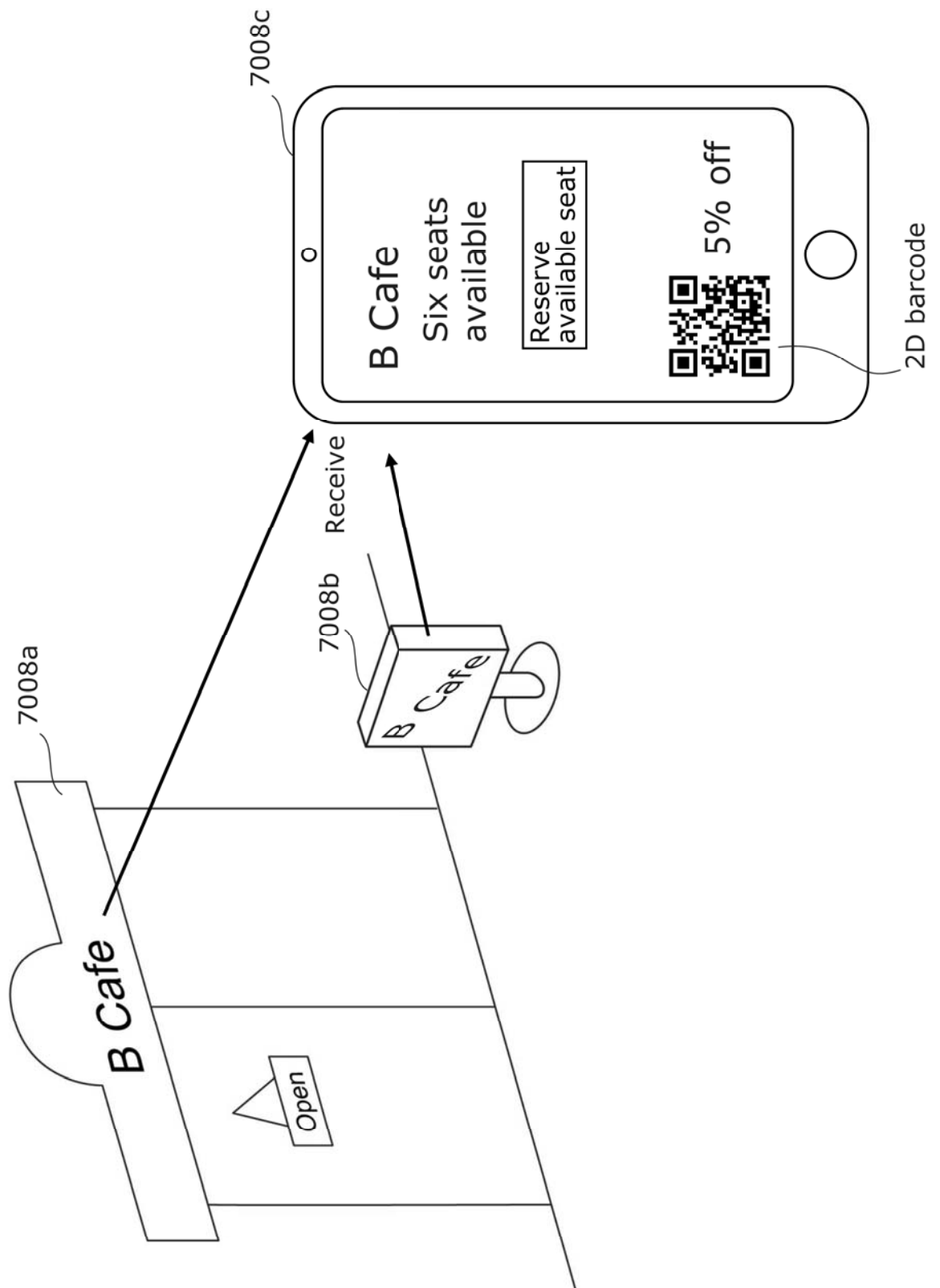


FIG. 219

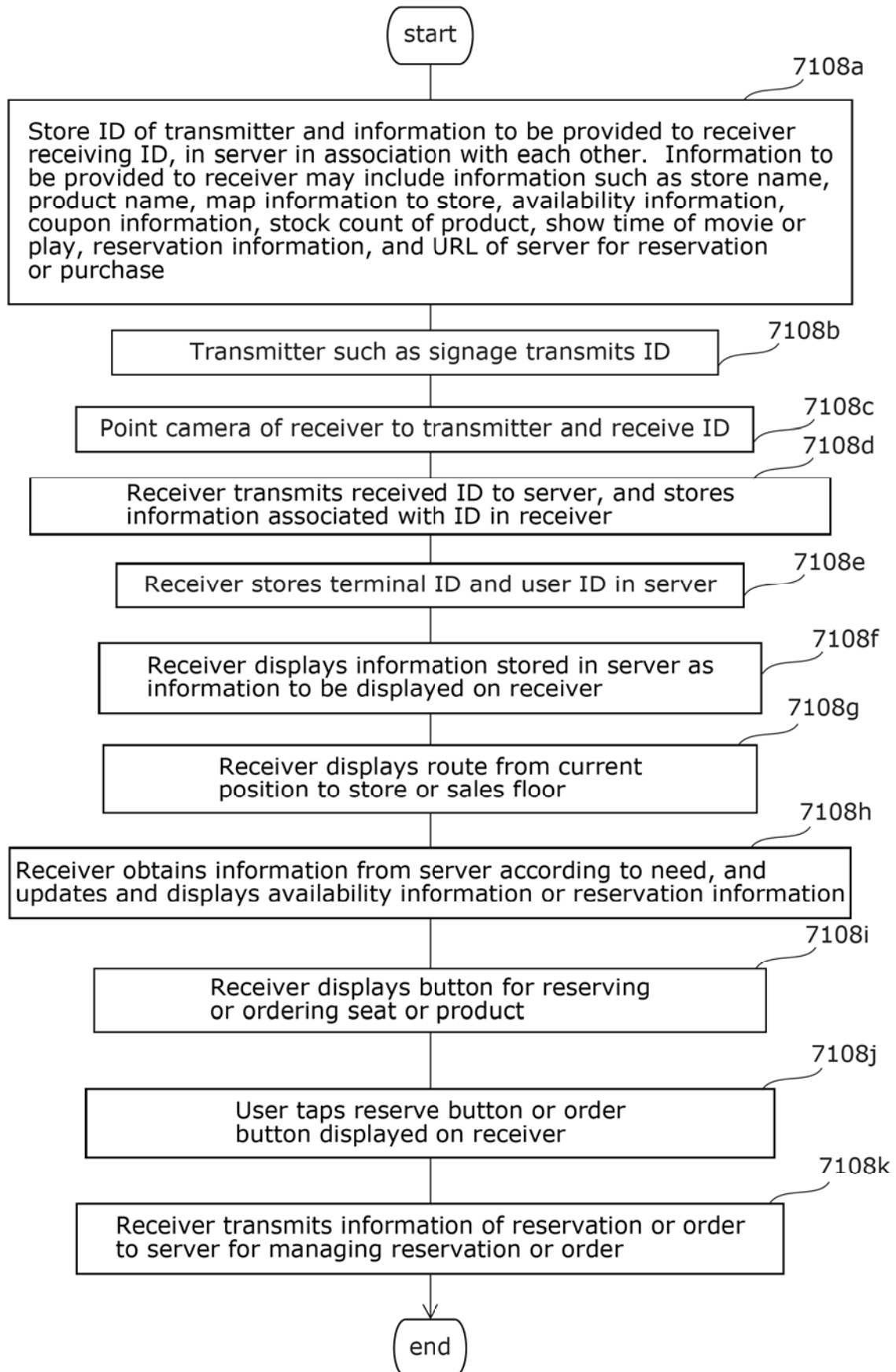


FIG. 220

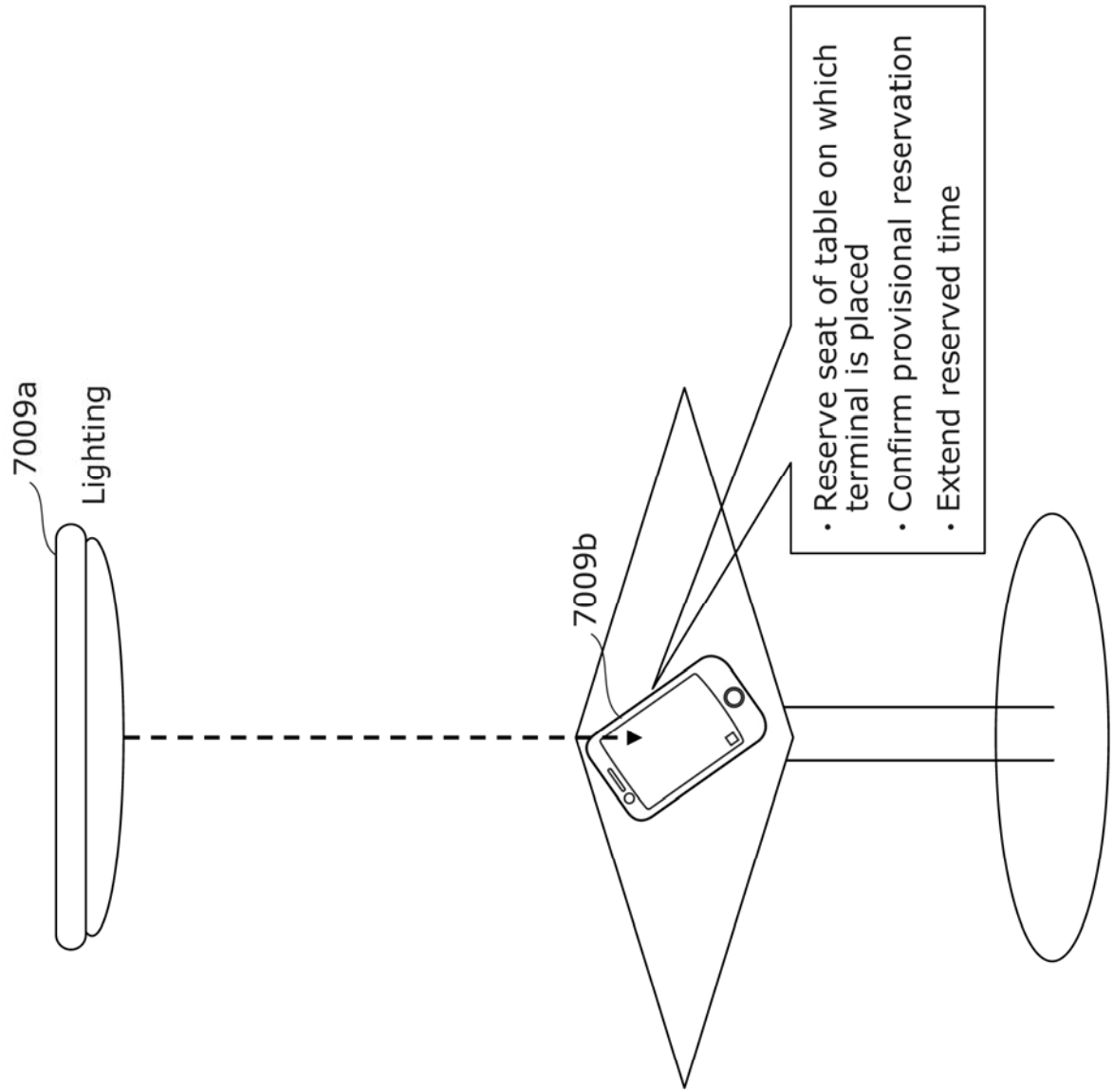


FIG. 221

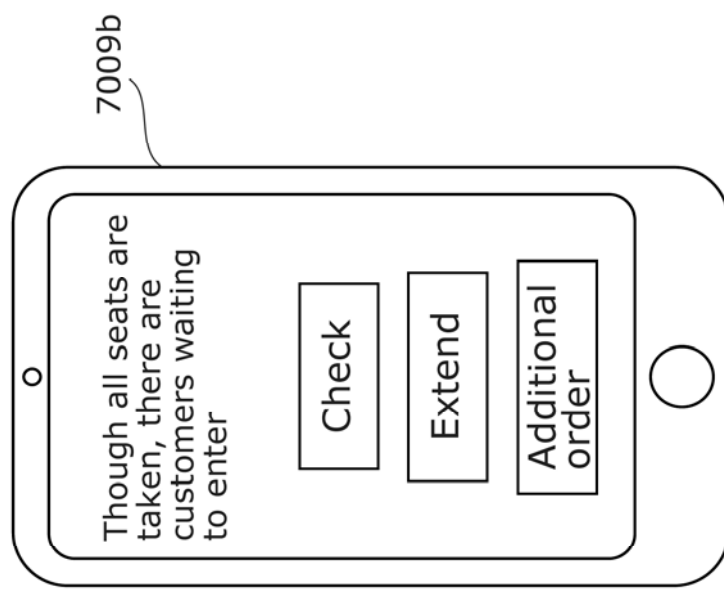


FIG. 222

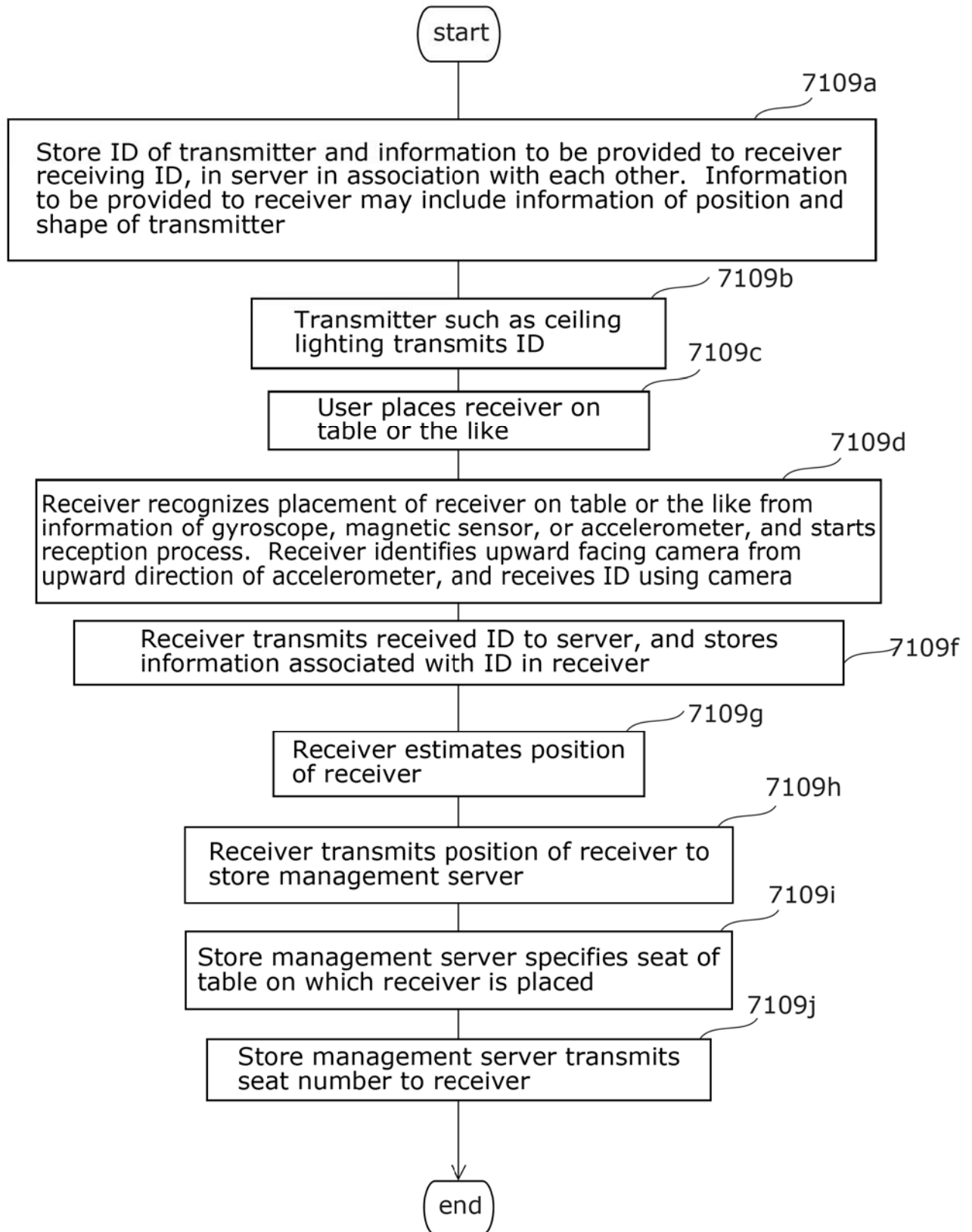


FIG. 223

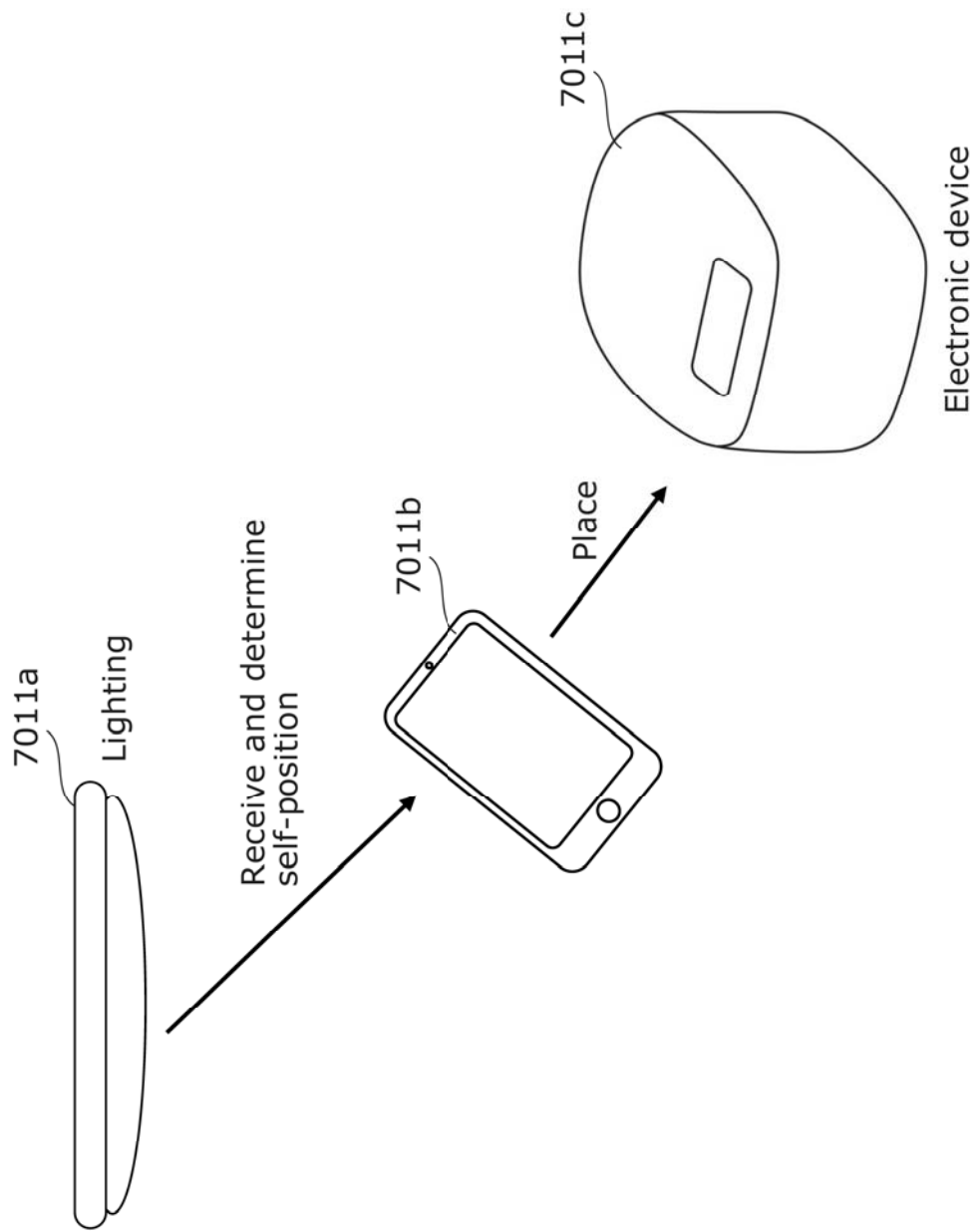


FIG. 224

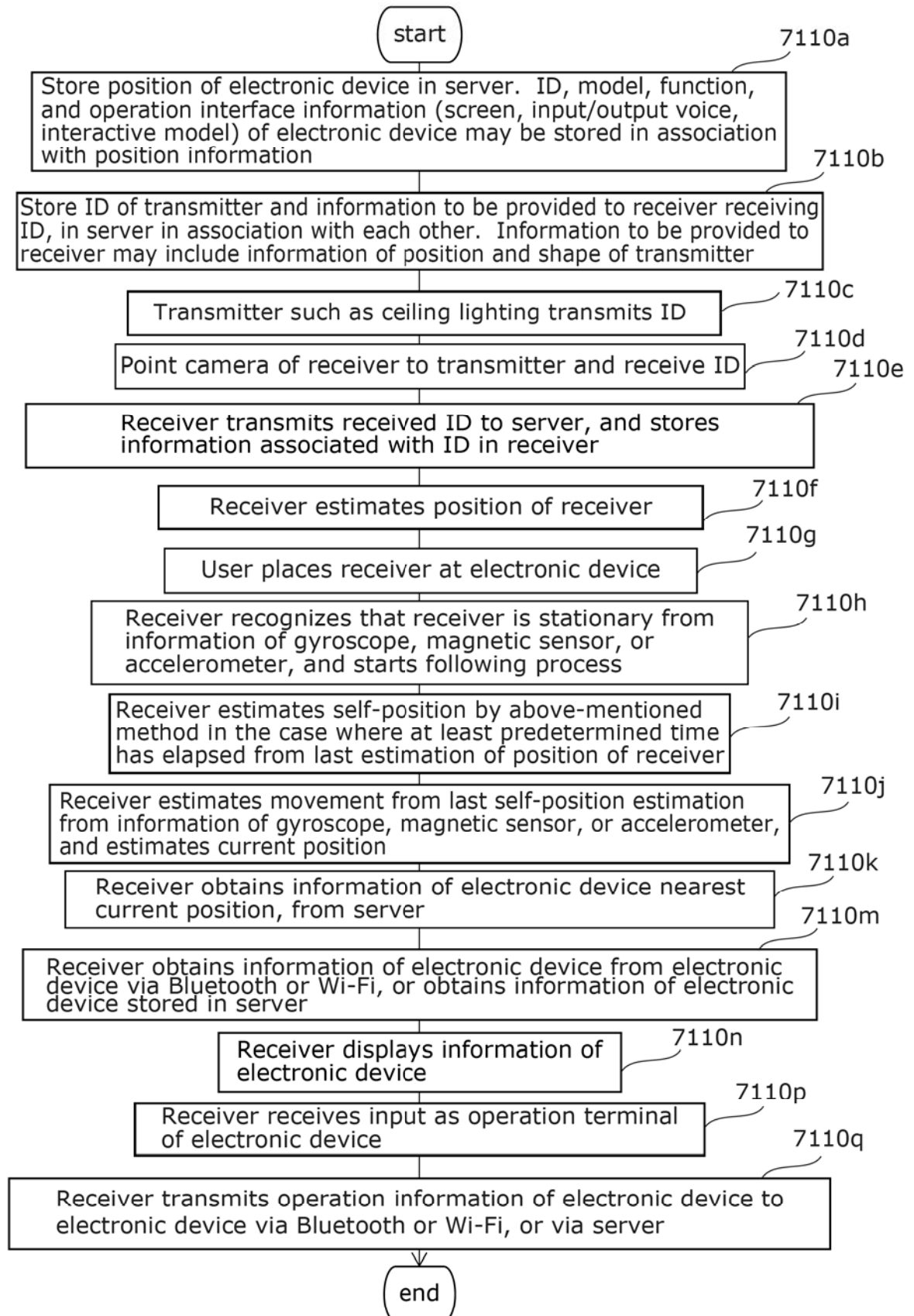


FIG. 225

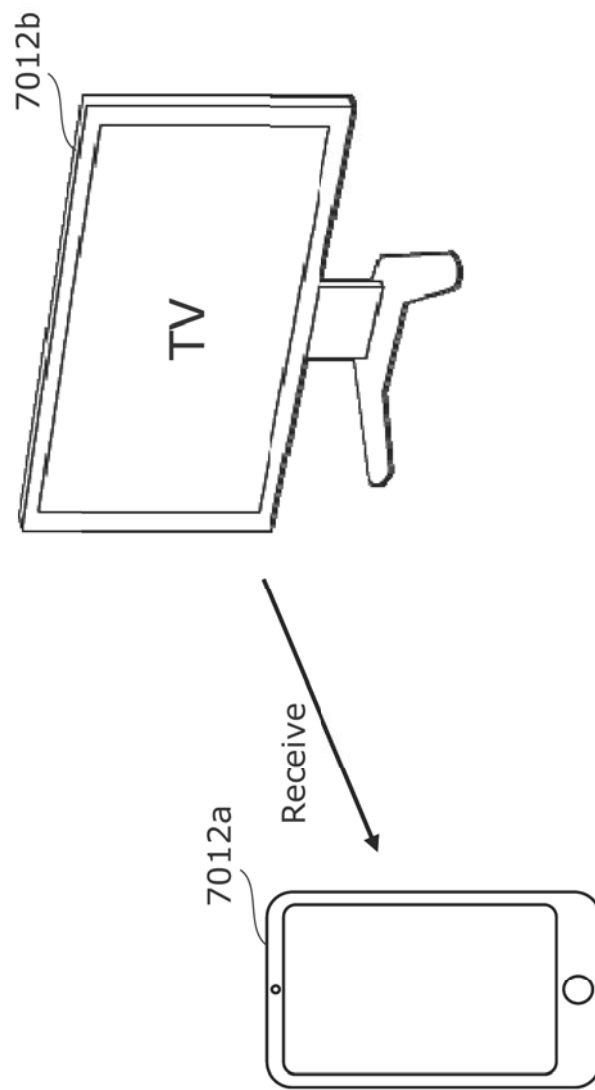


FIG. 226

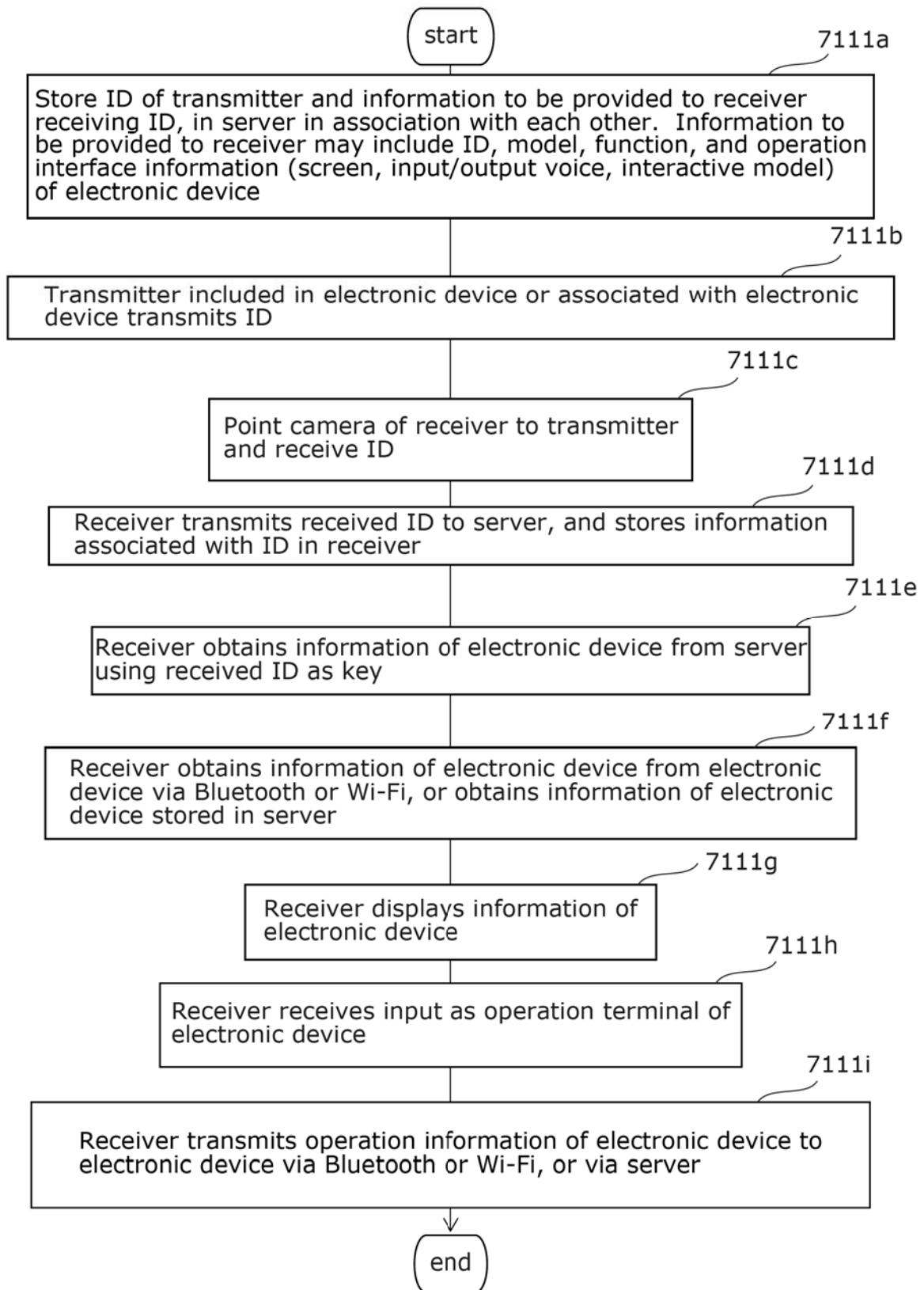


FIG. 227

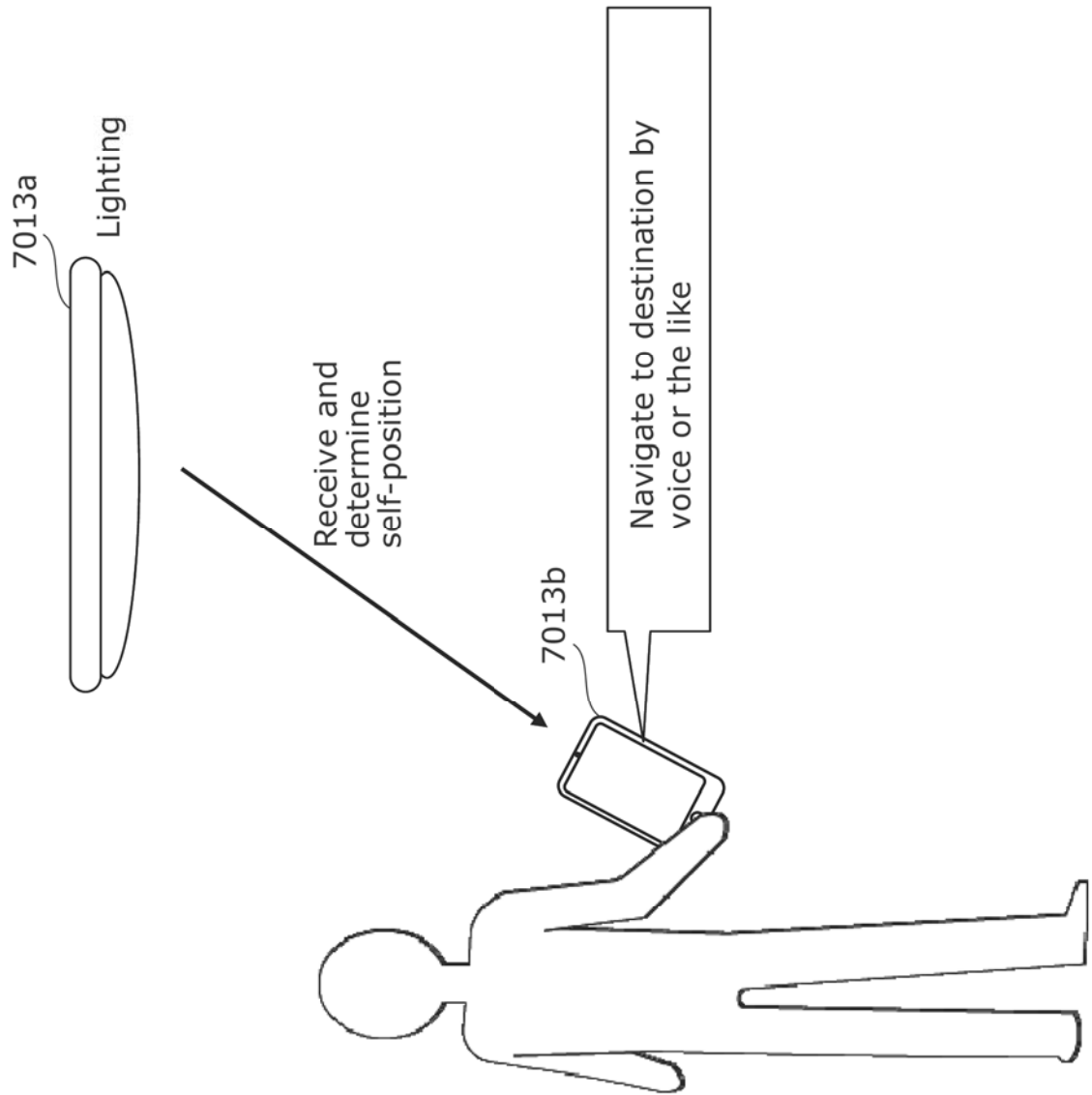


FIG. 228

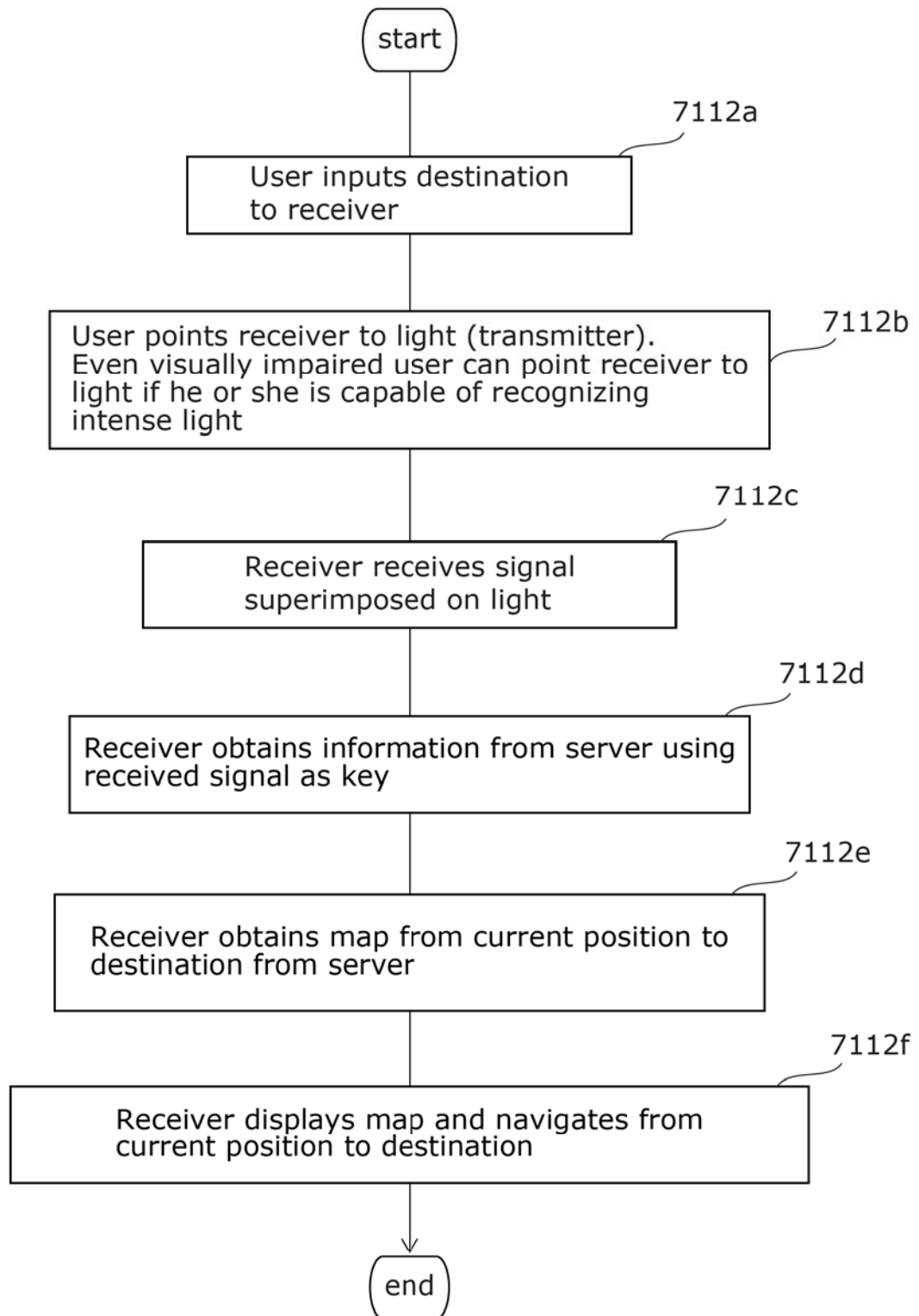


FIG. 229

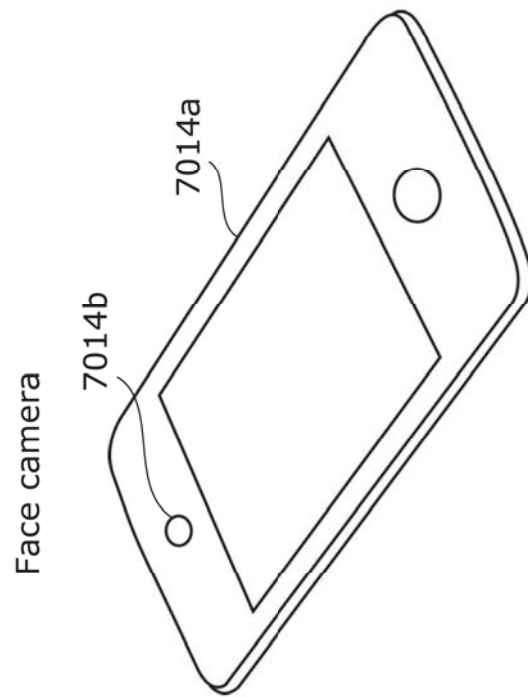


FIG. 230

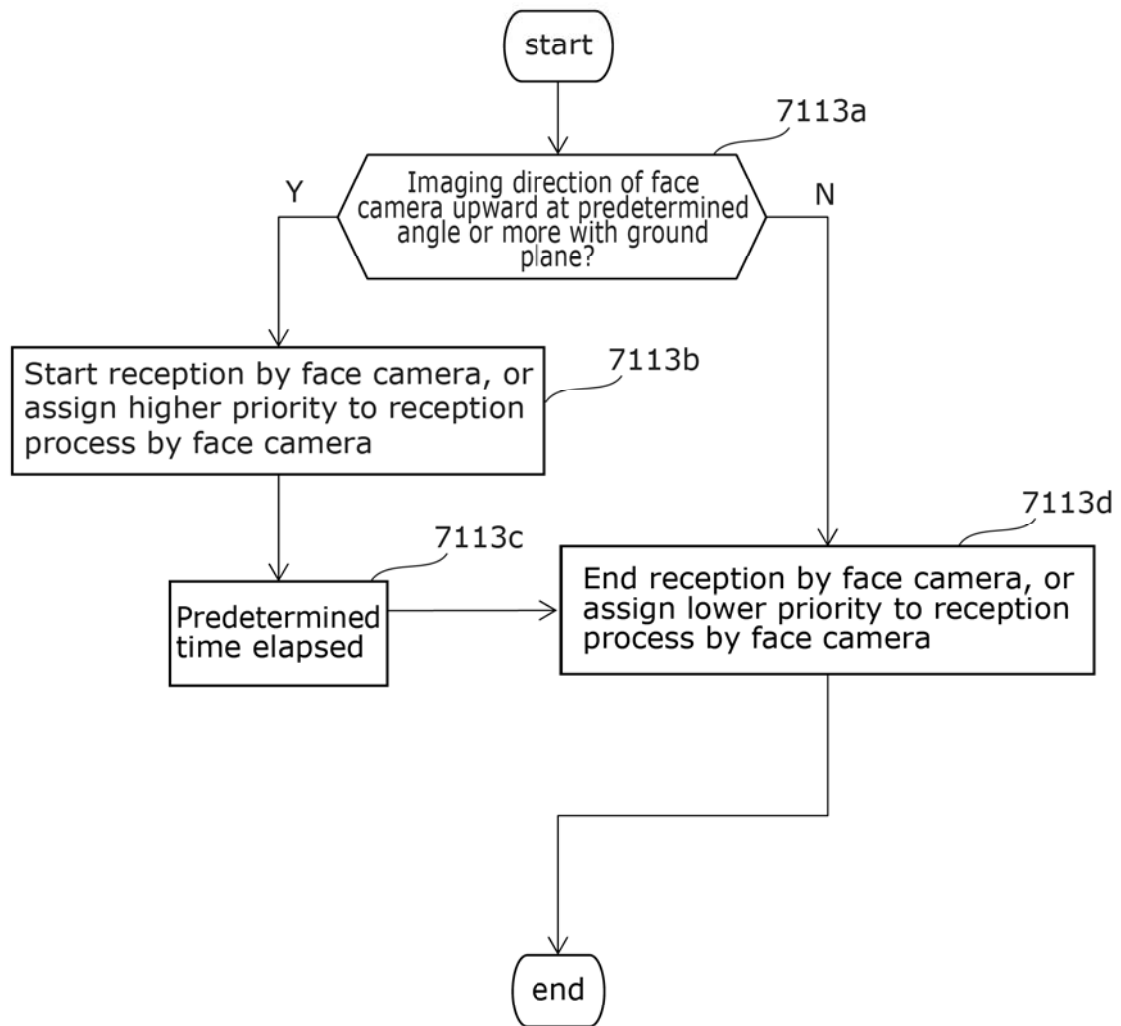


FIG. 231

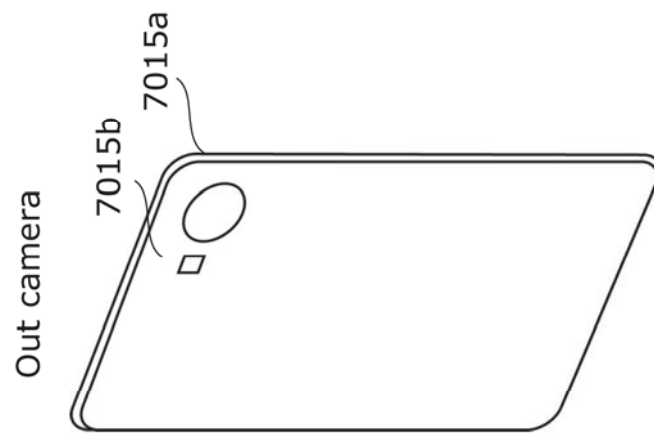


FIG. 232

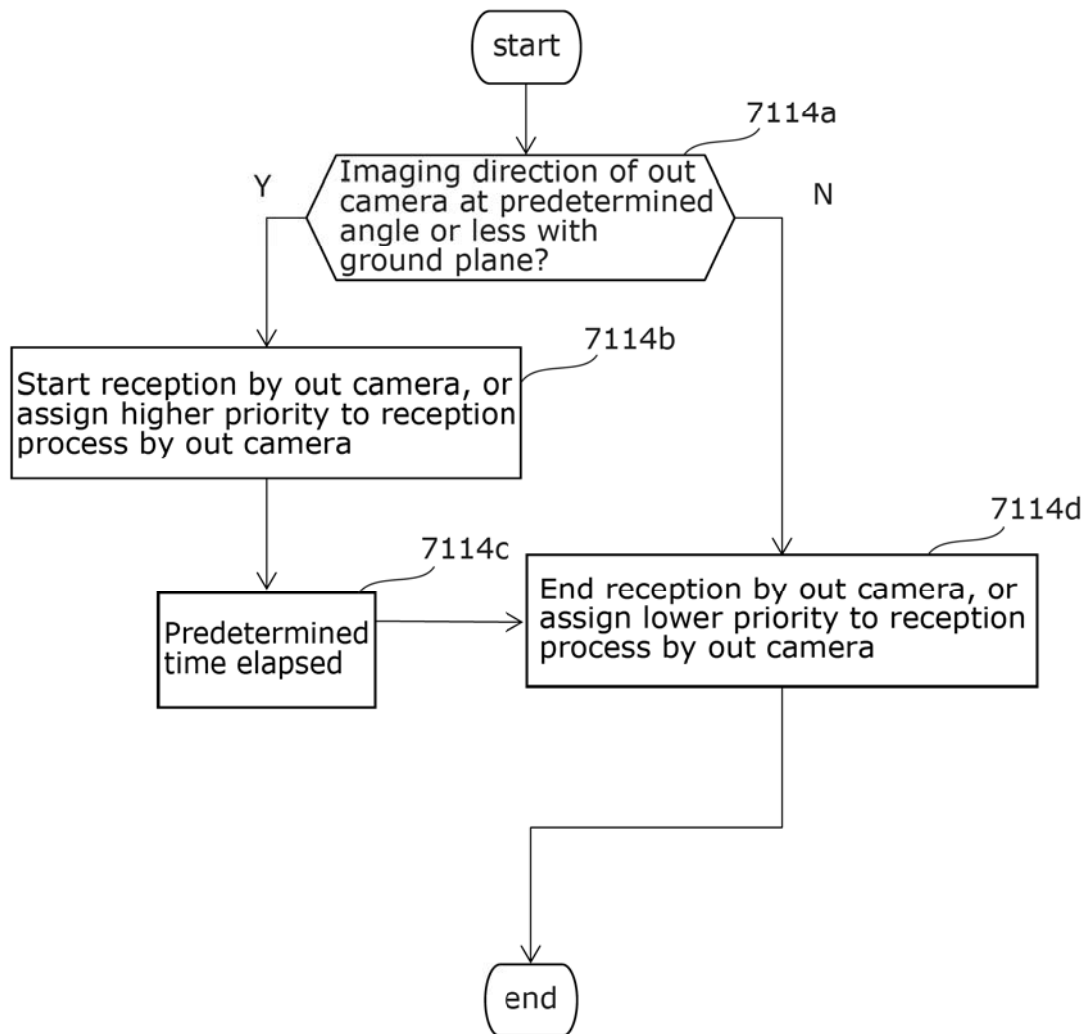


FIG. 233

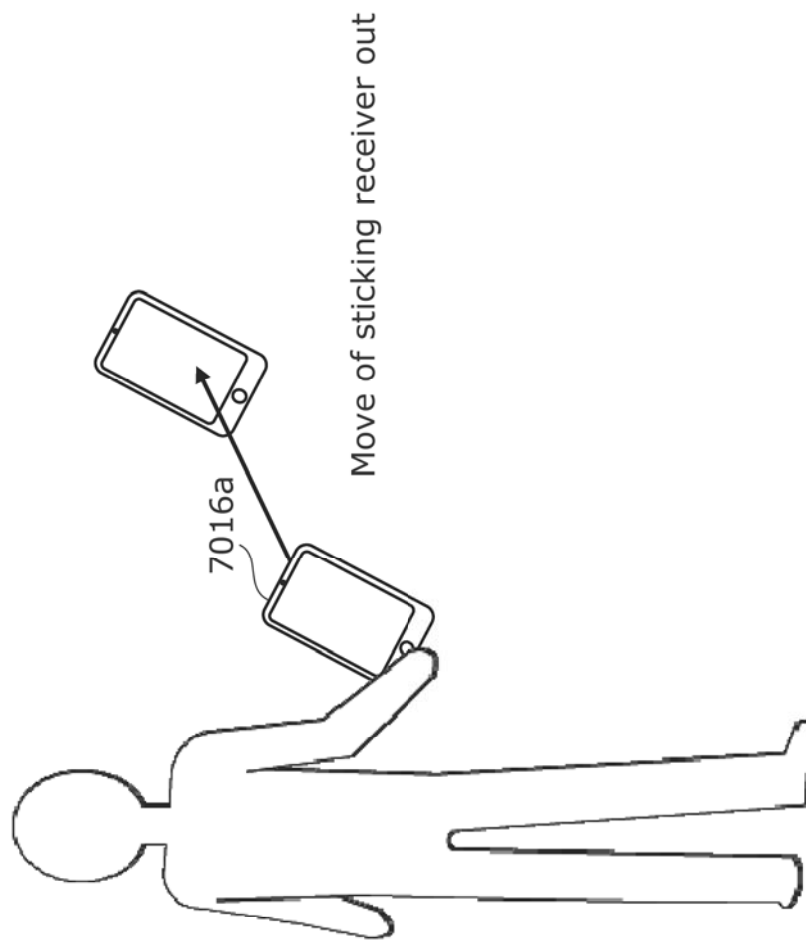


FIG. 234

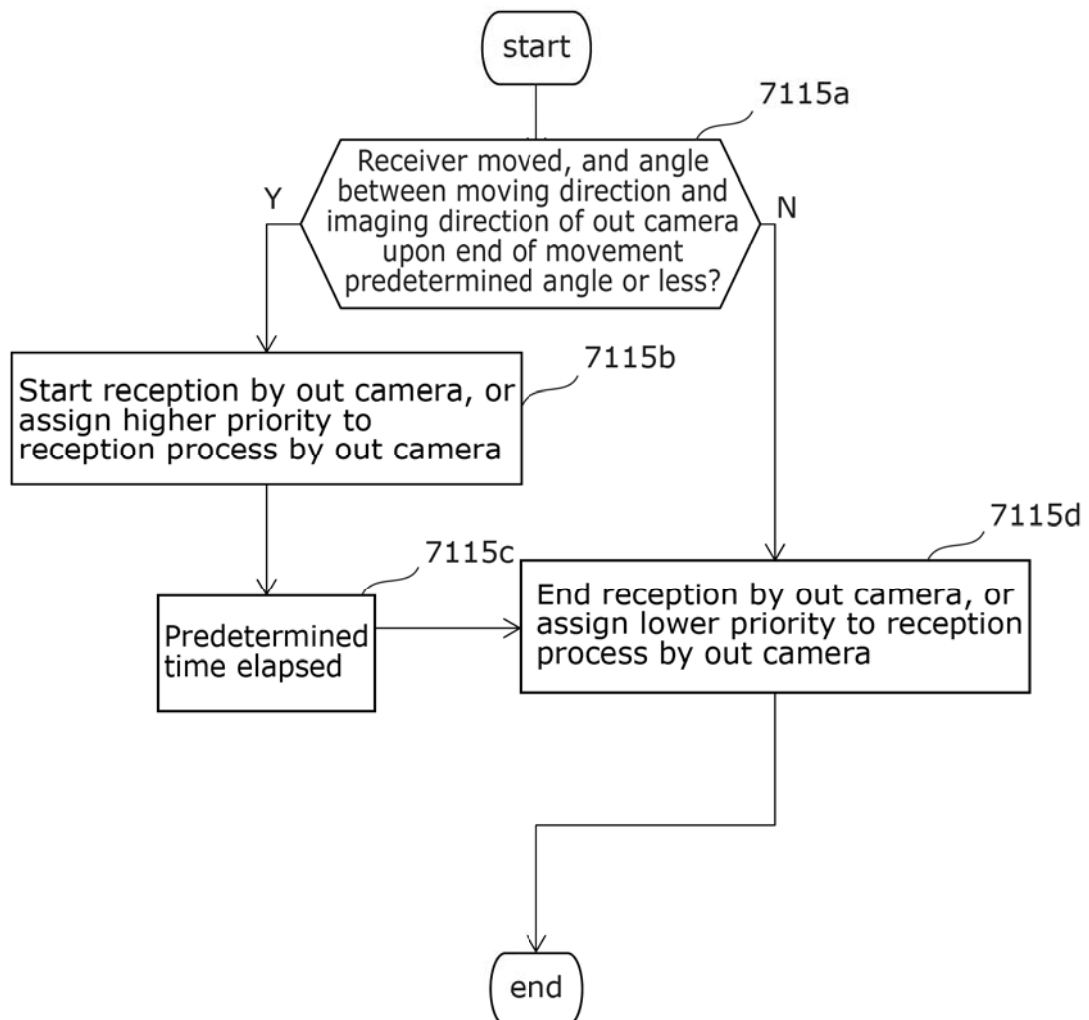


FIG. 235

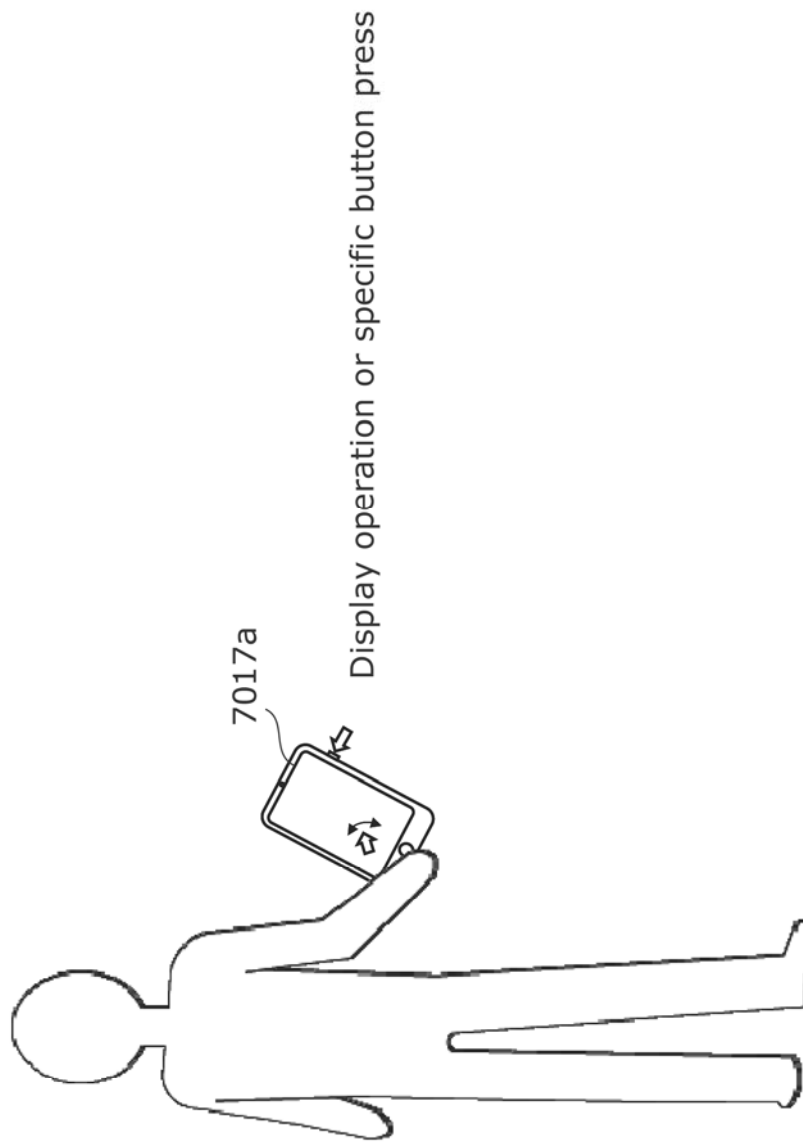


FIG. 236

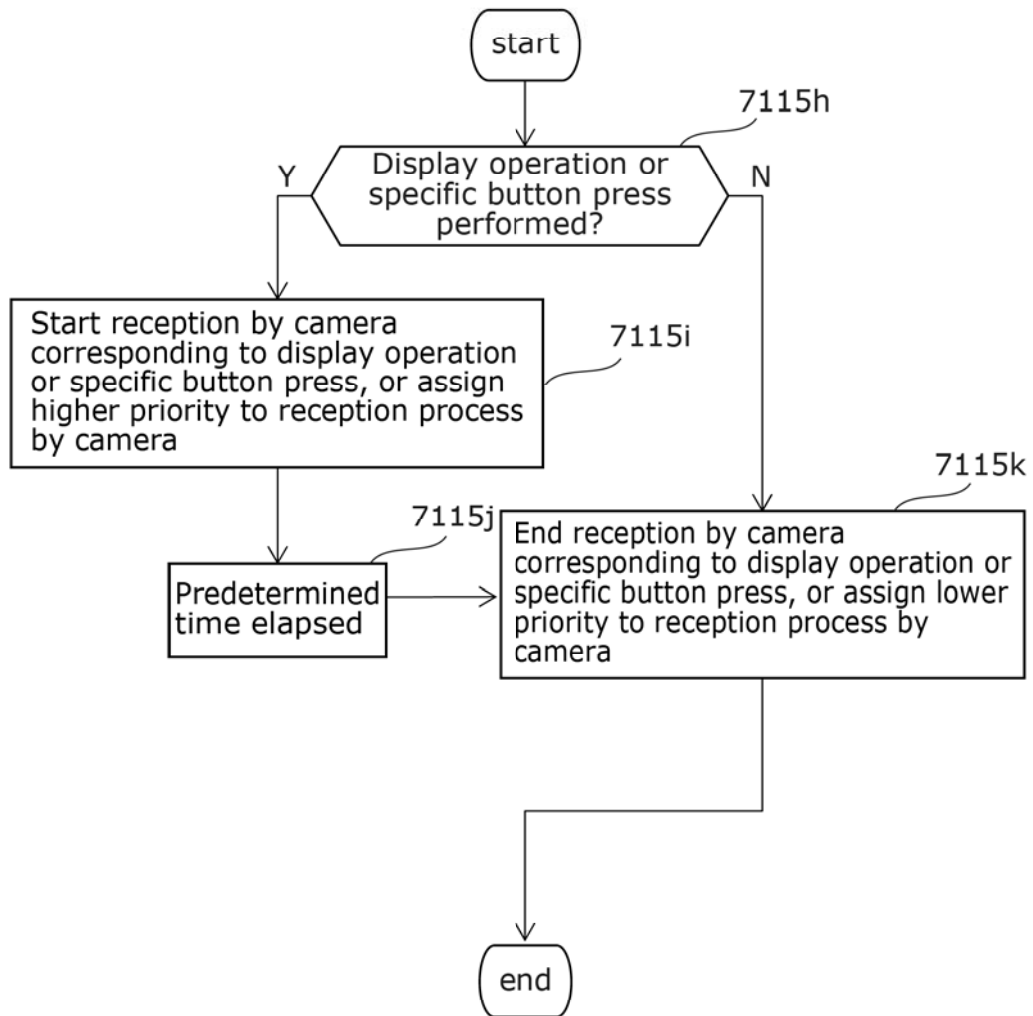


FIG. 237

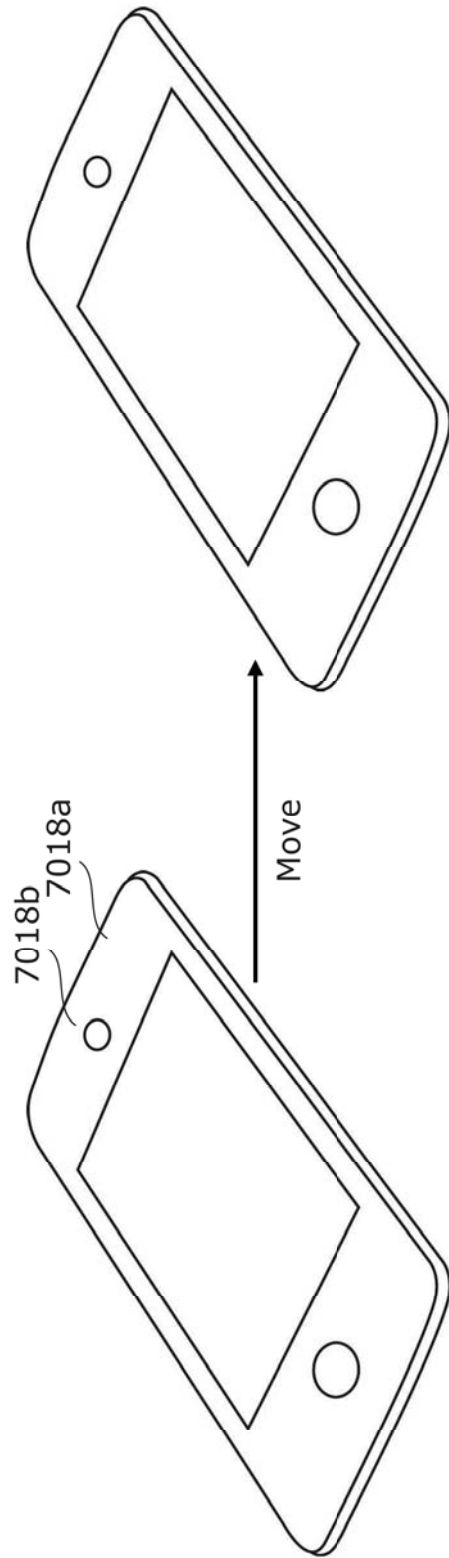


FIG. 238

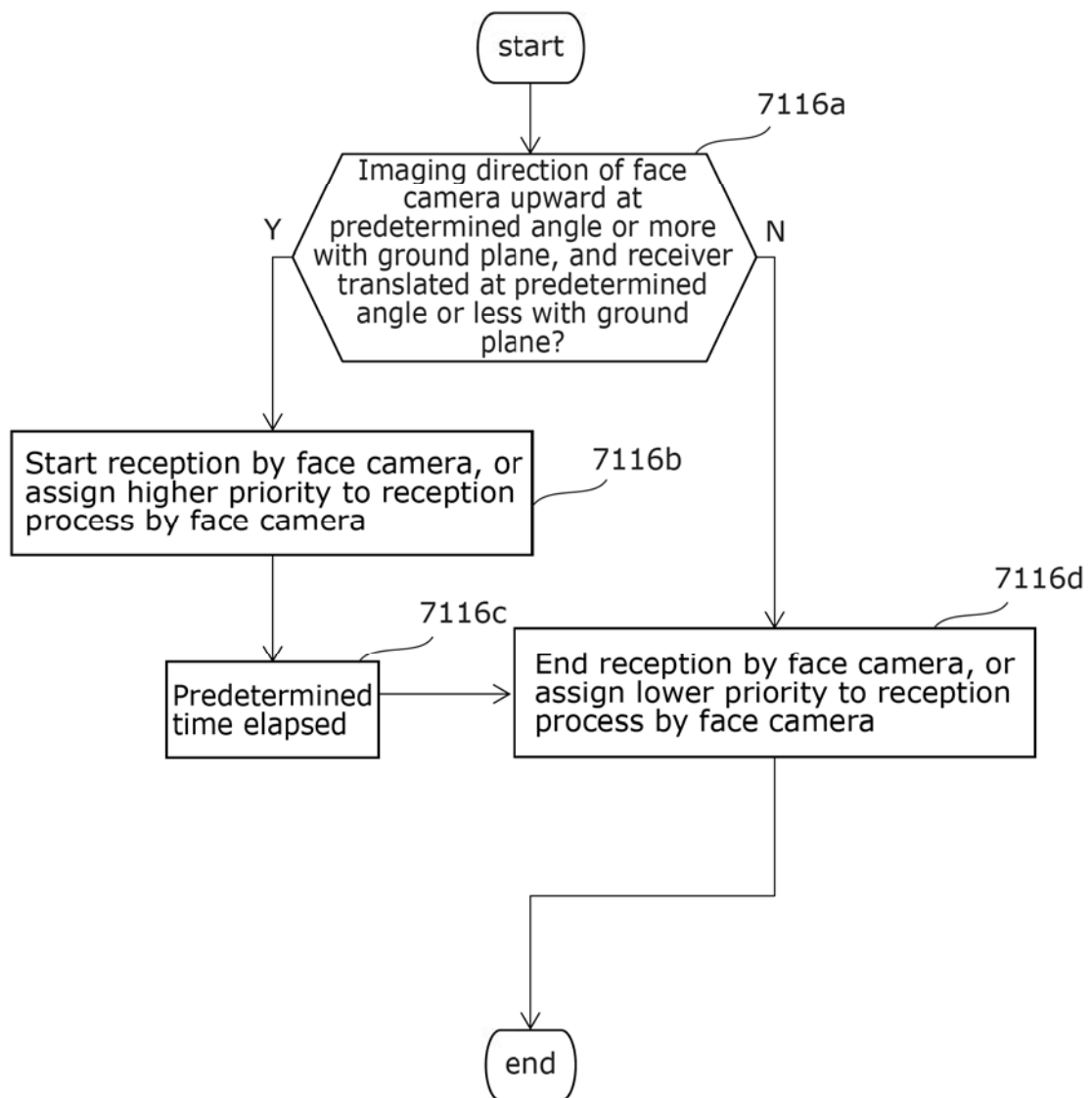


FIG. 239

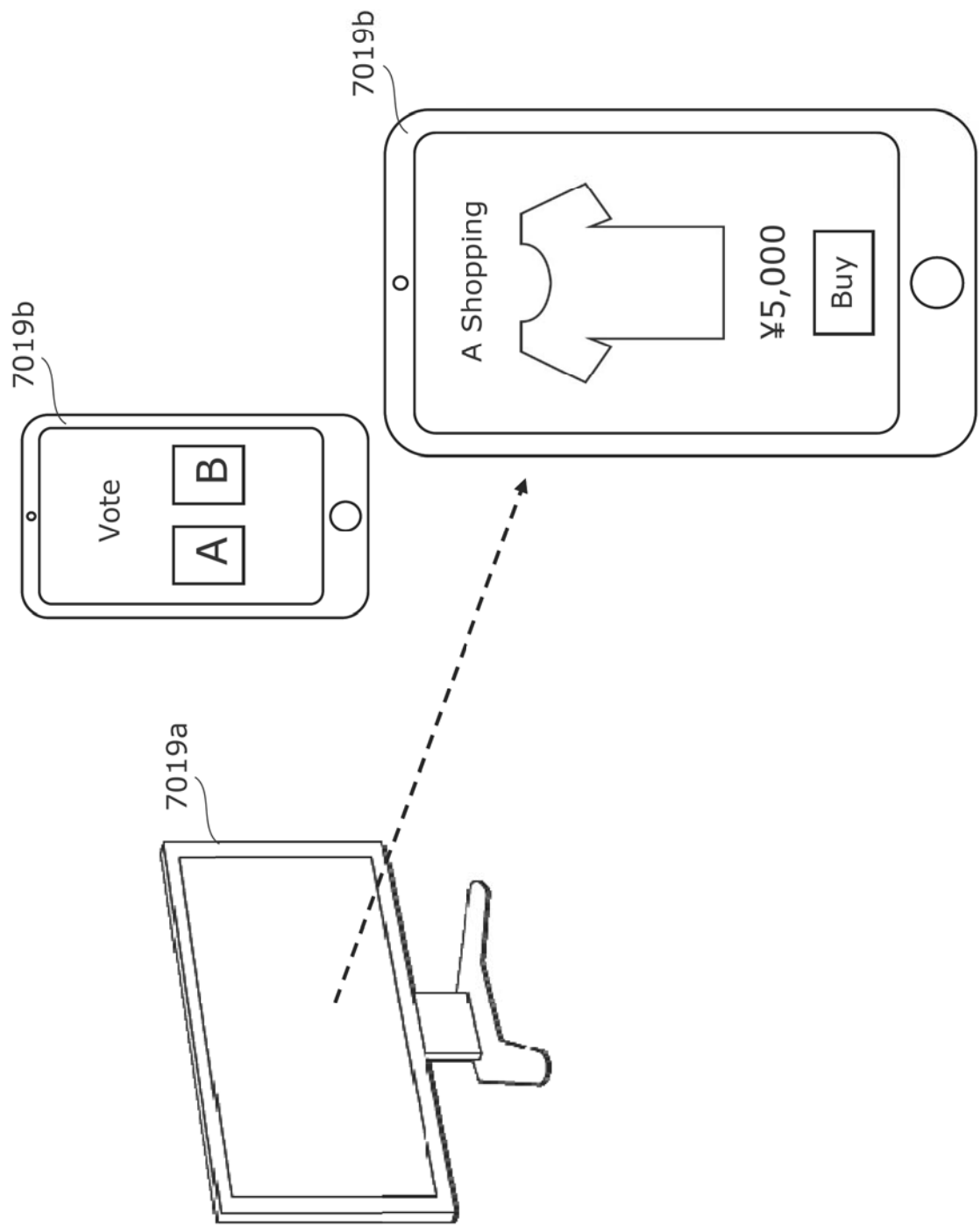


FIG. 240

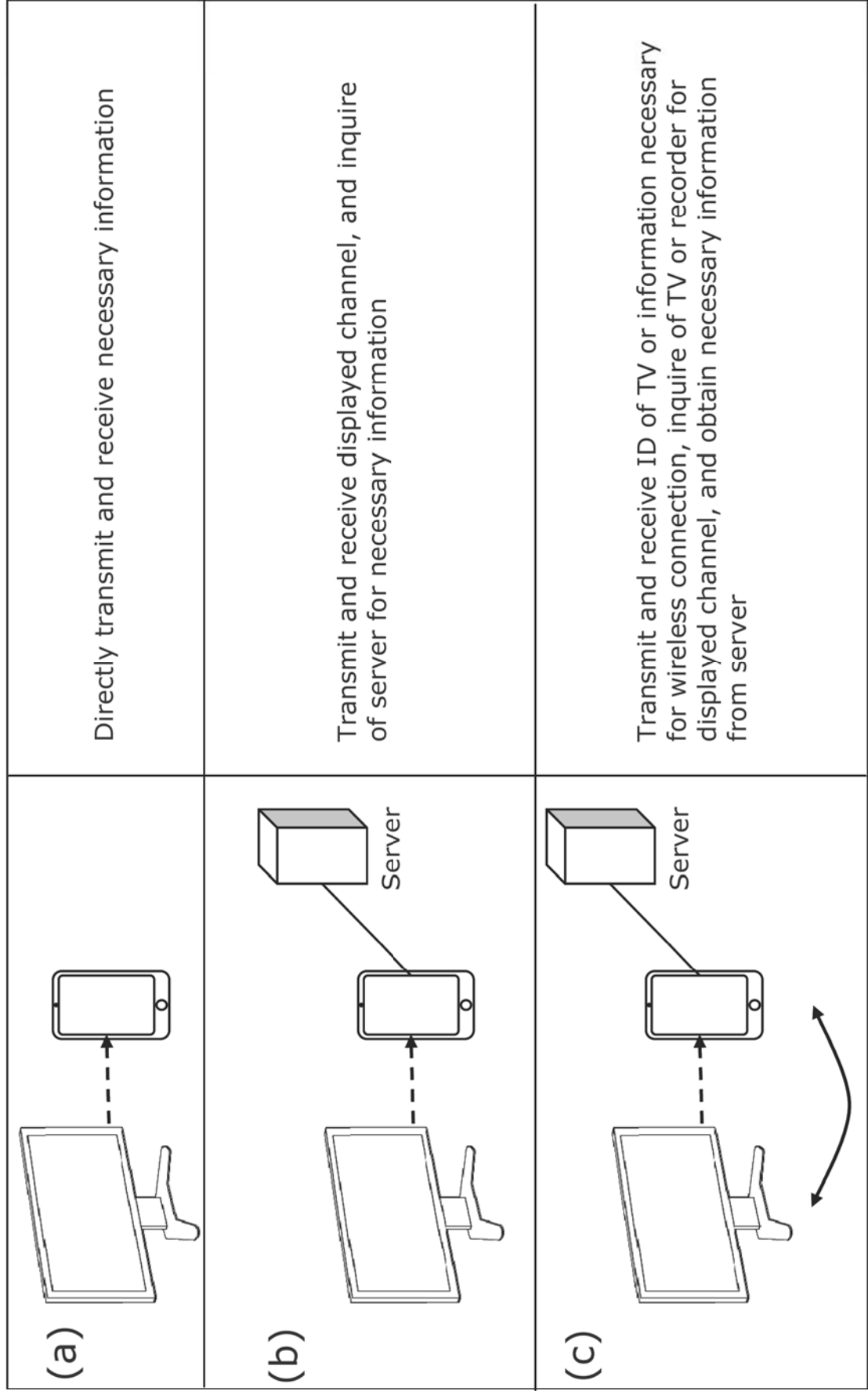


FIG. 241

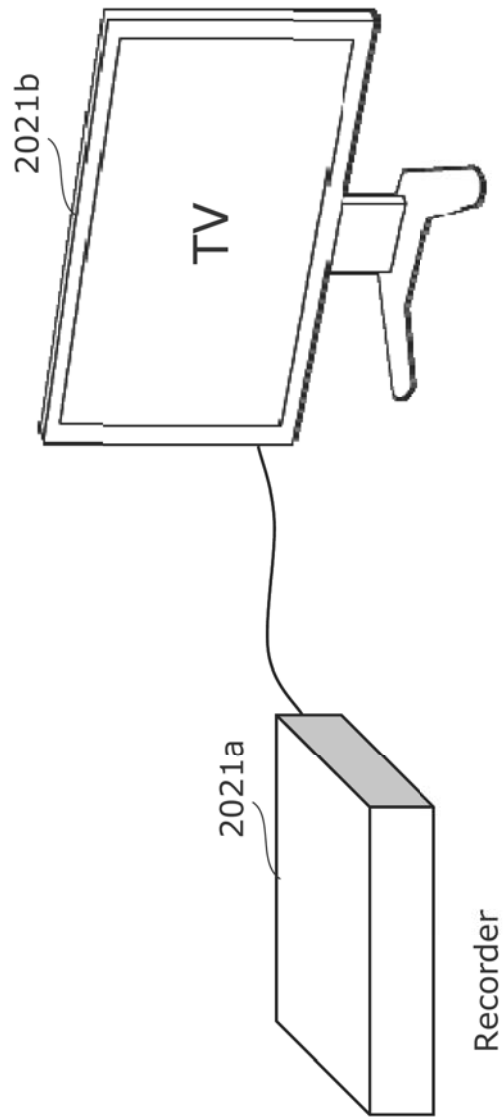


FIG. 242

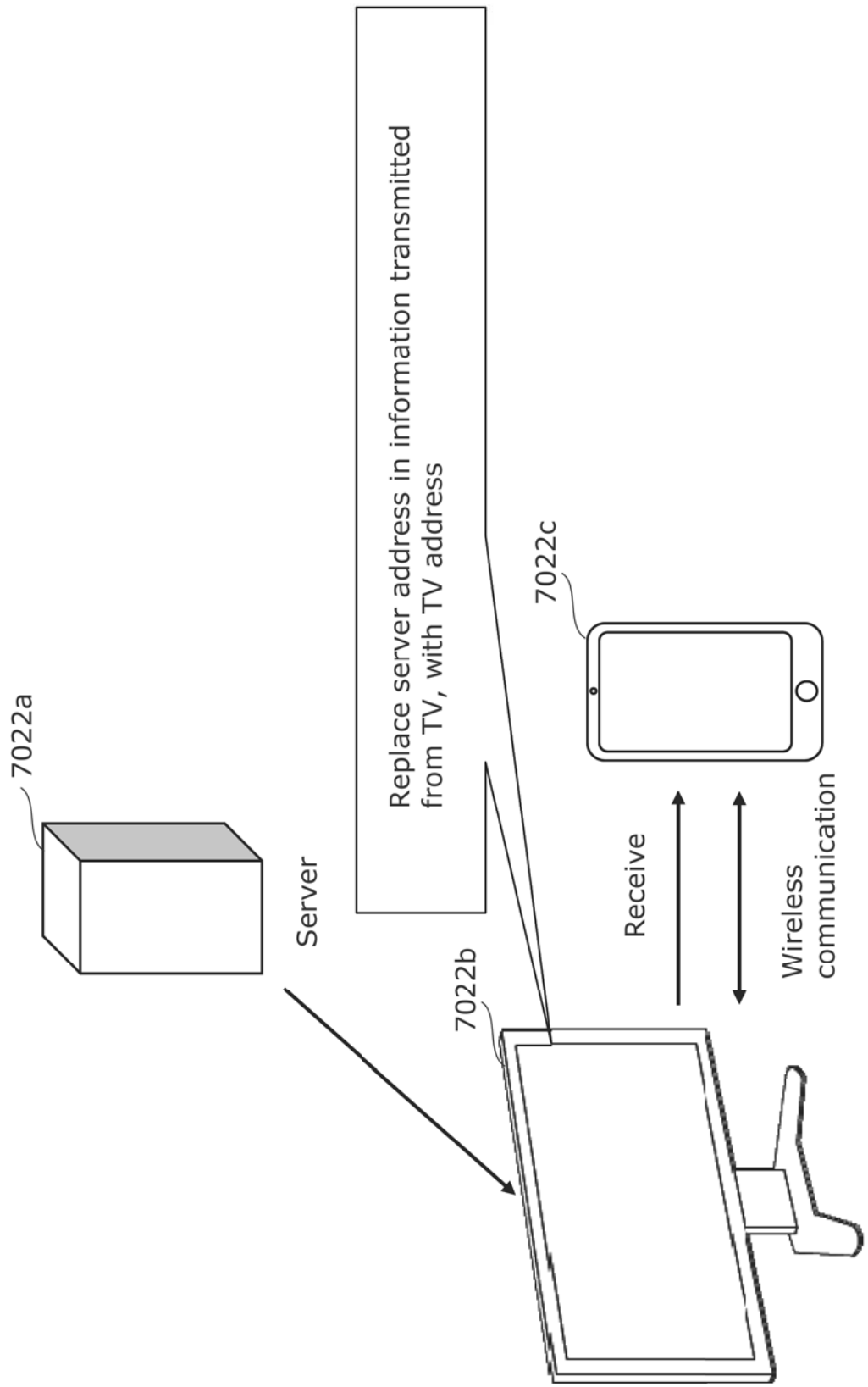
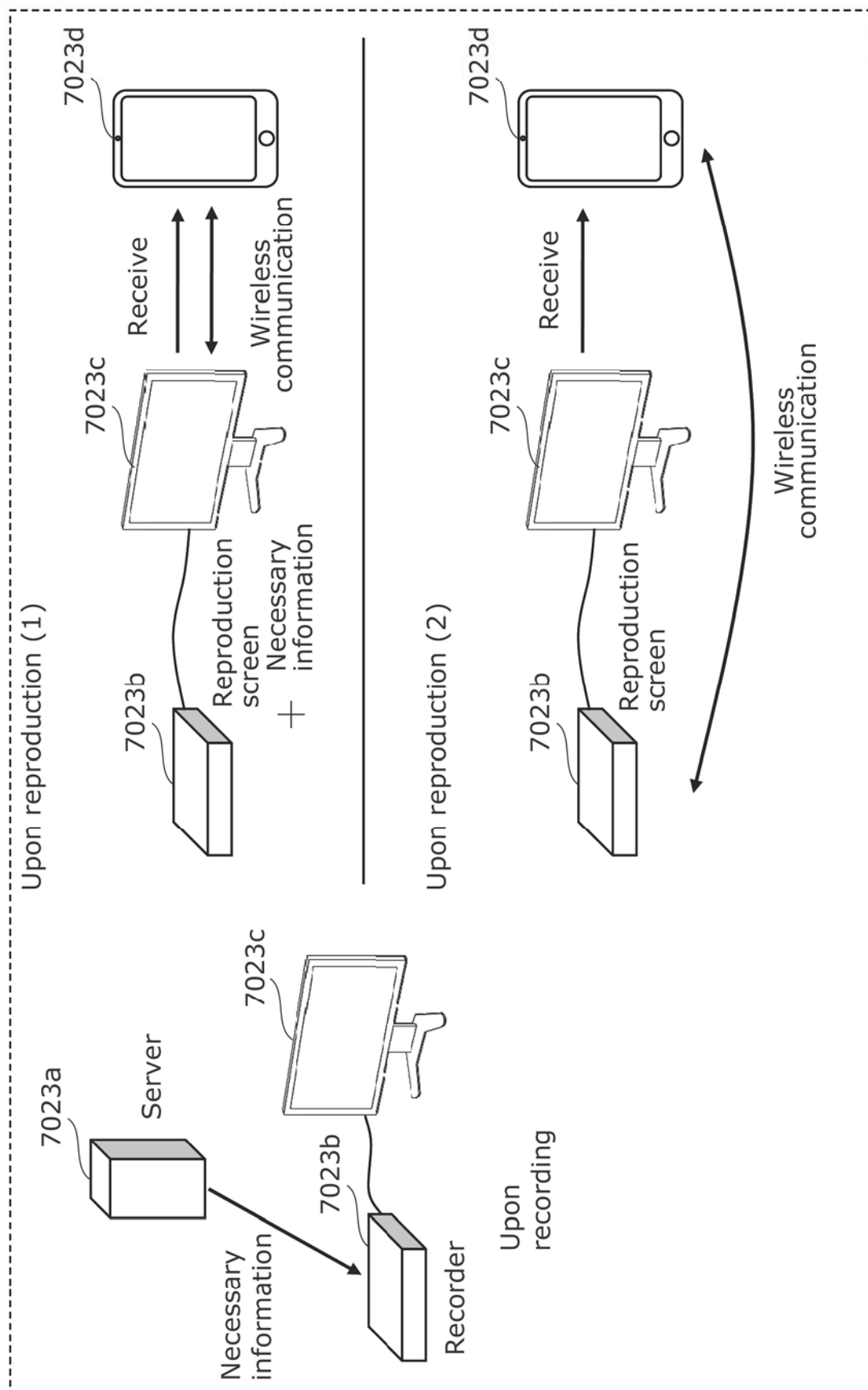


FIG. 243



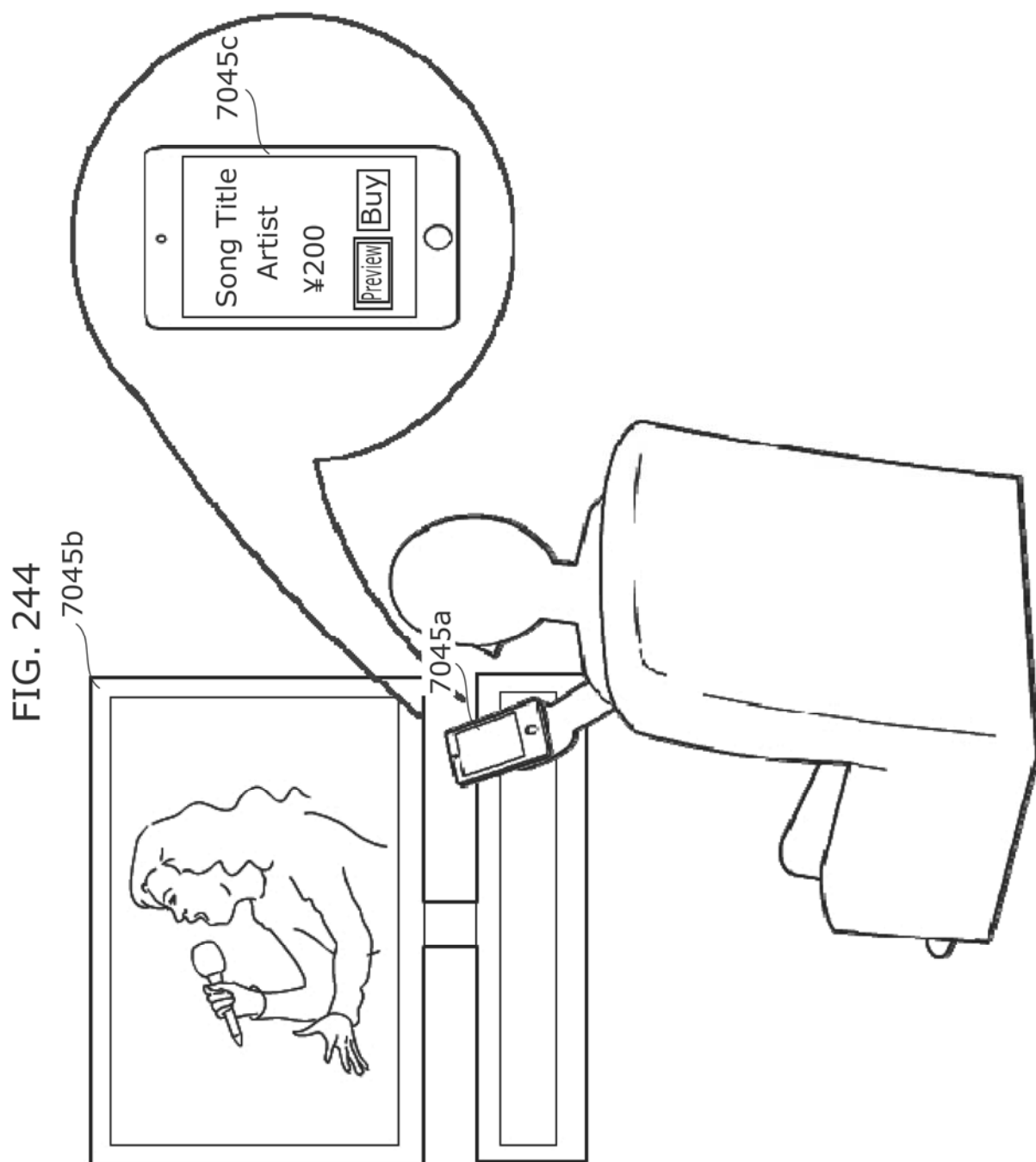


FIG. 245

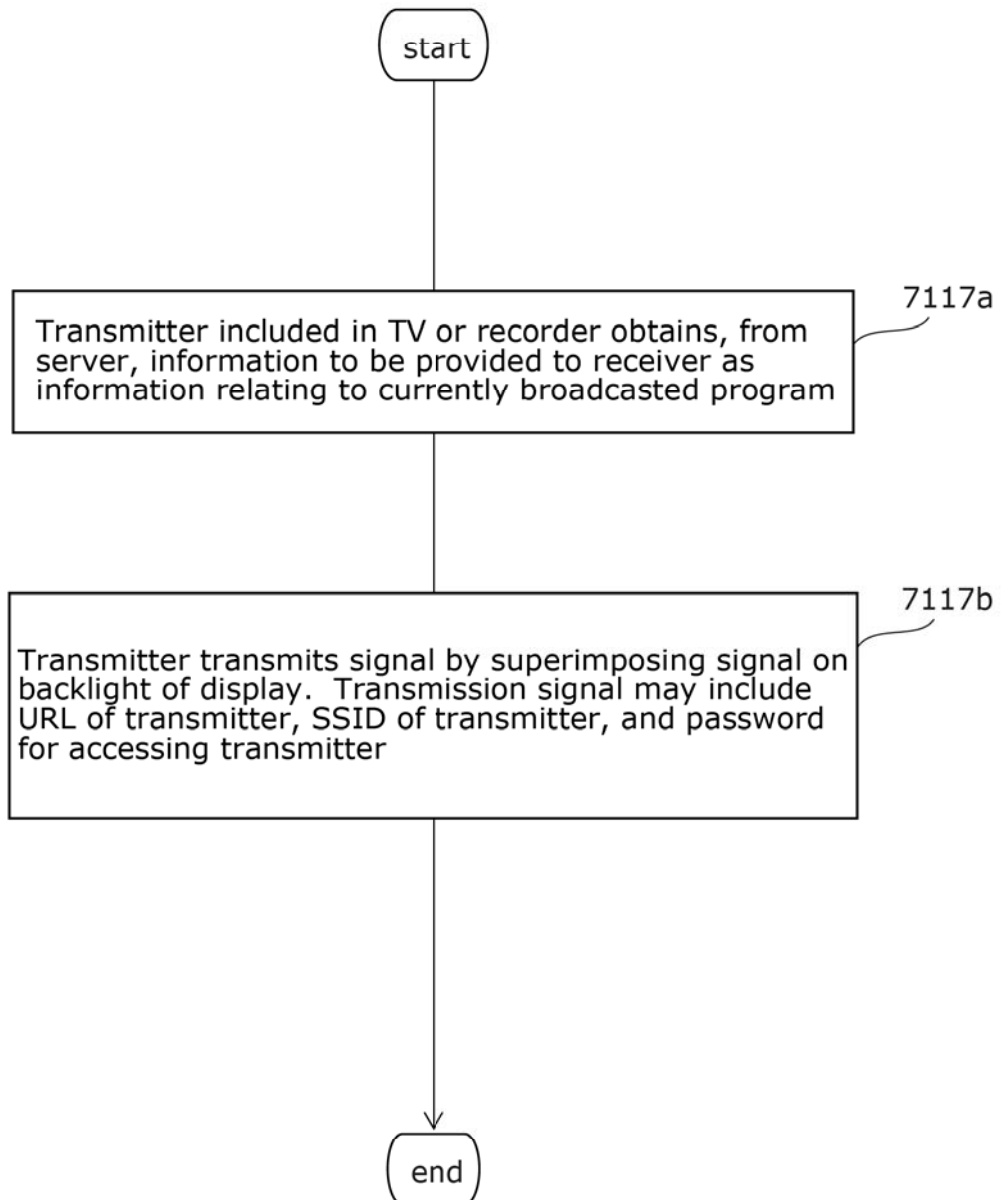


FIG. 246

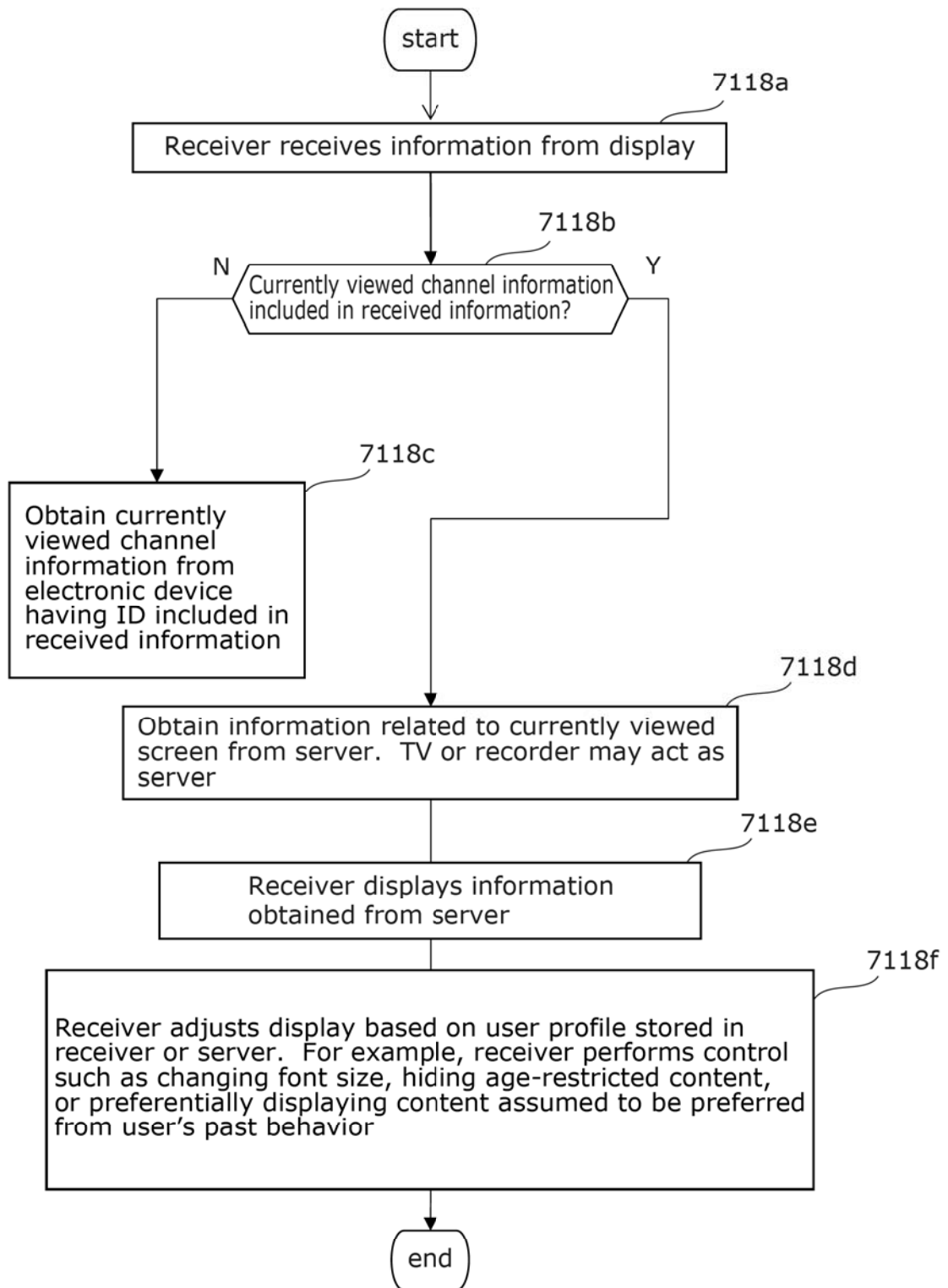


FIG. 247

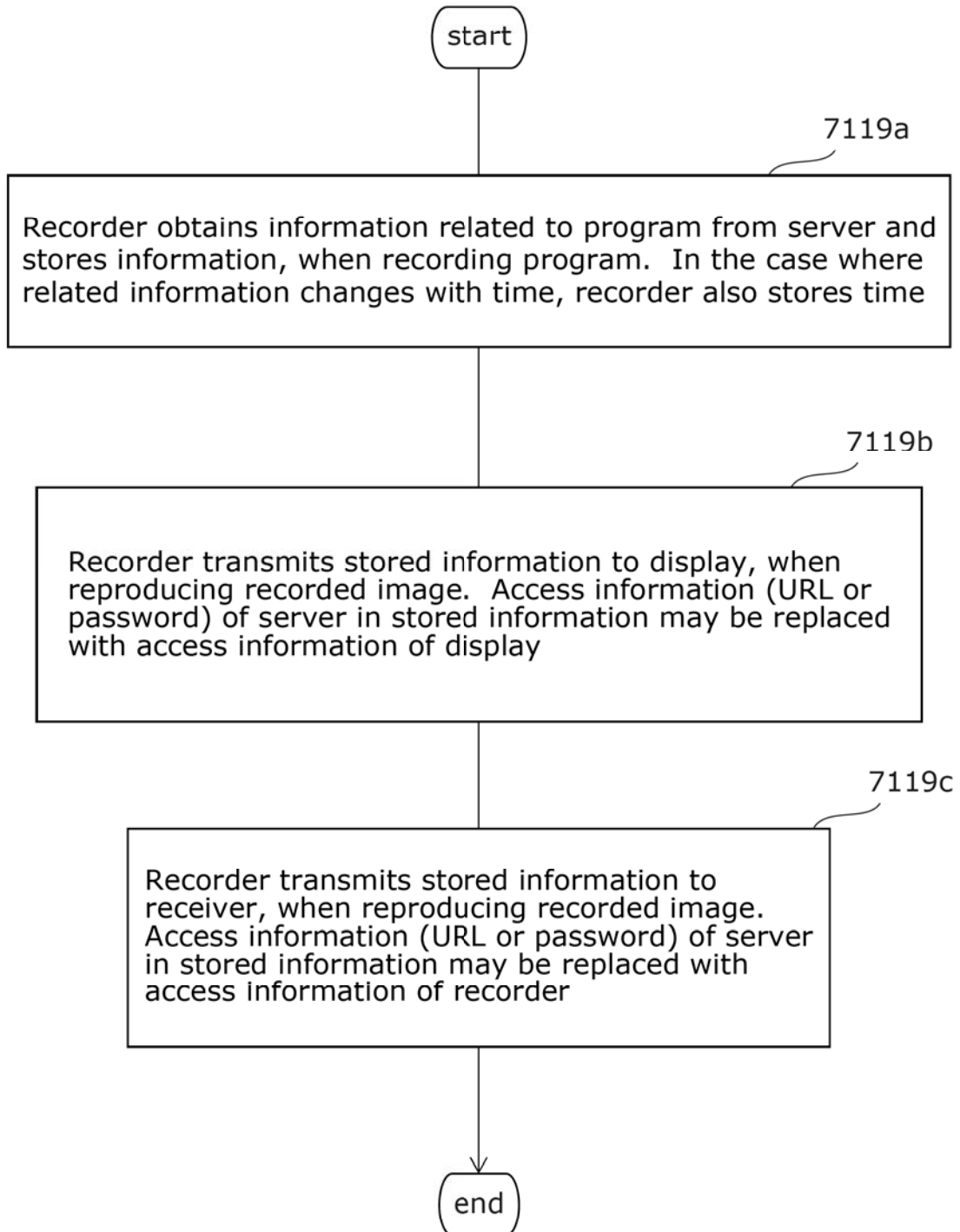


FIG. 248

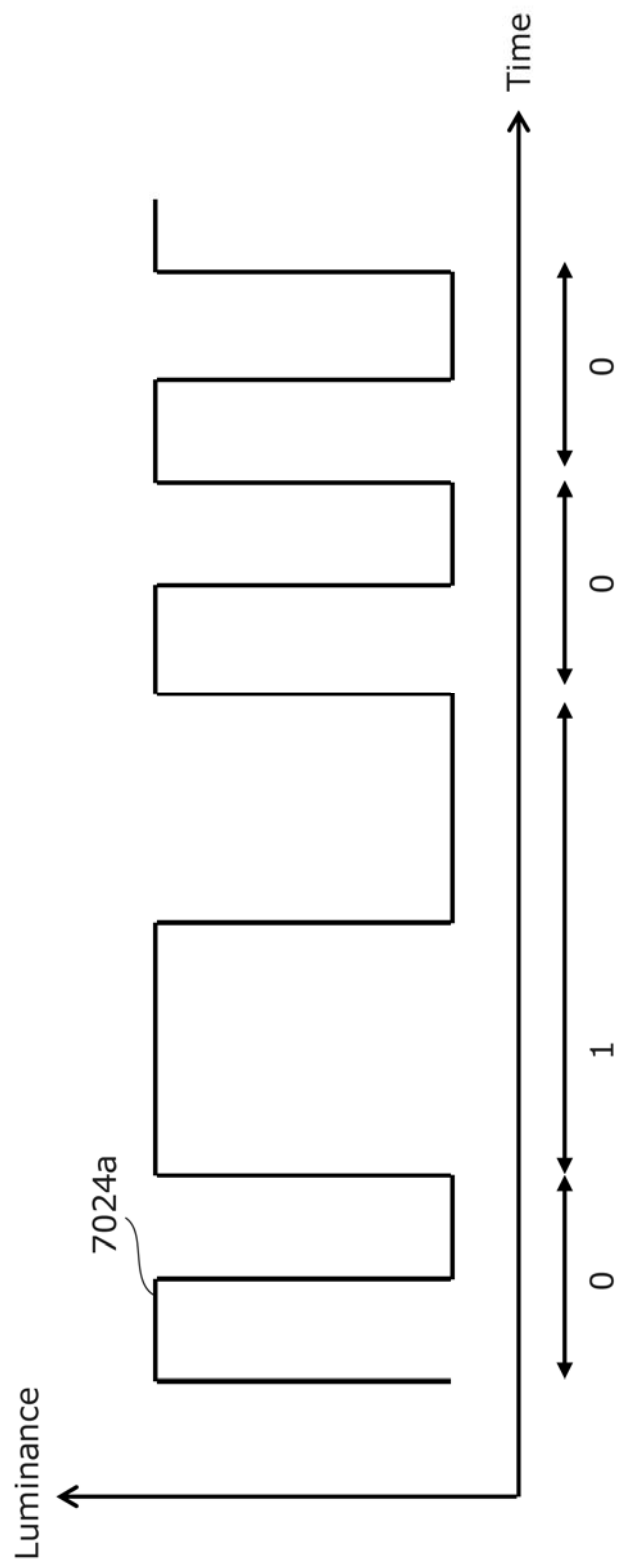


FIG. 249

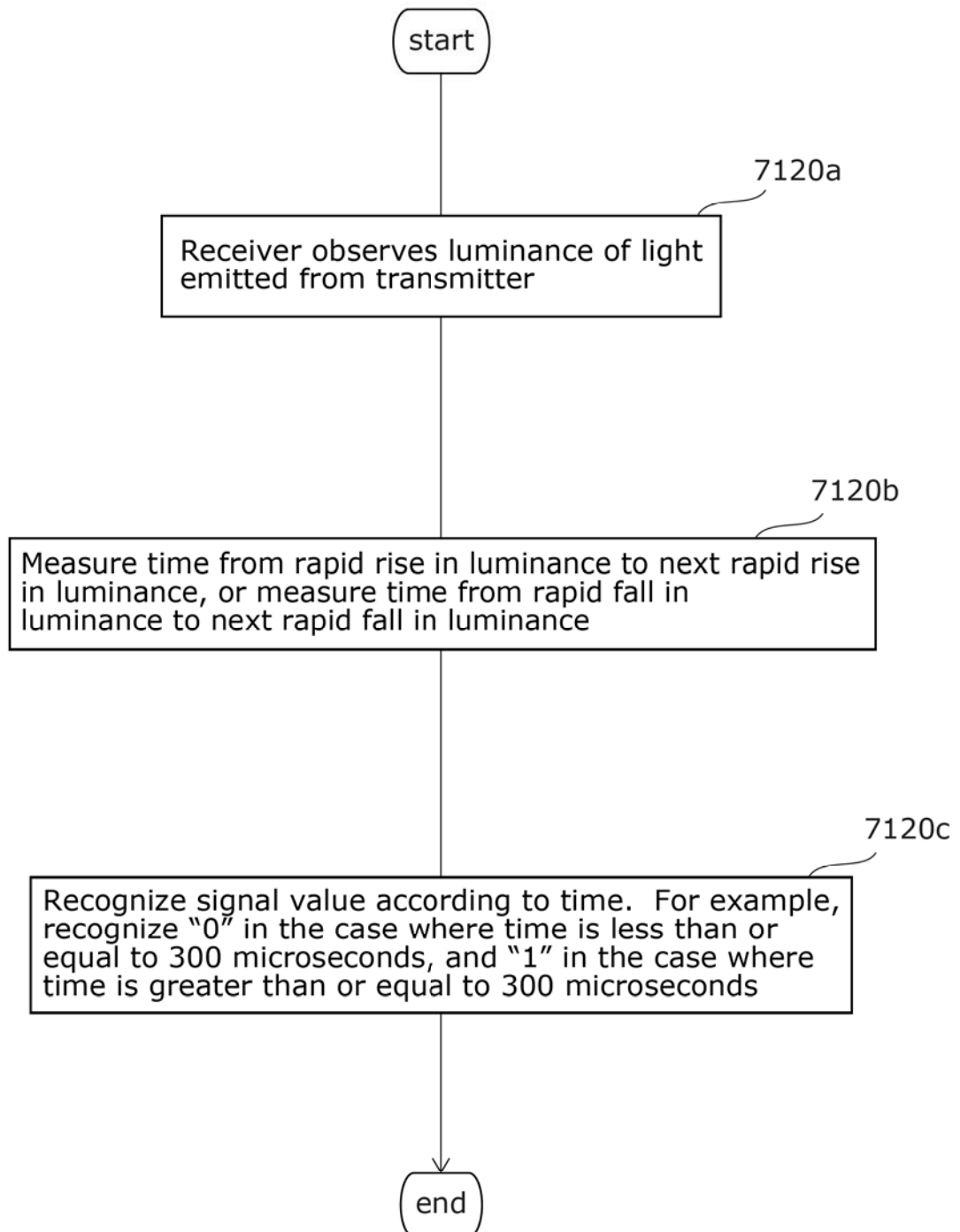


FIG. 250

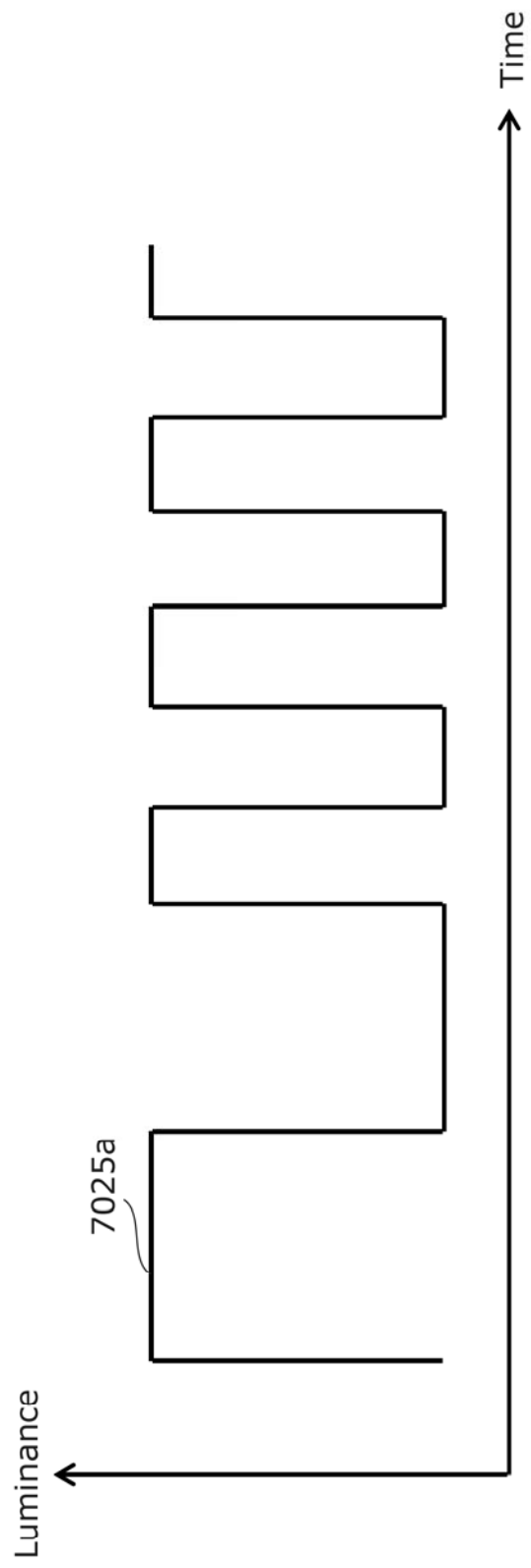


FIG. 251

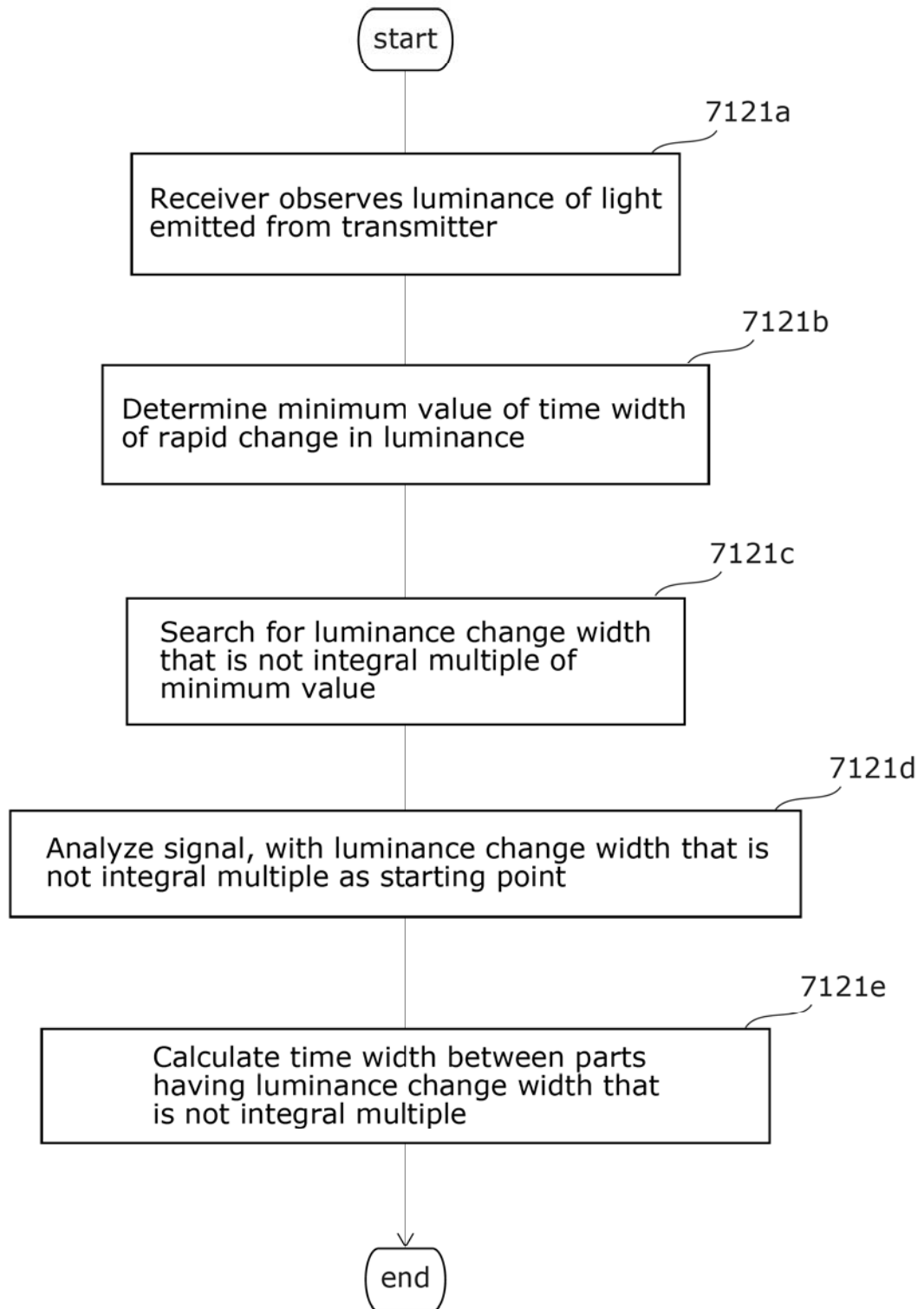


FIG. 252

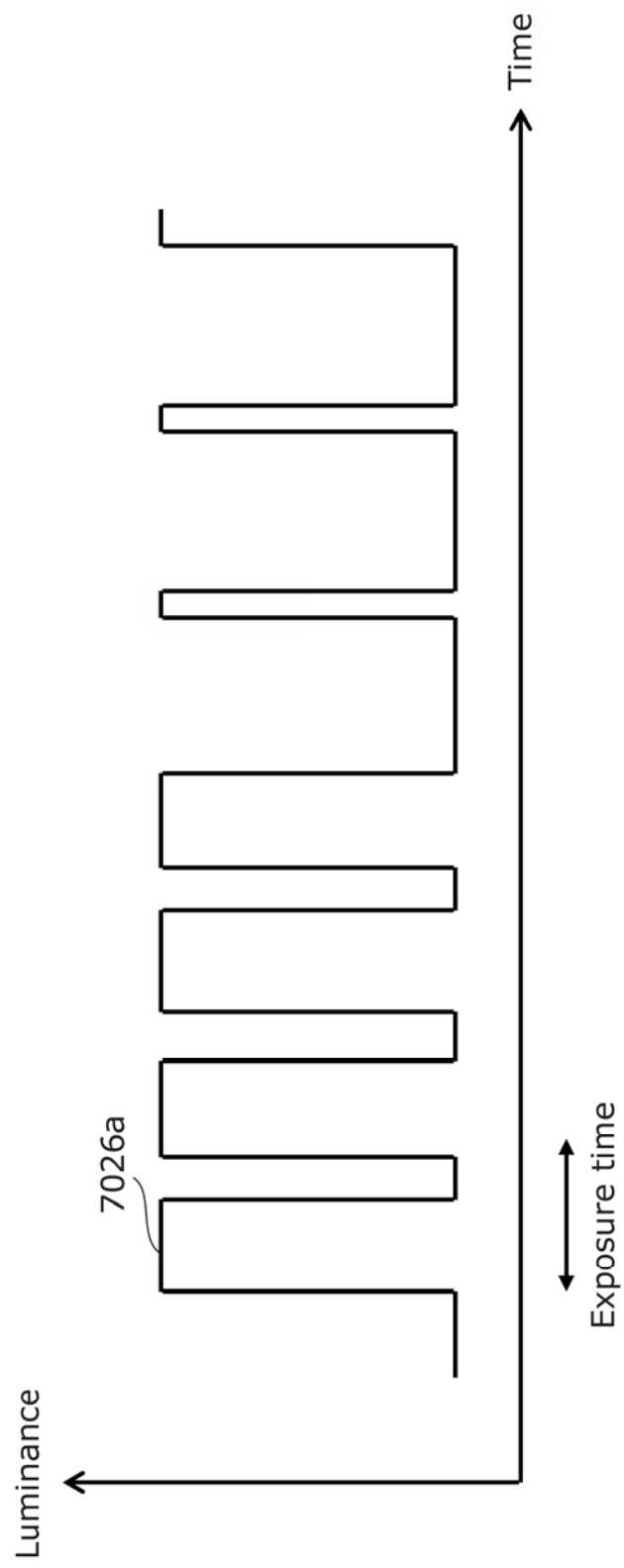


FIG. 253

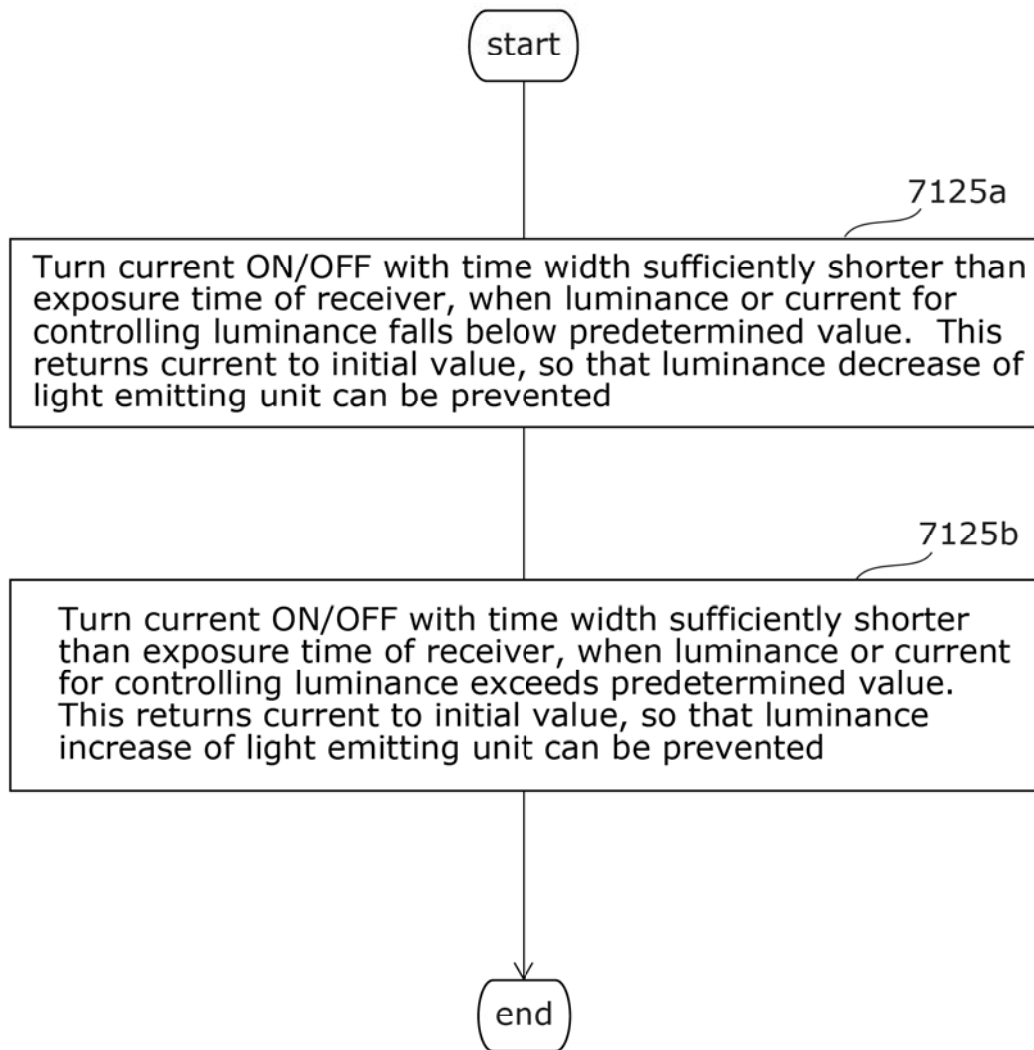


FIG. 254

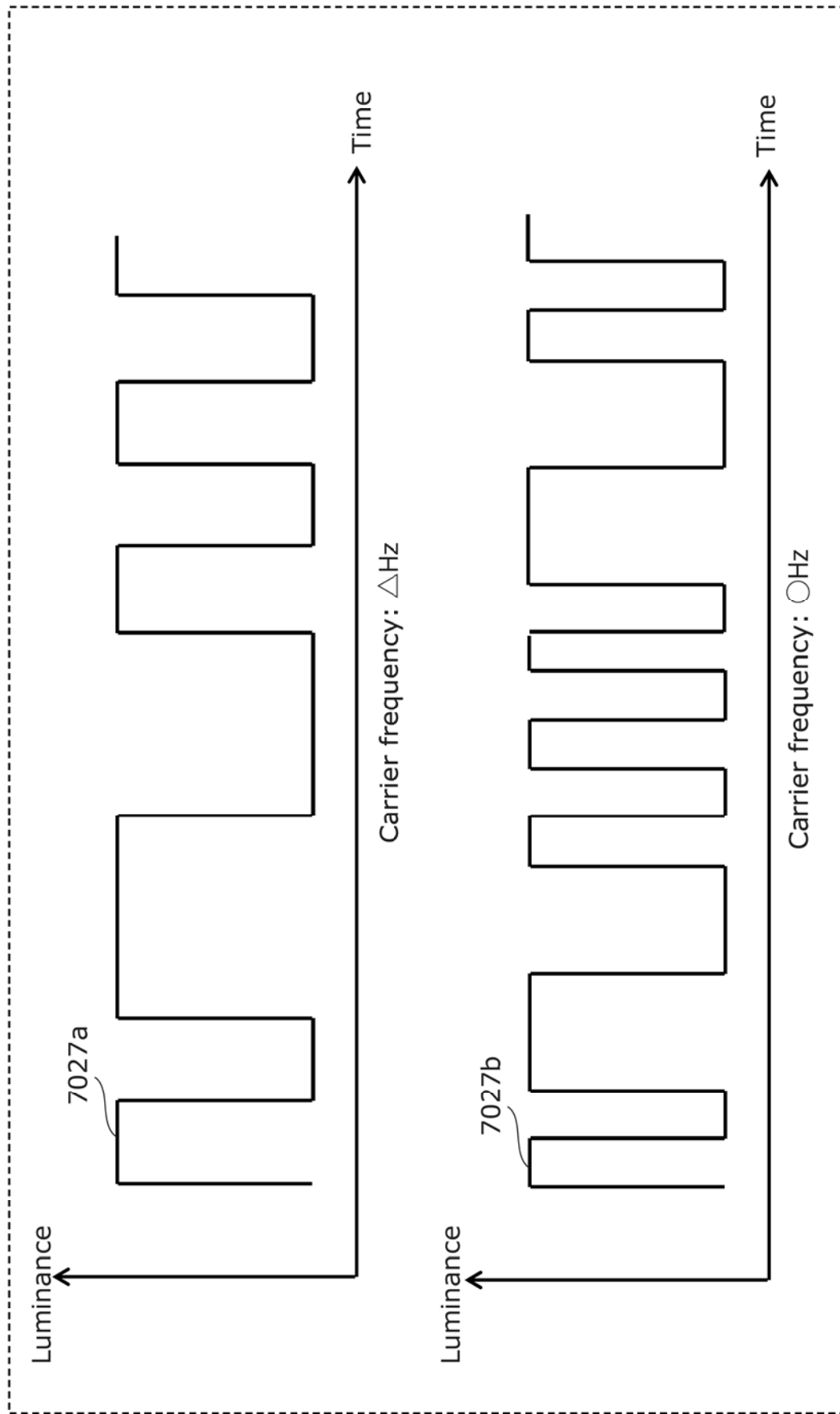


FIG. 255

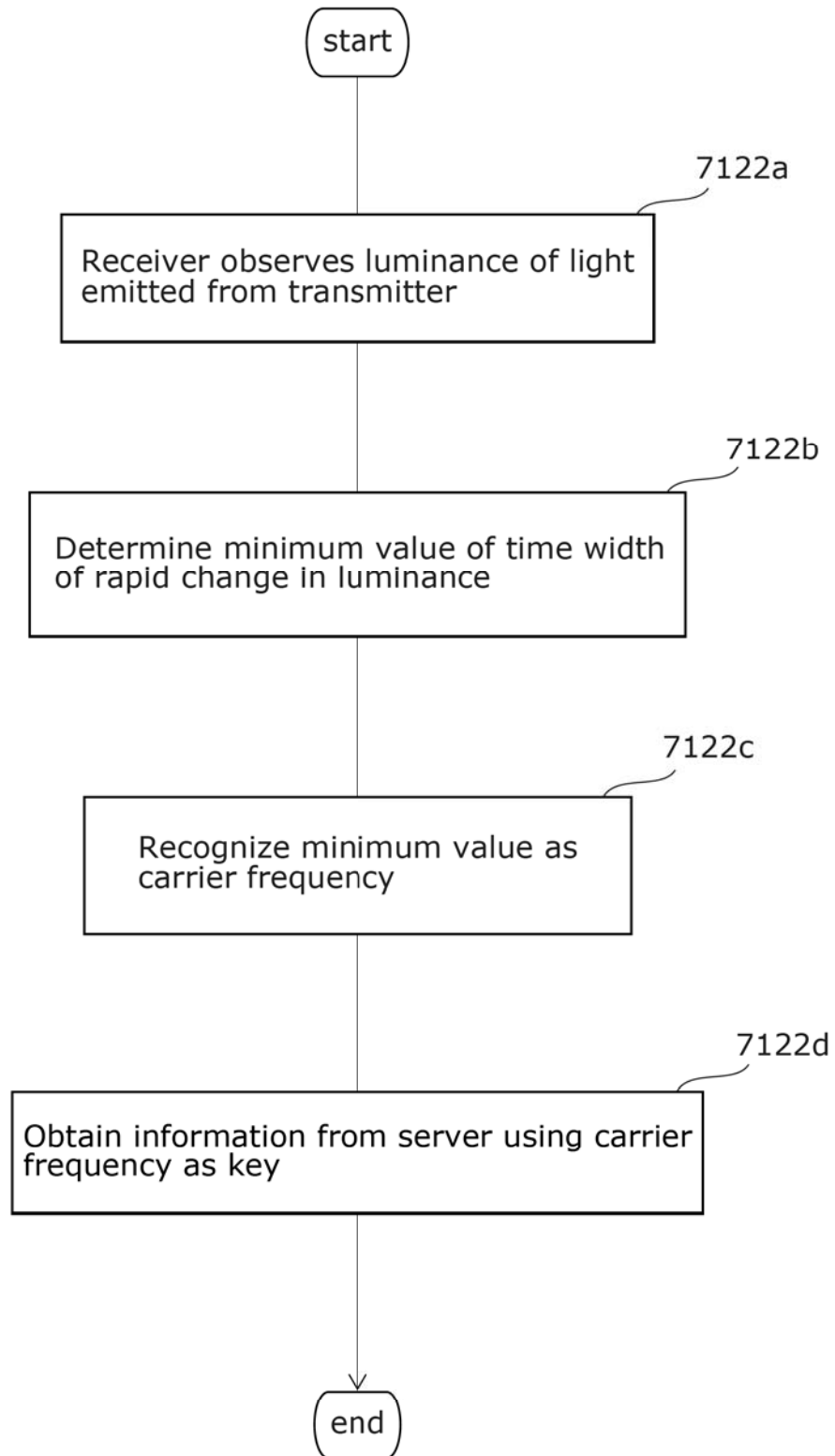


FIG. 256

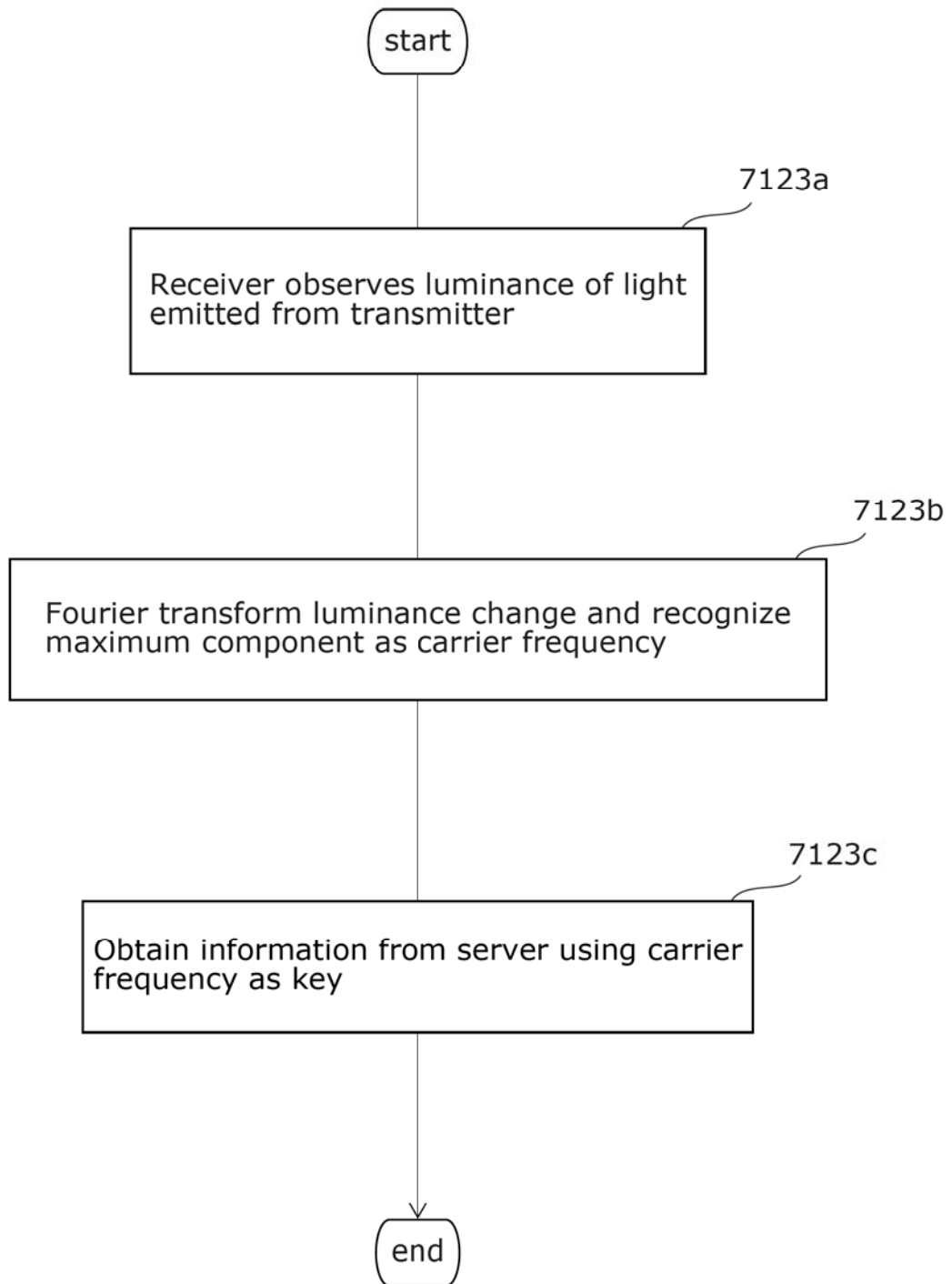


FIG. 257

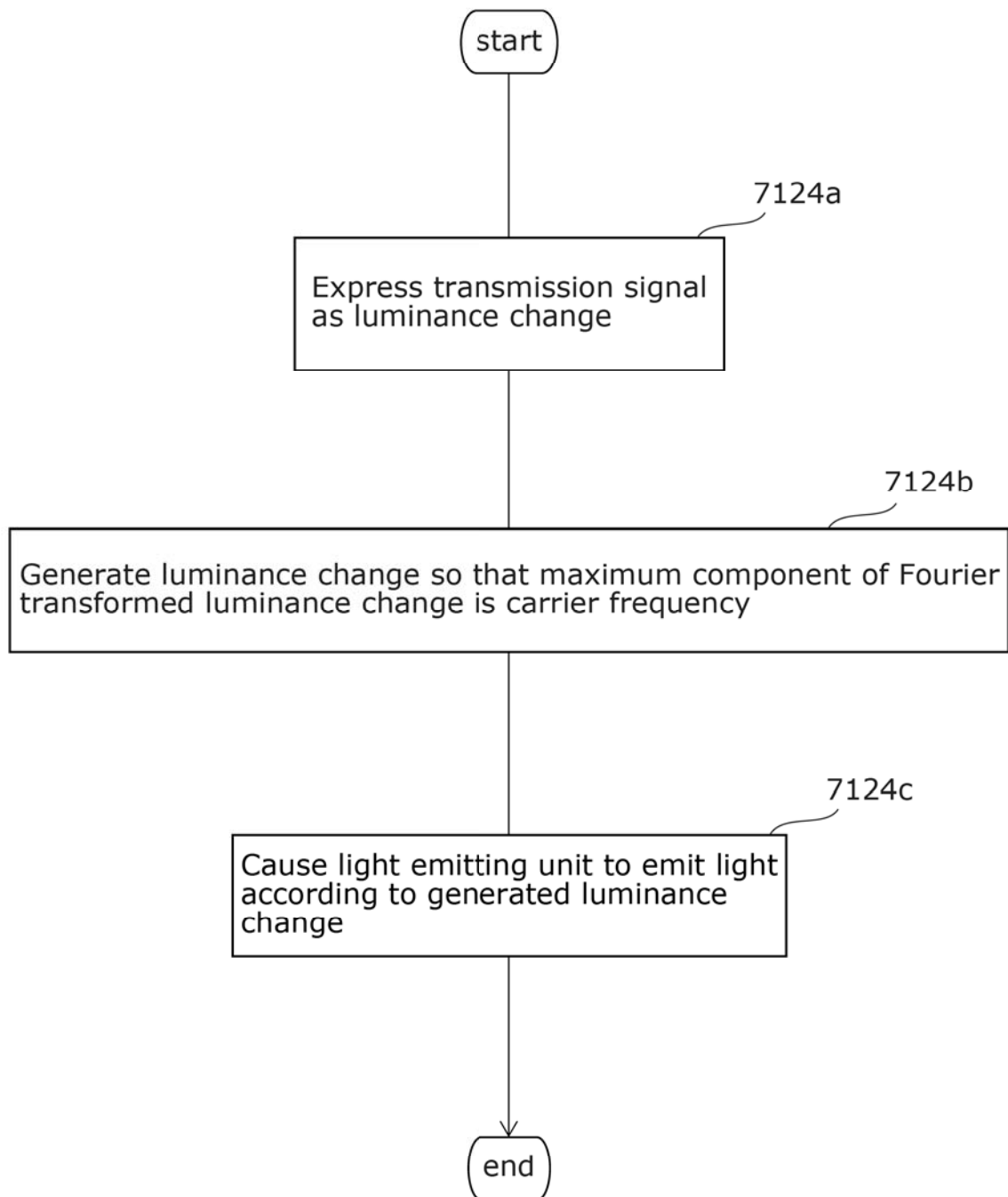


FIG. 258

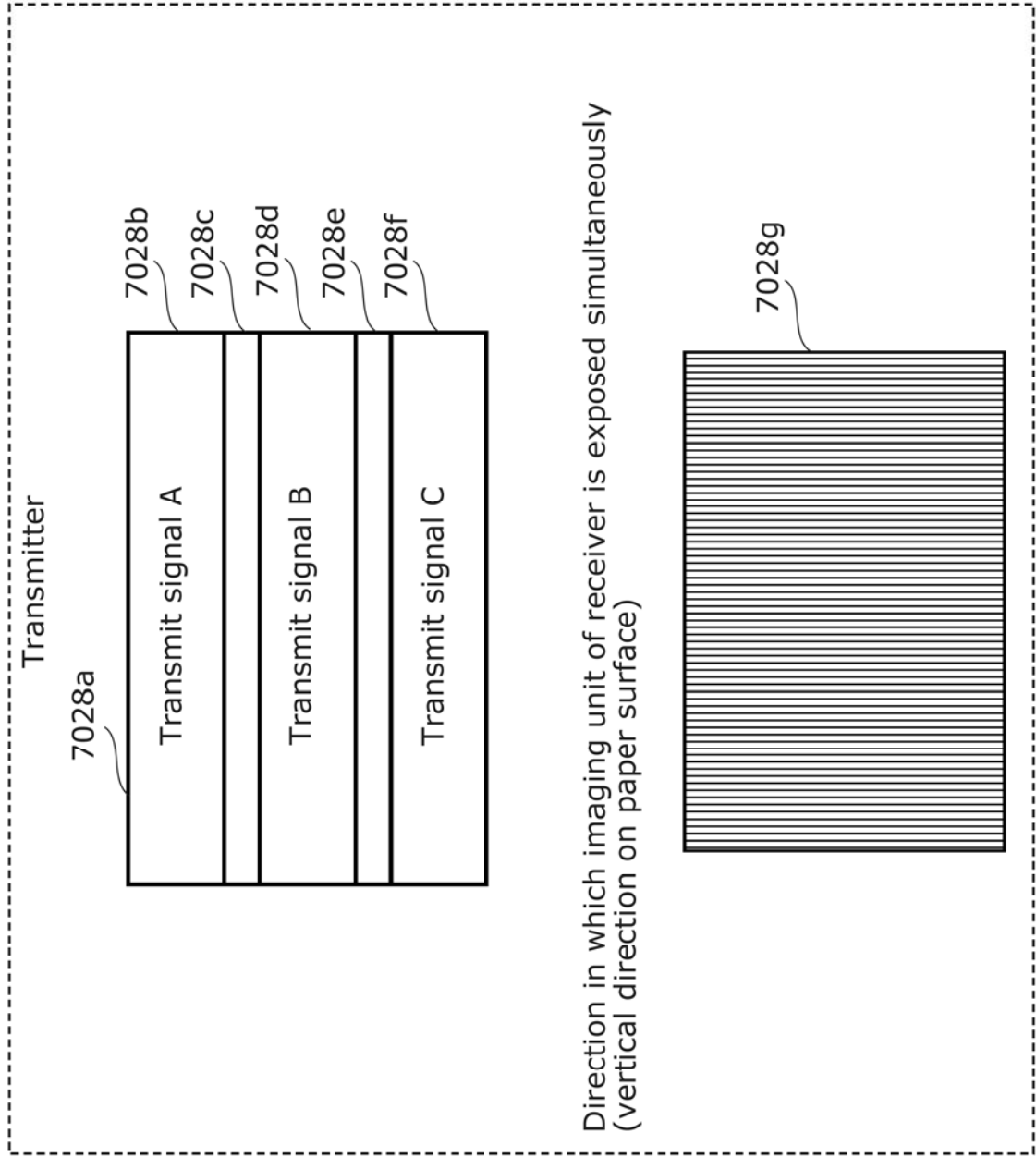


FIG. 259

Transmitter

A	C	B
B	A	C
C	B	A

7029a

FIG. 260

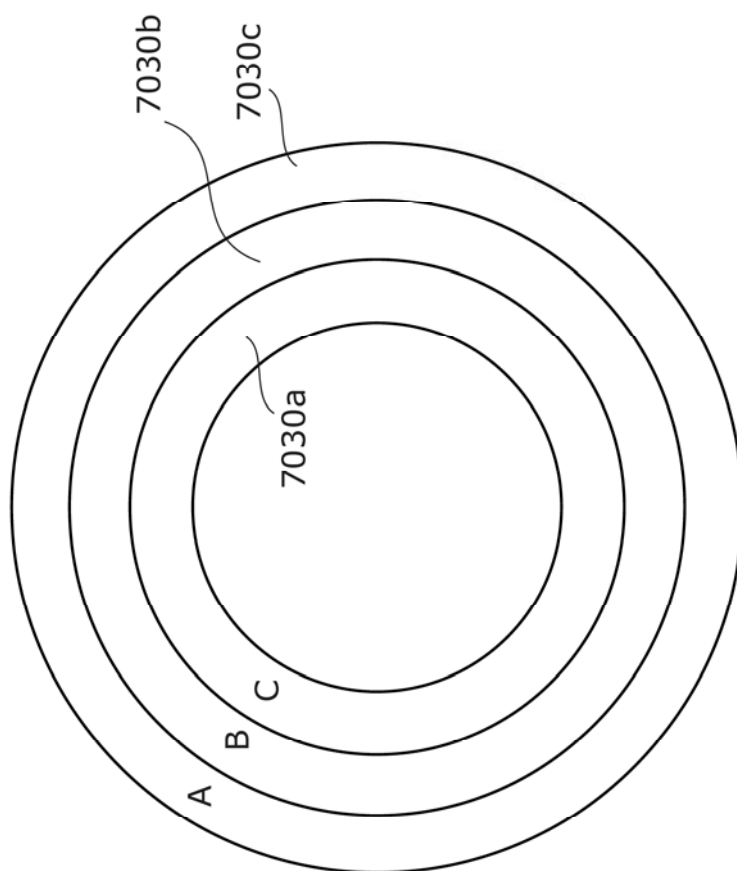


FIG. 261

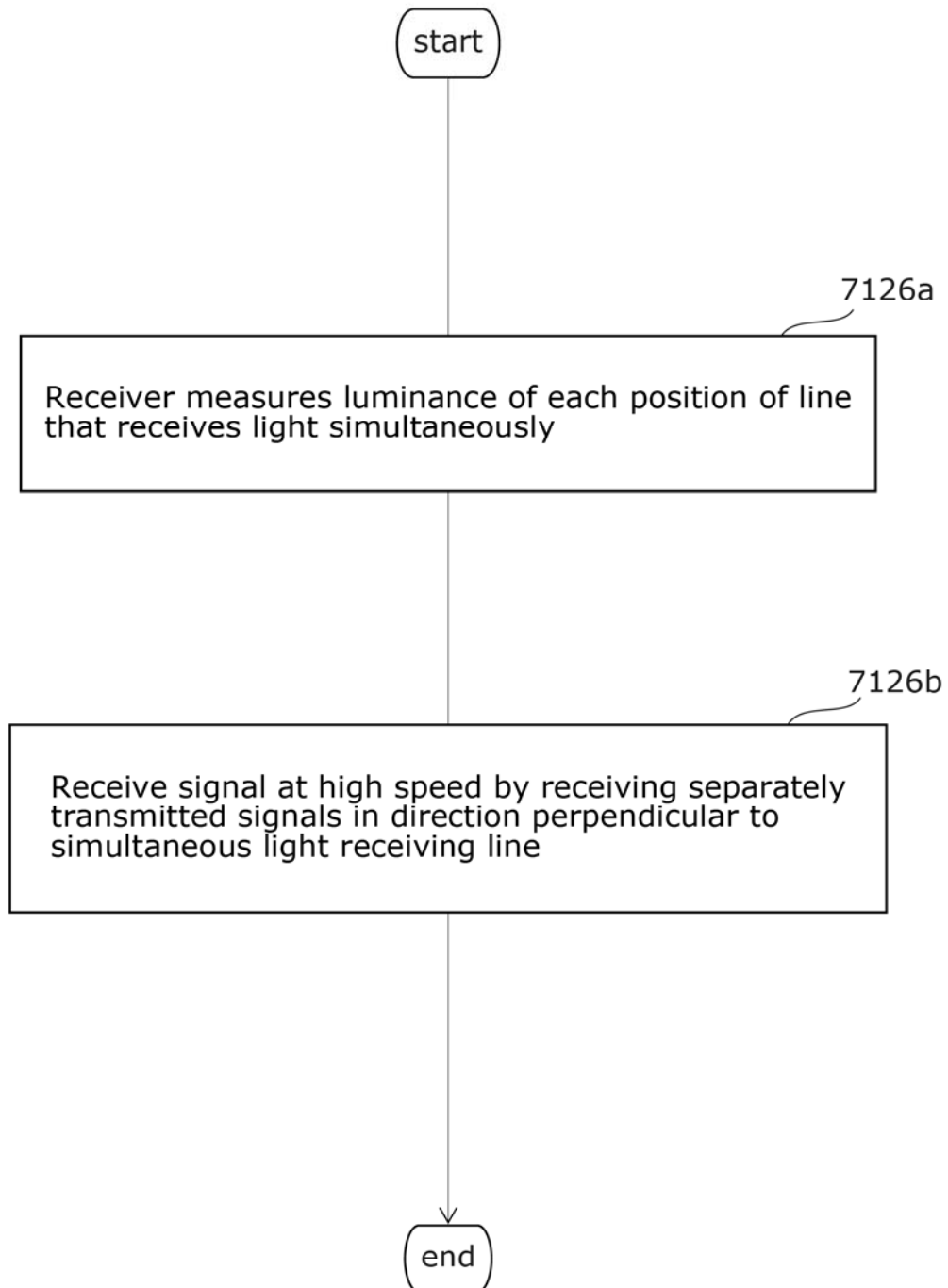


FIG. 262

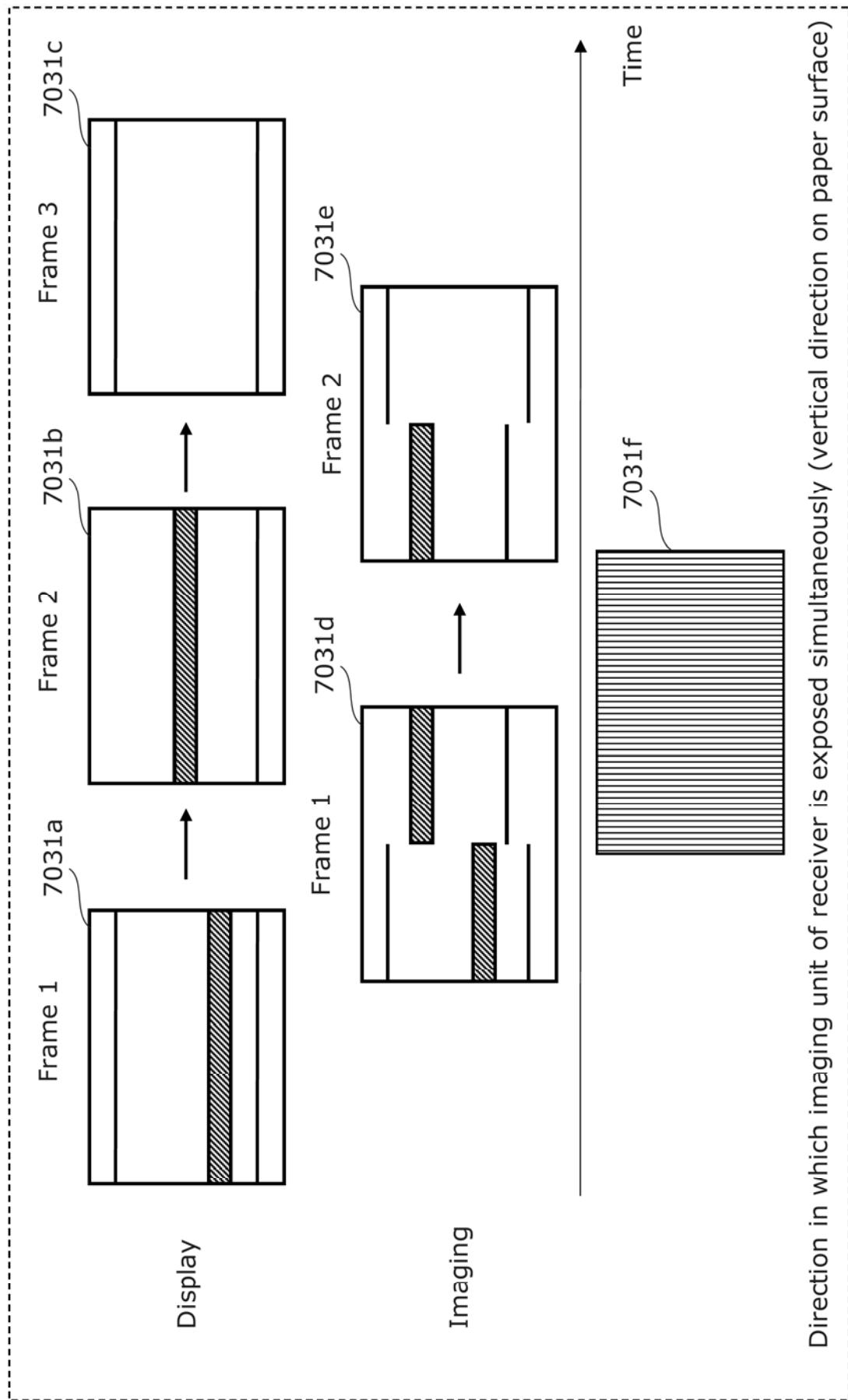


FIG. 263

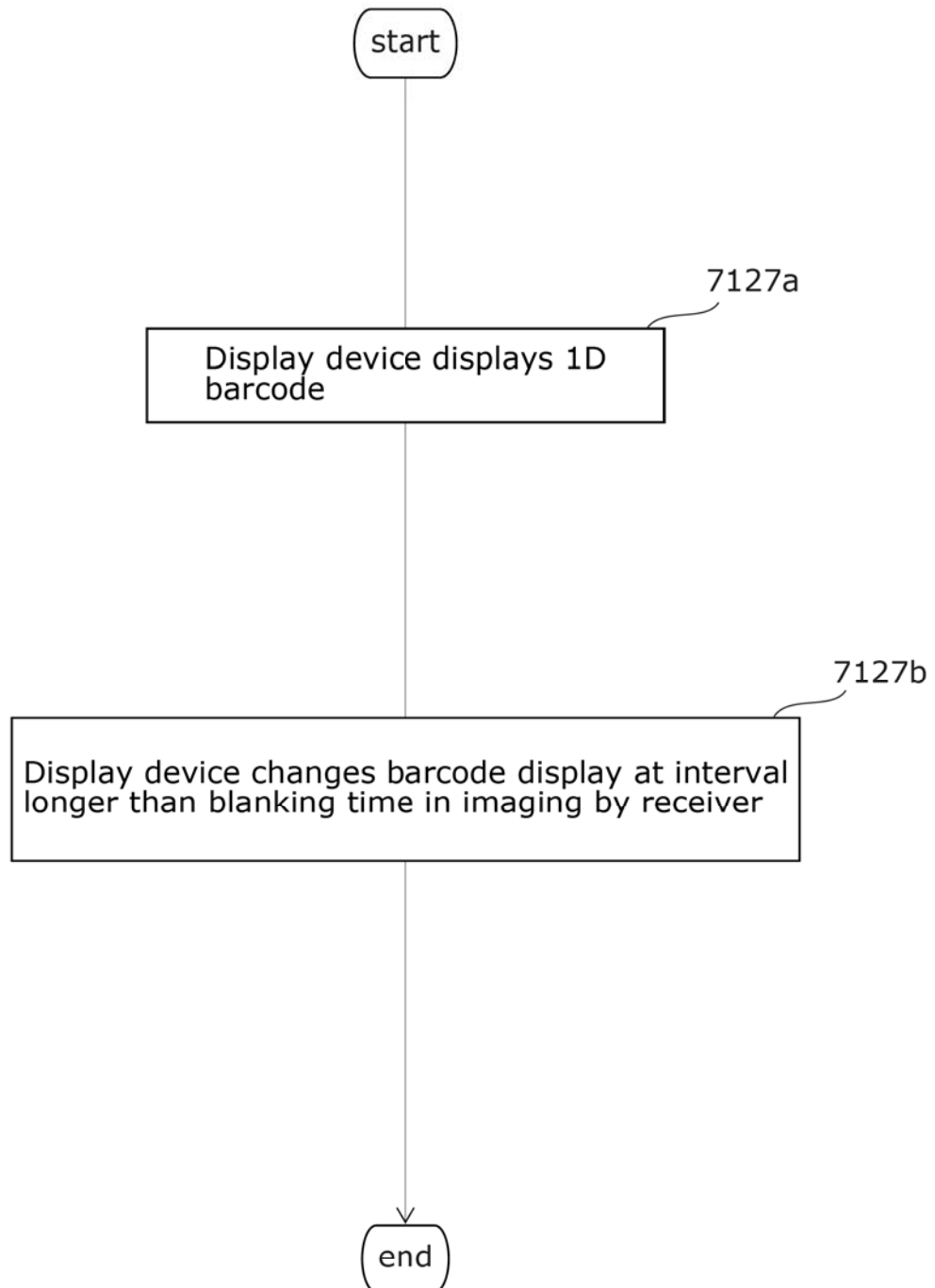


FIG. 264

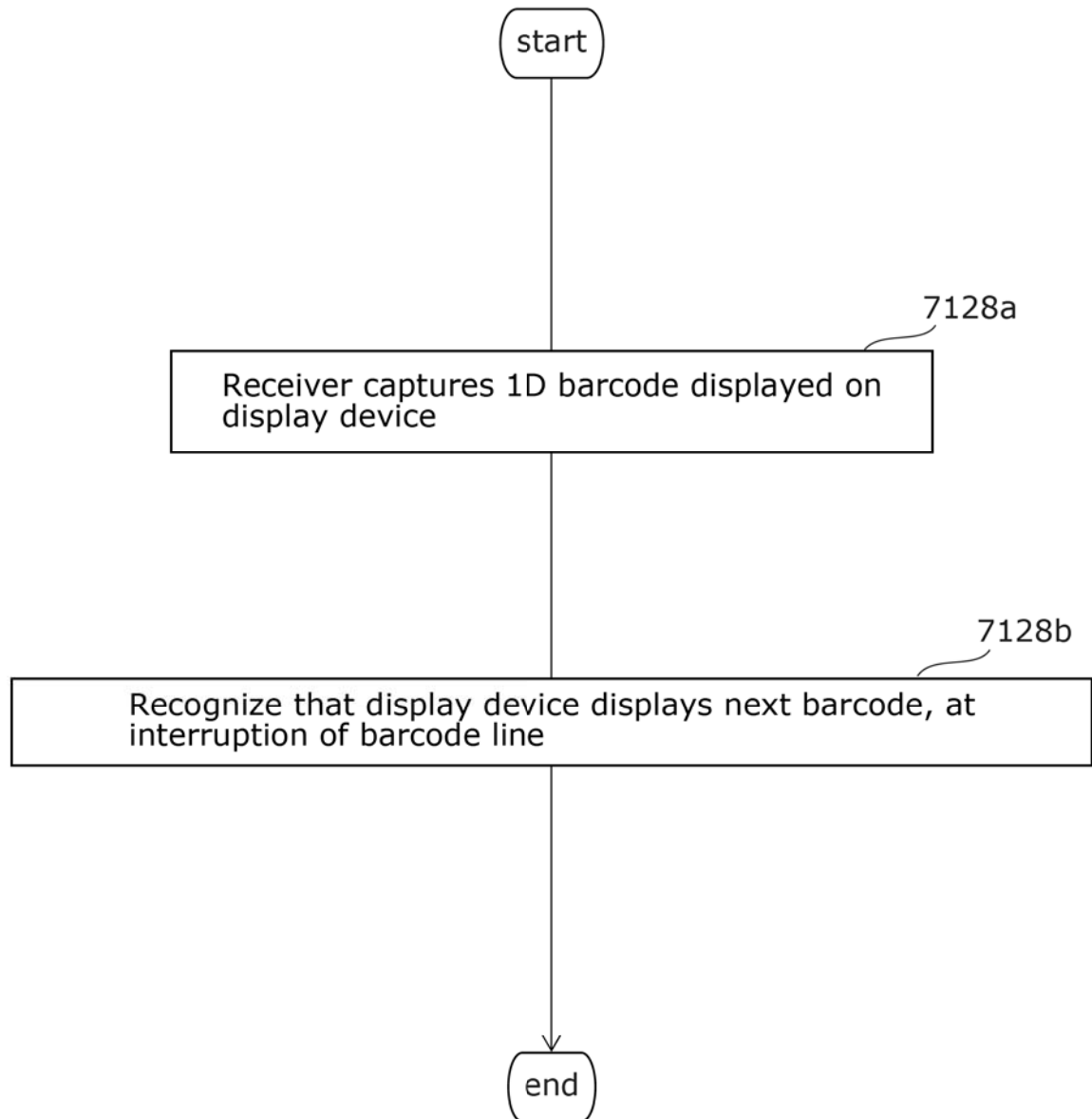


FIG. 265

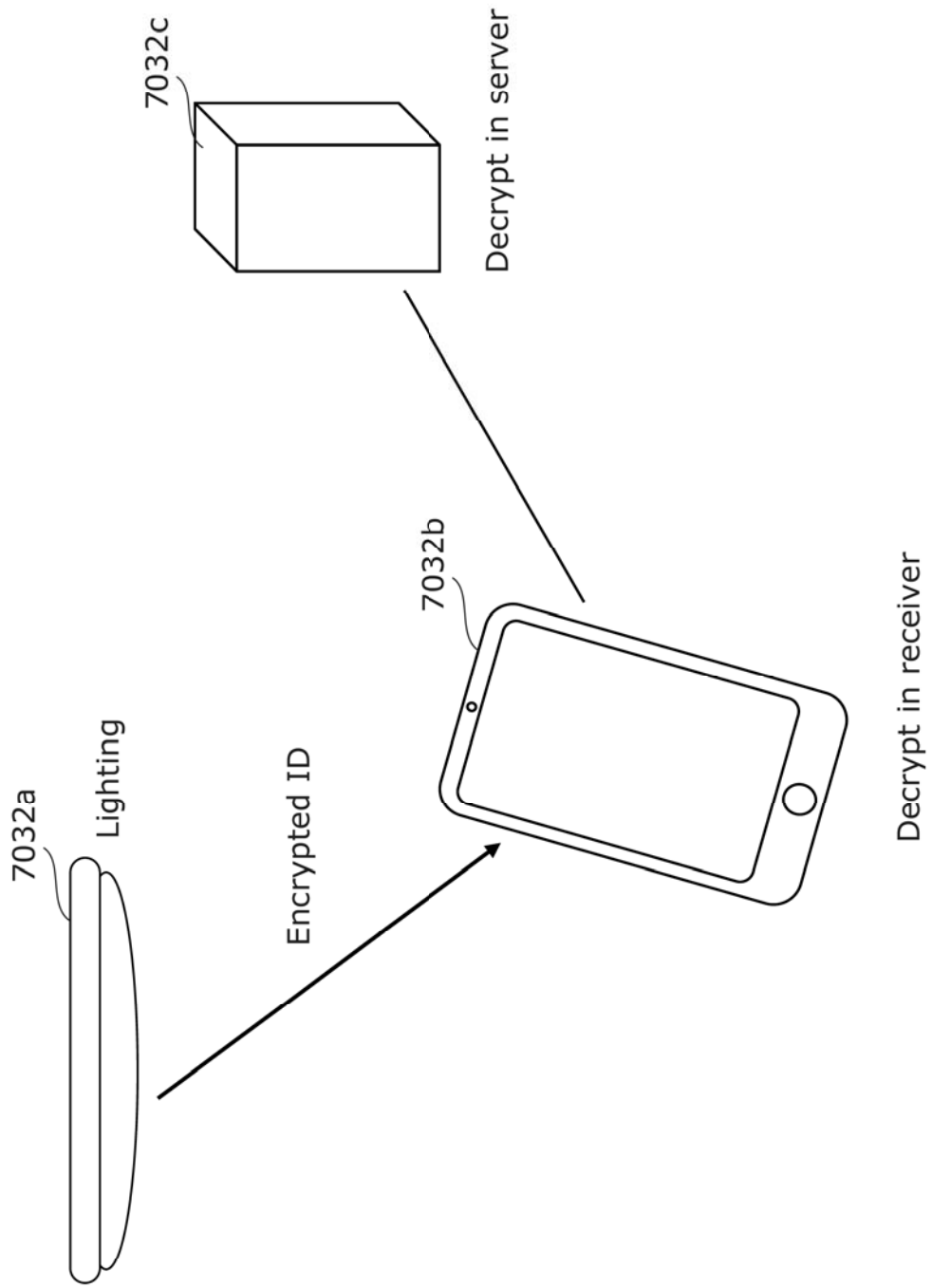


FIG. 266

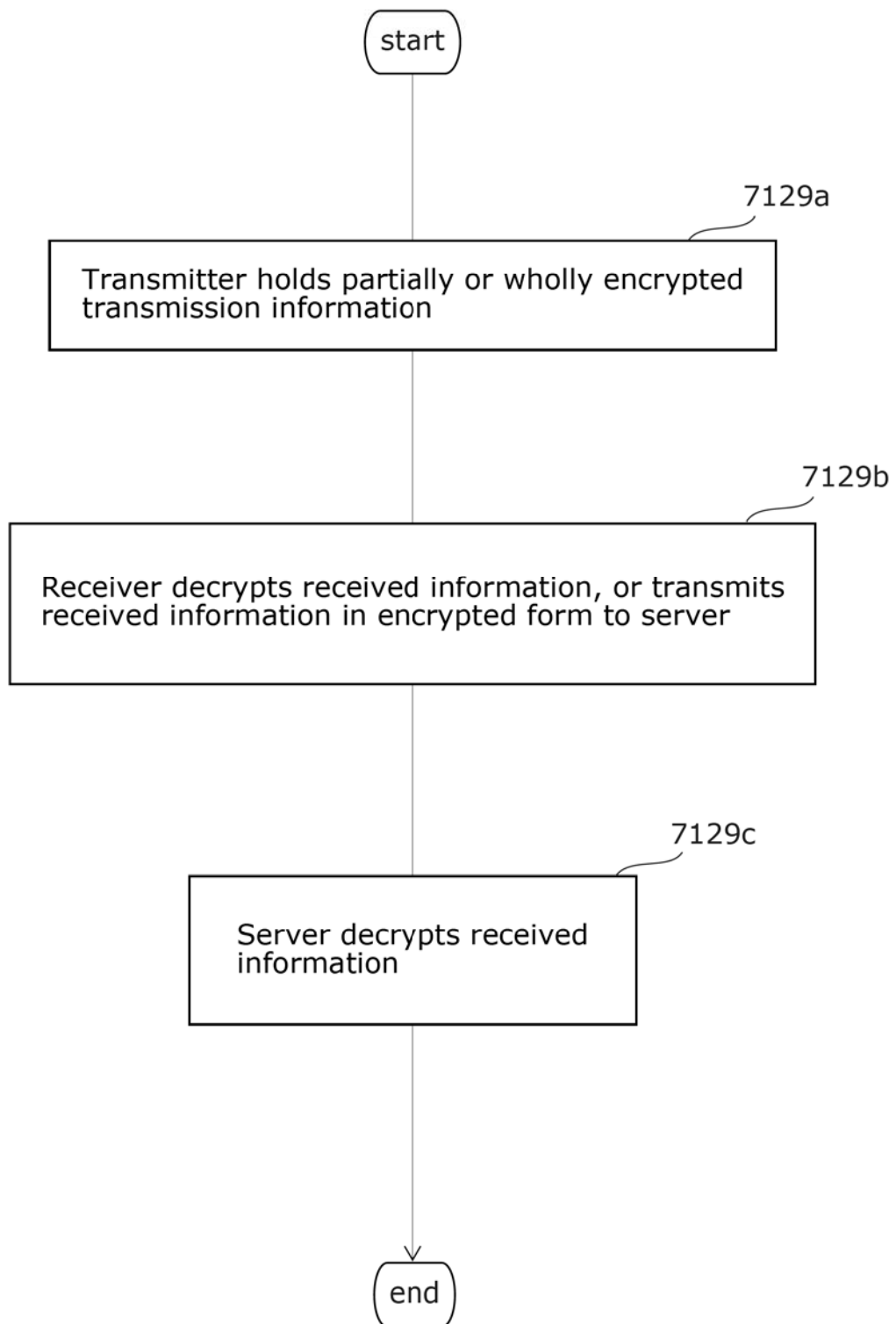
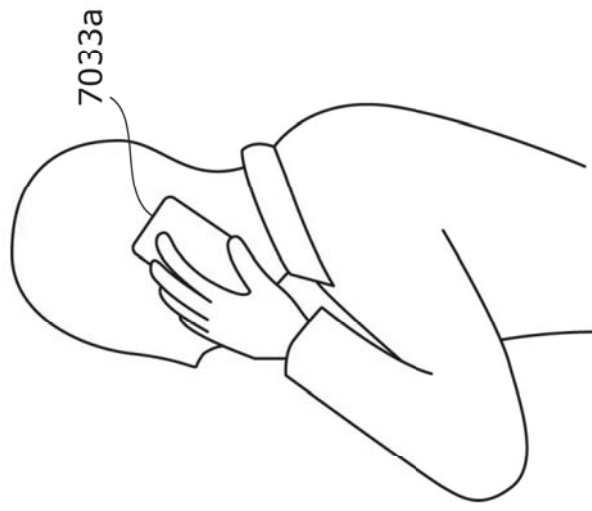


FIG. 267



Stop reception in the case where value of
illuminance sensor is low and receiver is estimated
to be in call state

FIG. 268

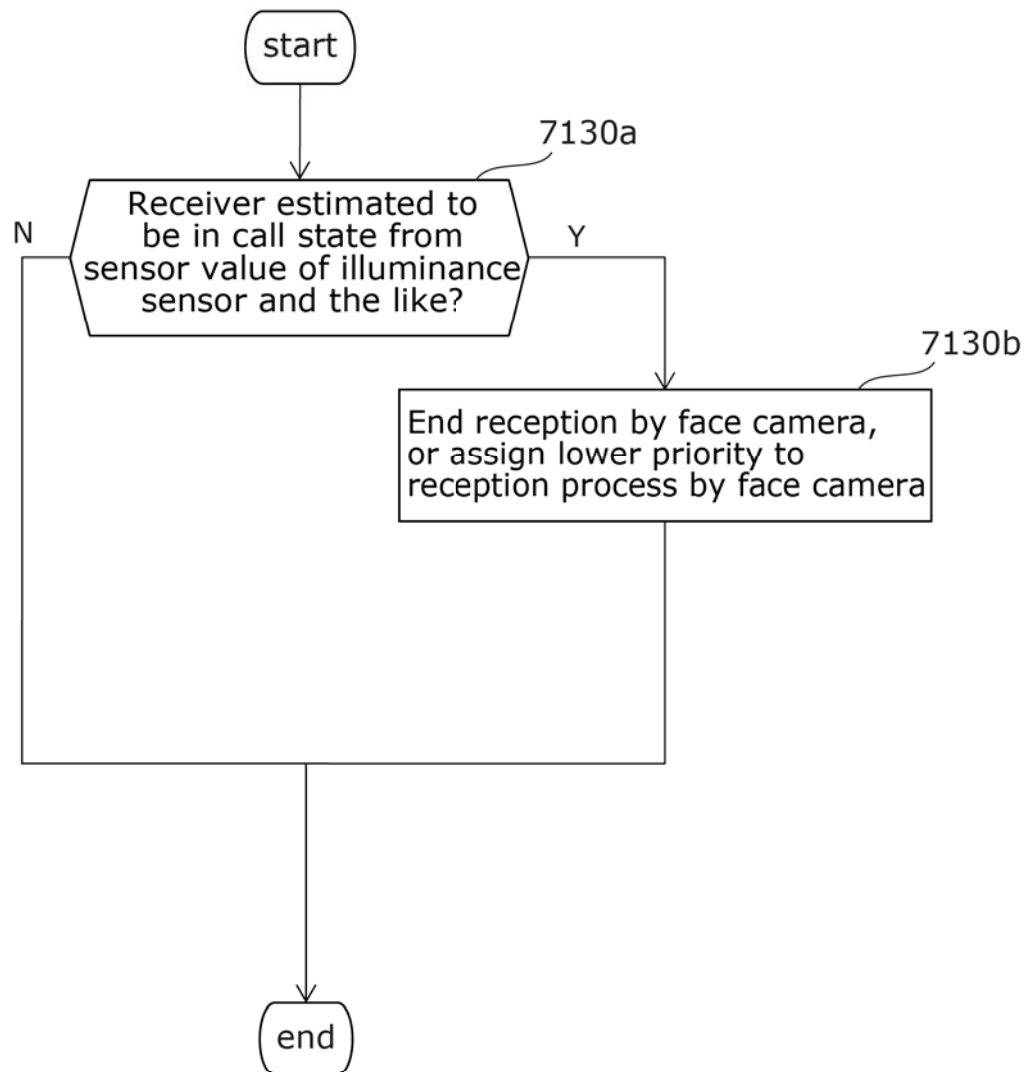
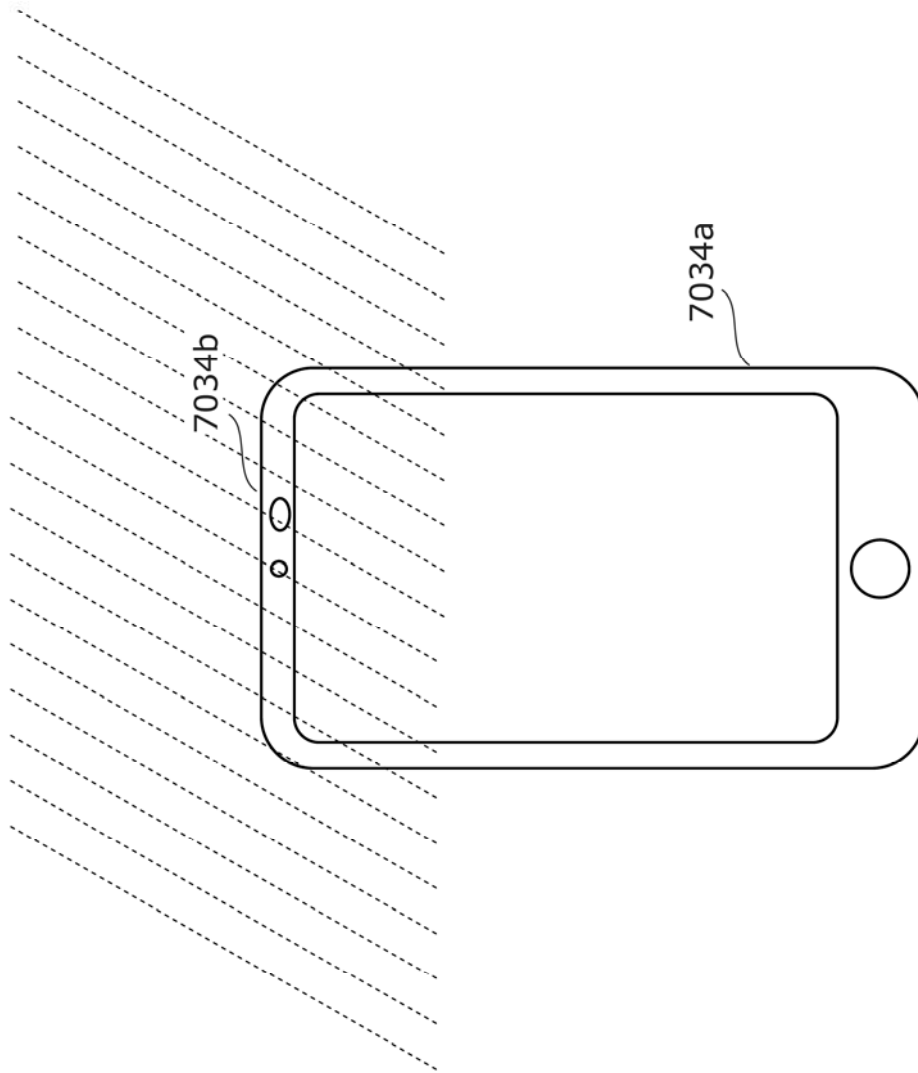


FIG. 269



Stop reception process by imaging device on illuminance sensor side or assign lower priority to reception process, in the case where measurement value of illuminance sensor is less than or equal to predetermined value

FIG. 270

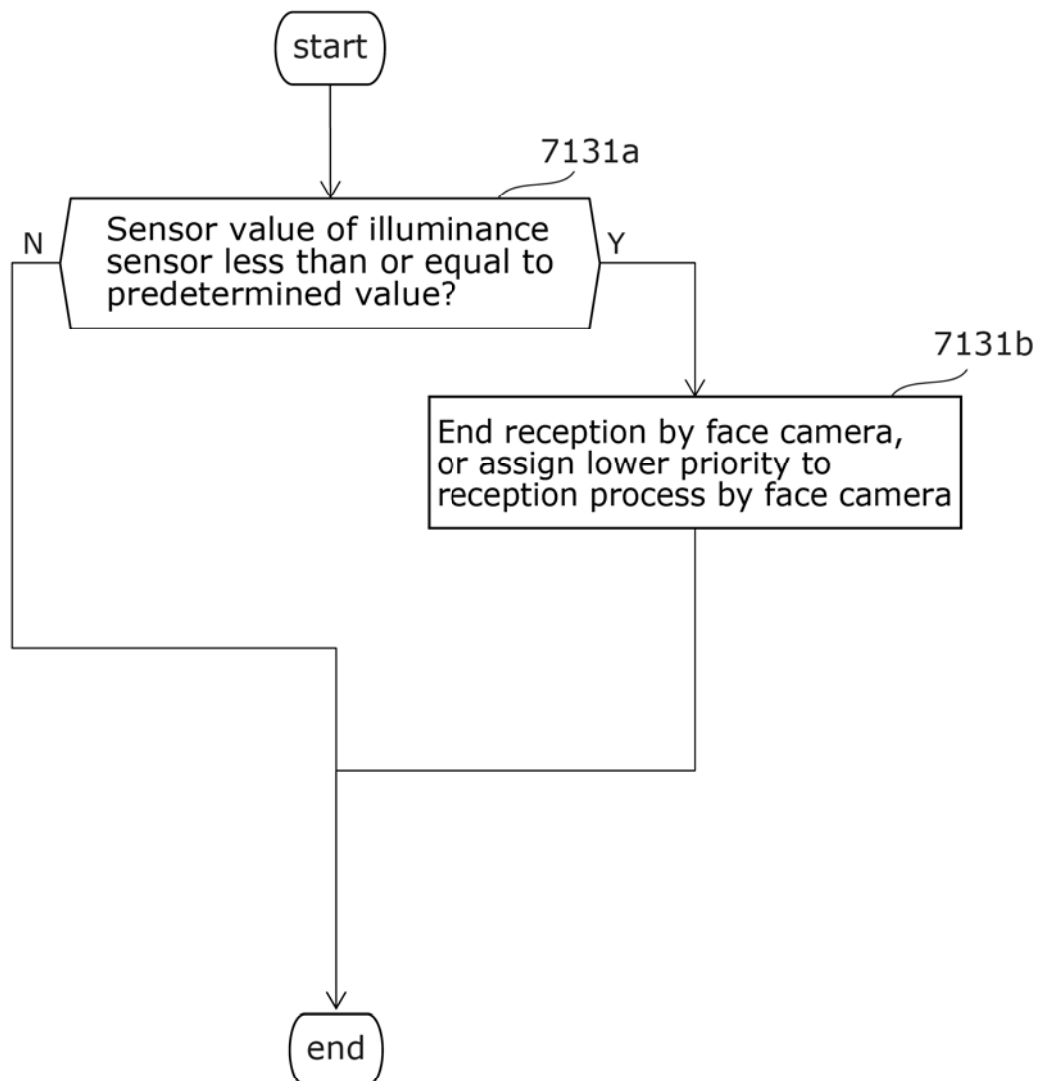


FIG. 271

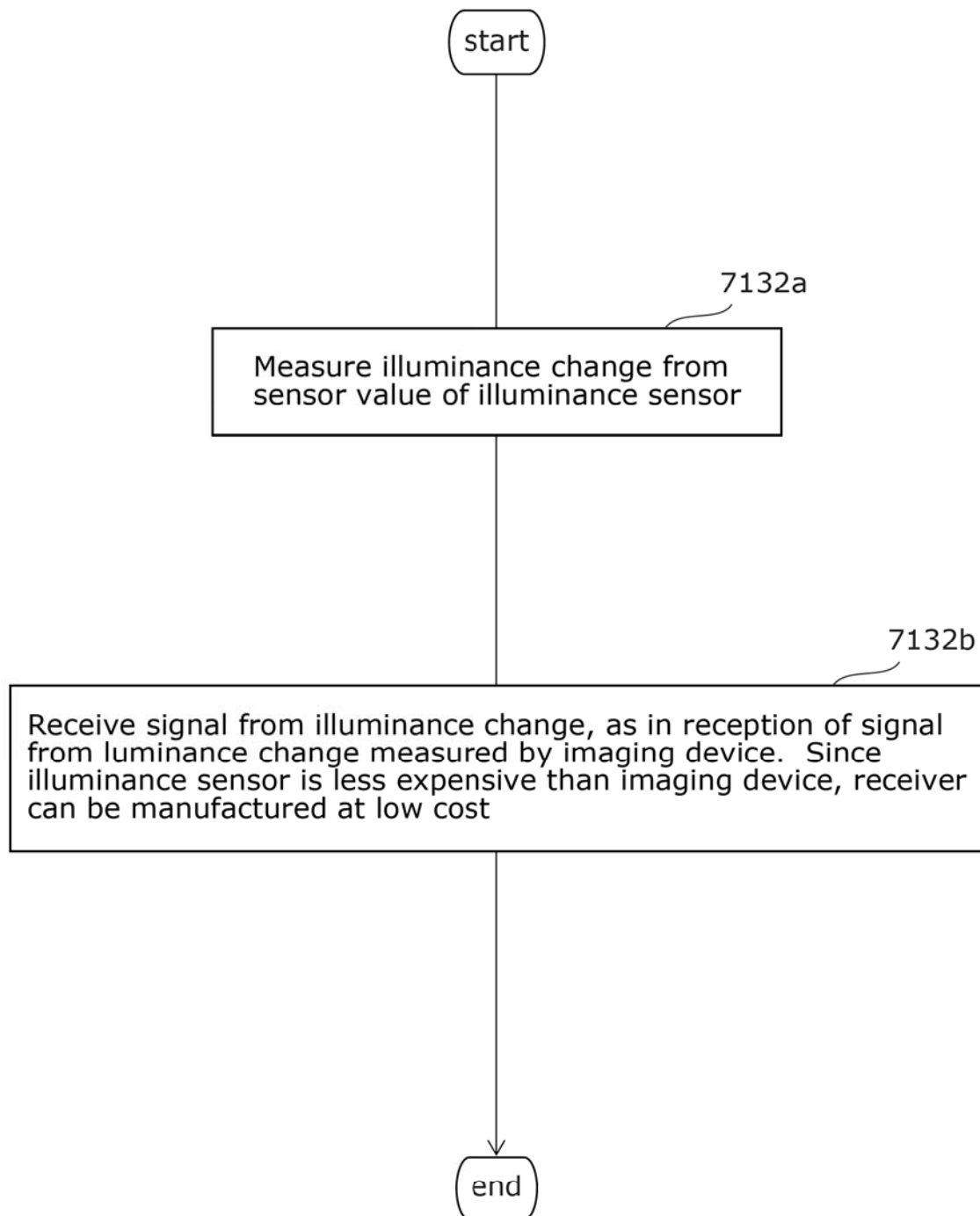


FIG. 272

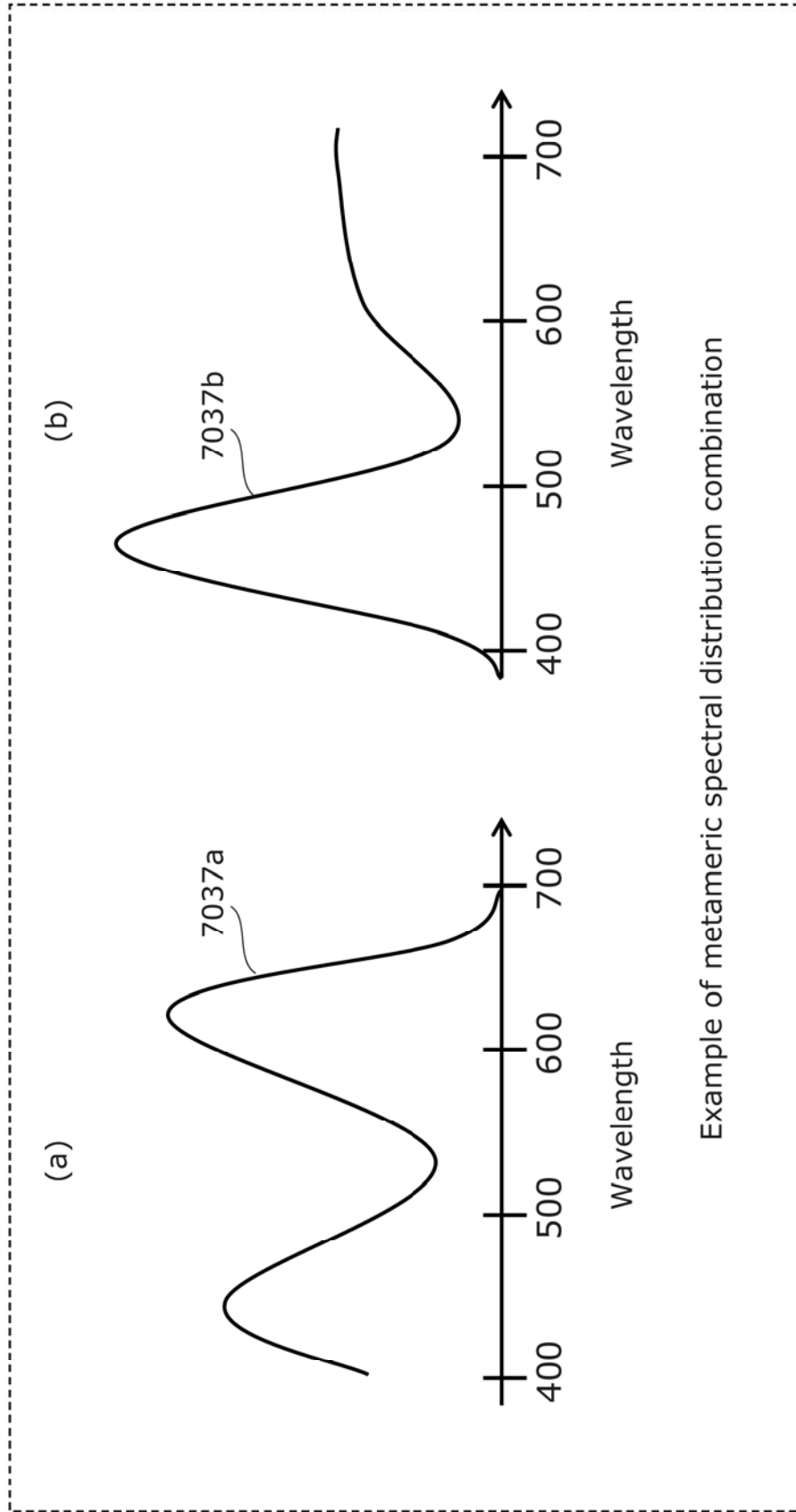


FIG. 273

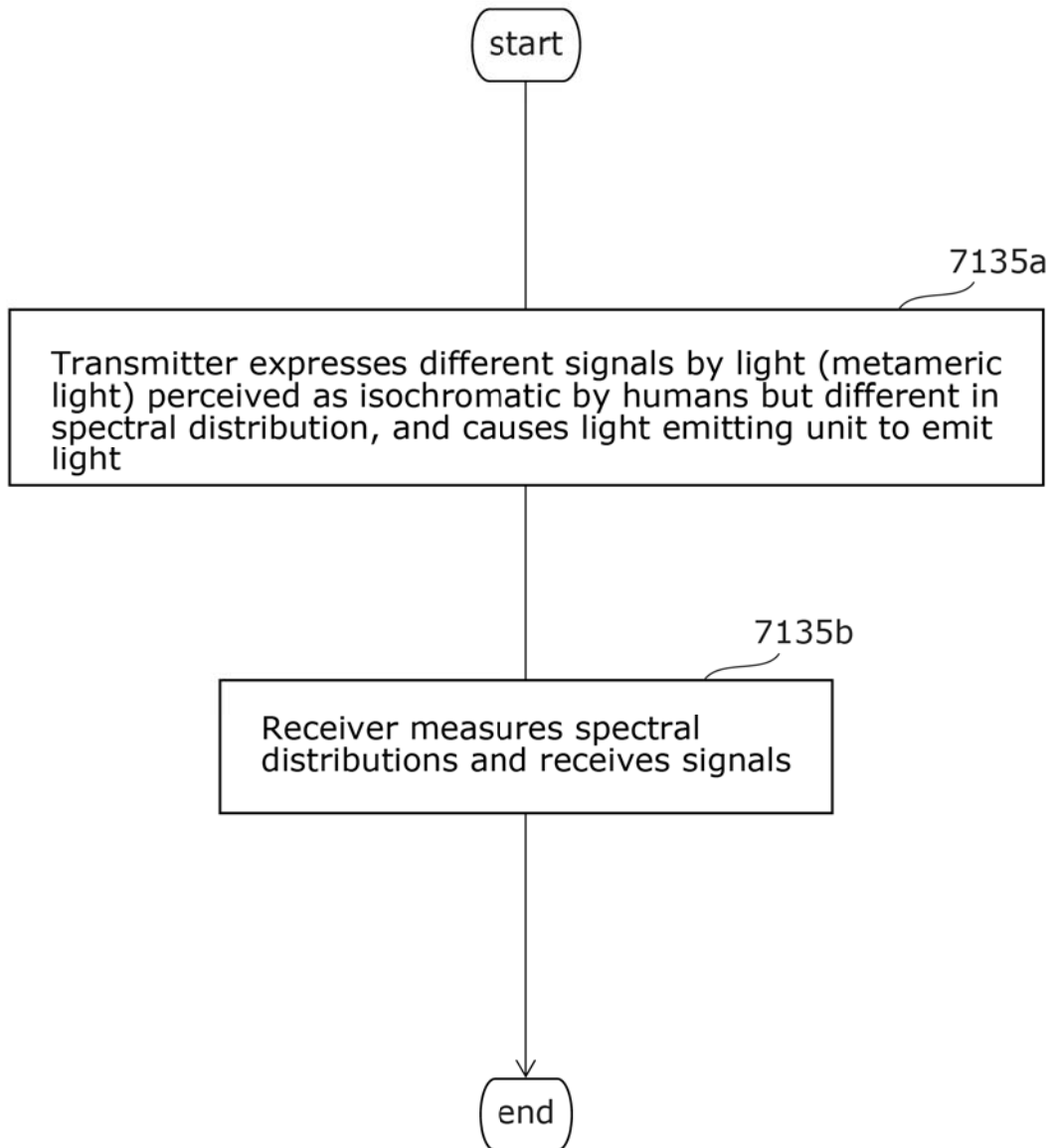


FIG. 274

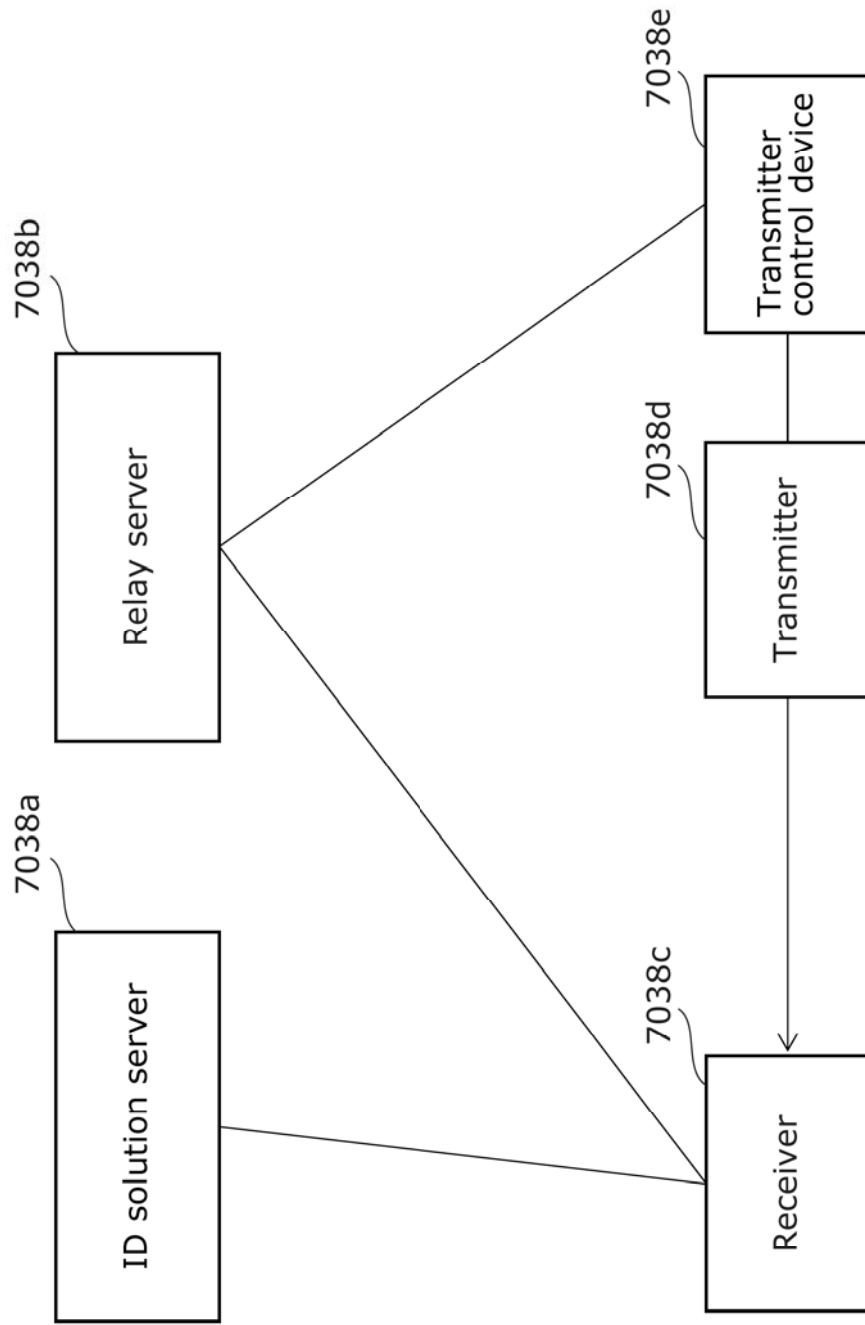


FIG. 275

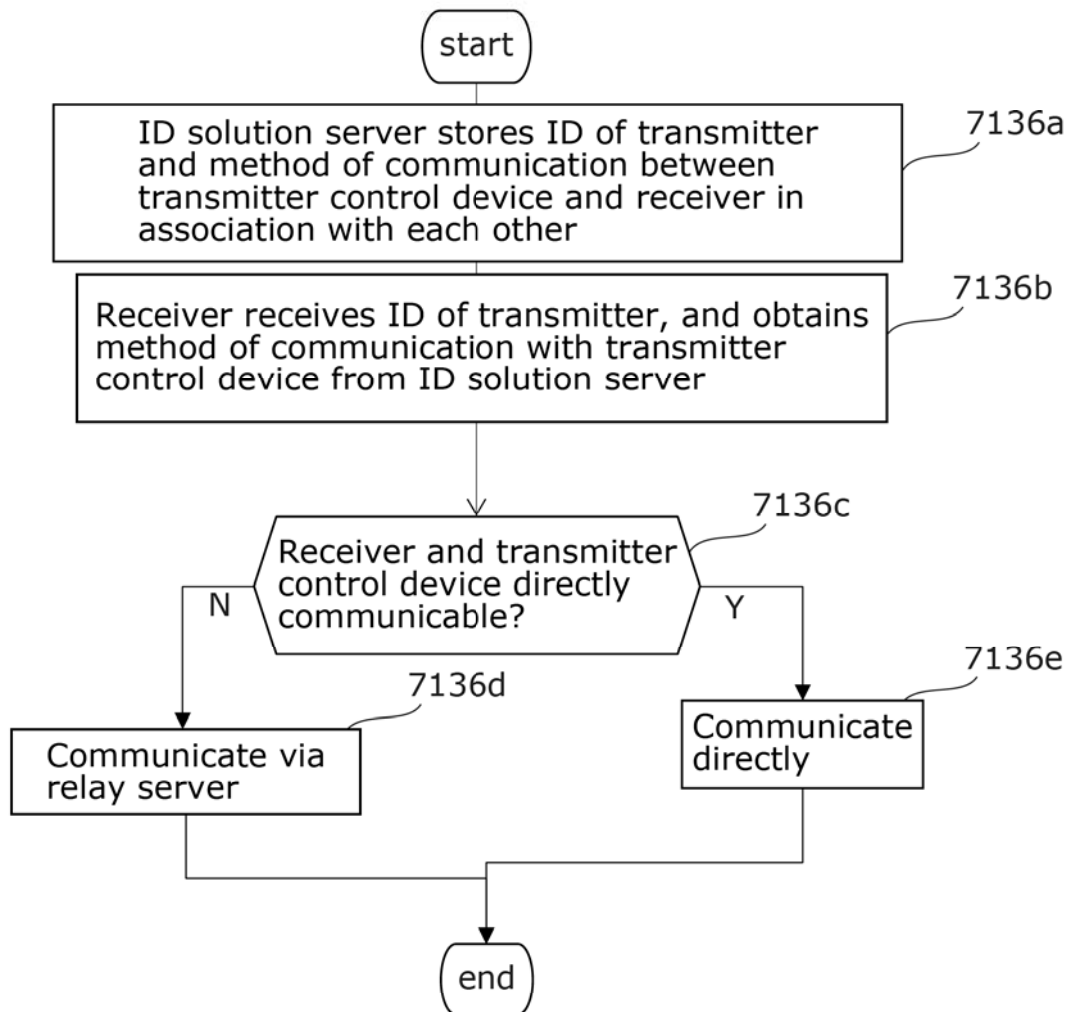


FIG. 276

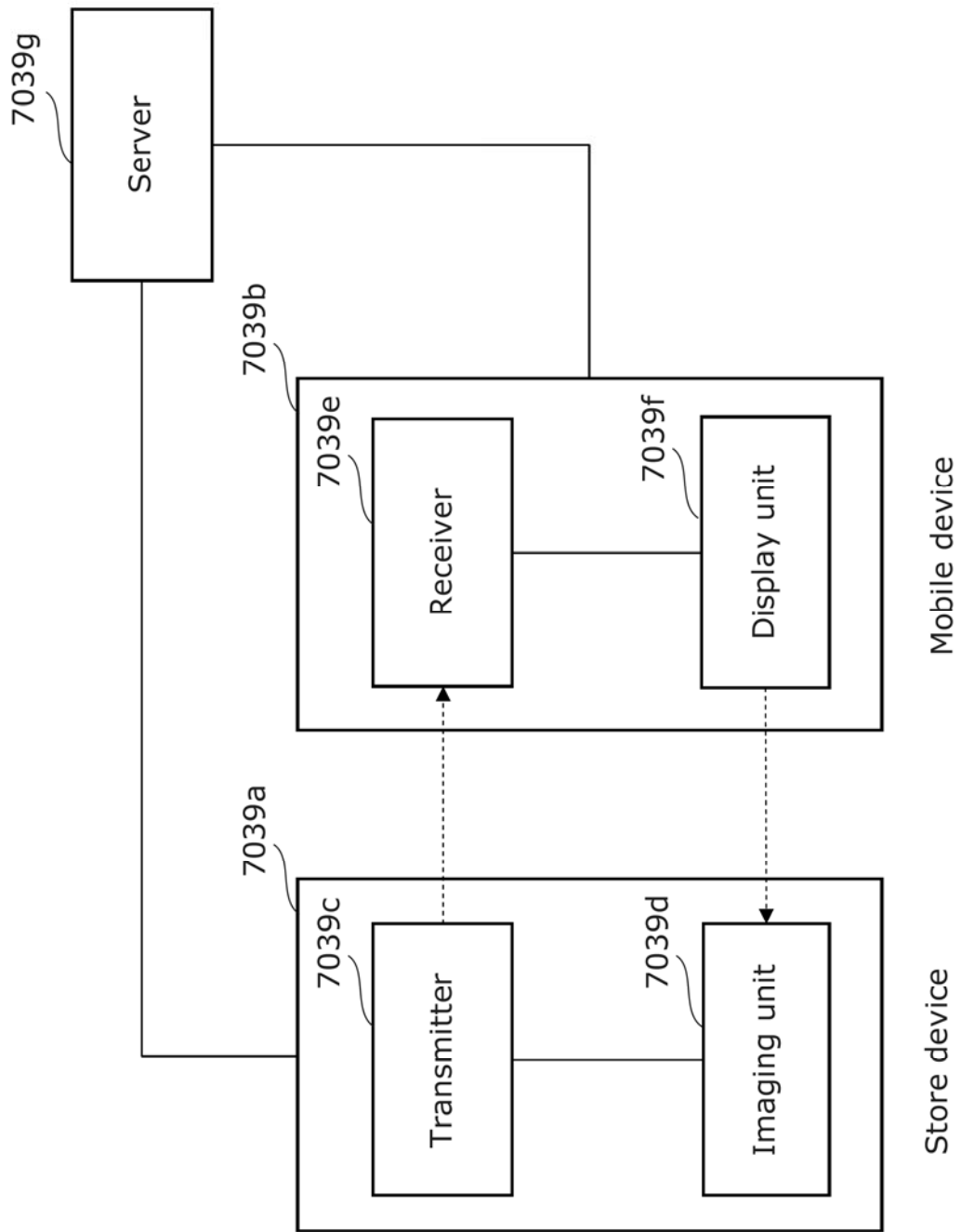


FIG. 277

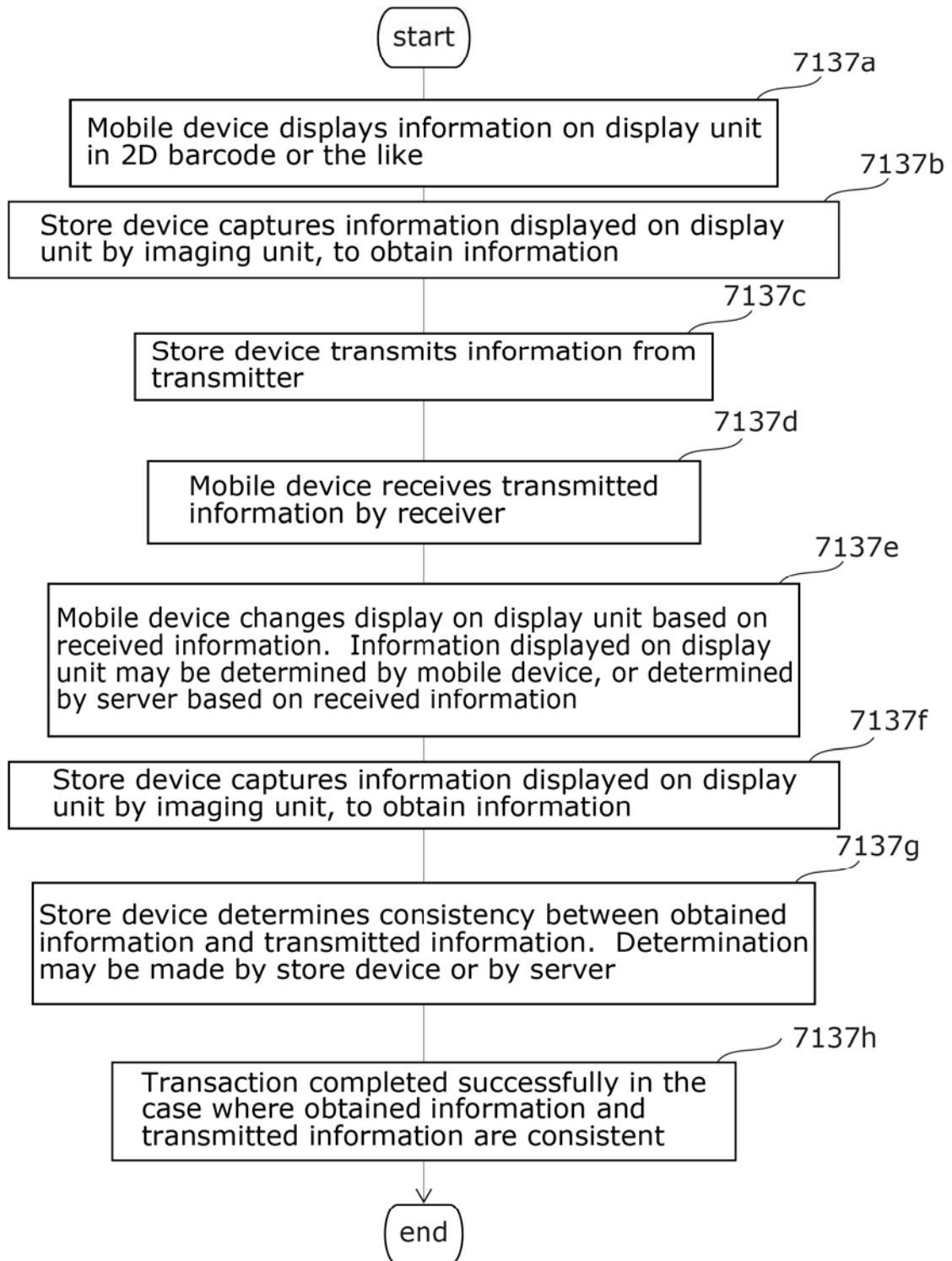


FIG. 278

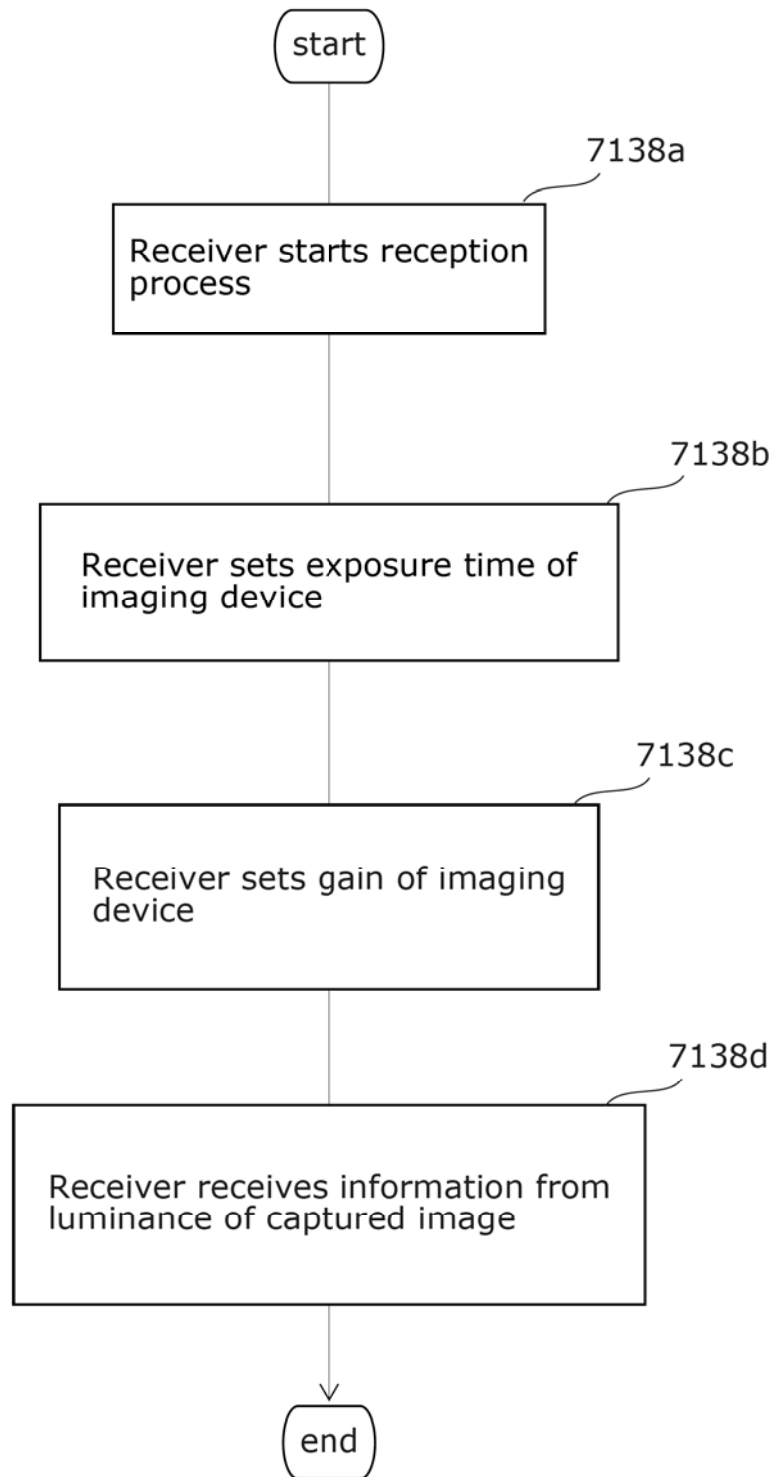


FIG. 279

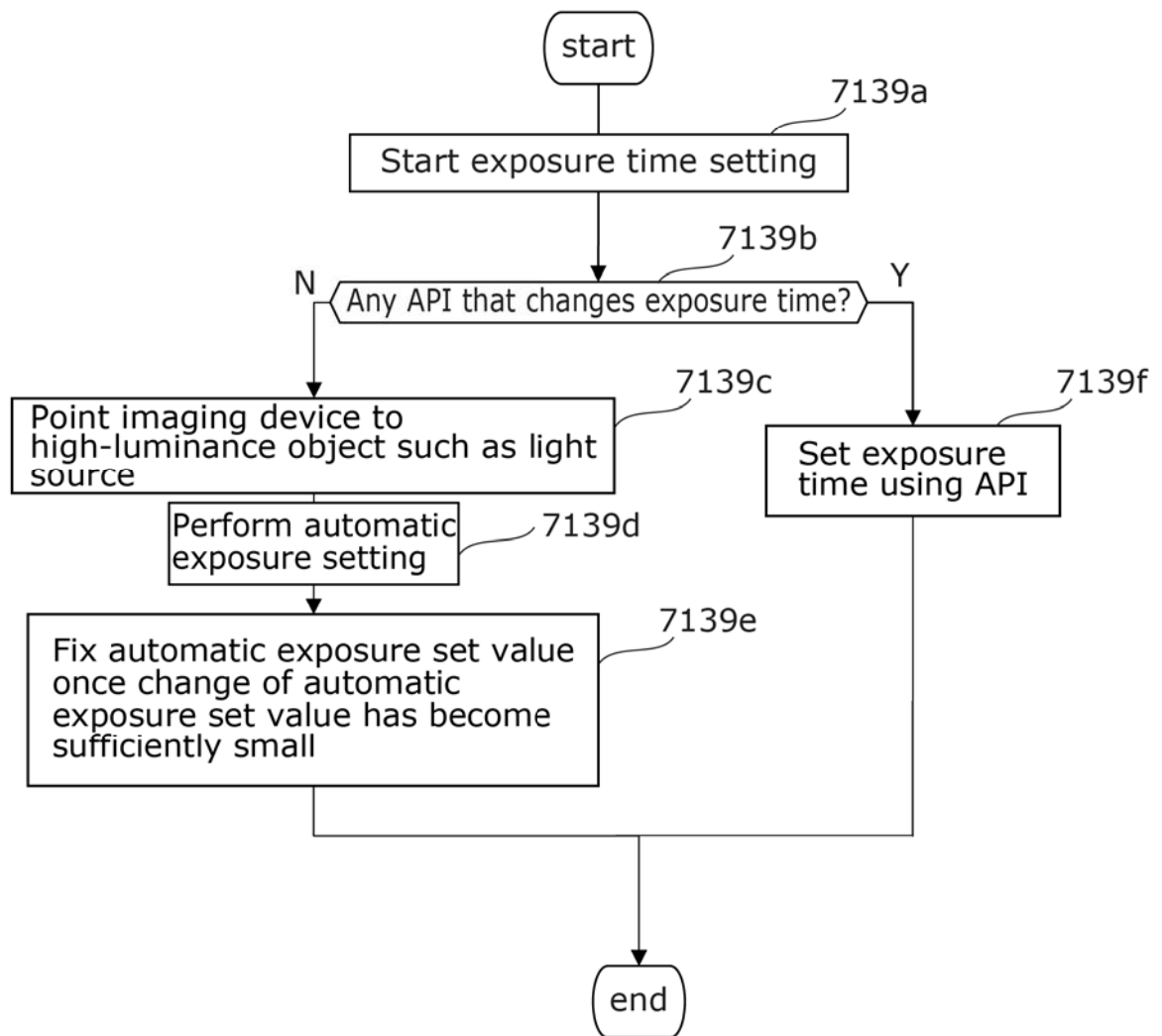


FIG. 280

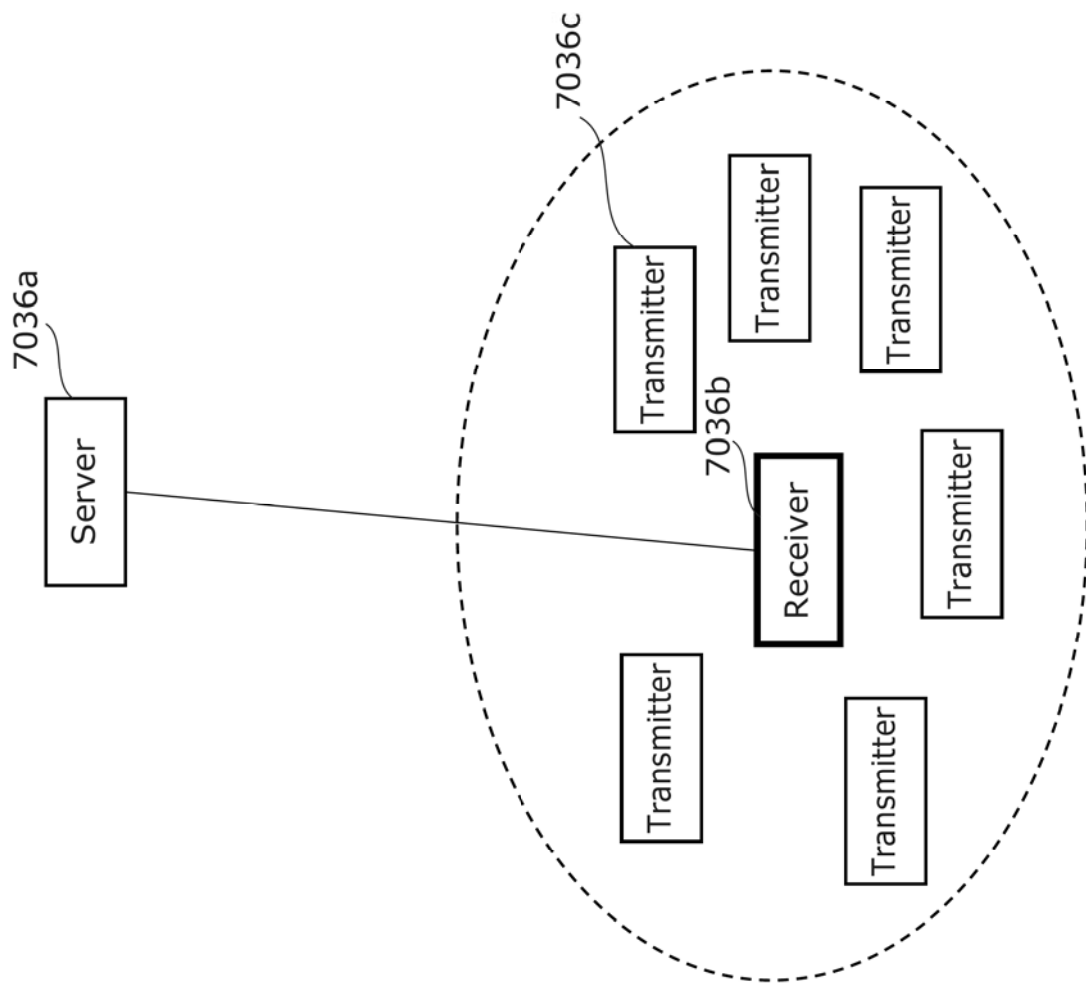


FIG. 281

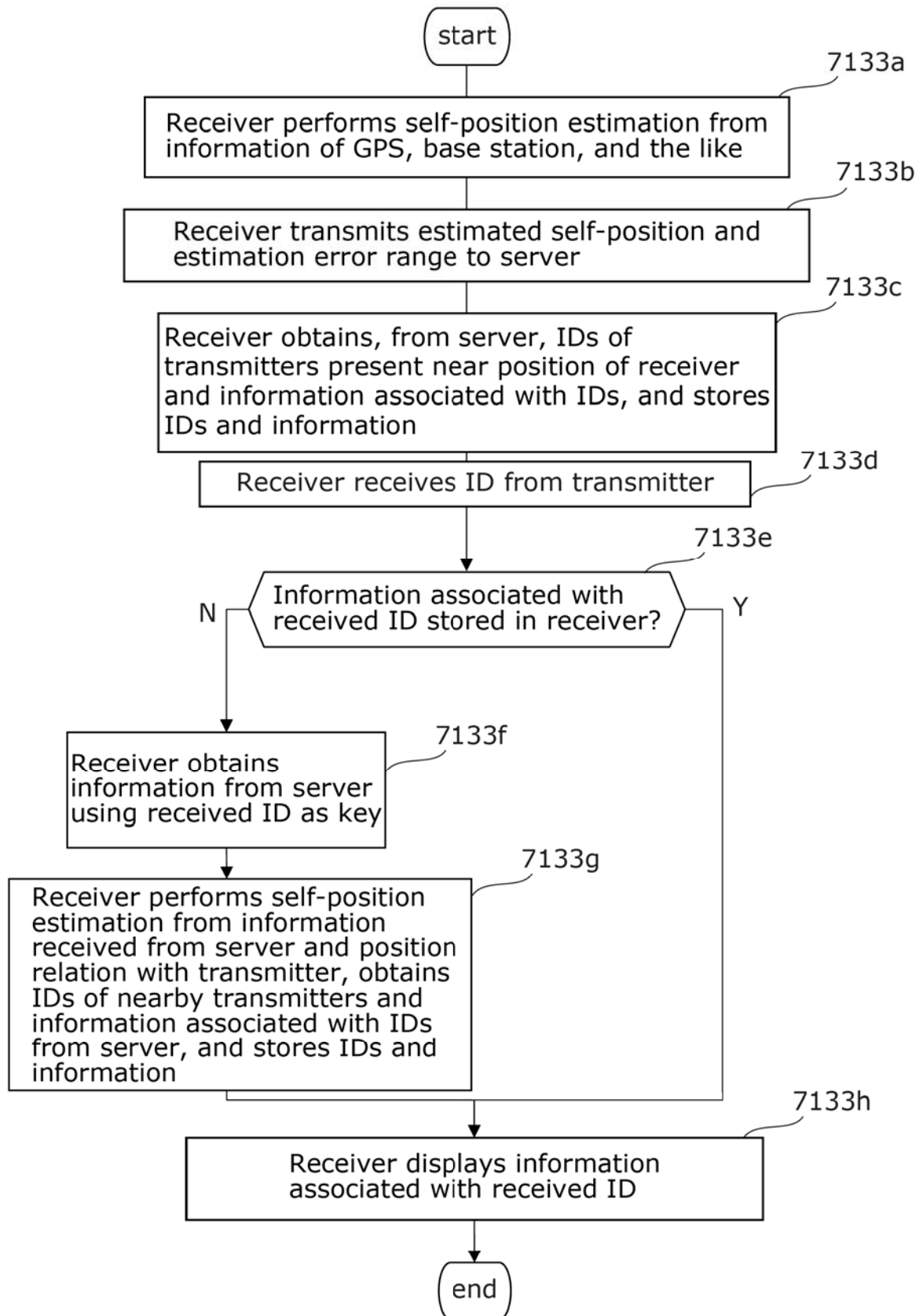


FIG. 282

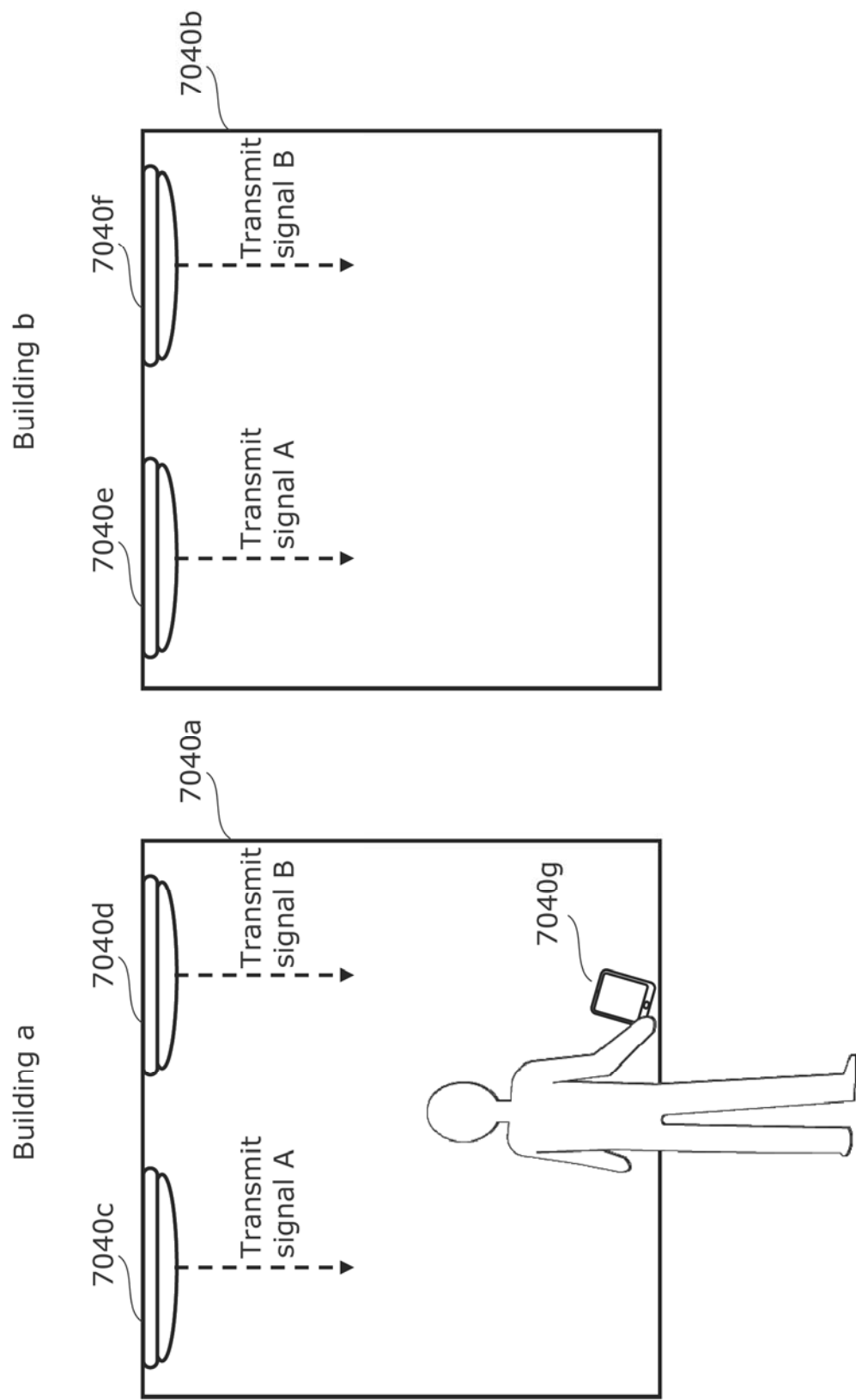


FIG. 283

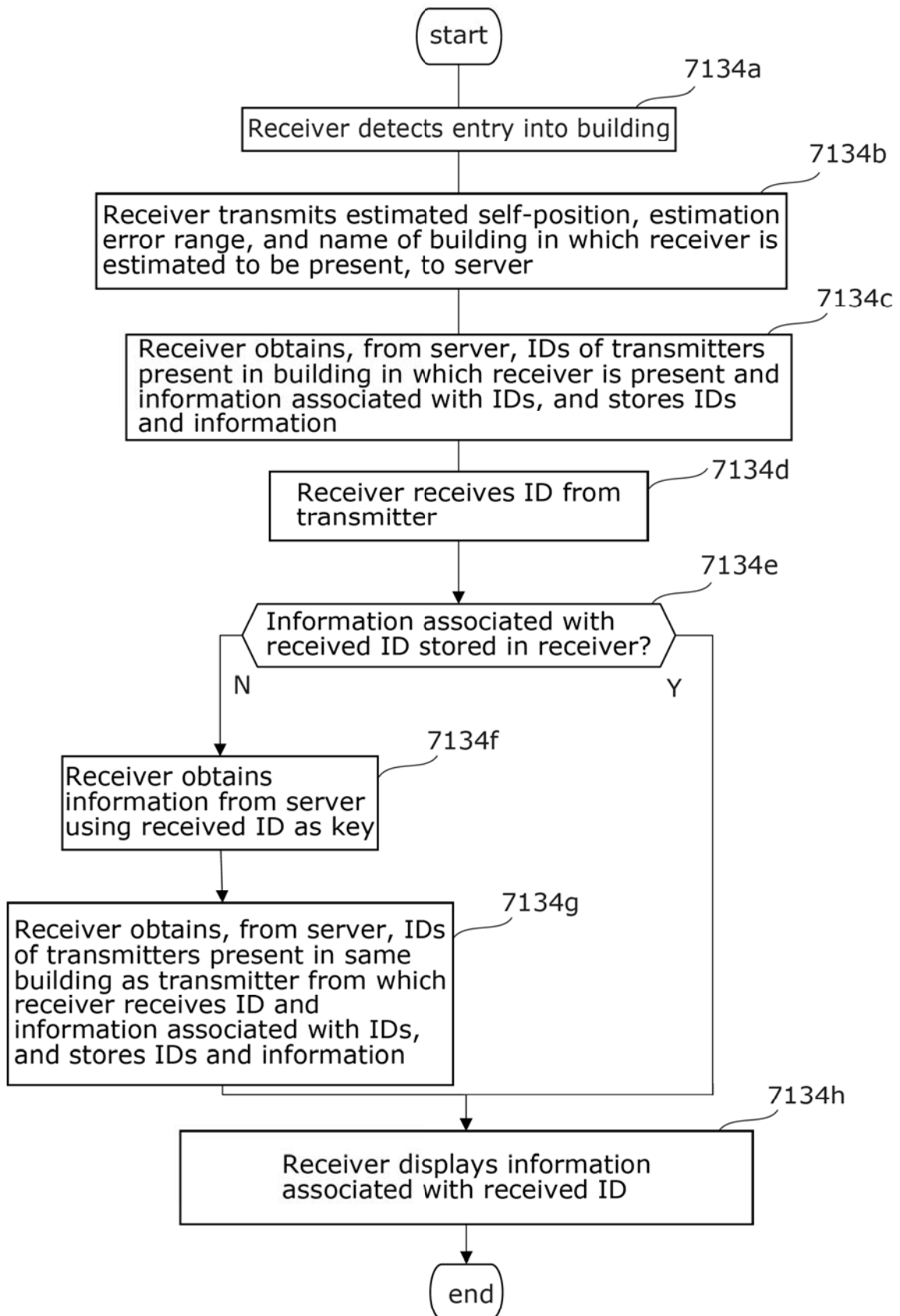


FIG. 284

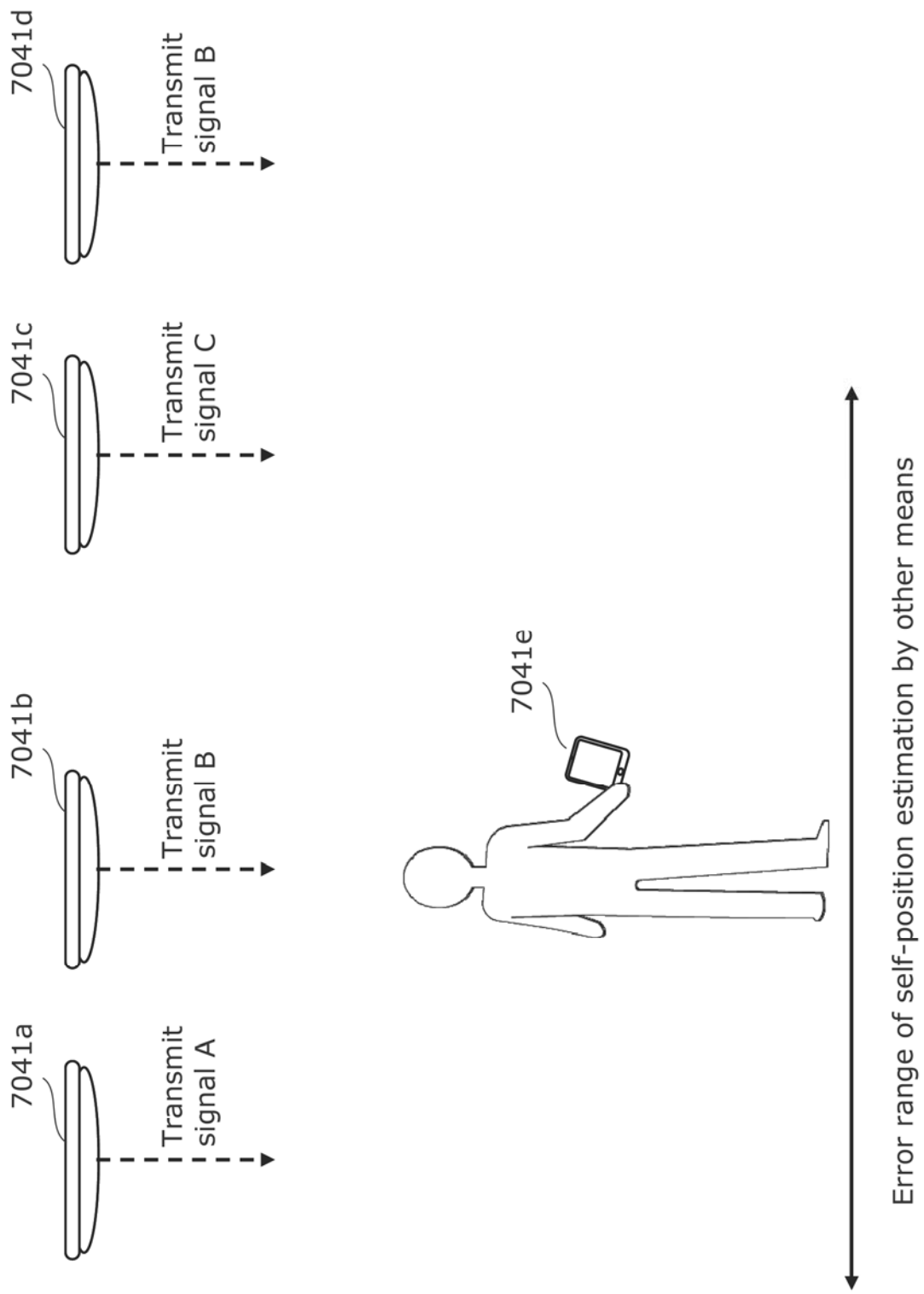


FIG. 285

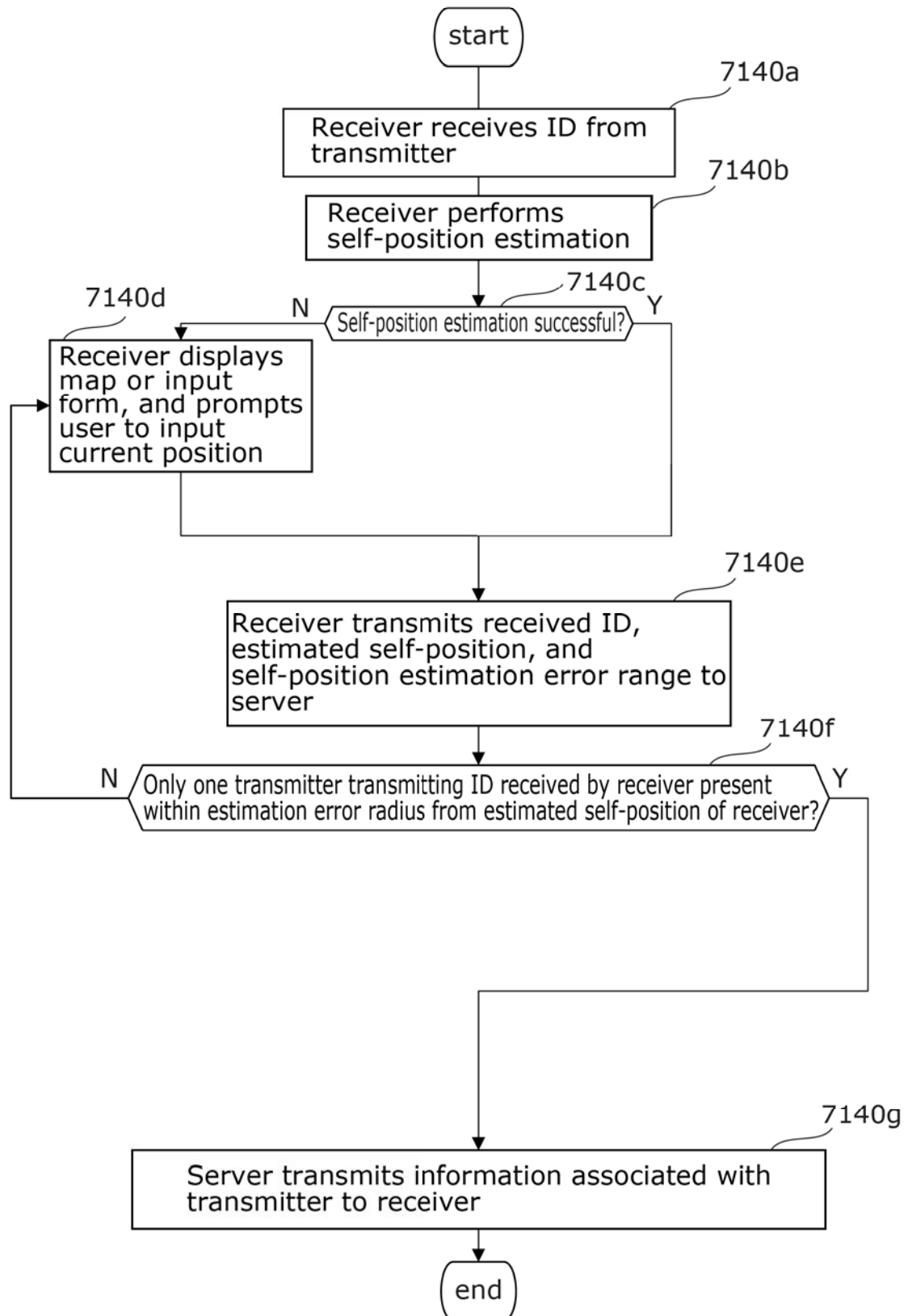


FIG. 286

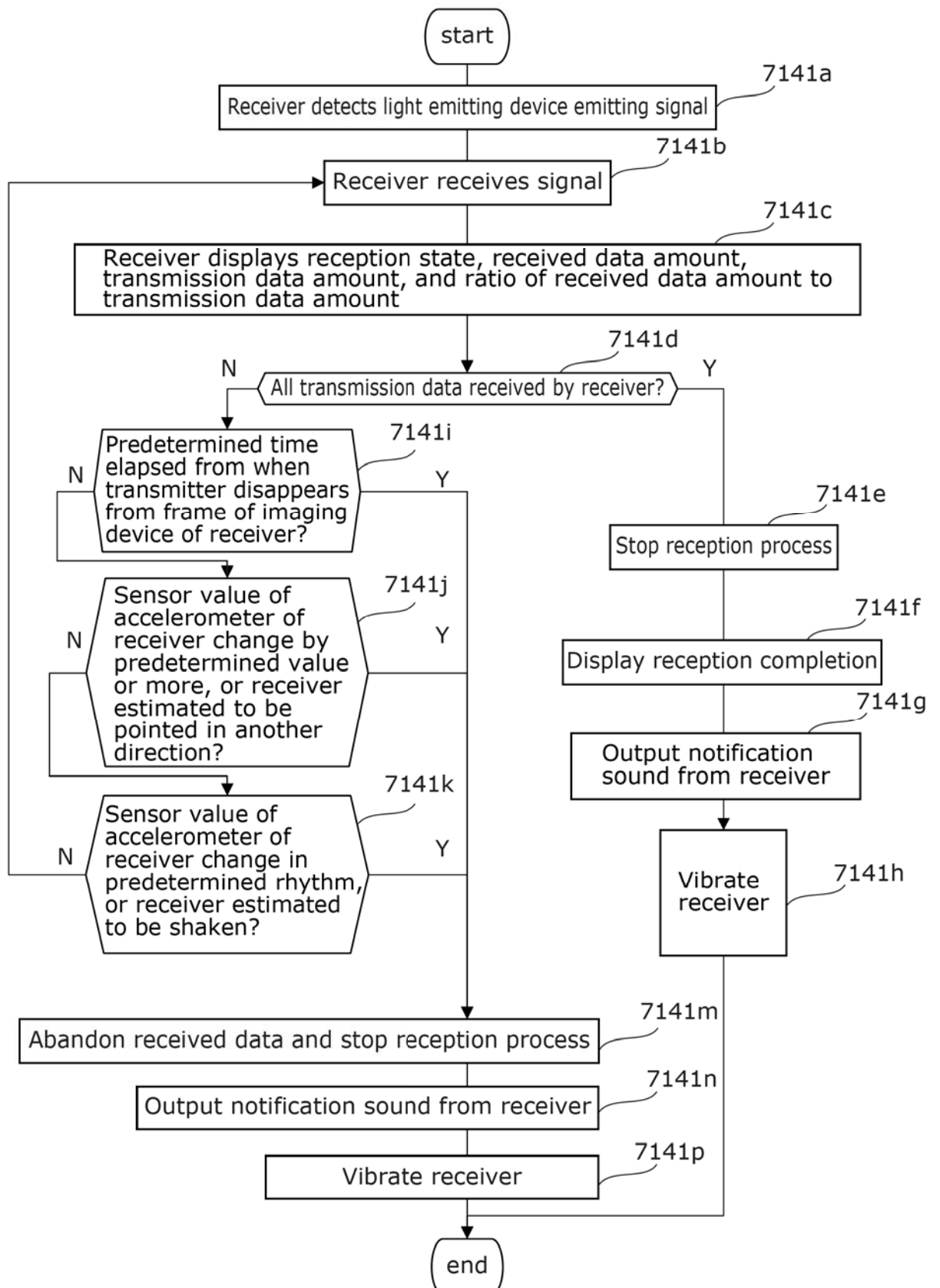


FIG. 287A

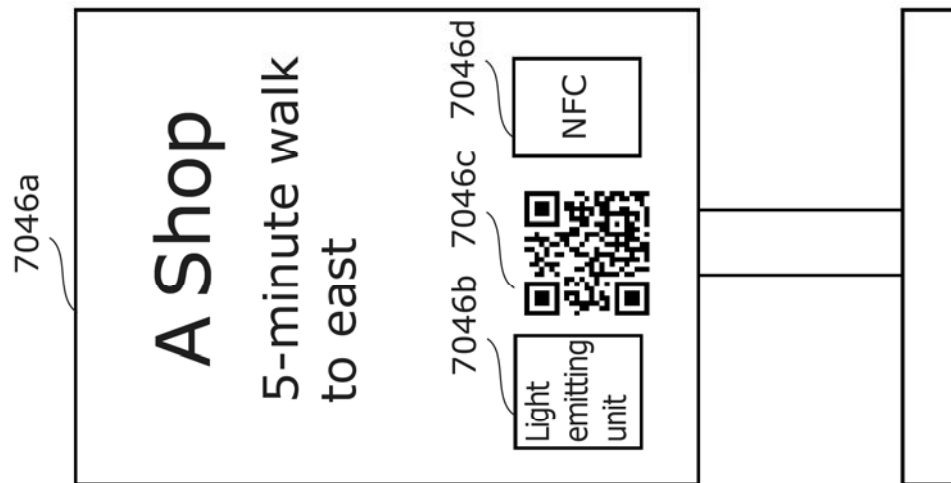


FIG. 287B

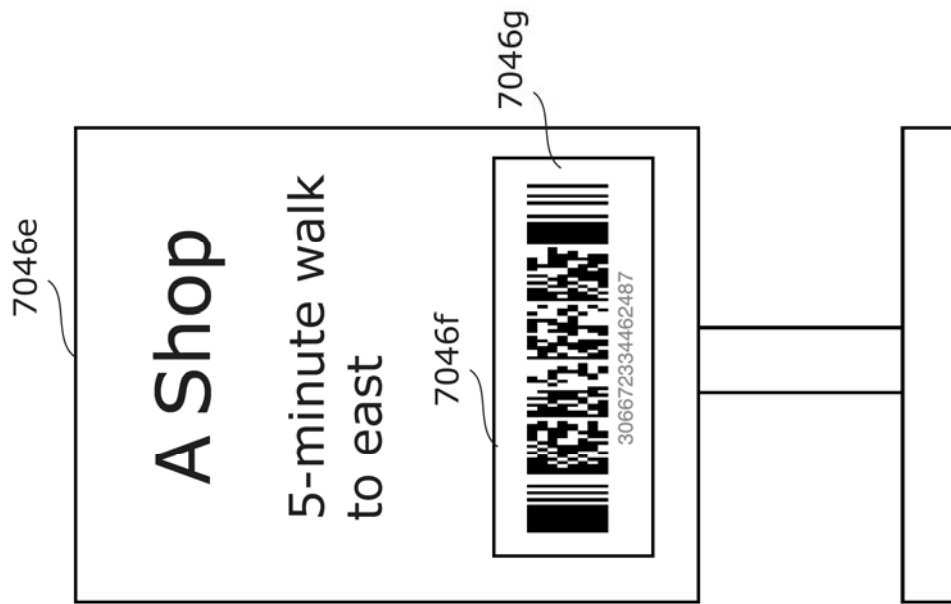


FIG. 288

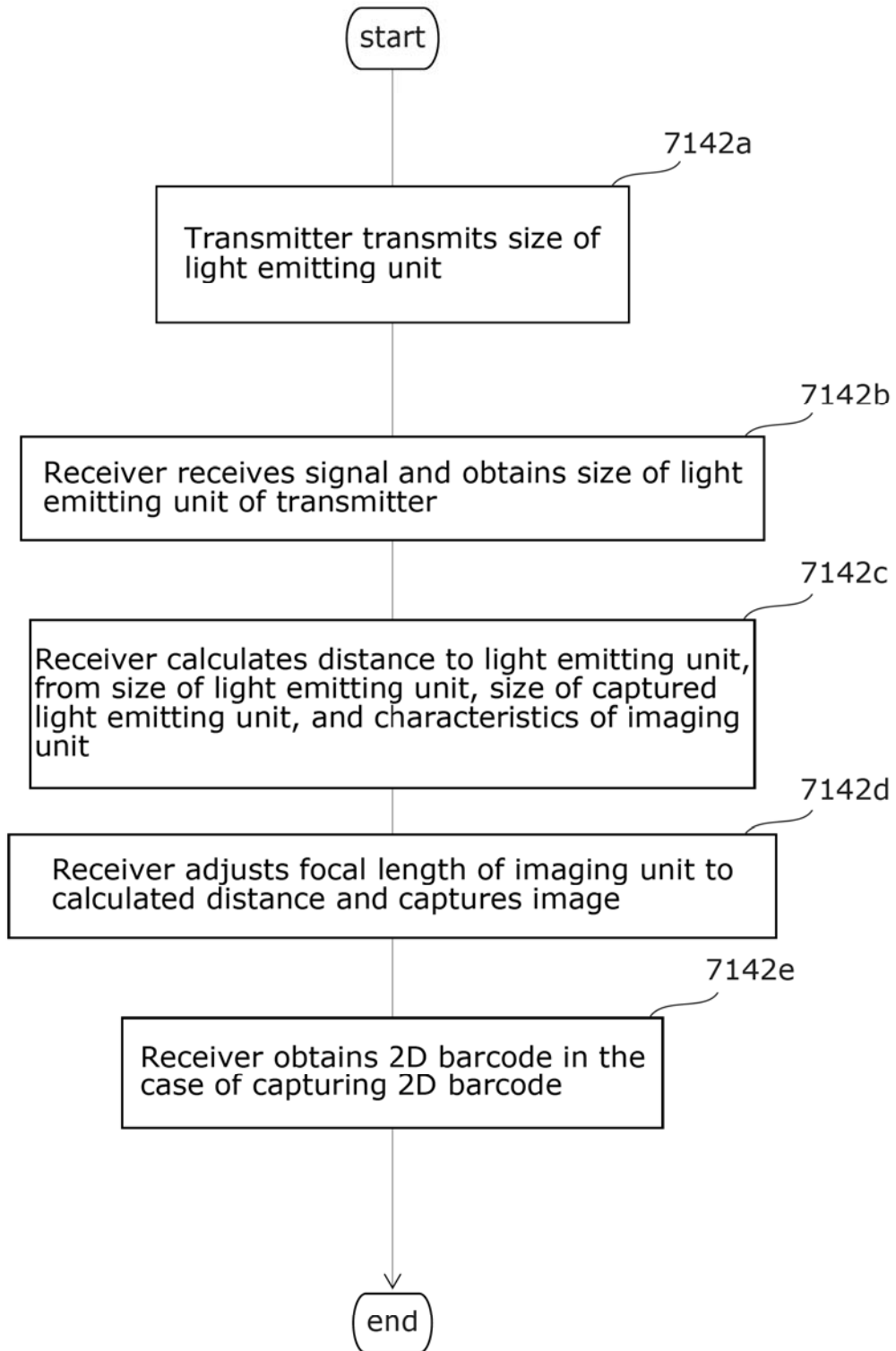


FIG. 289

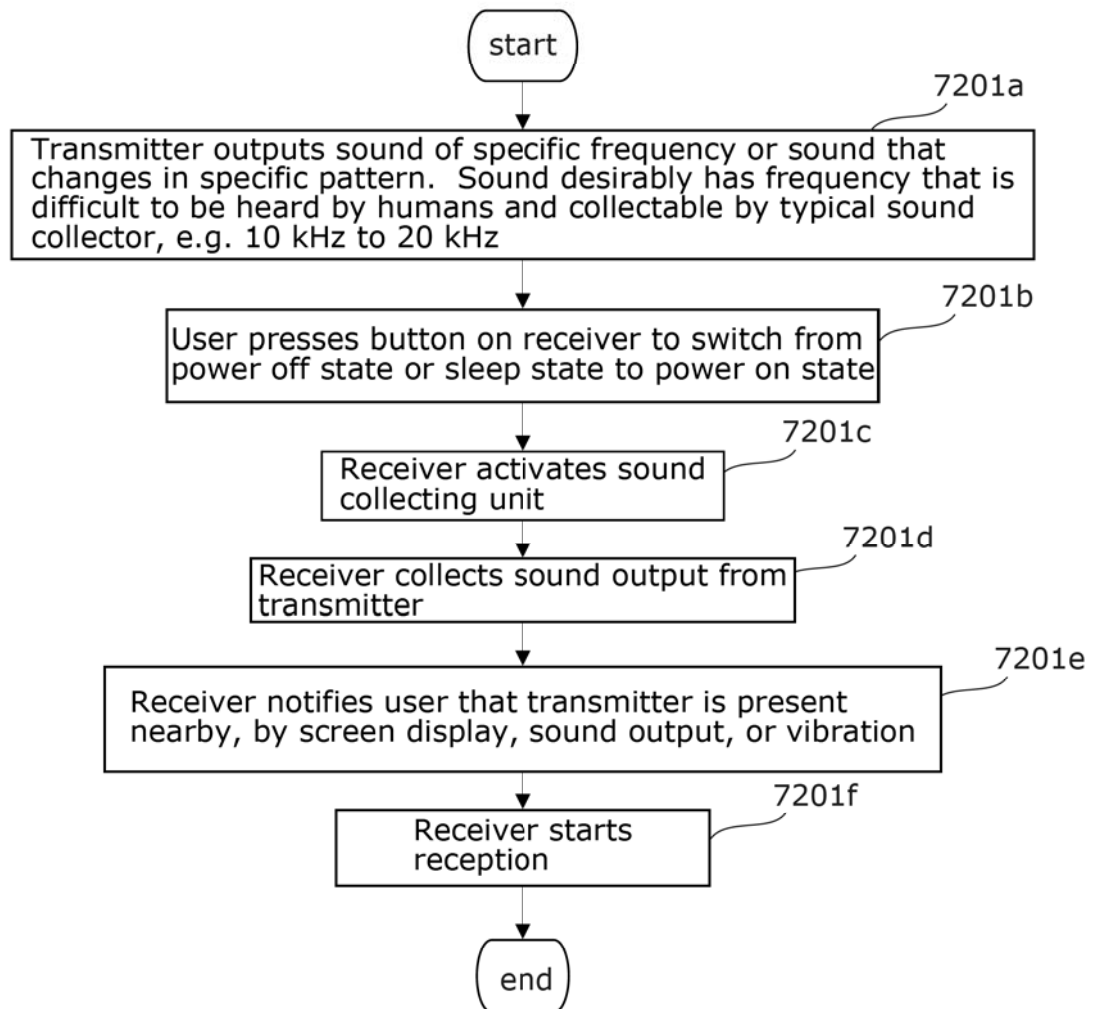


FIG. 290

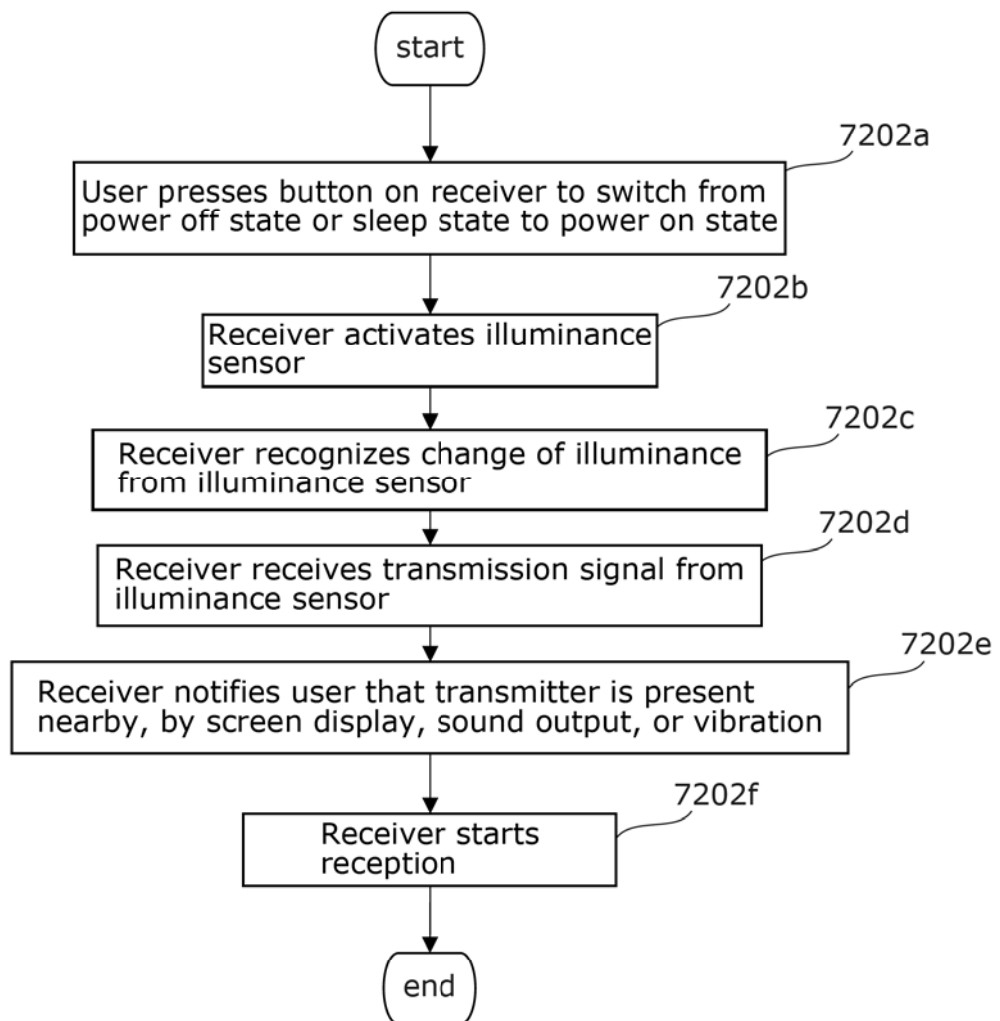


FIG. 291

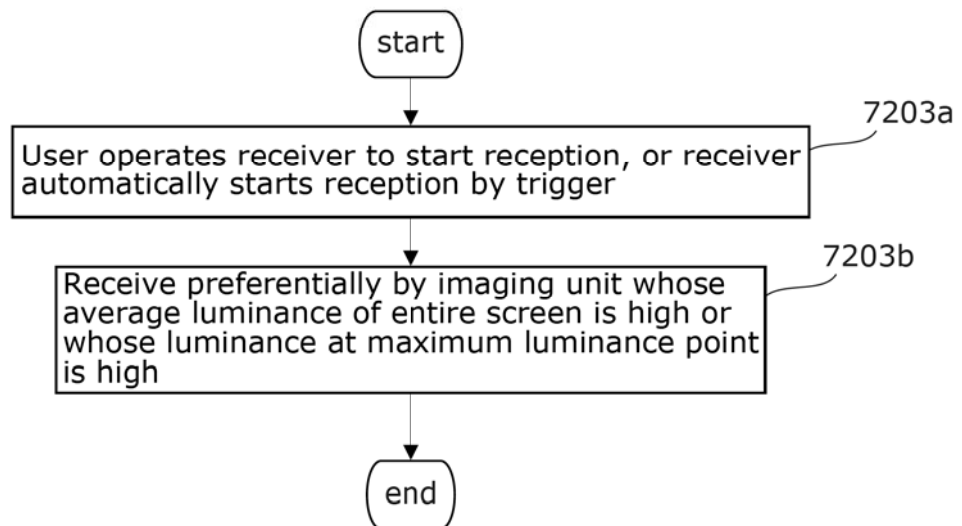


FIG. 292

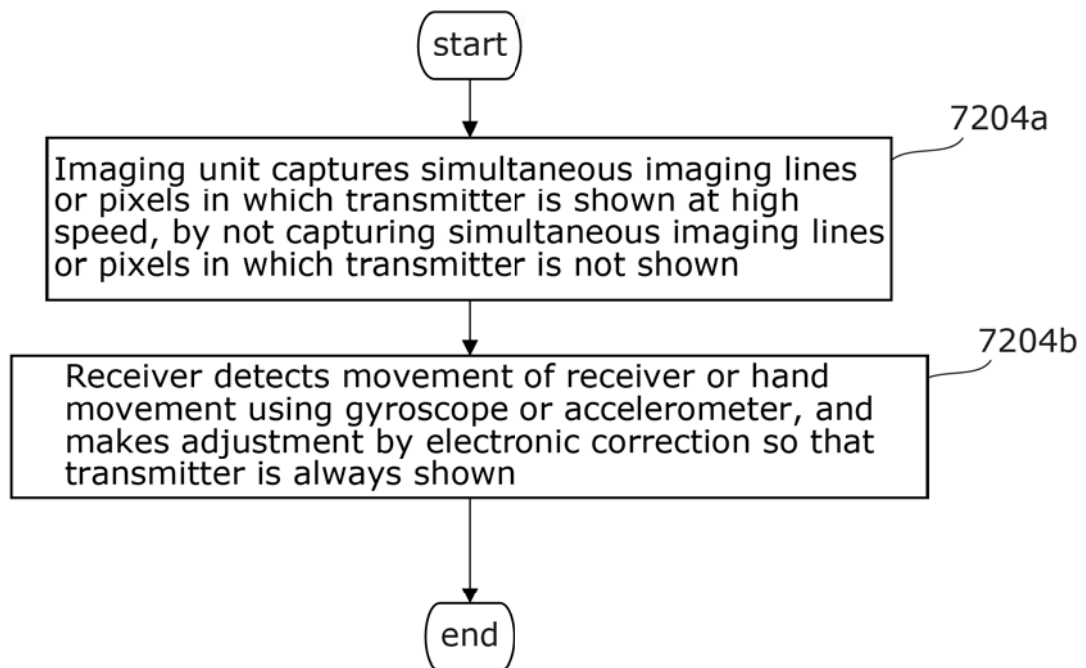


FIG. 293

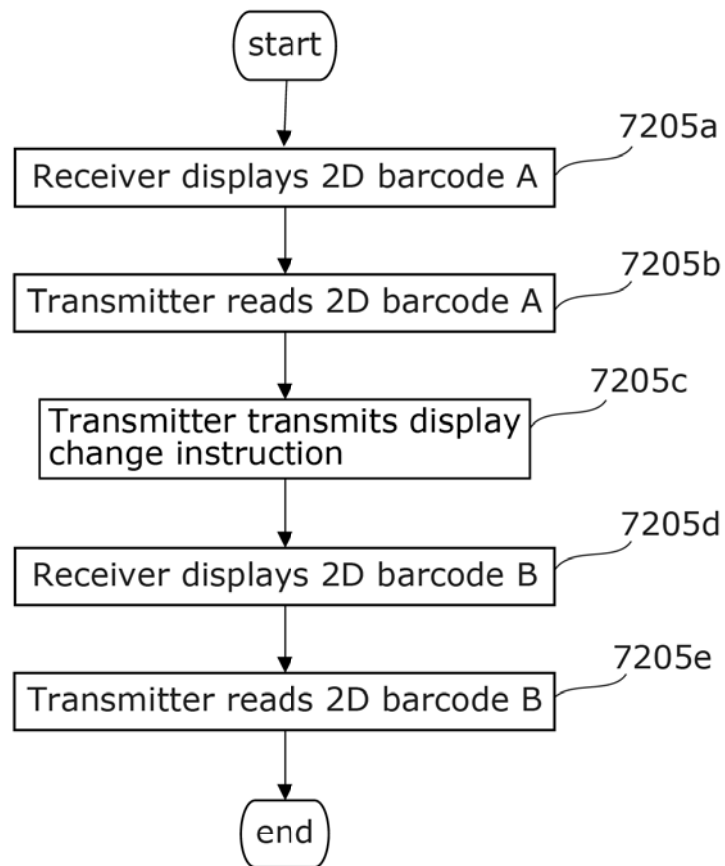


FIG. 294

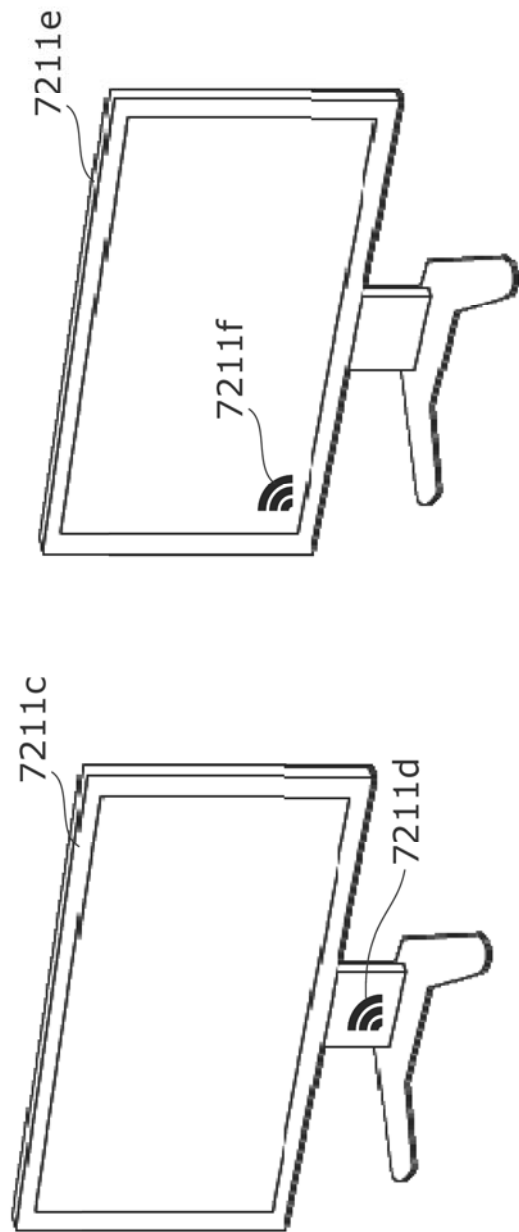
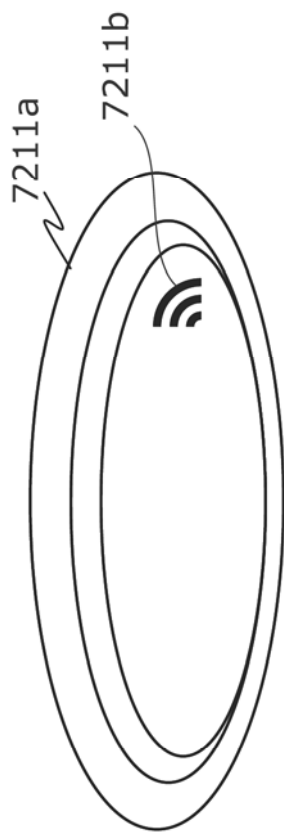


FIG. 295

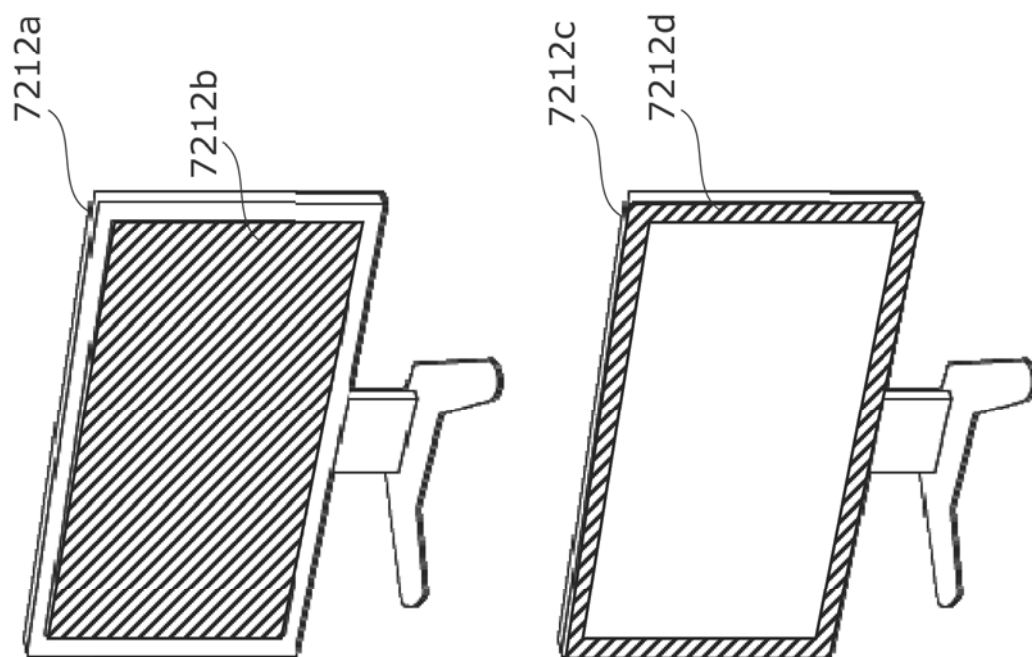


FIG. 296

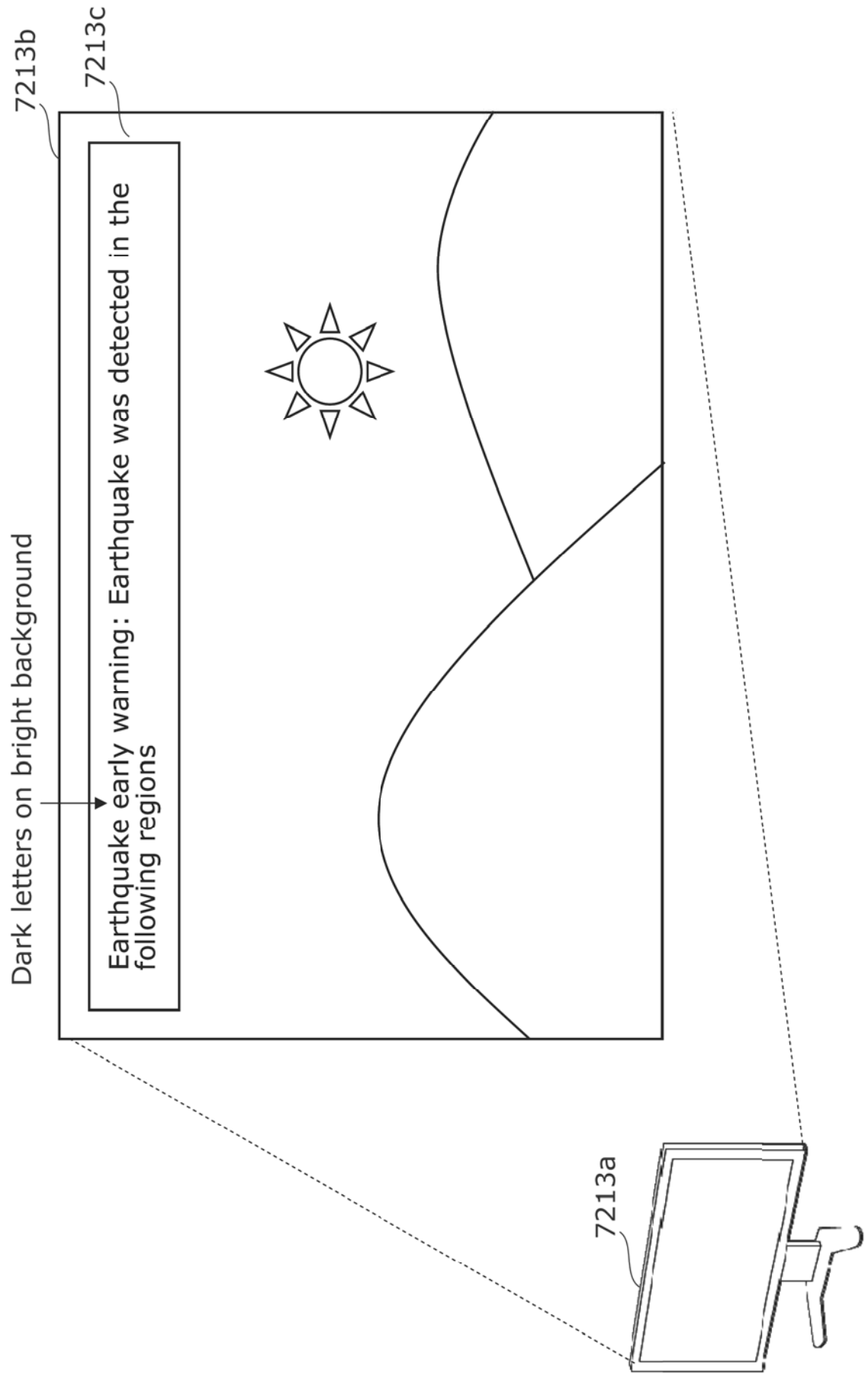


FIG. 297

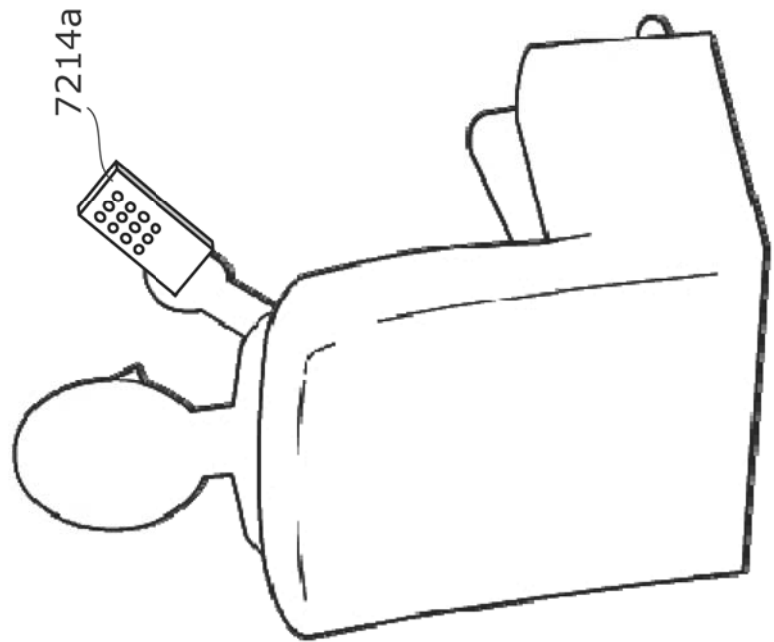
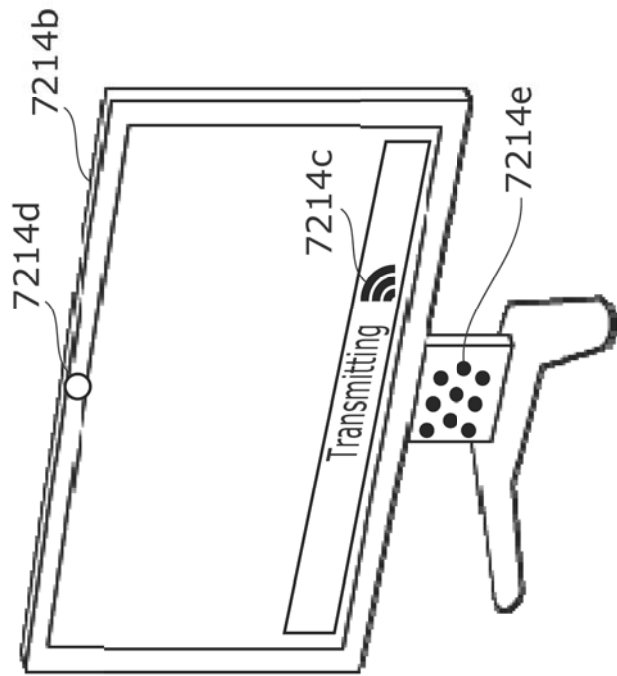


FIG. 298

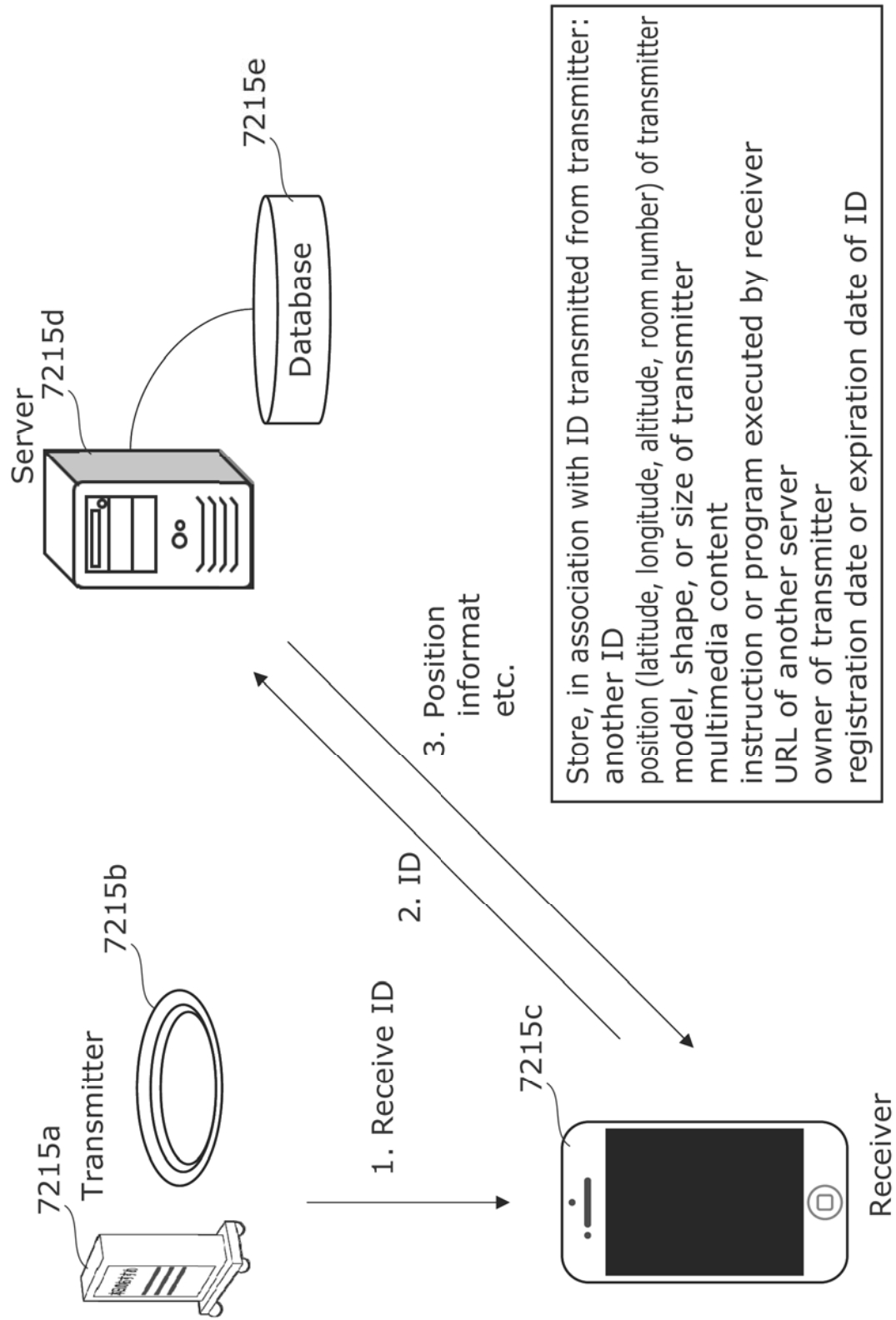


FIG. 299

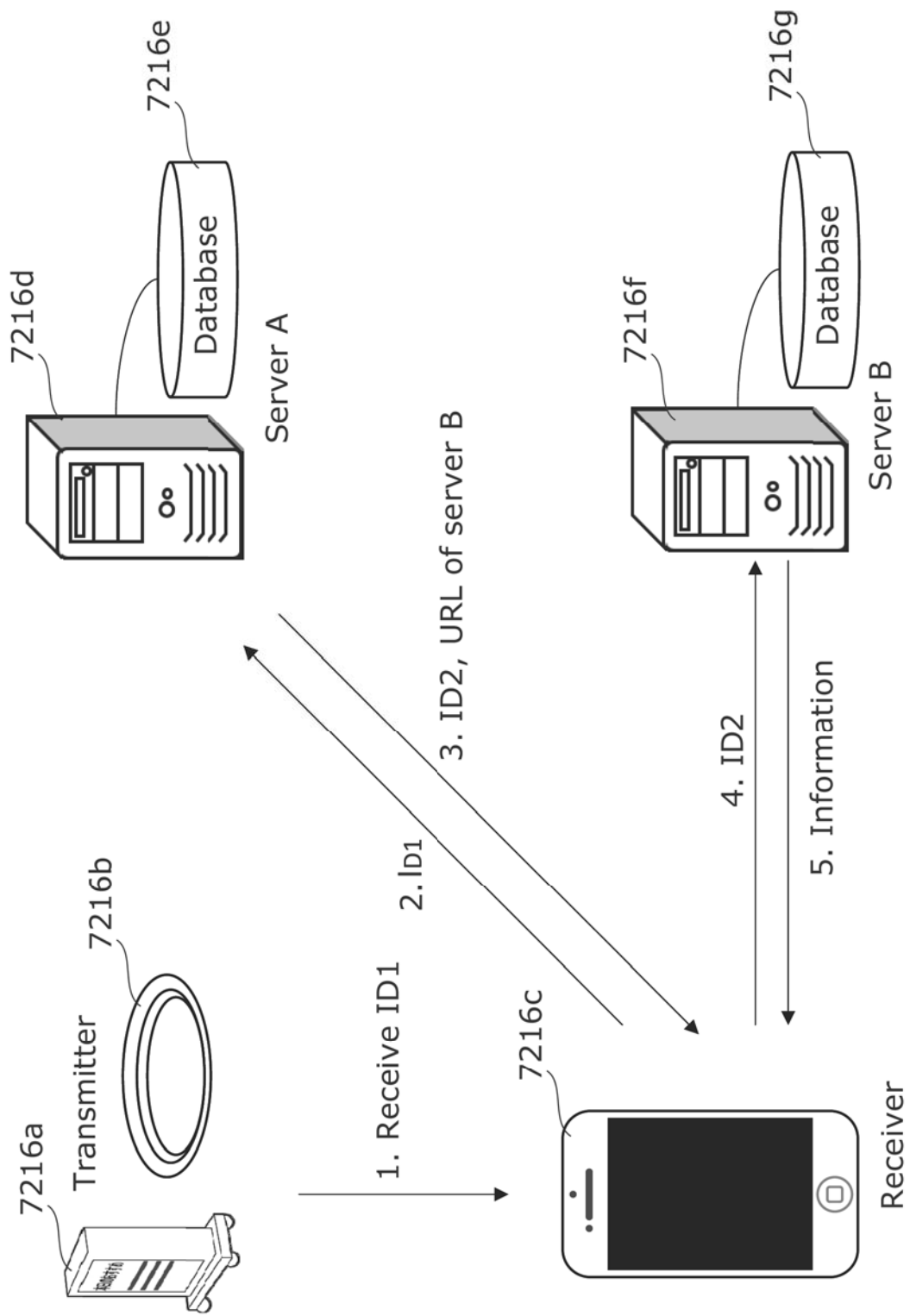


FIG. 300

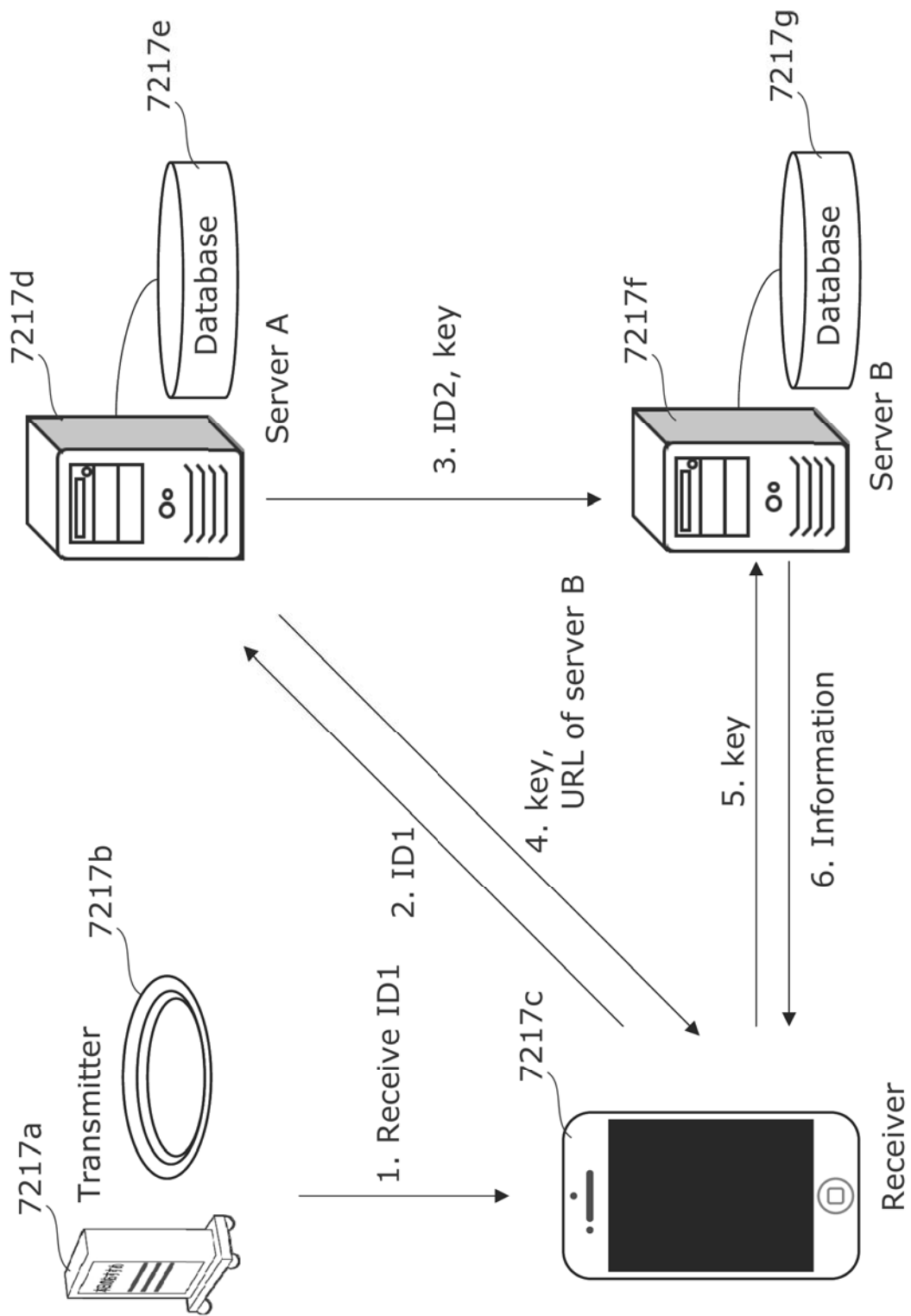


FIG. 301A

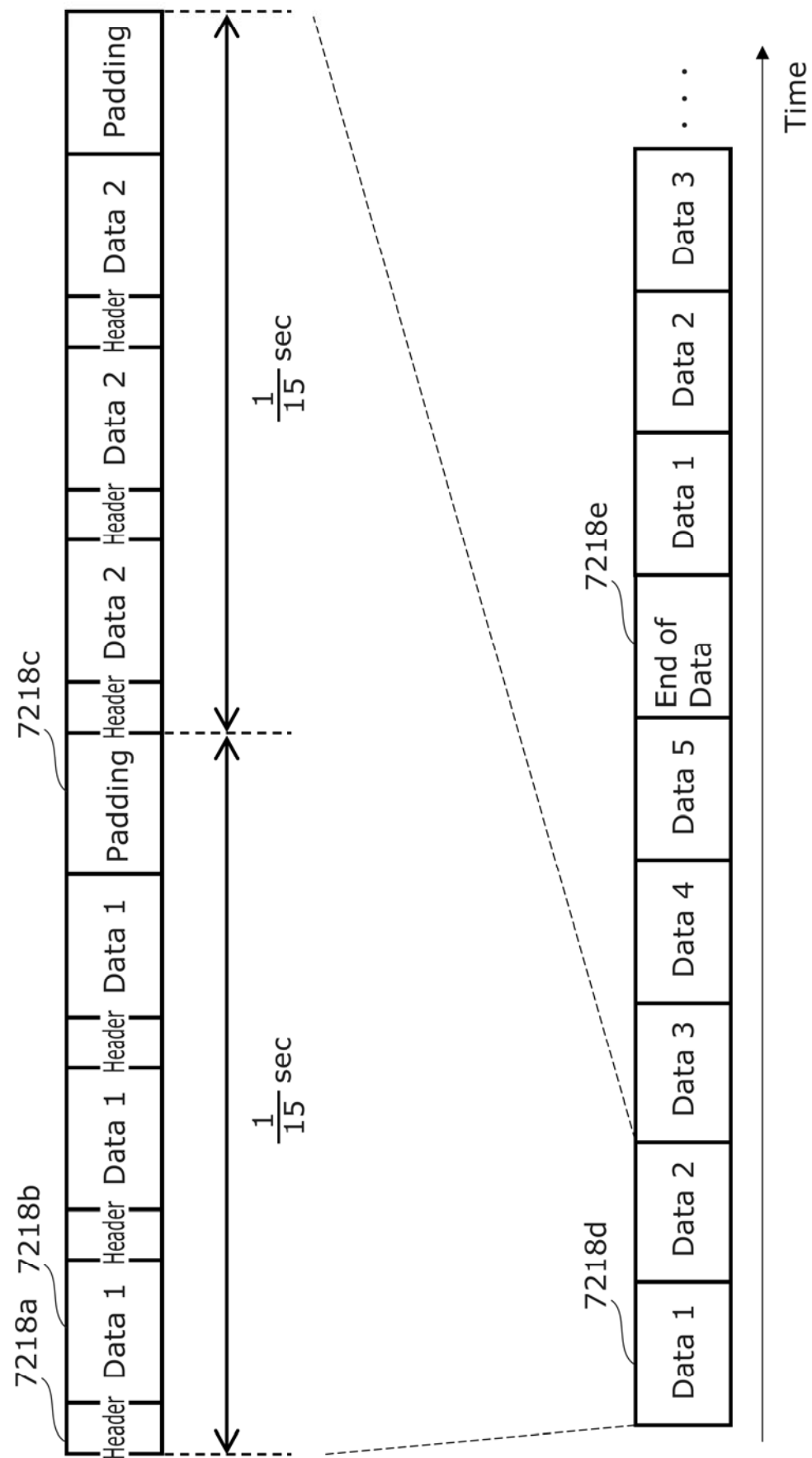


FIG. 301B

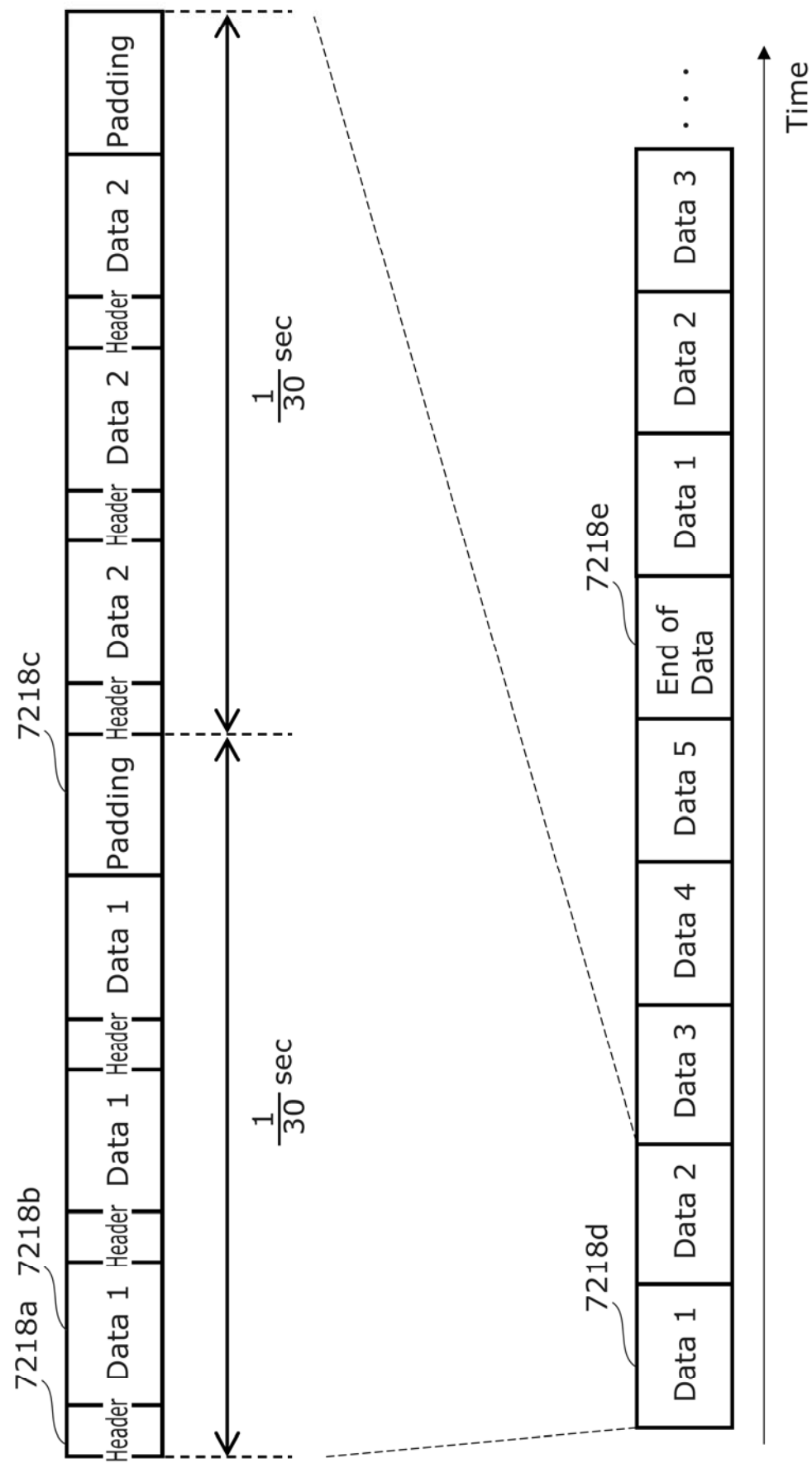


FIG. 302

Transmission signal	Modulated signal
00 (0)	01111
01 (1)	10111
10 (2)	11011
11 (3)	11101
Header	11110

7219a

FIG. 303A

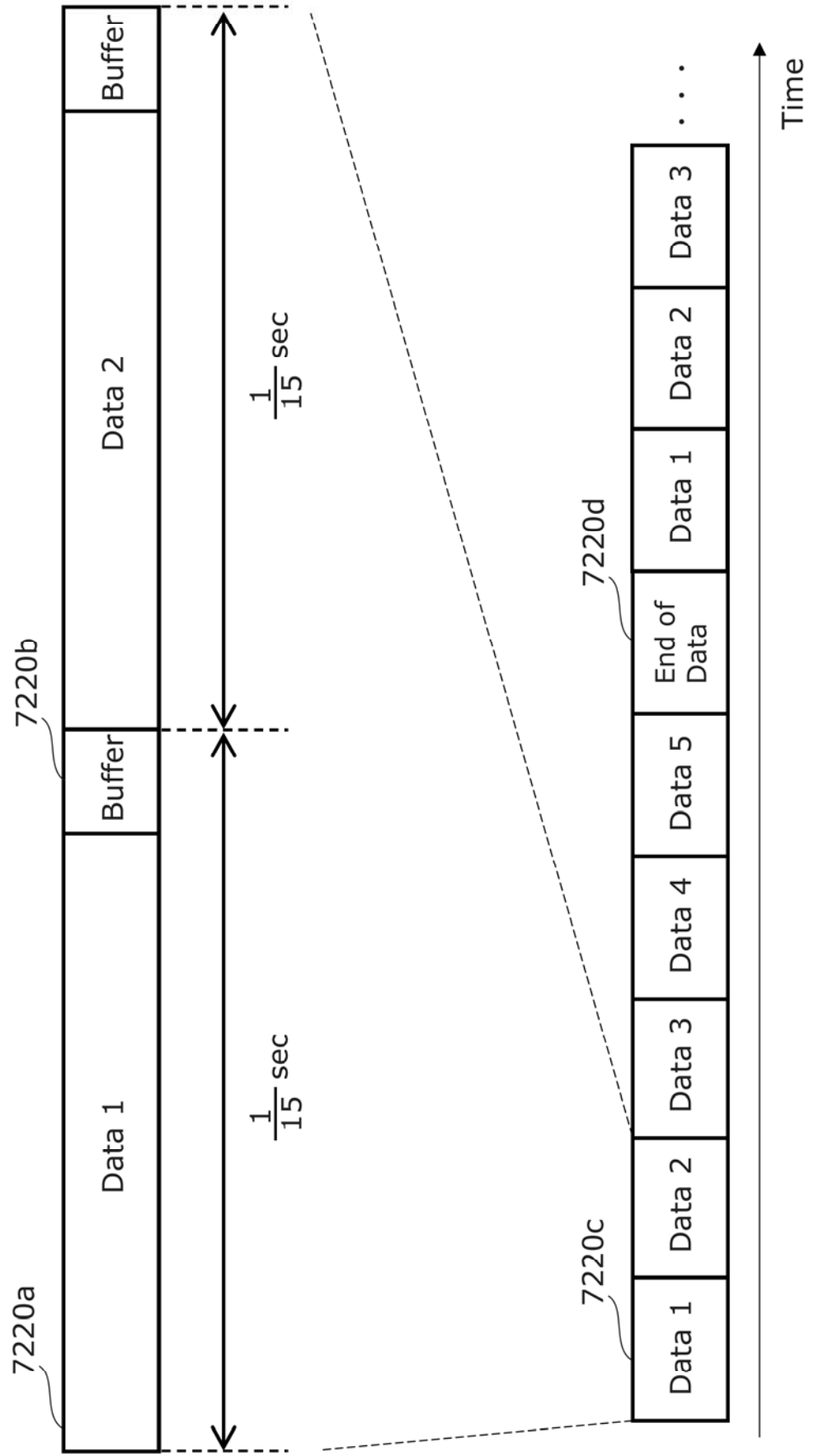


FIG. 303B

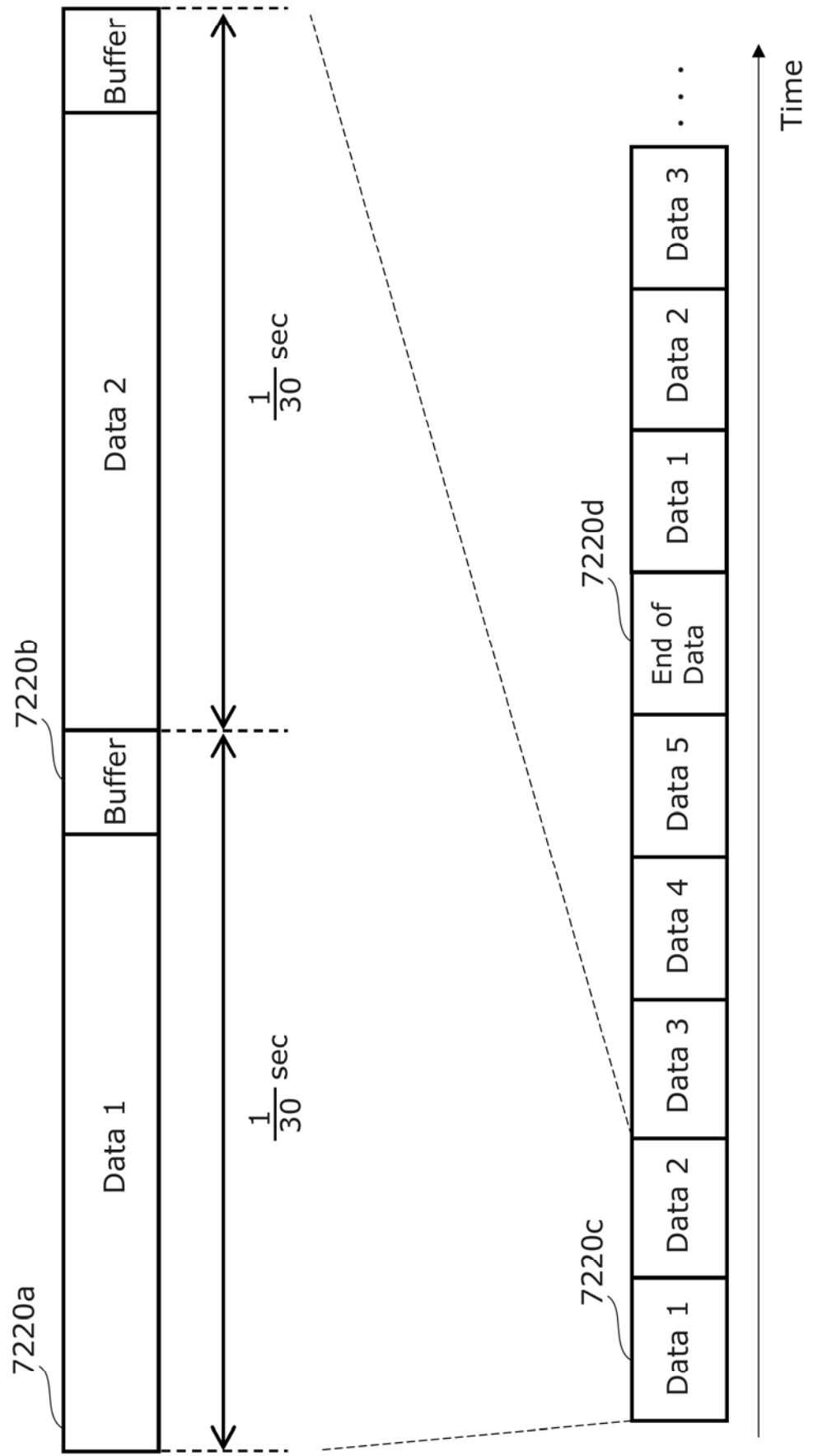


FIG. 304

7221a

Transmission signal	Modulation frequency
00 (0)	500Hz
01 (1)	1000Hz
10 (2)	2000Hz
11 (3)	5000Hz

FIG. 305A

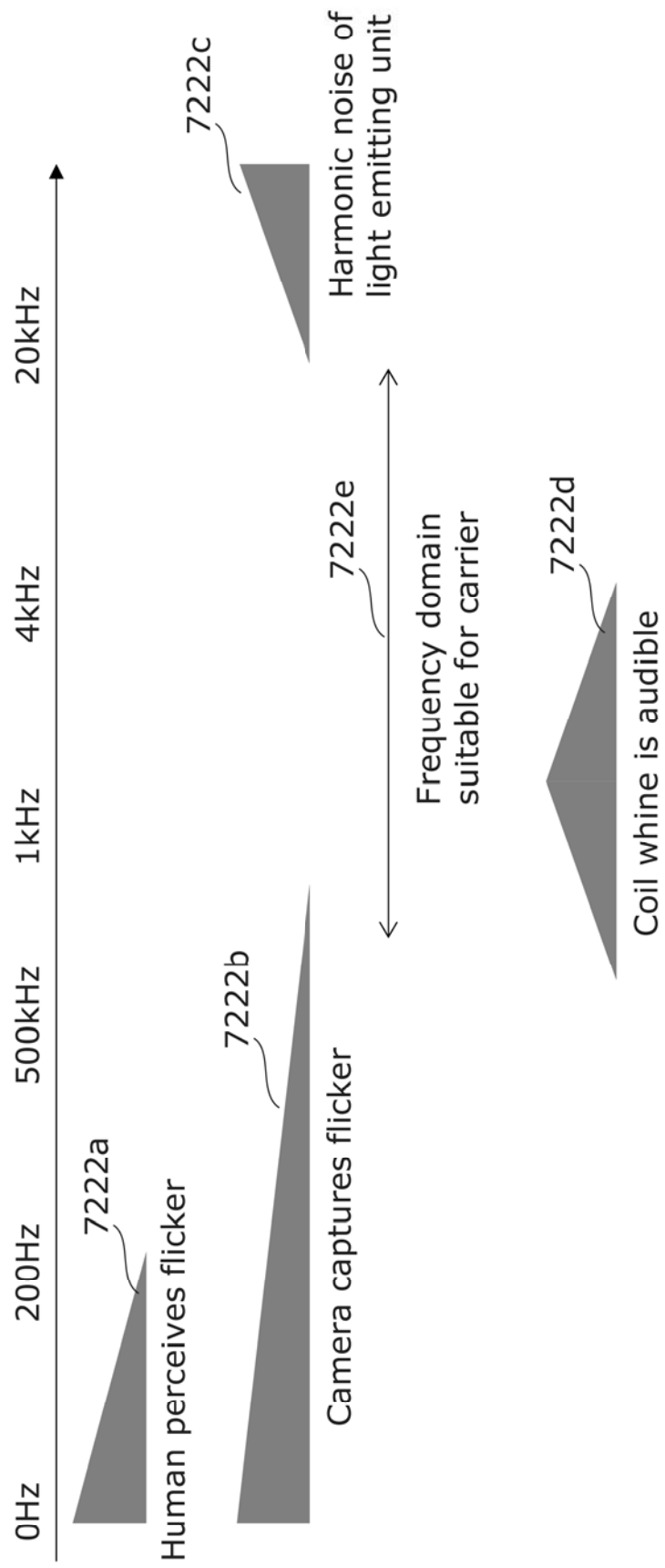


FIG. 305B

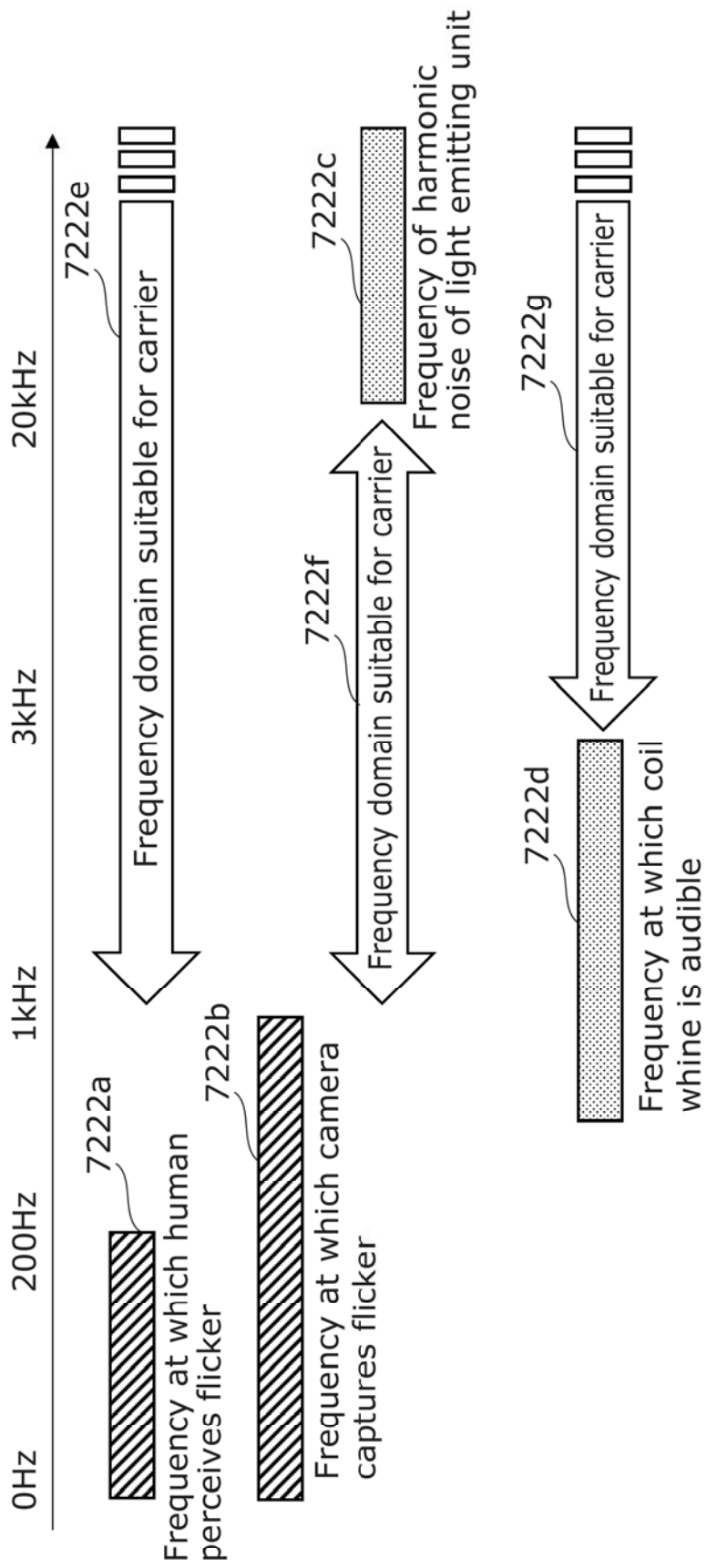


FIG. 306

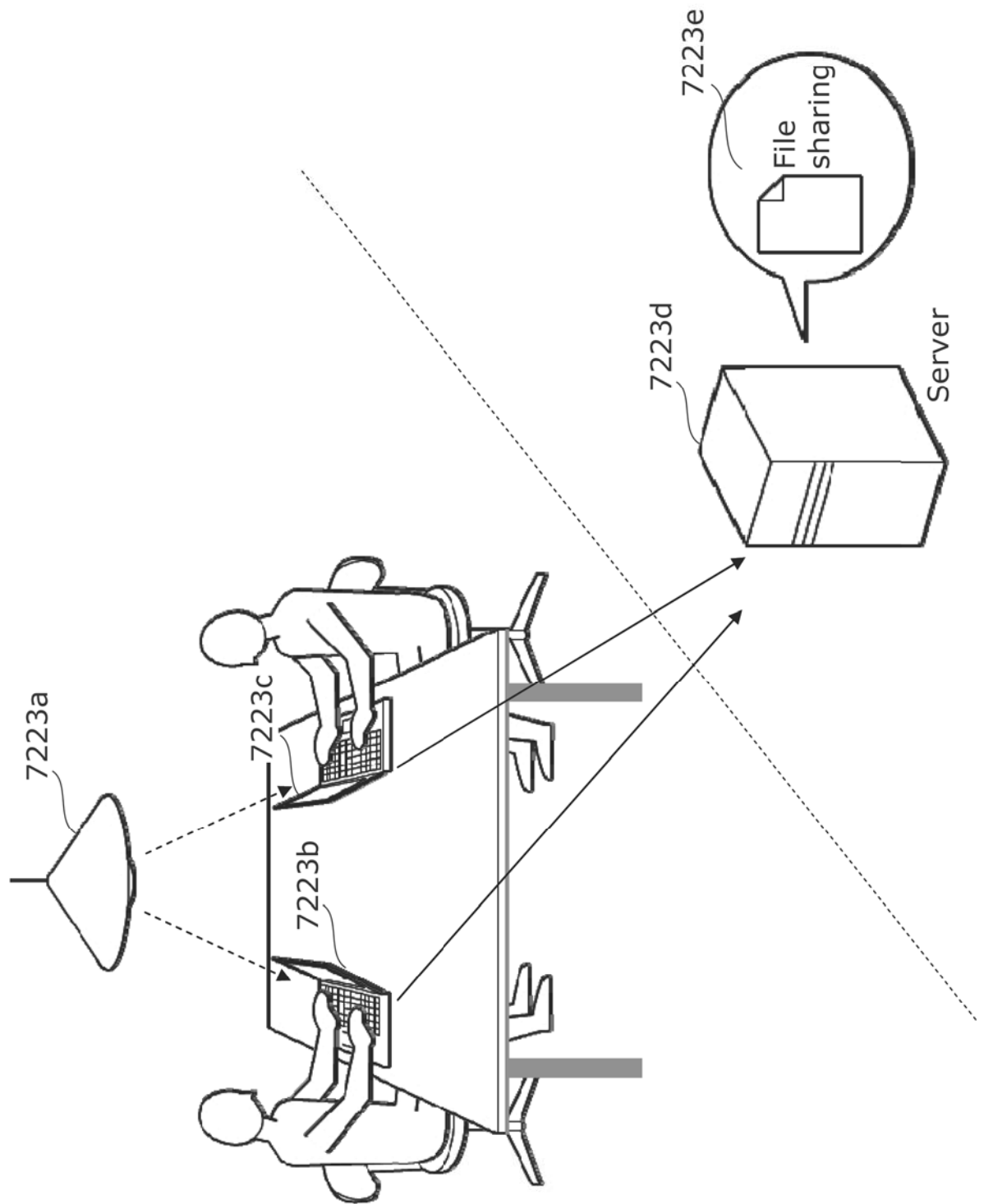


FIG. 307

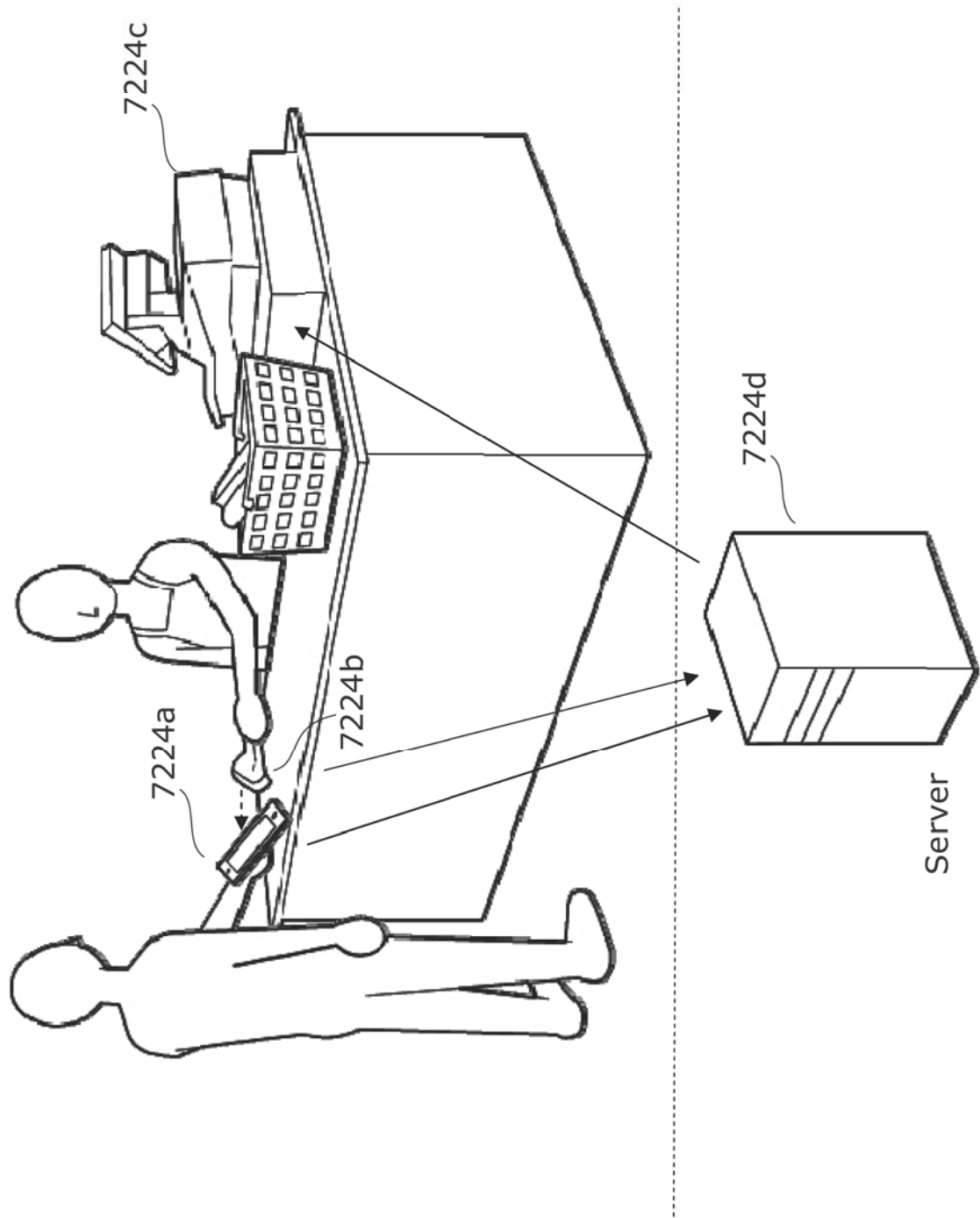


FIG. 308

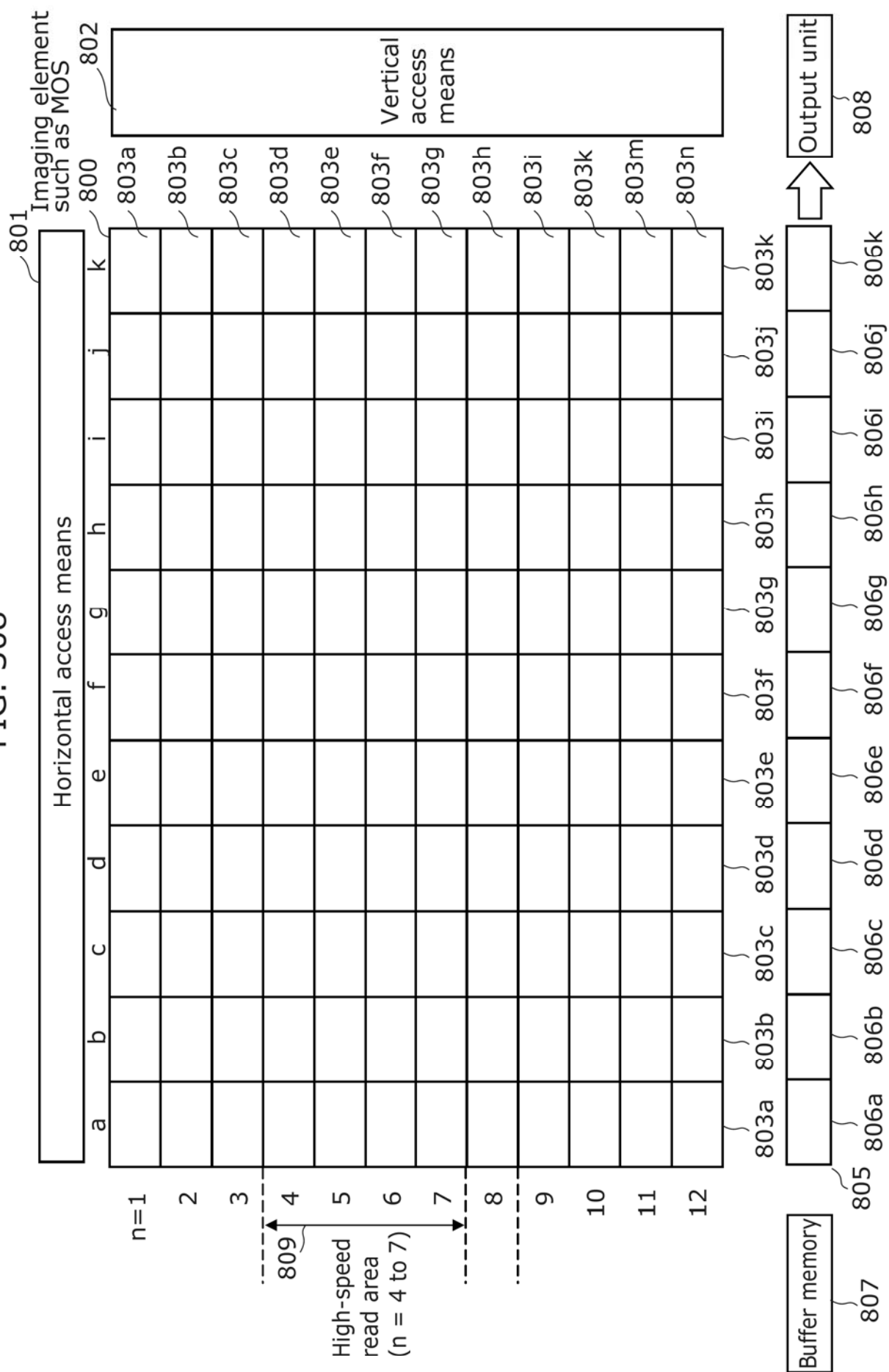


FIG. 309

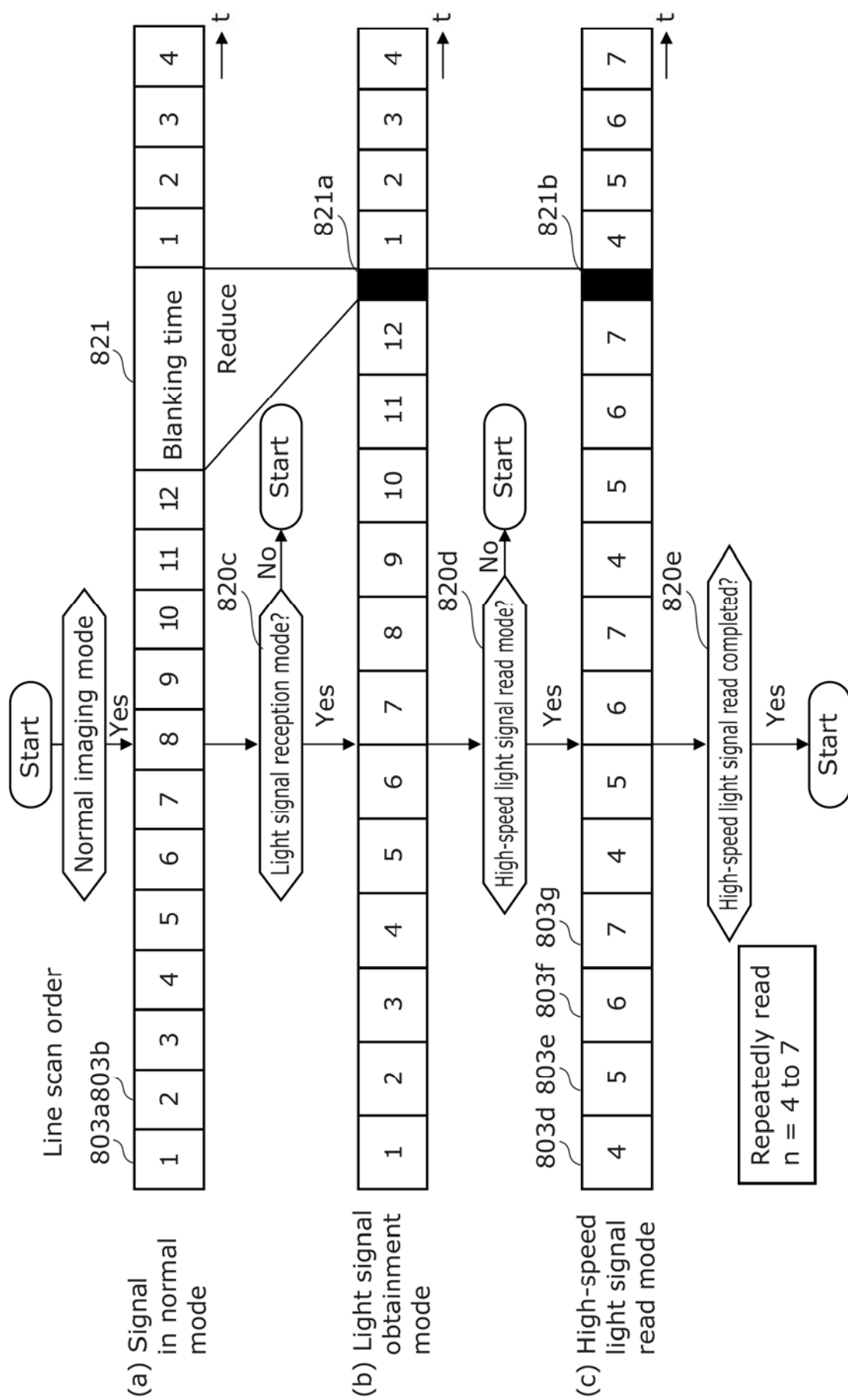


FIG. 310

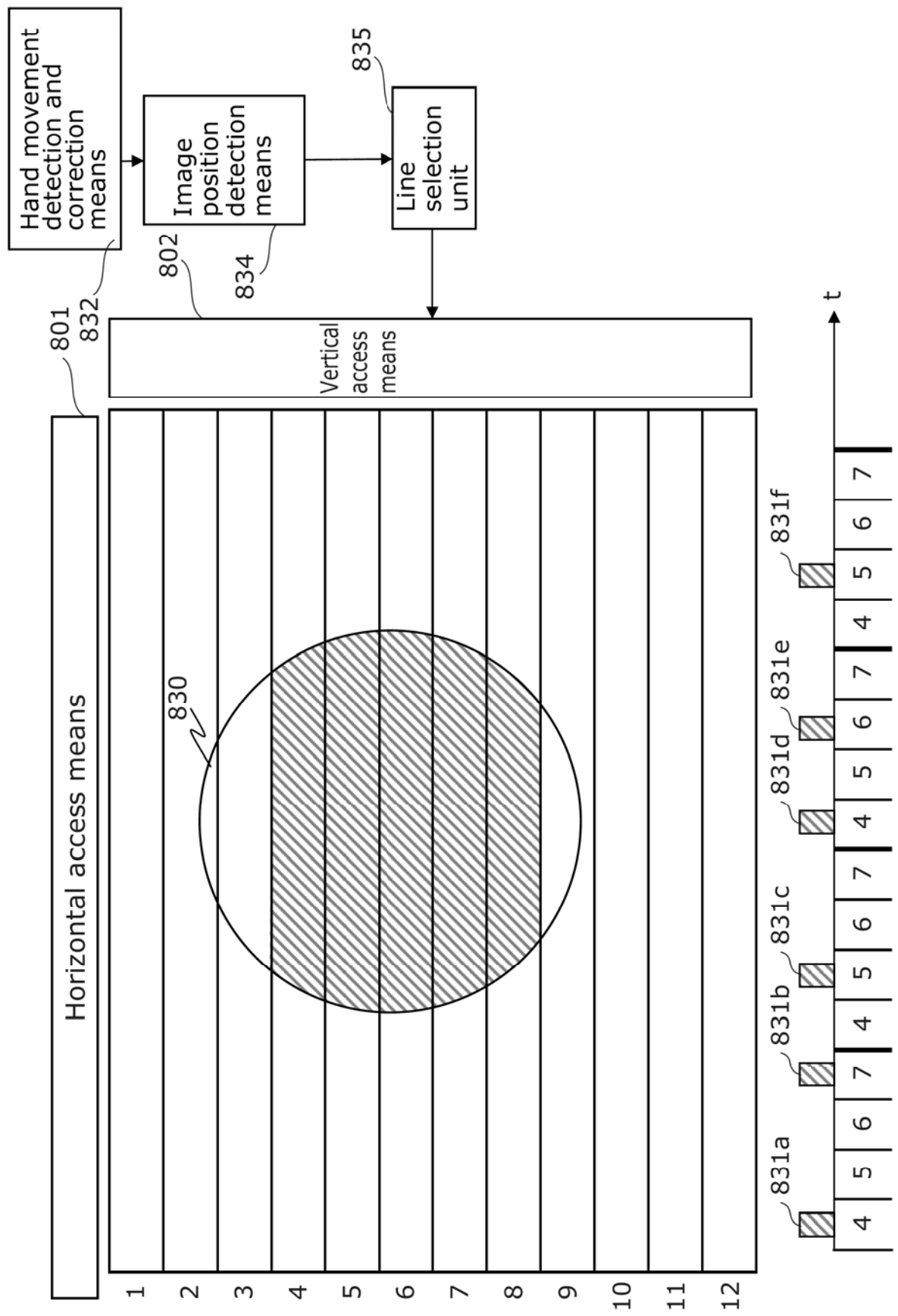


FIG. 311A

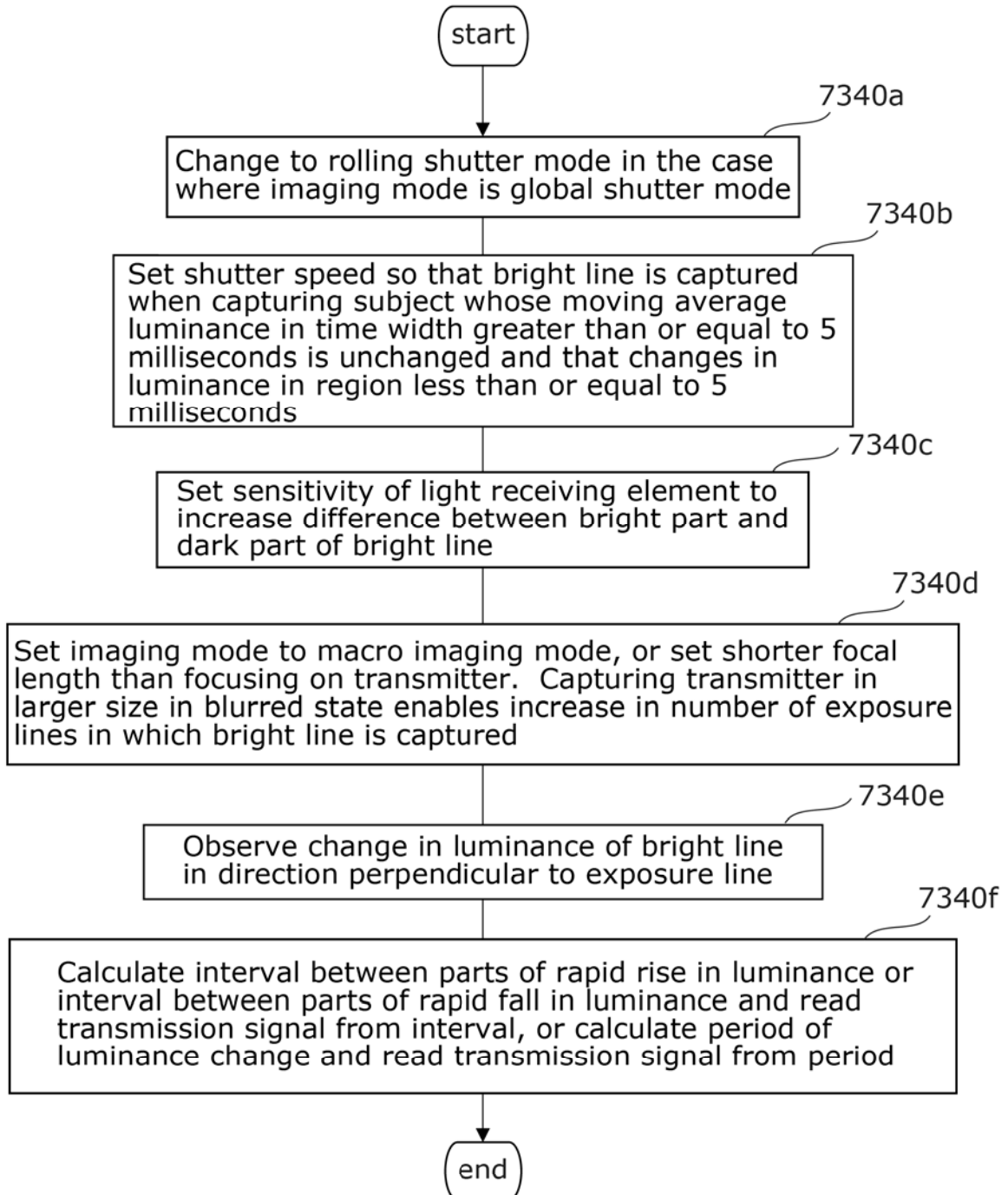


FIG. 311B

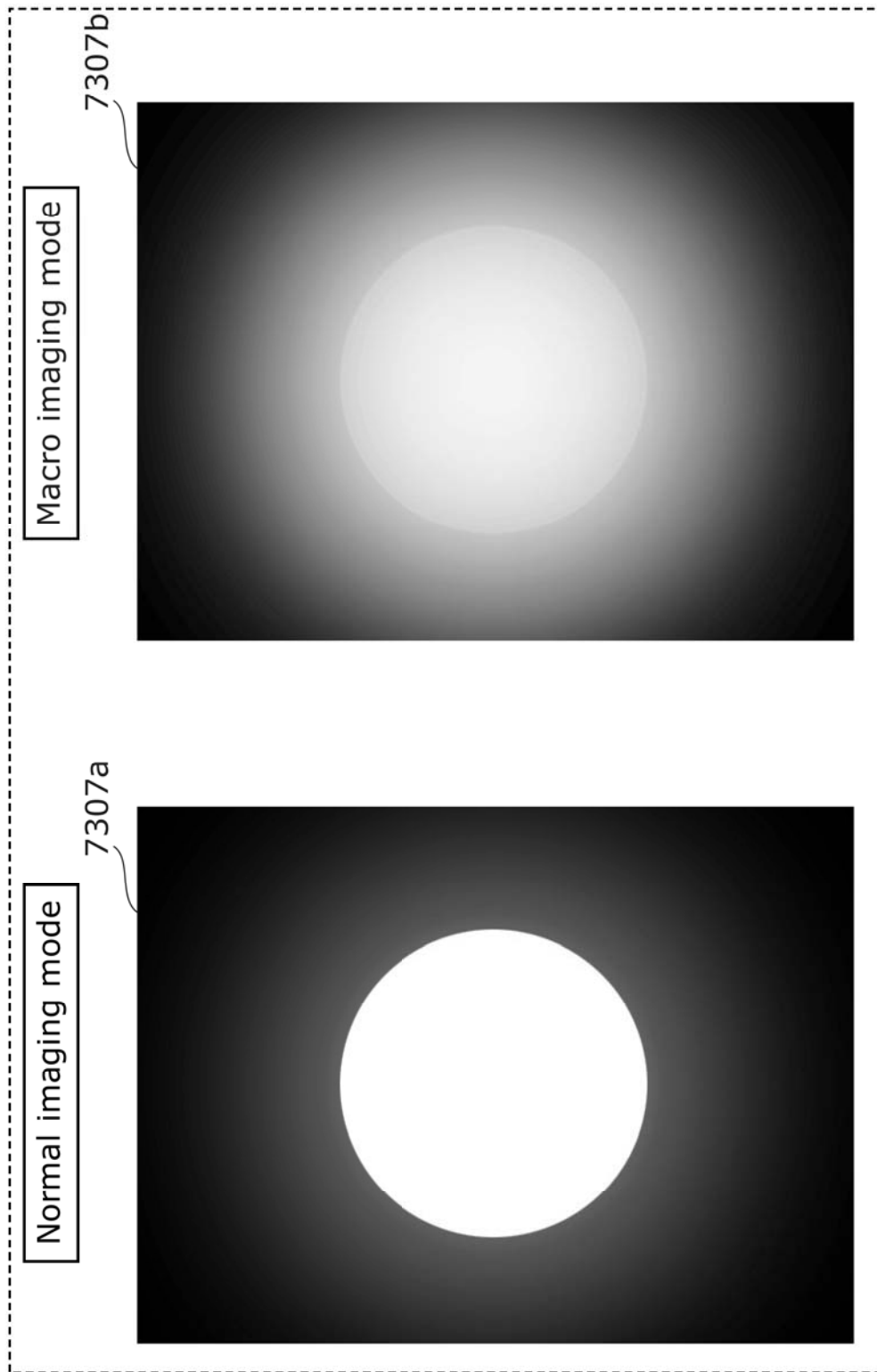


FIG. 312

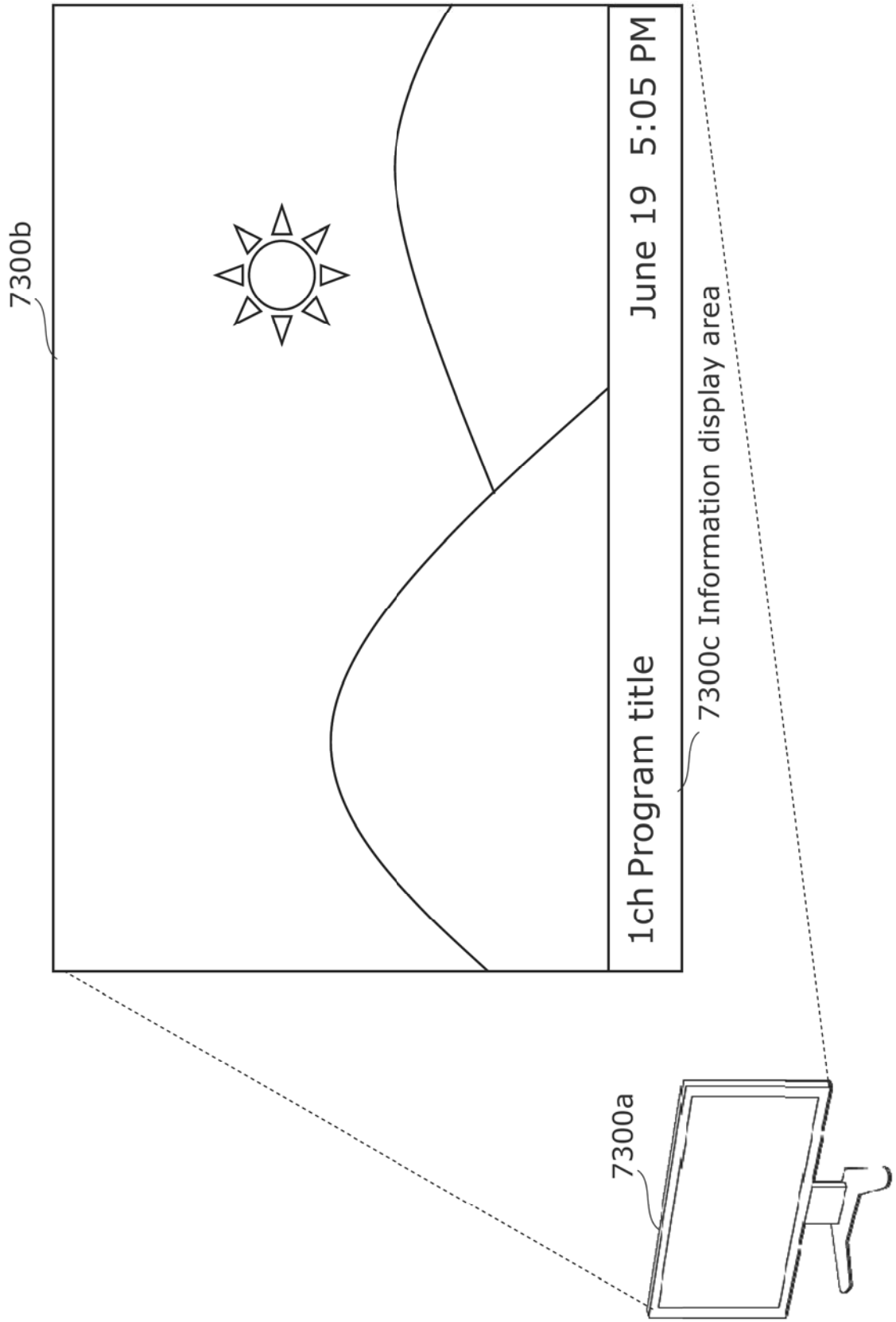


FIG. 313

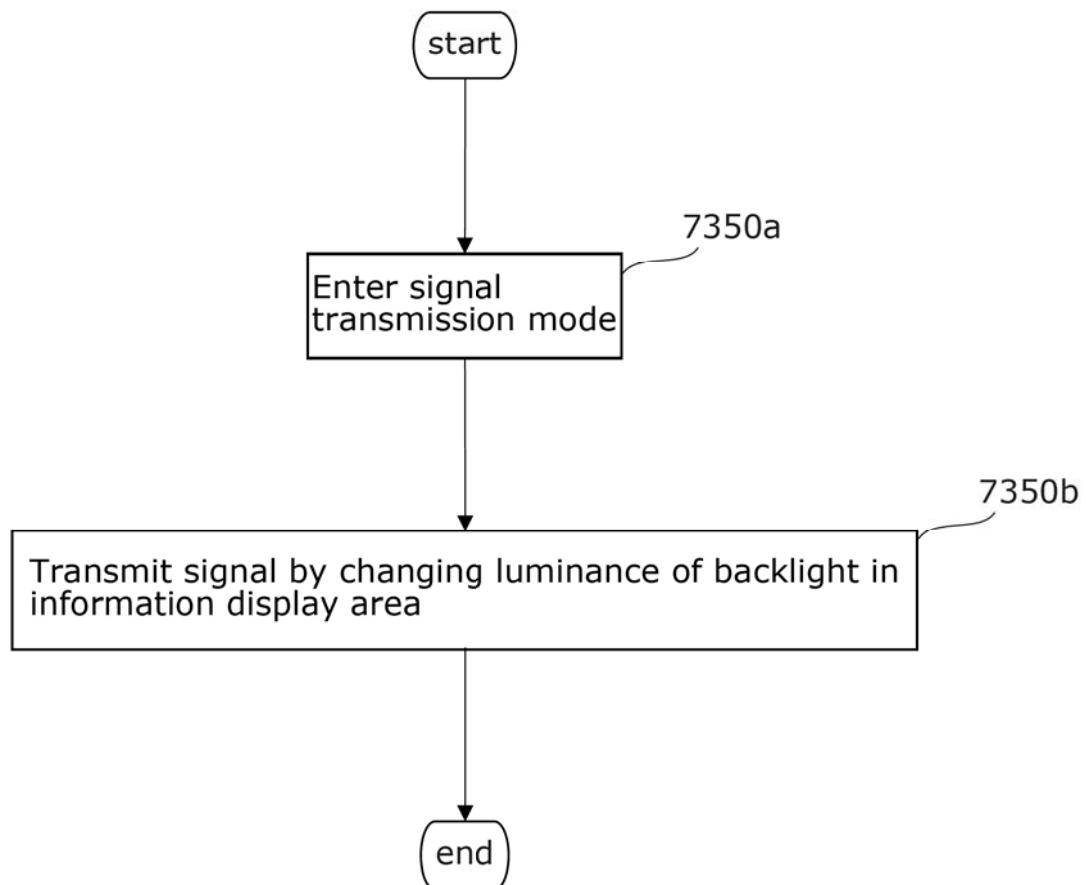


FIG. 314

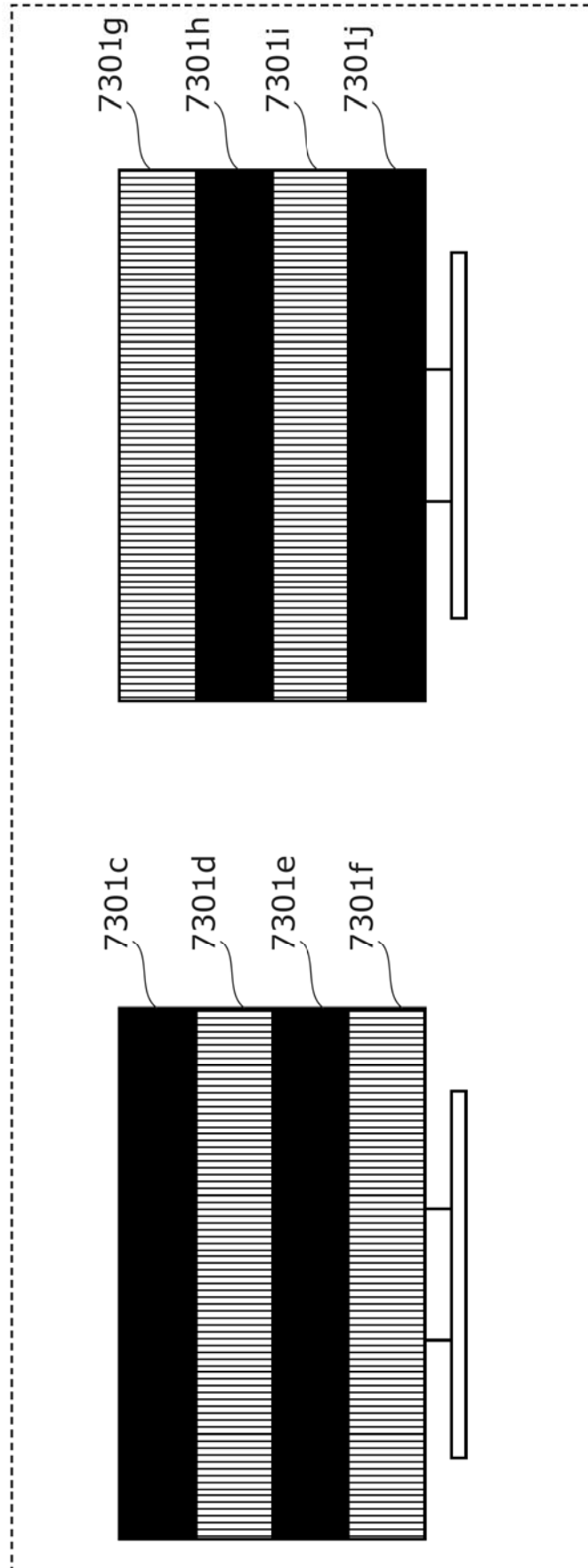


FIG. 315

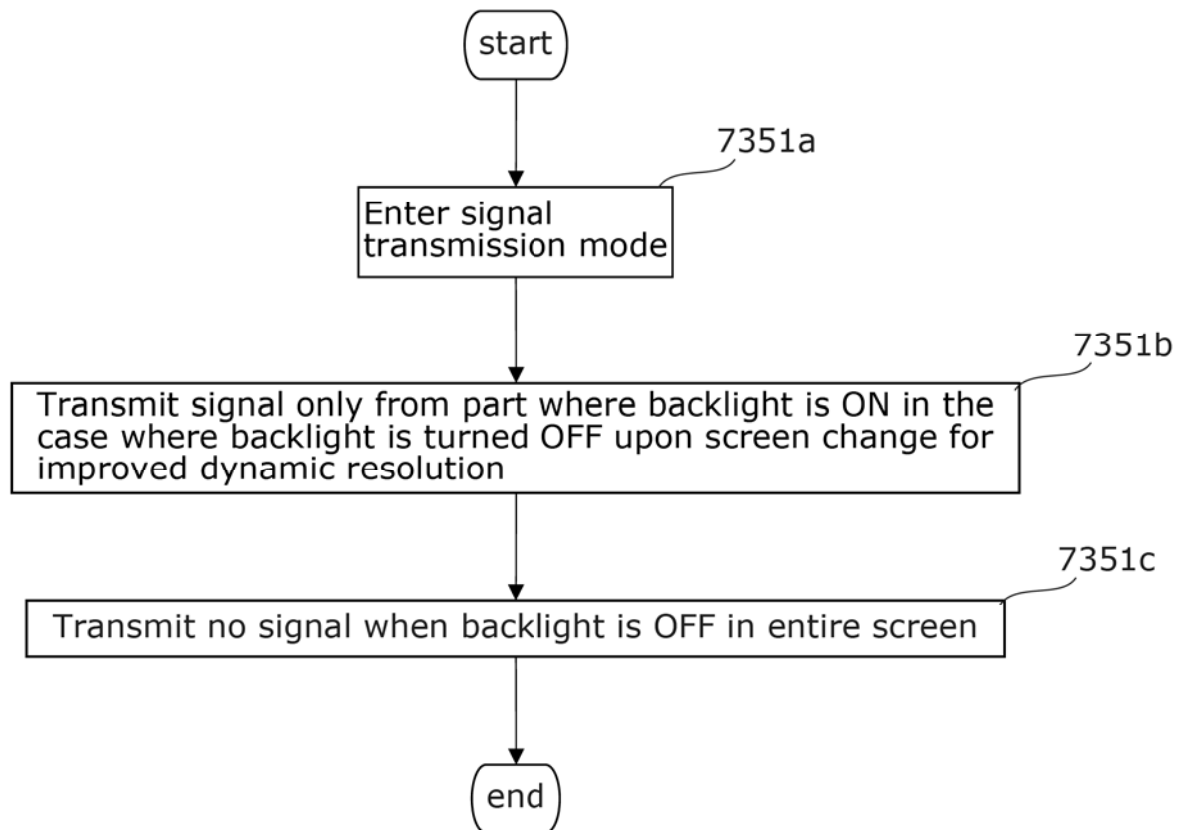


FIG. 316

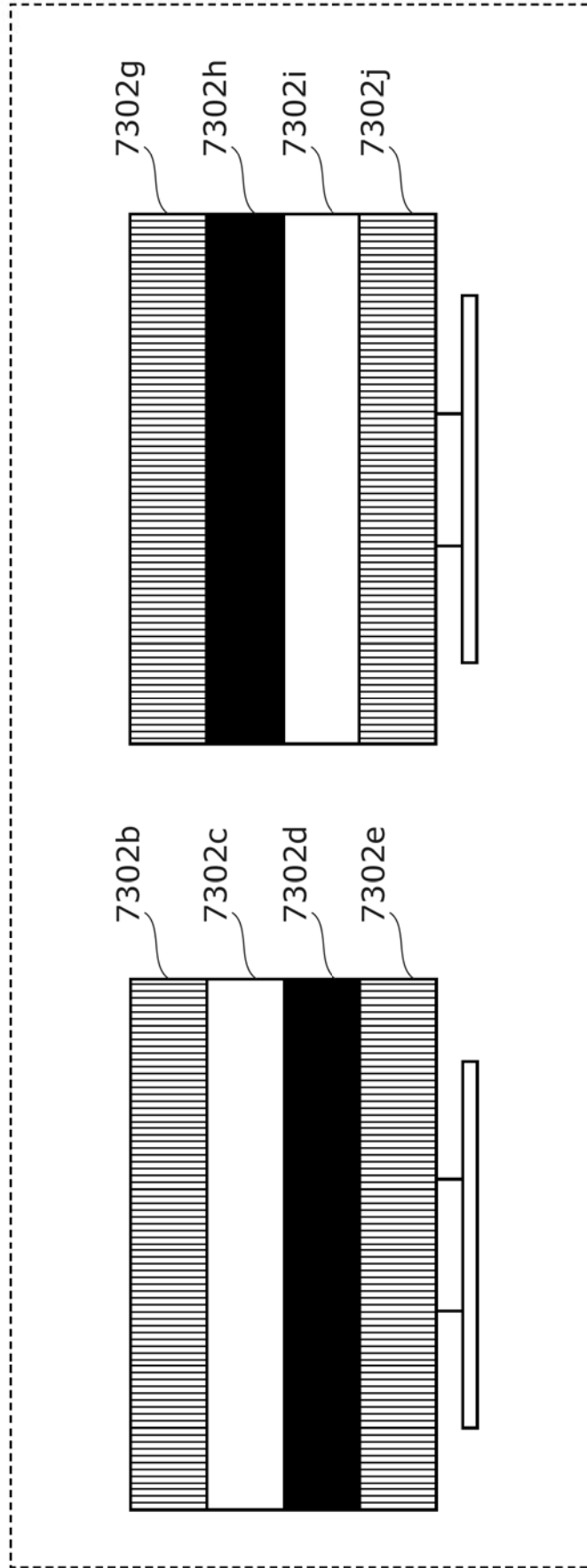


FIG. 317

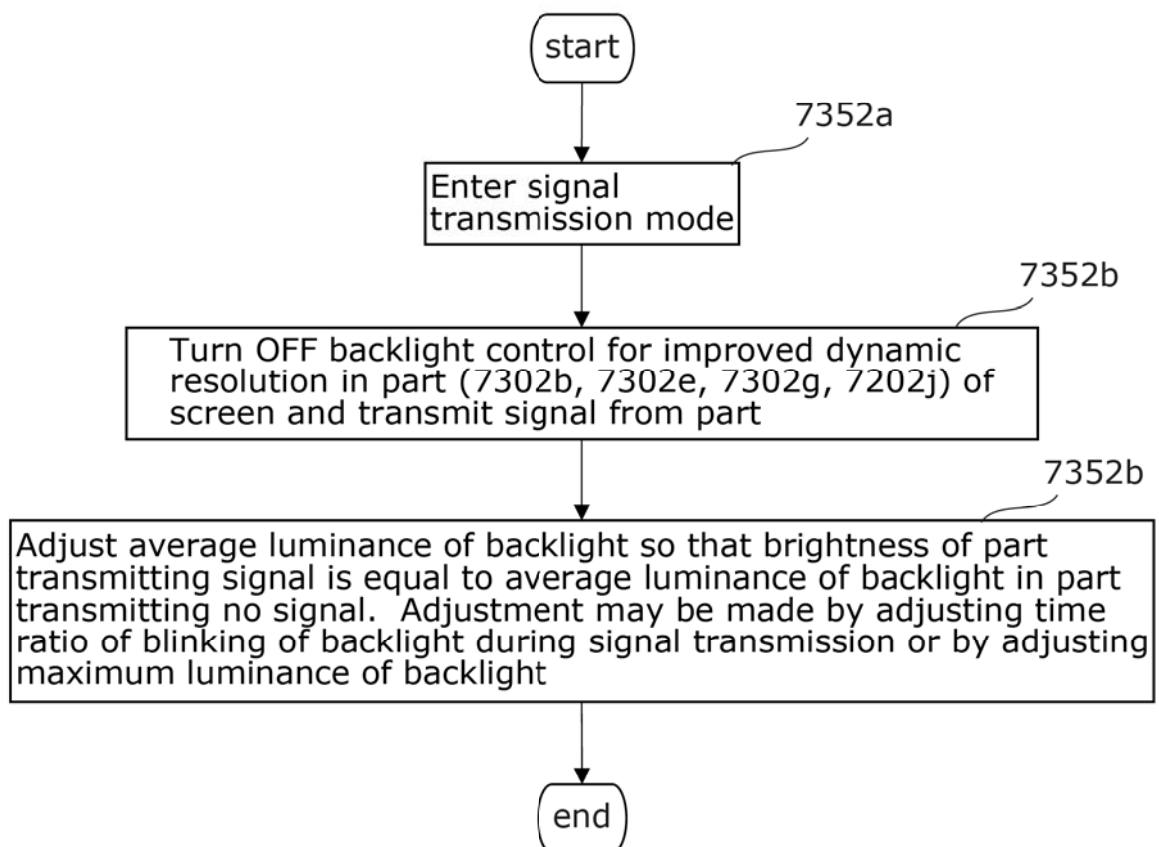


FIG. 318

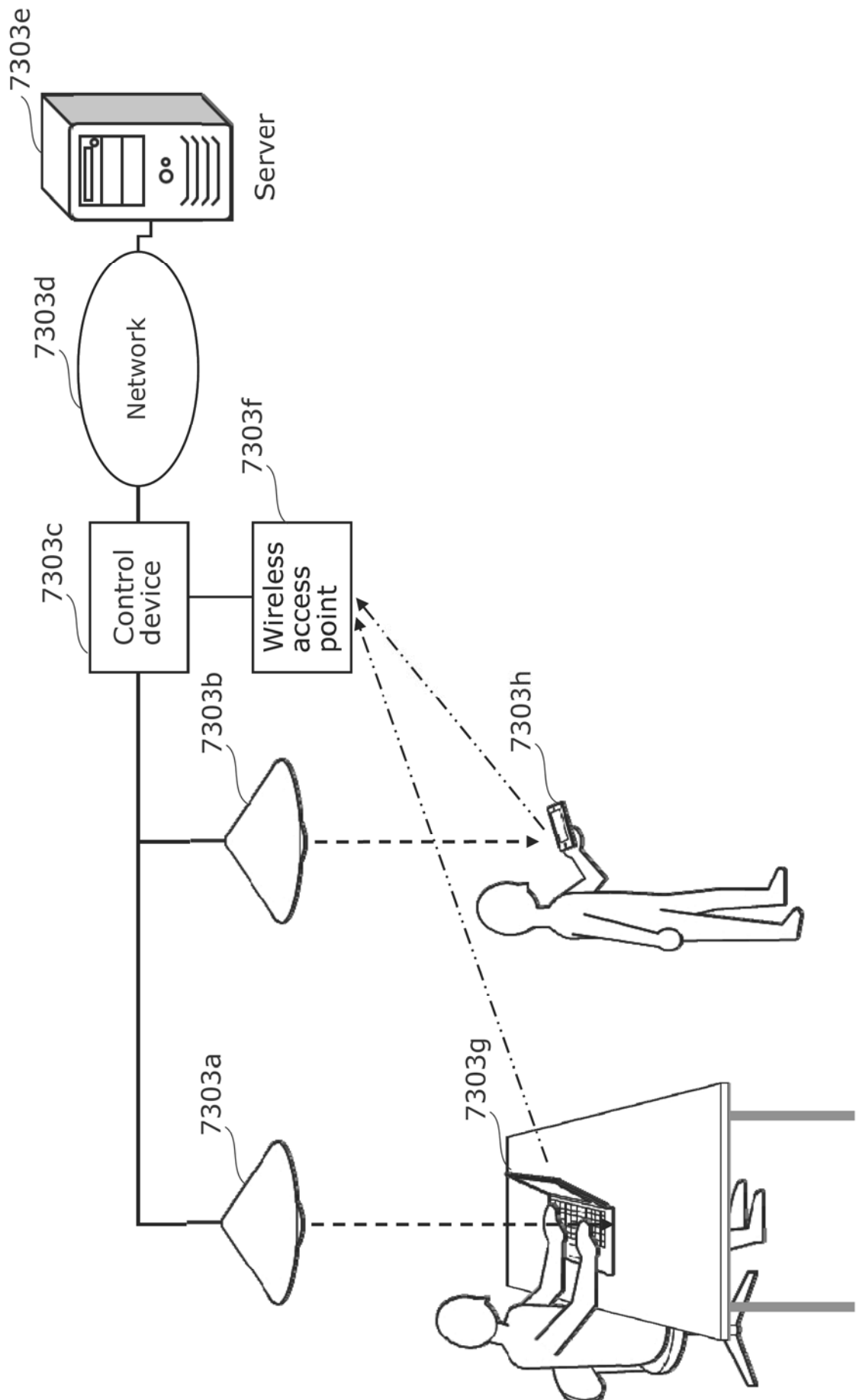


FIG. 319

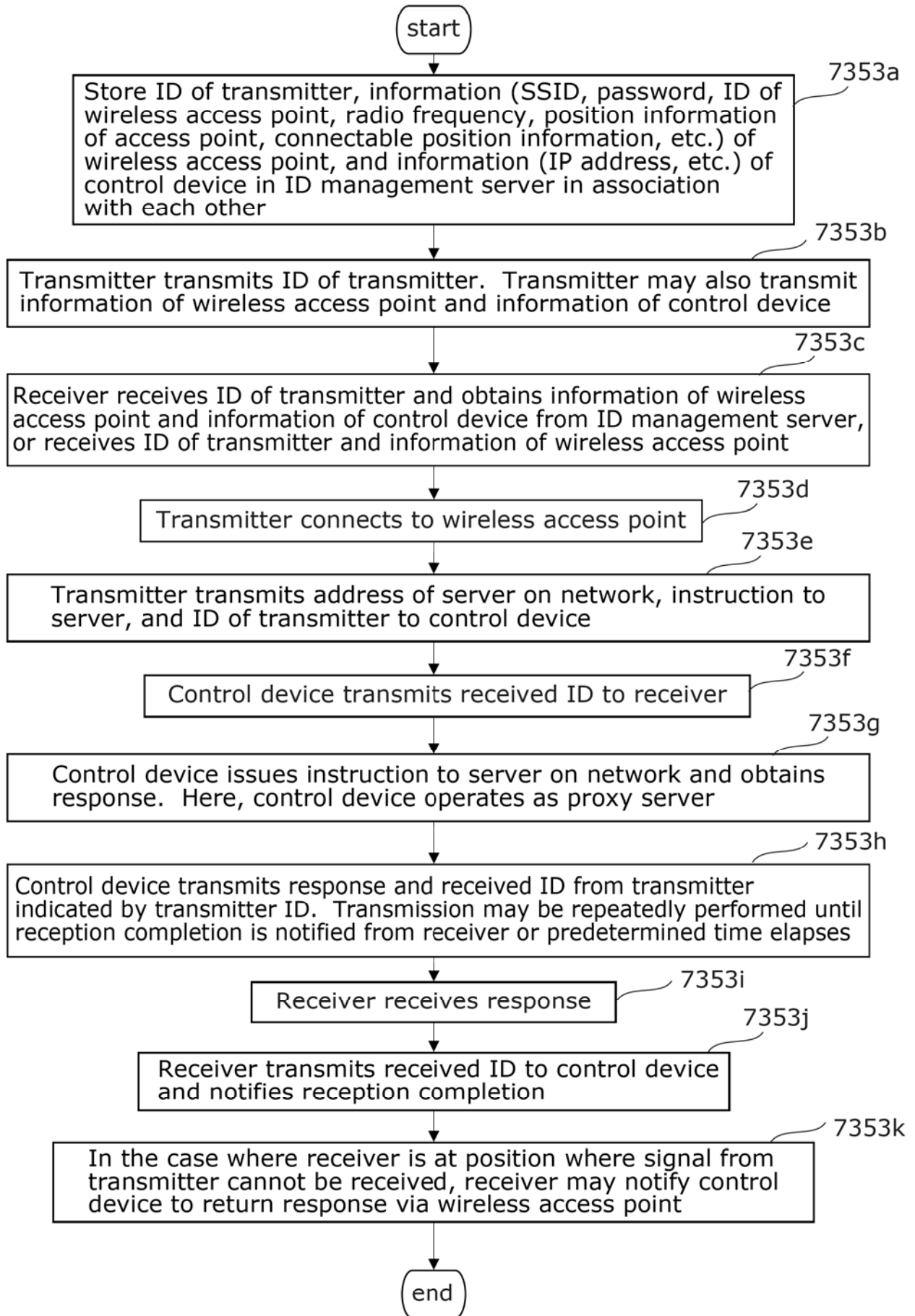


FIG. 320

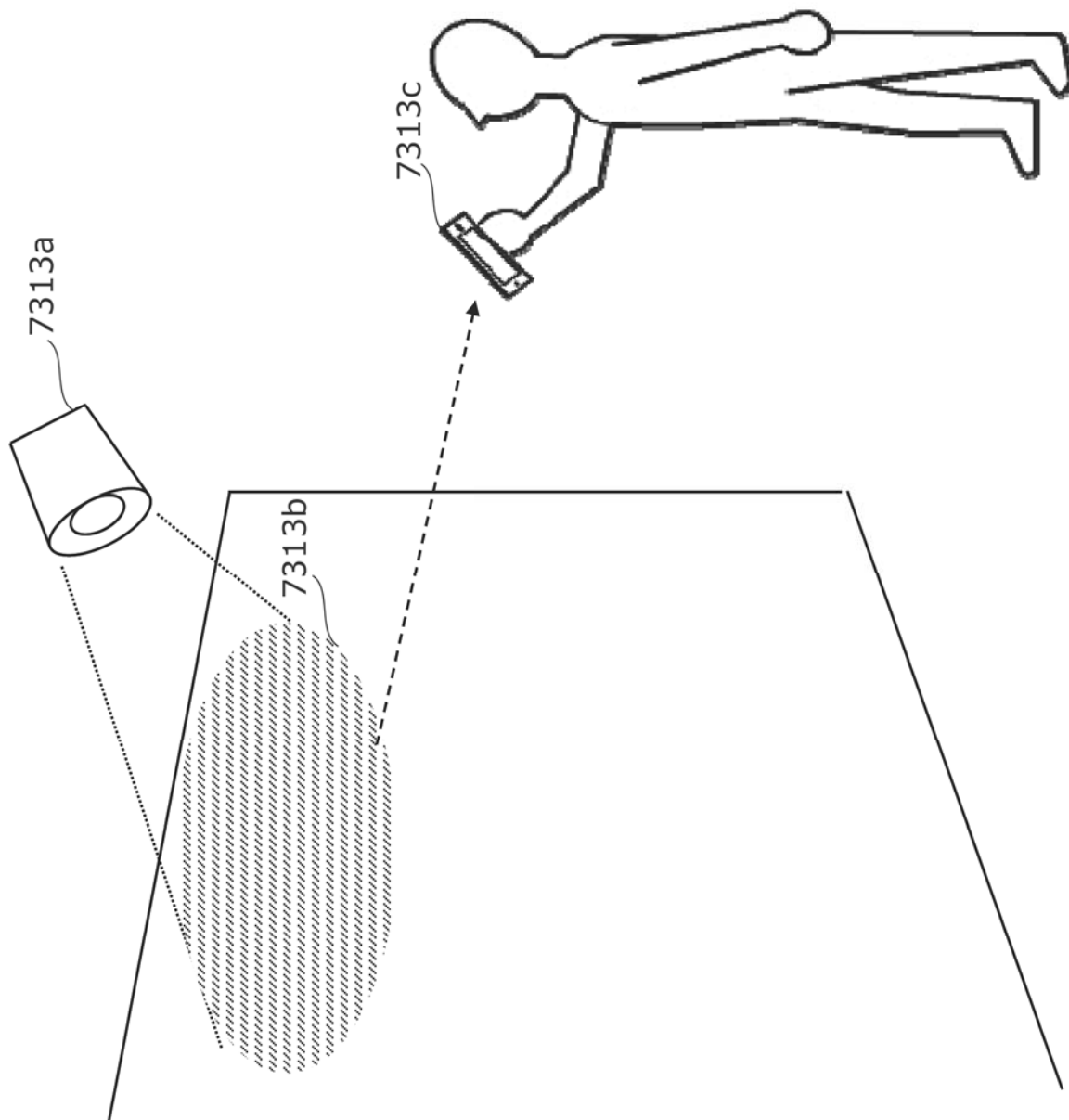


FIG. 321

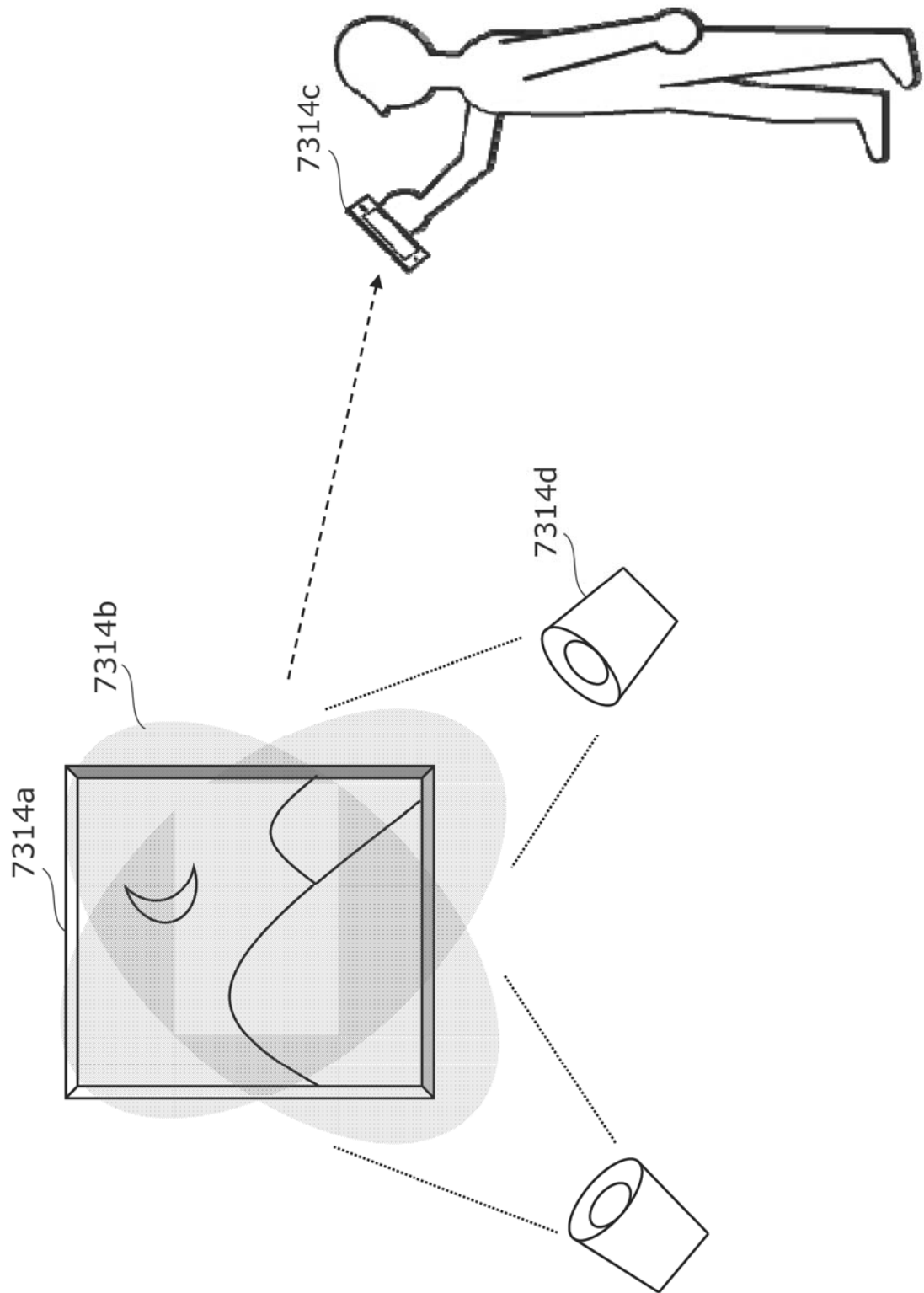


FIG. 322

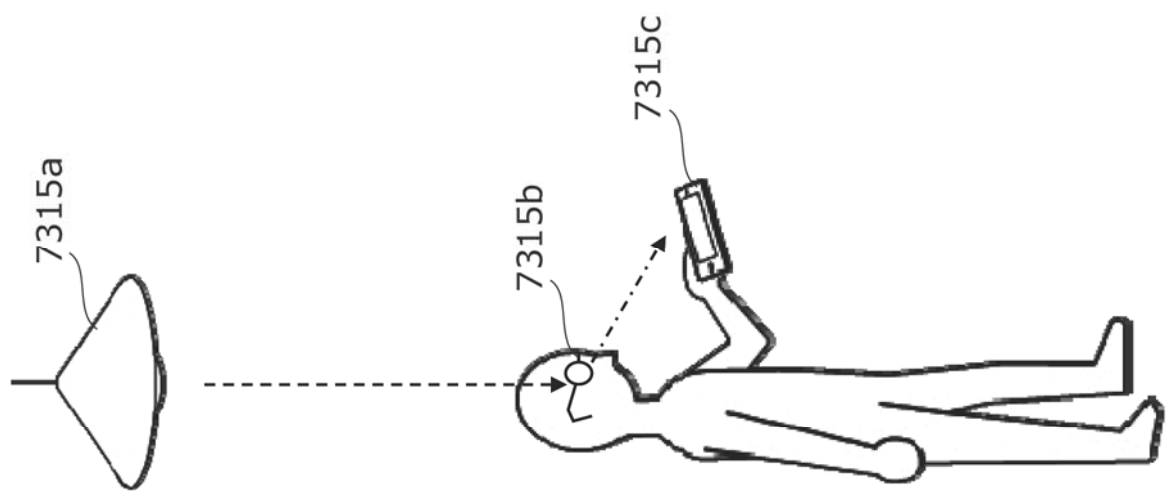


FIG. 323A

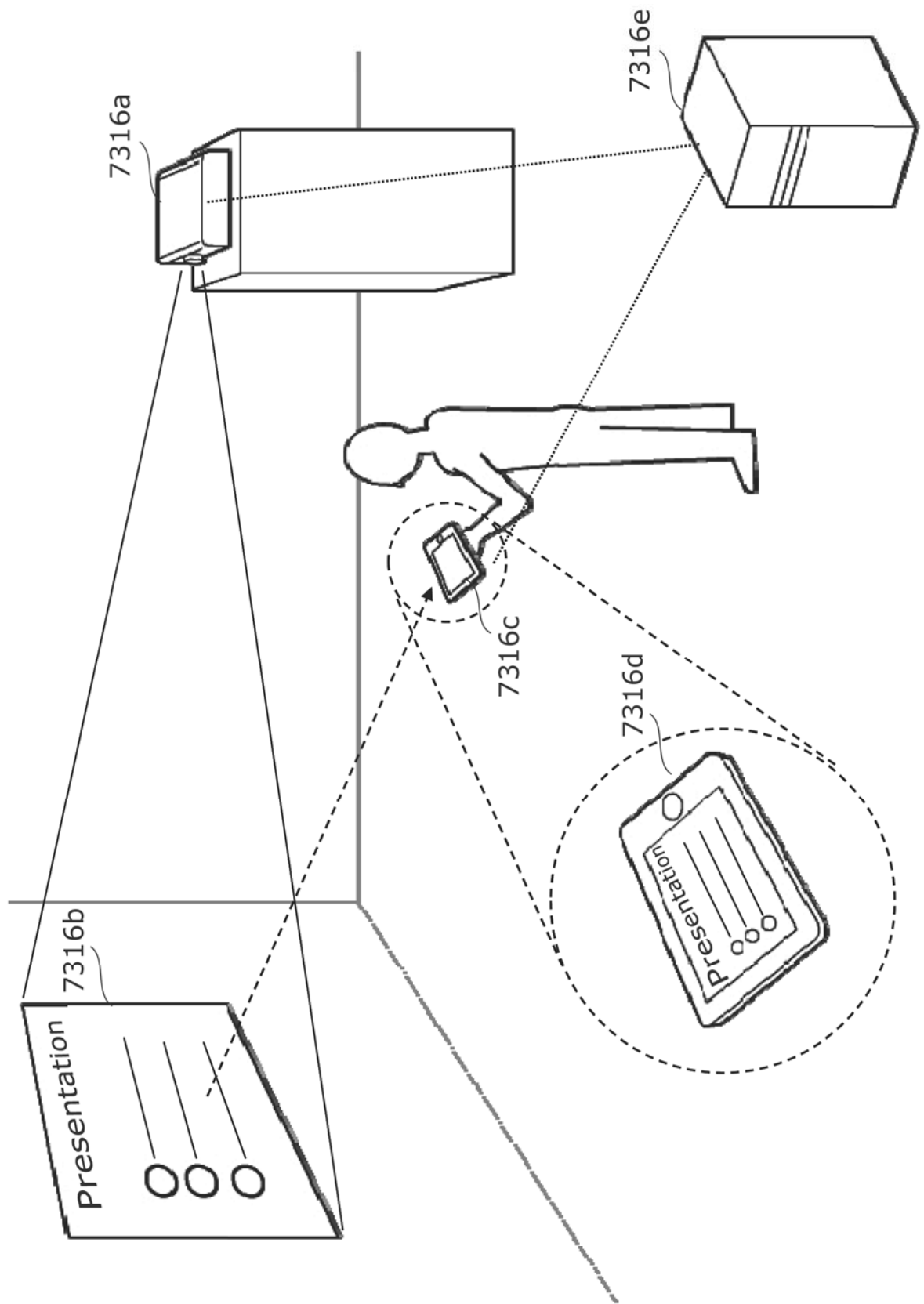


FIG. 323B

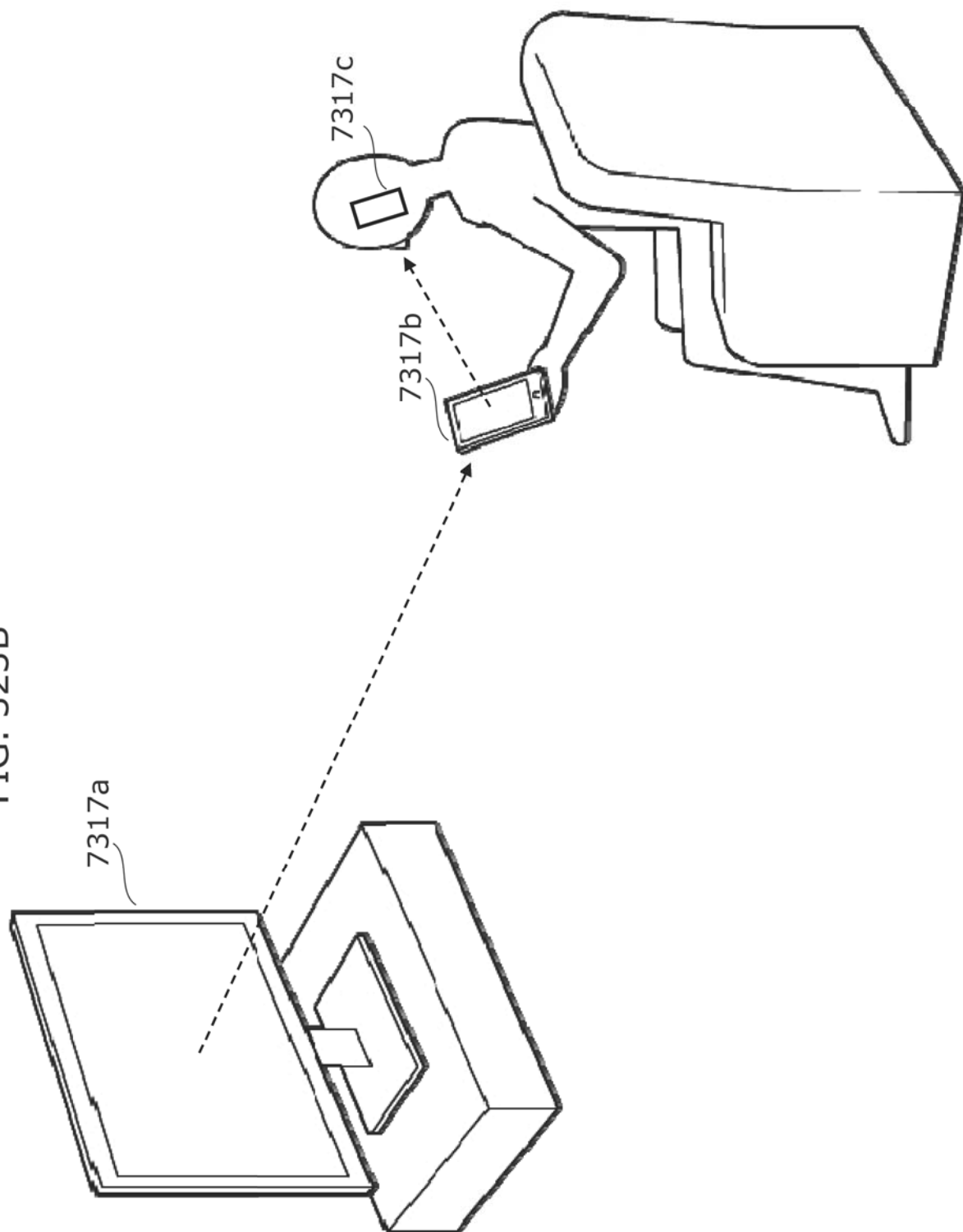


FIG. 323C

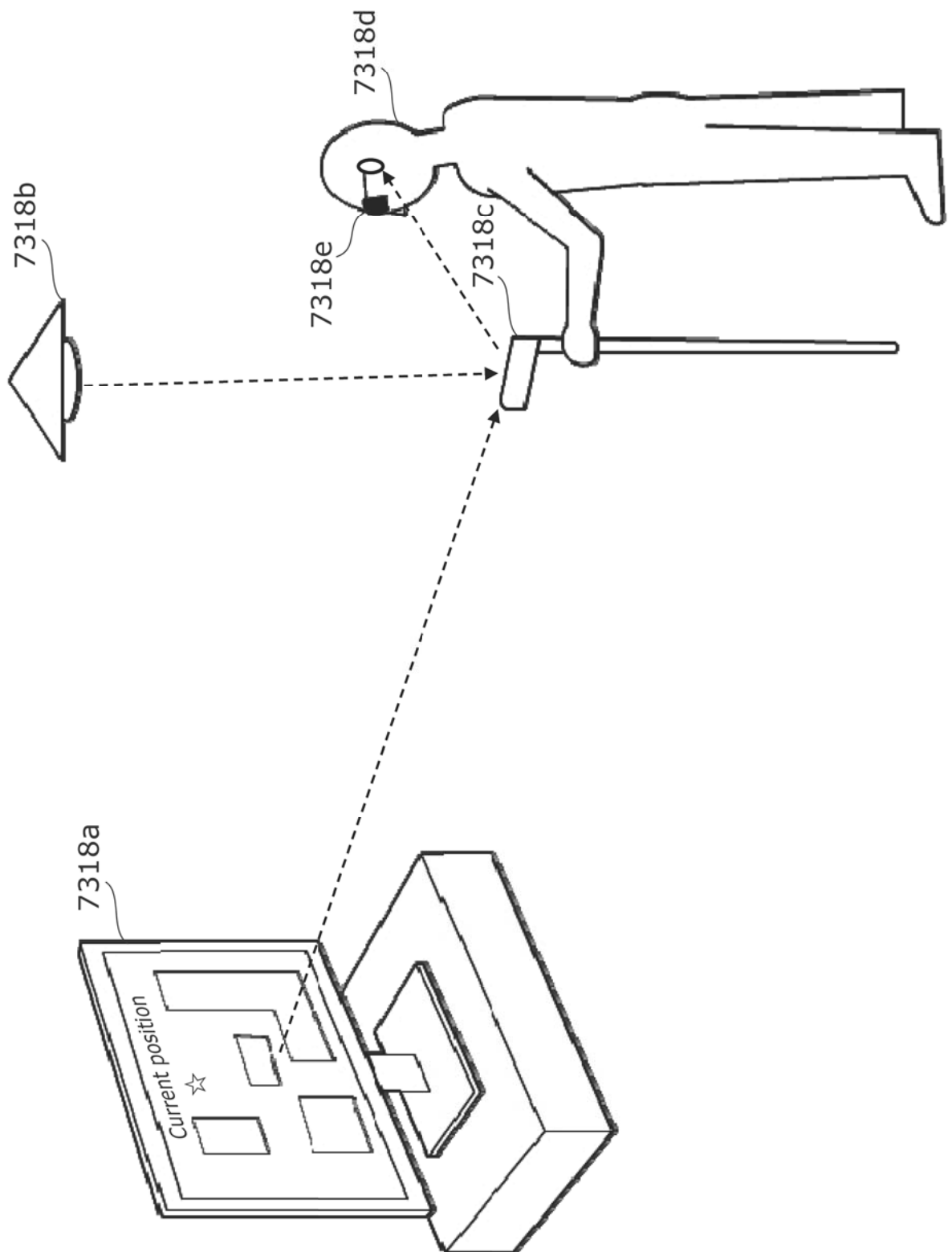


FIG. 323D

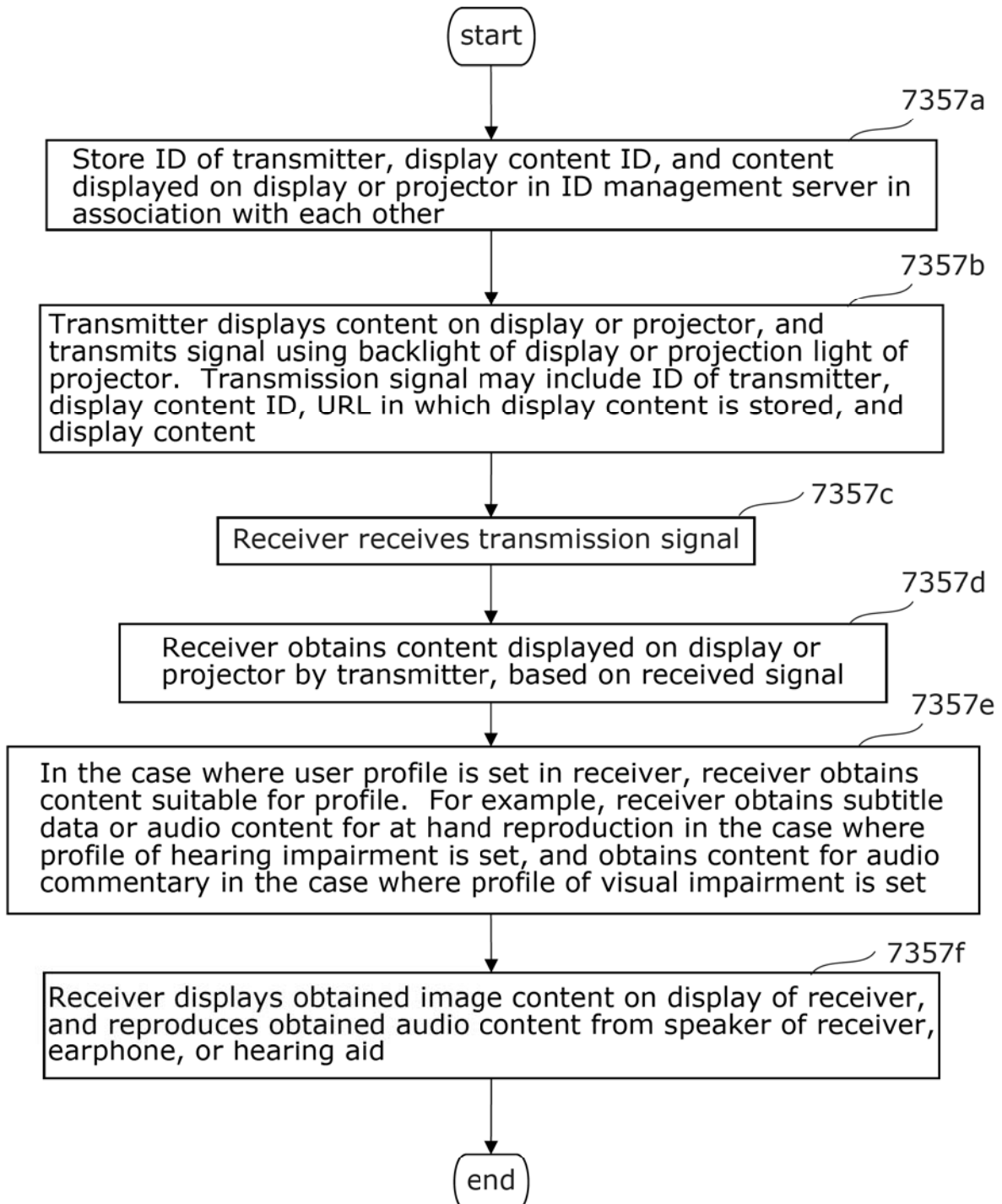


FIG. 324

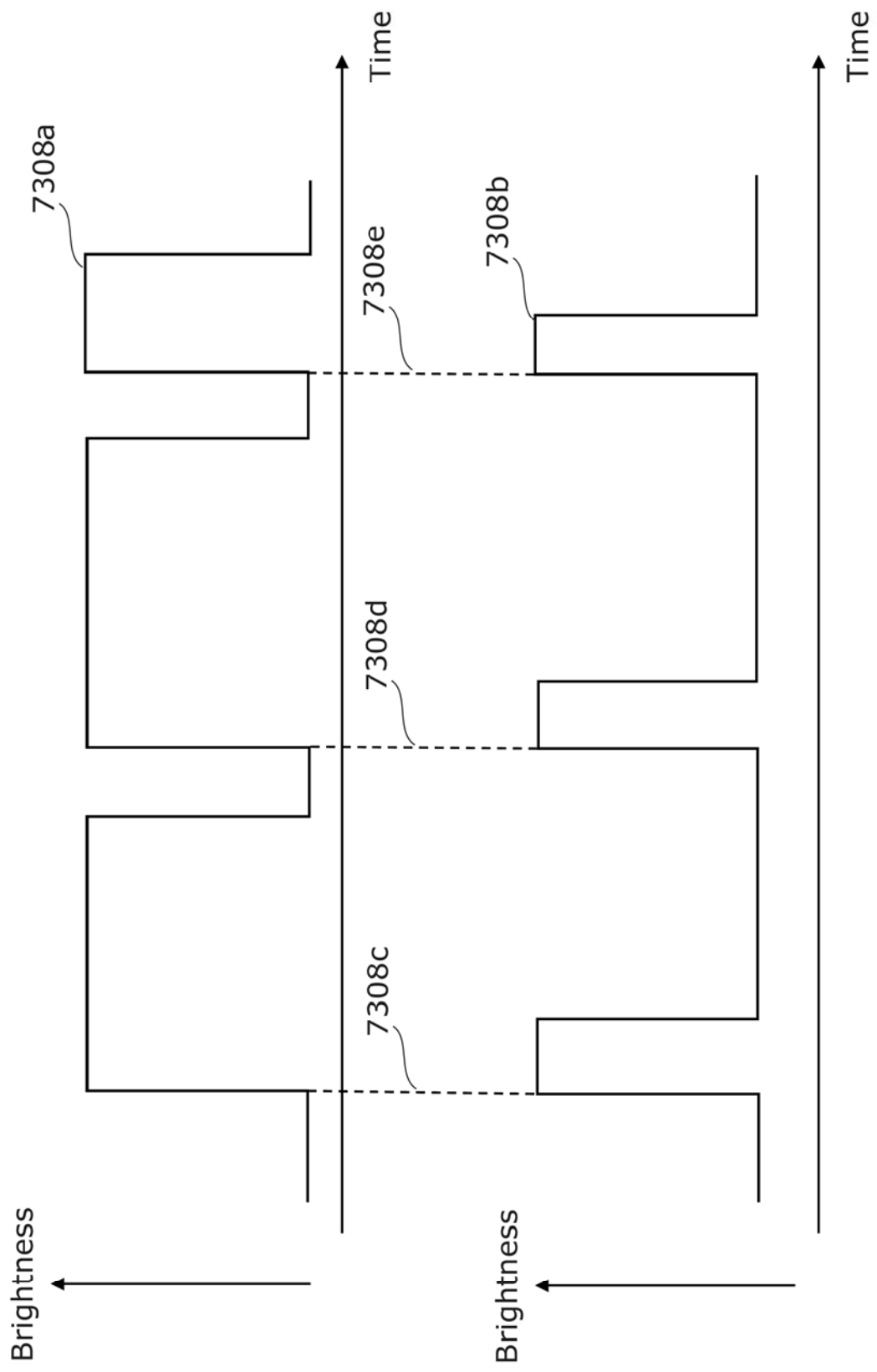


FIG. 325

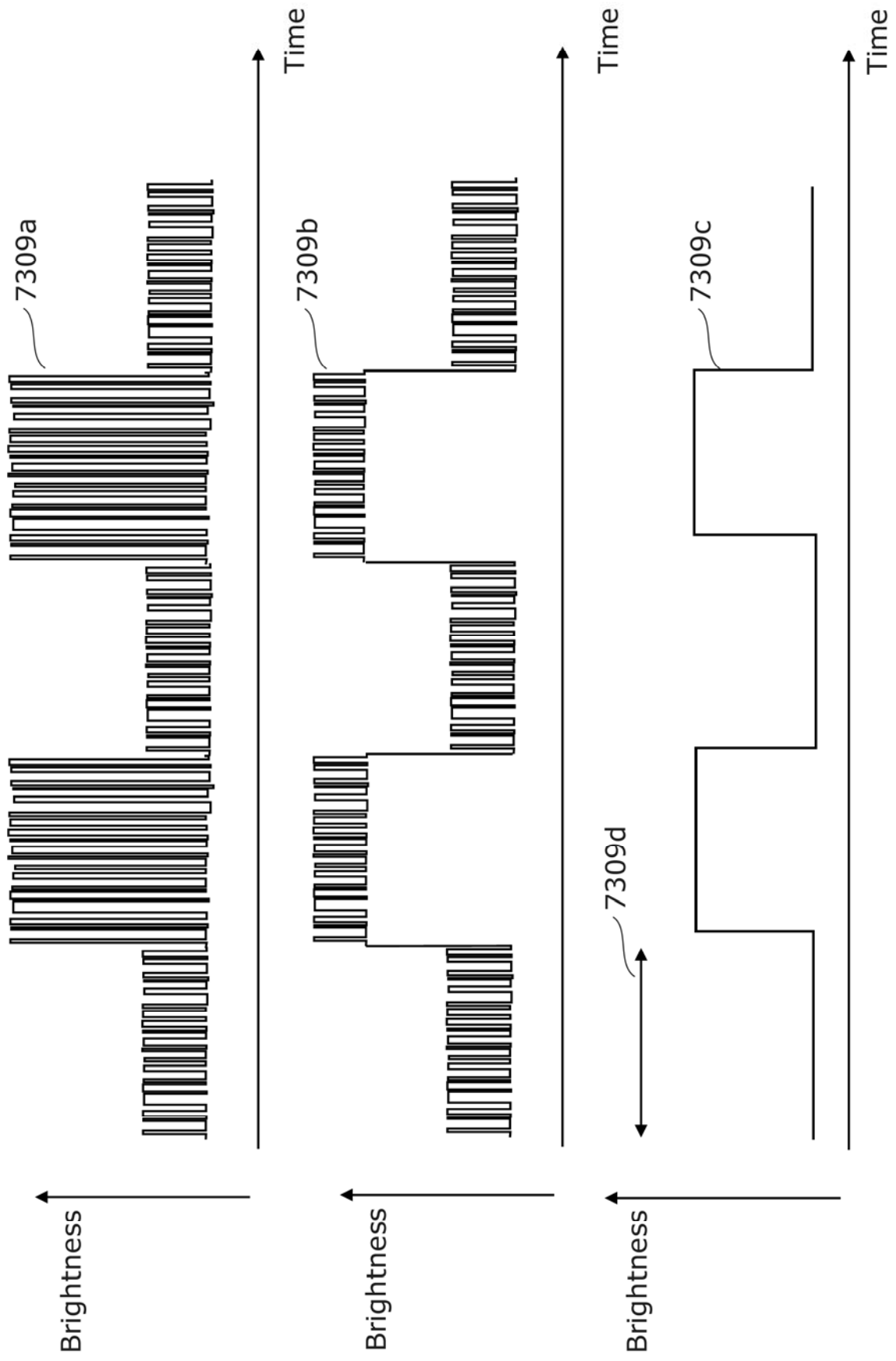


FIG. 326

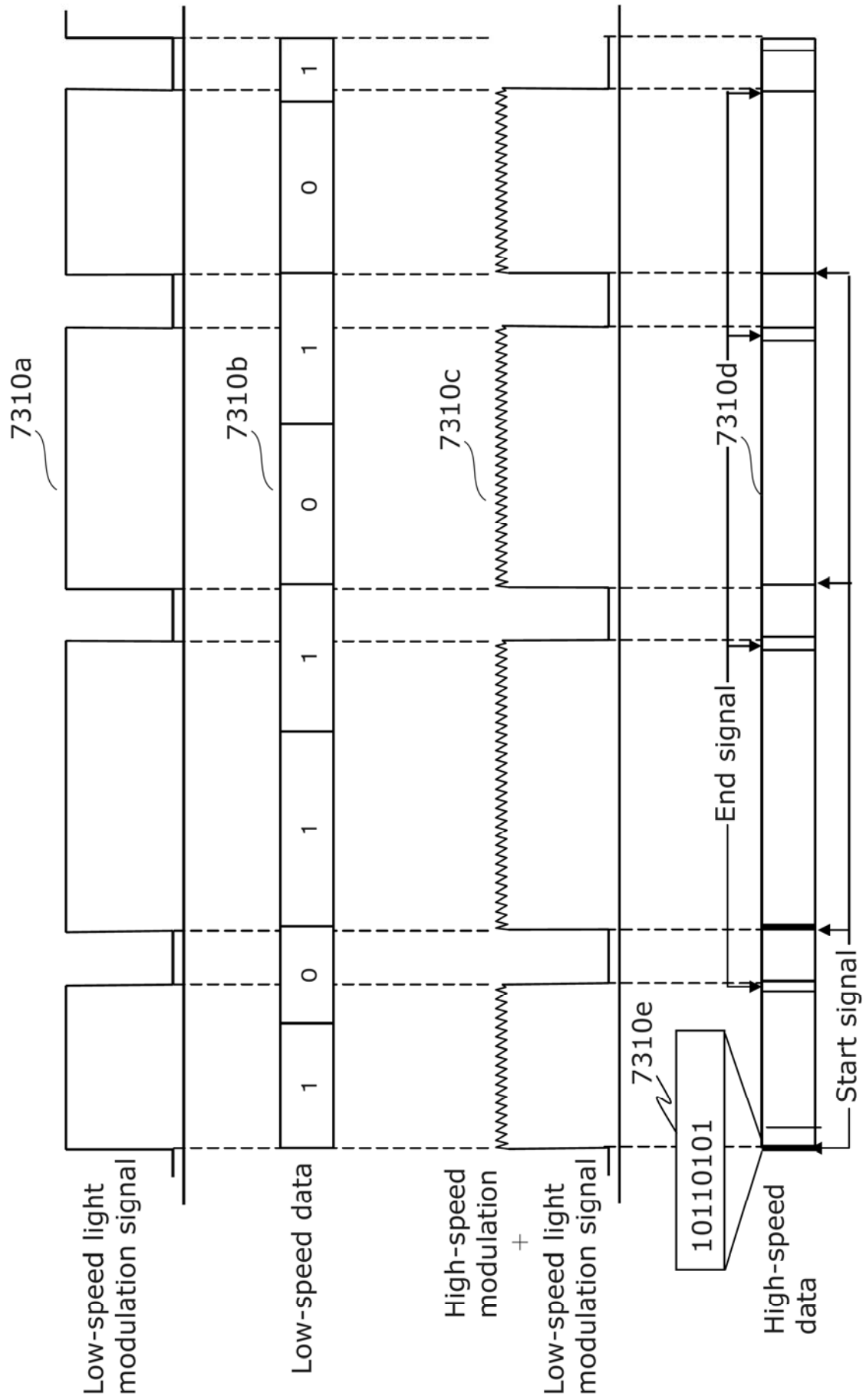


FIG. 327A

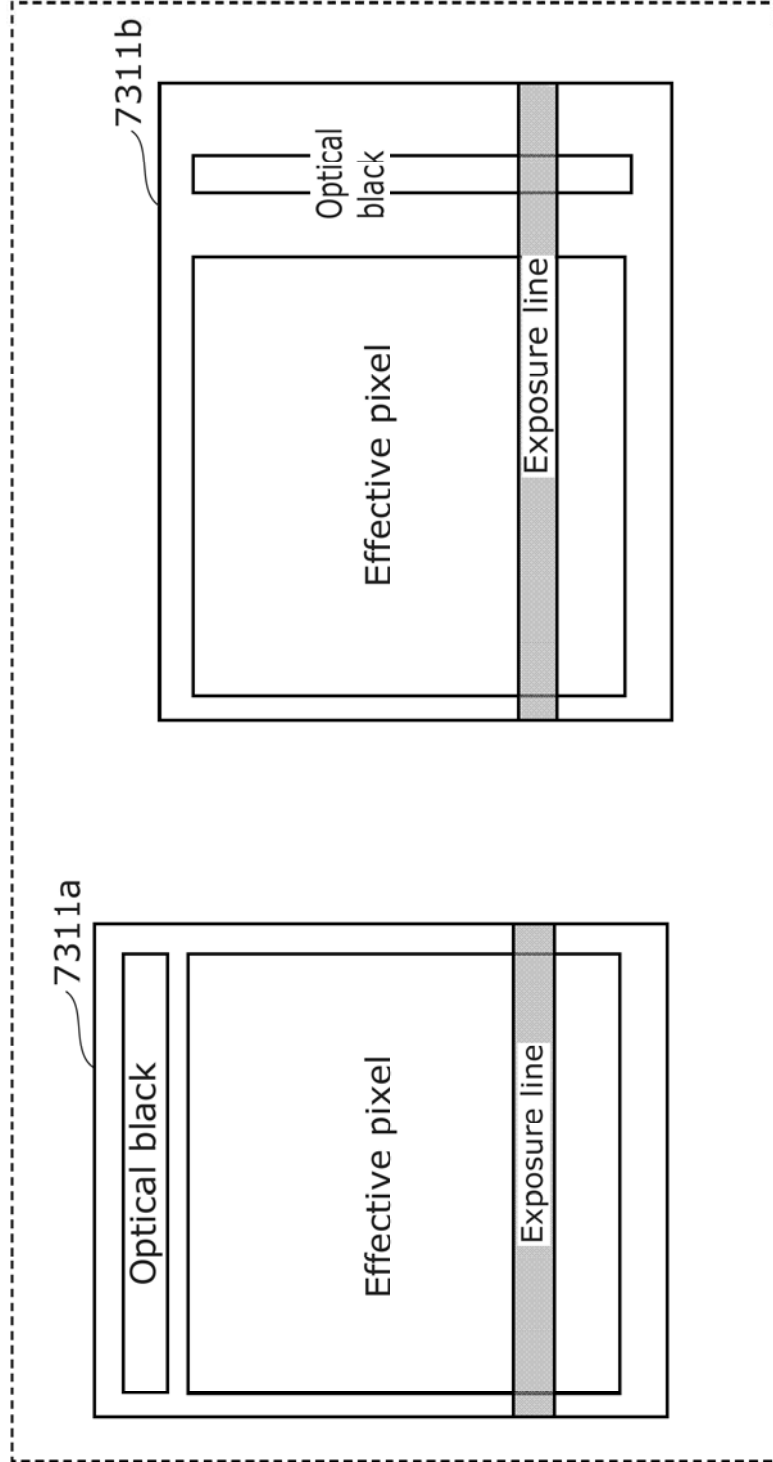


FIG. 327B

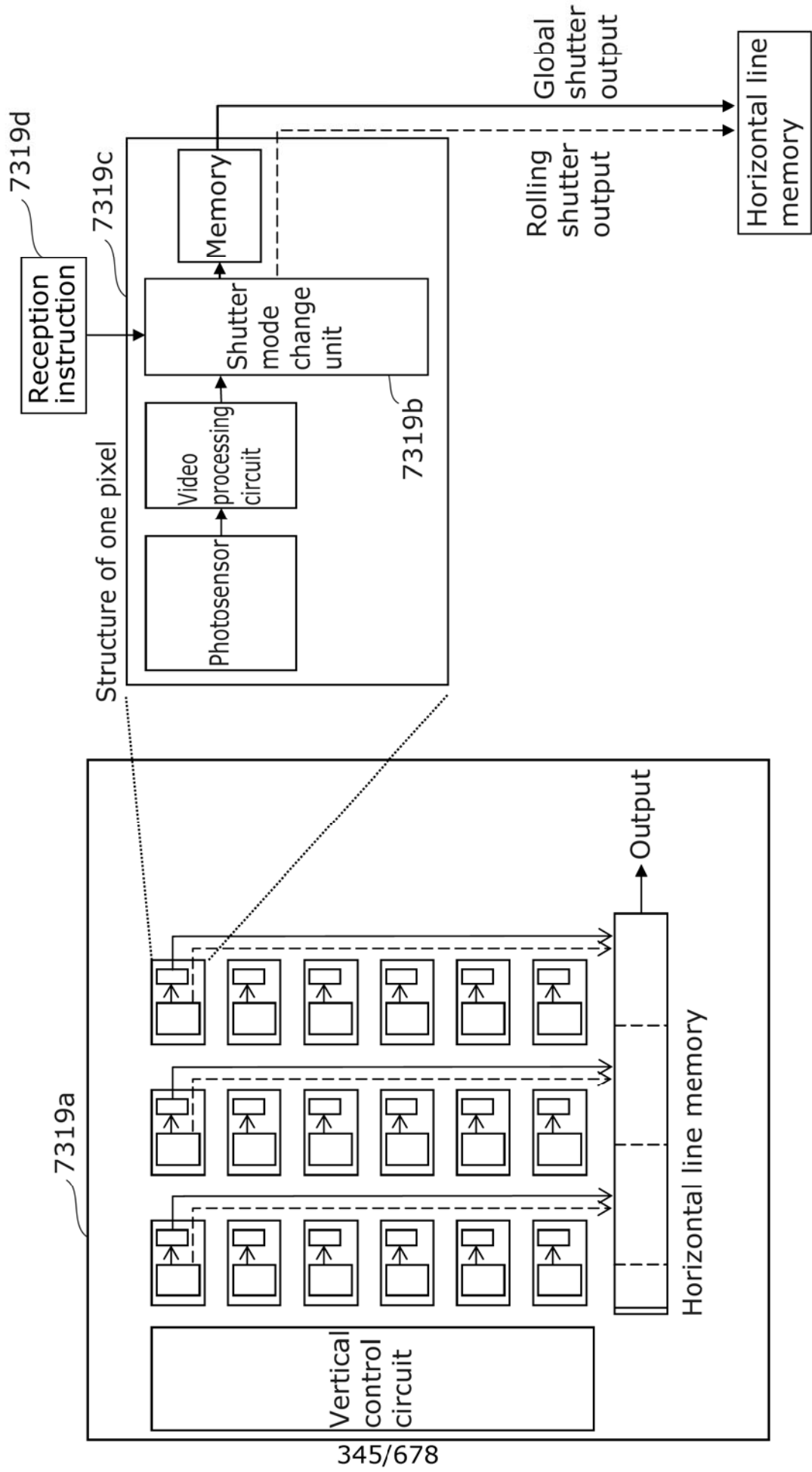


FIG. 327C

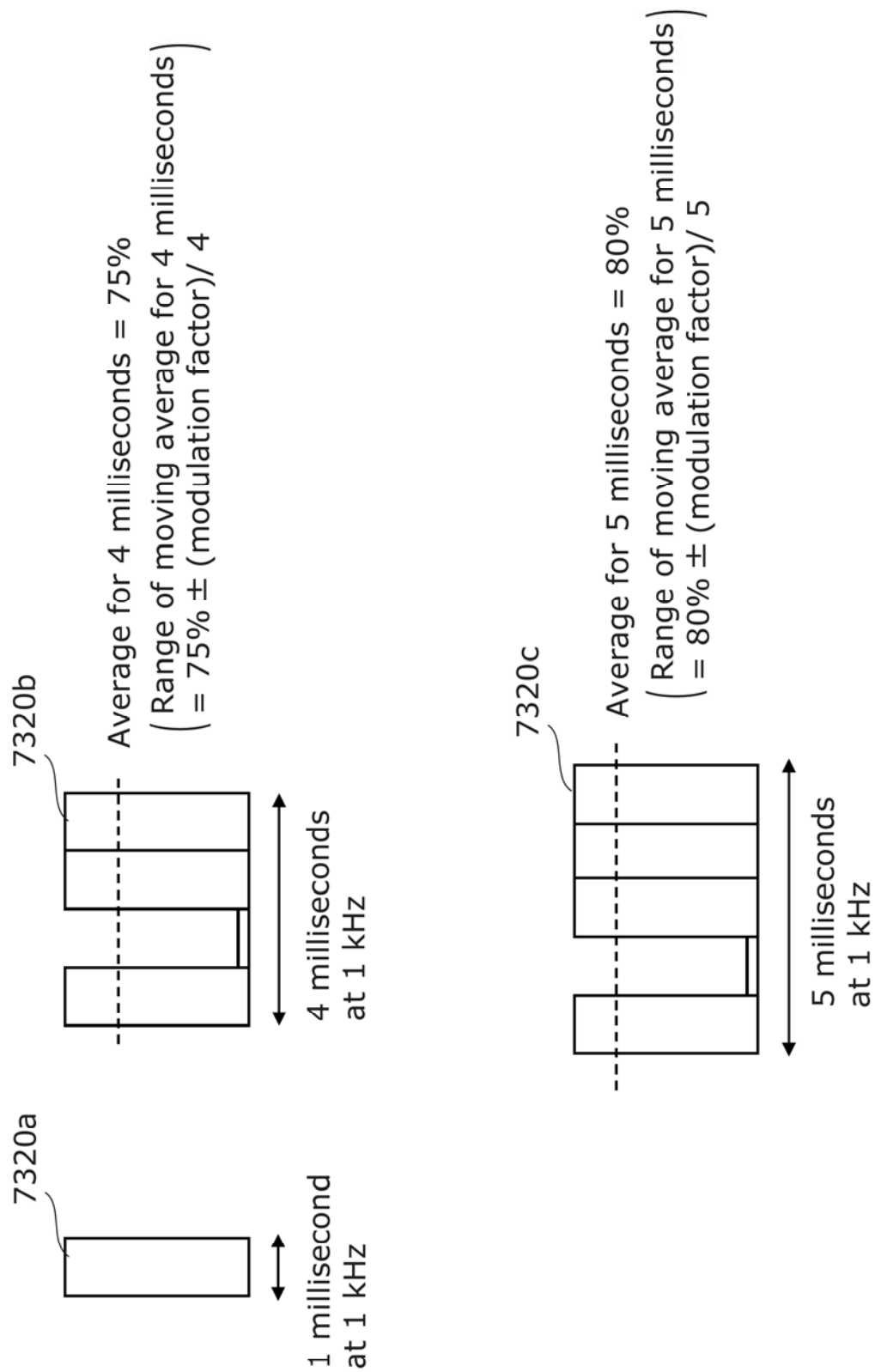


FIG. 327D

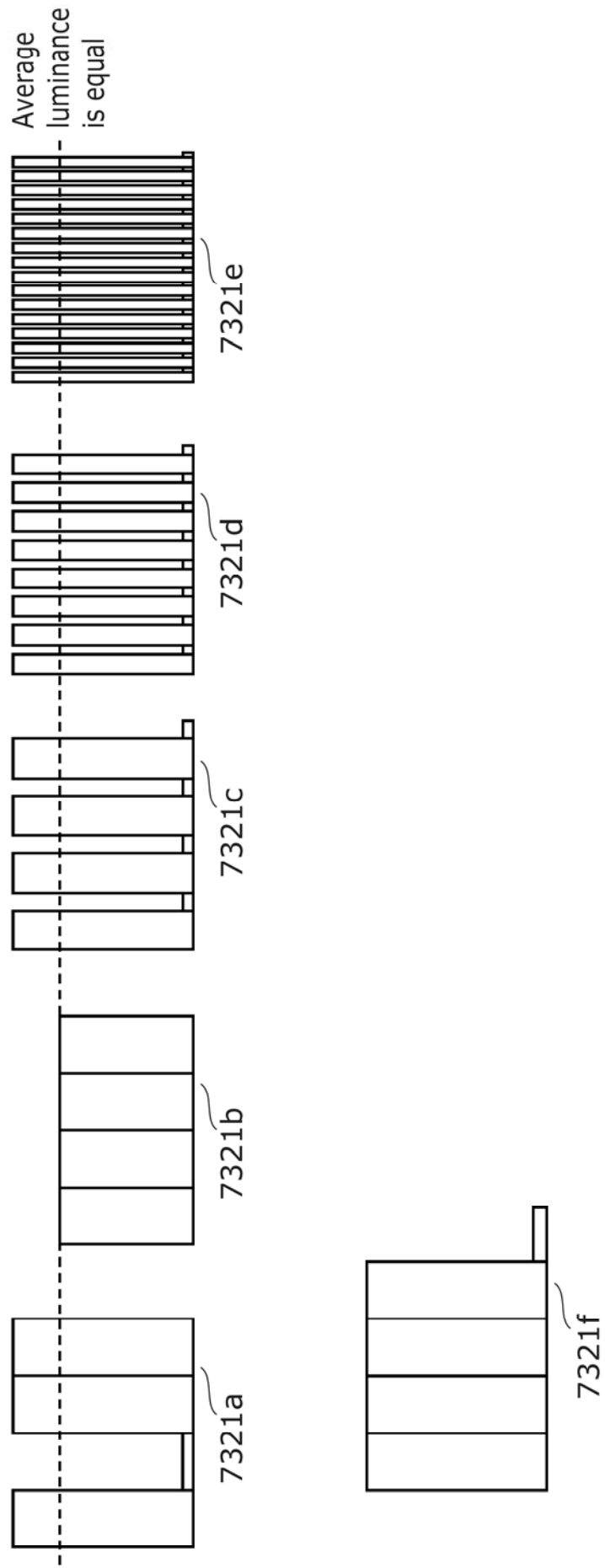


FIG. 328A

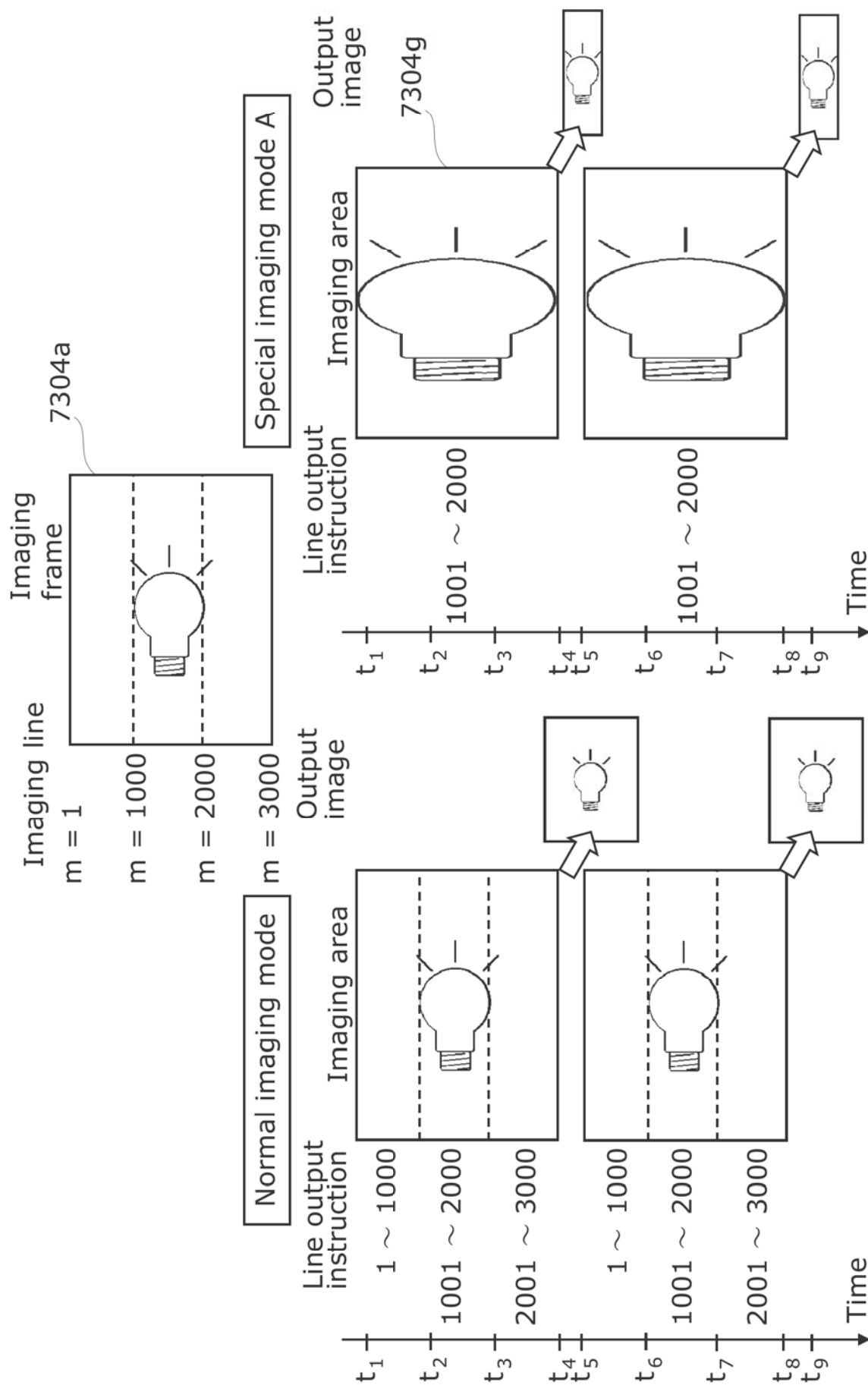


FIG. 328B

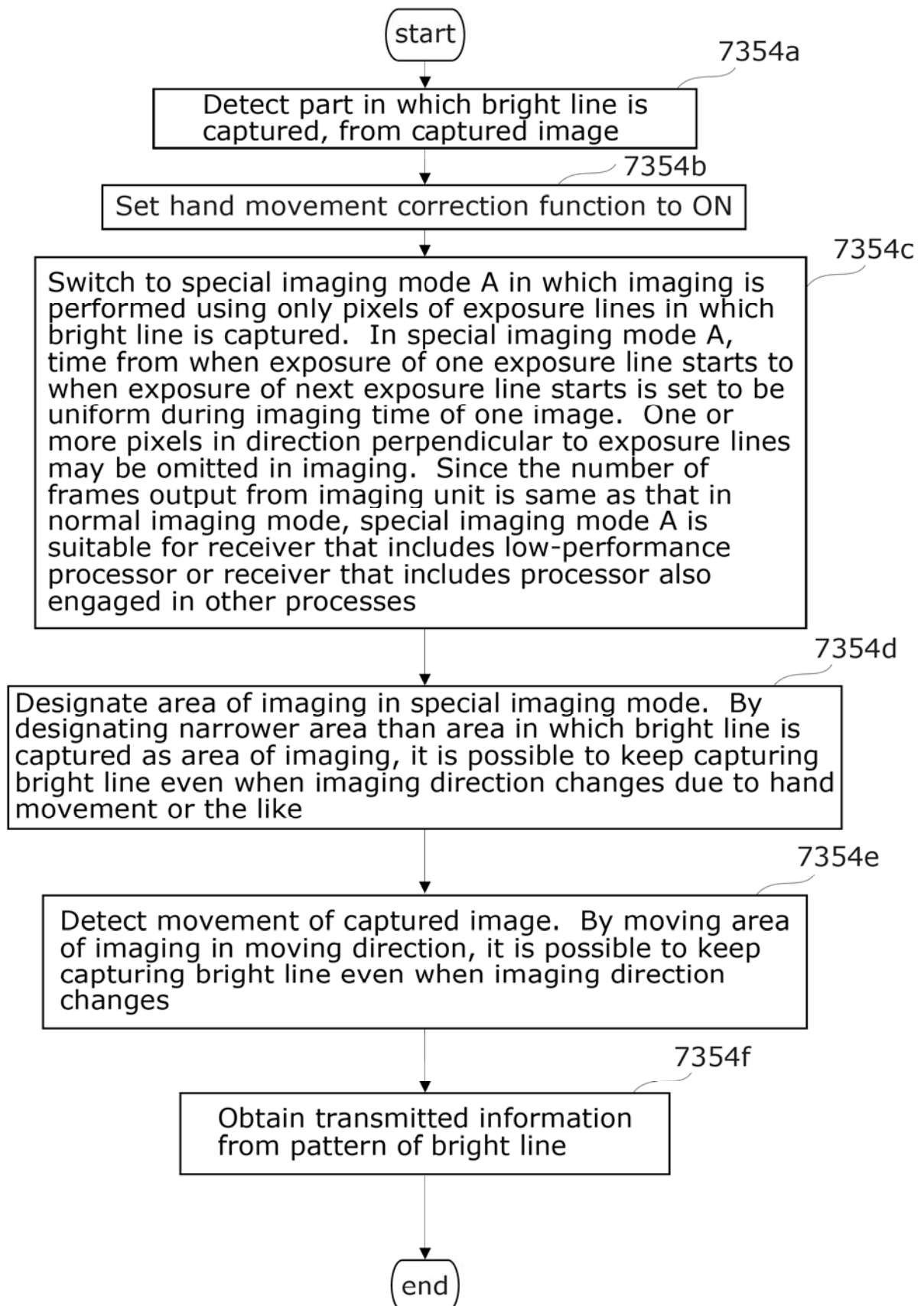


FIG. 329A

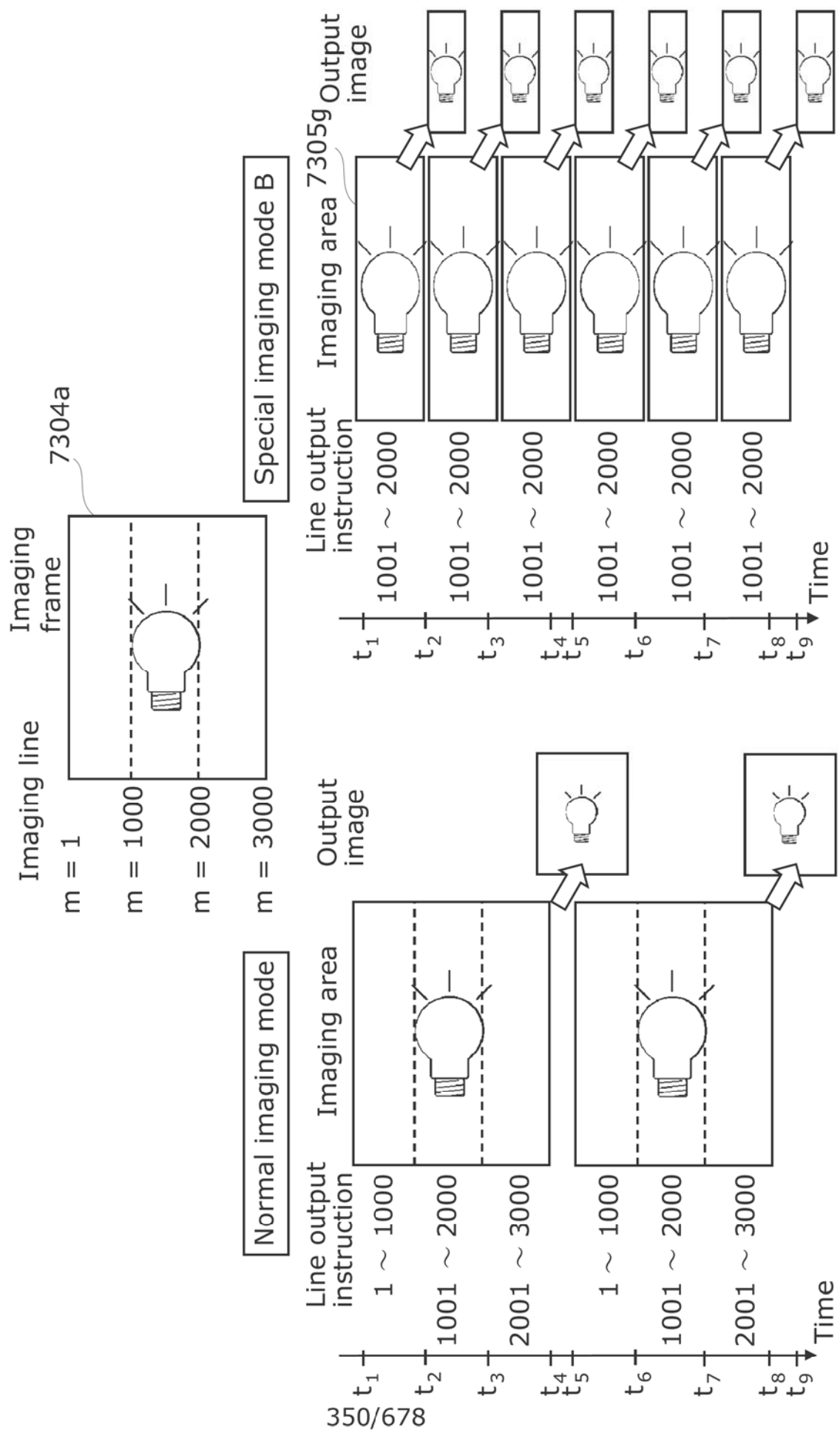


FIG. 329B

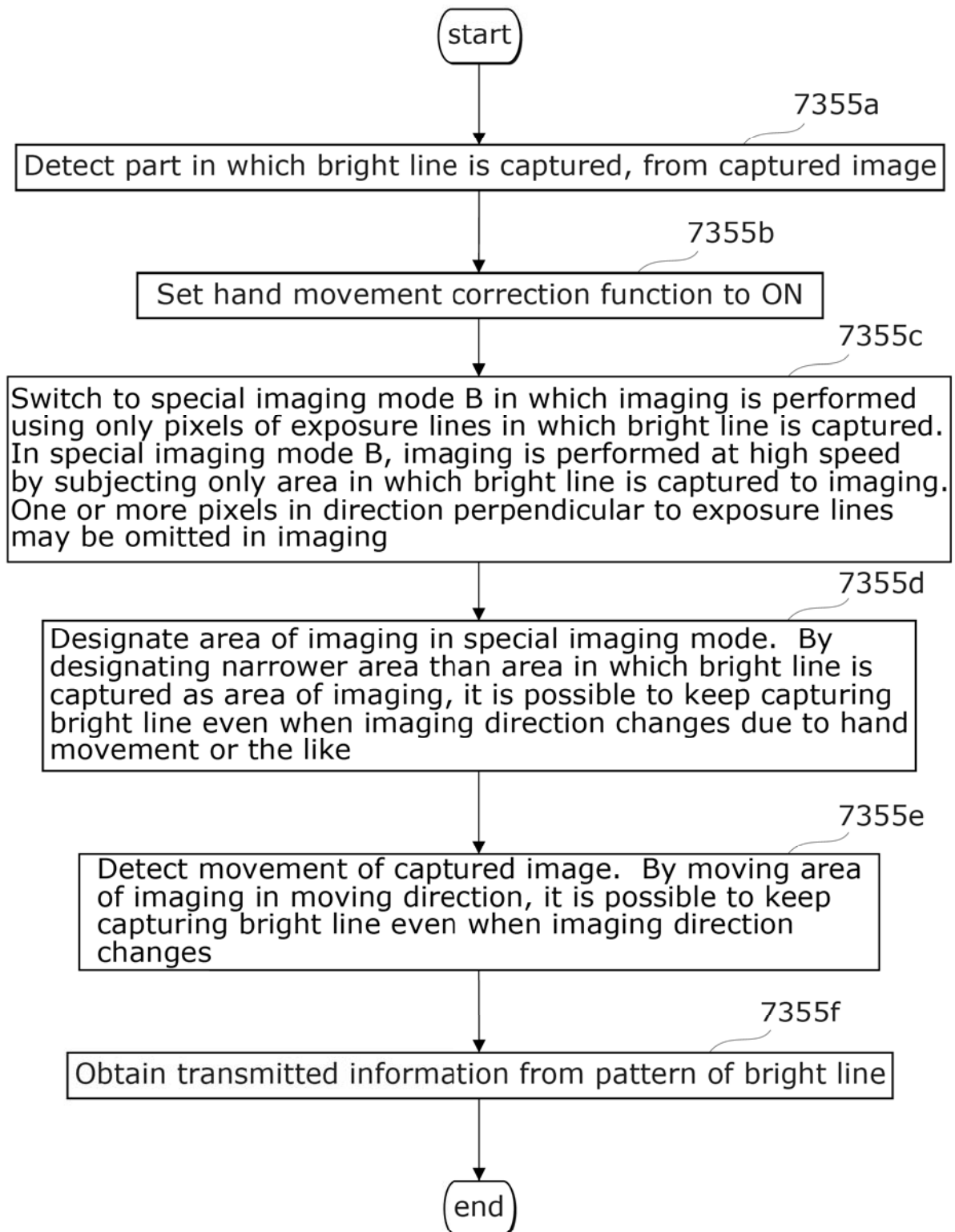


FIG. 330A

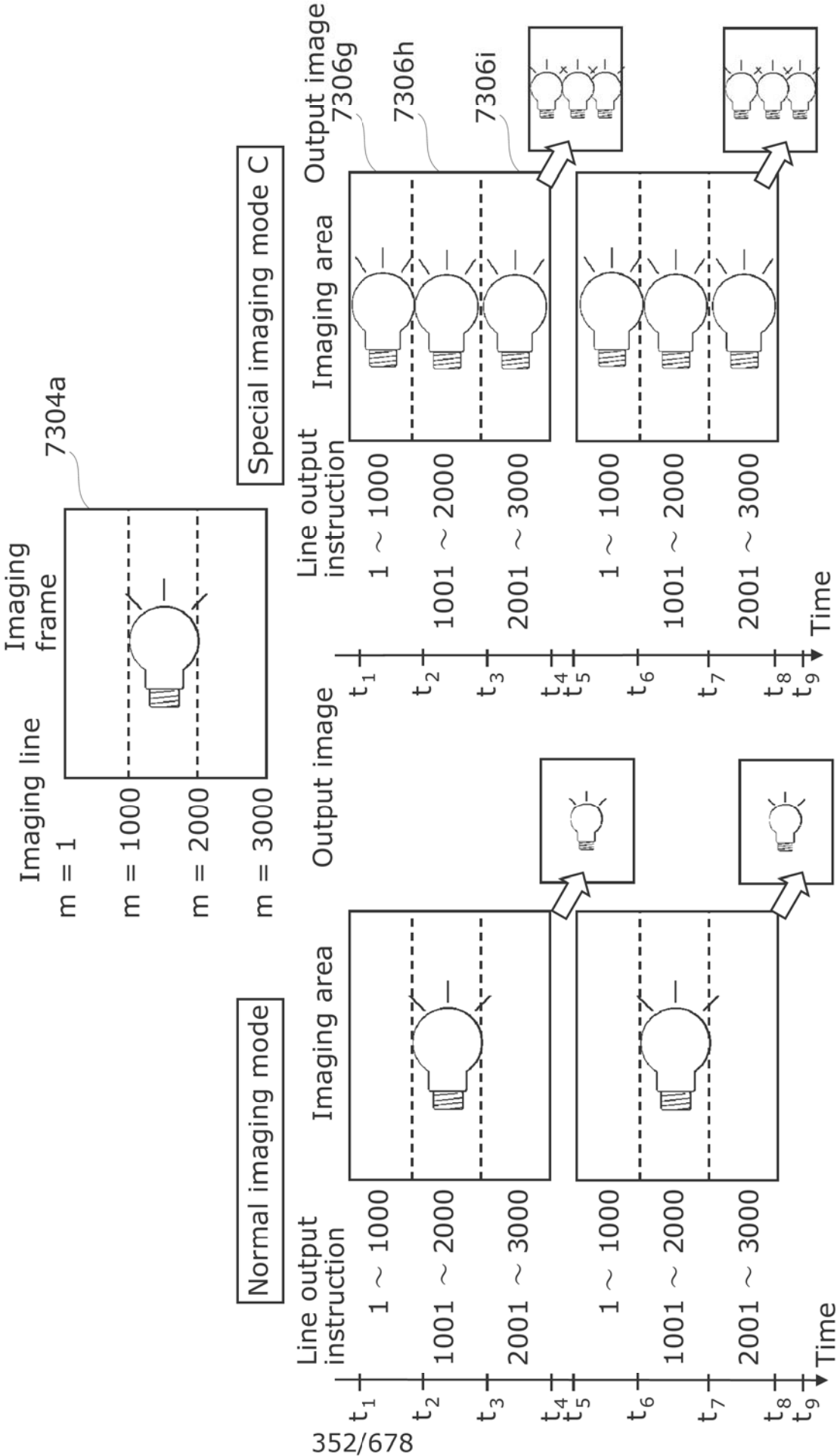


FIG. 330B

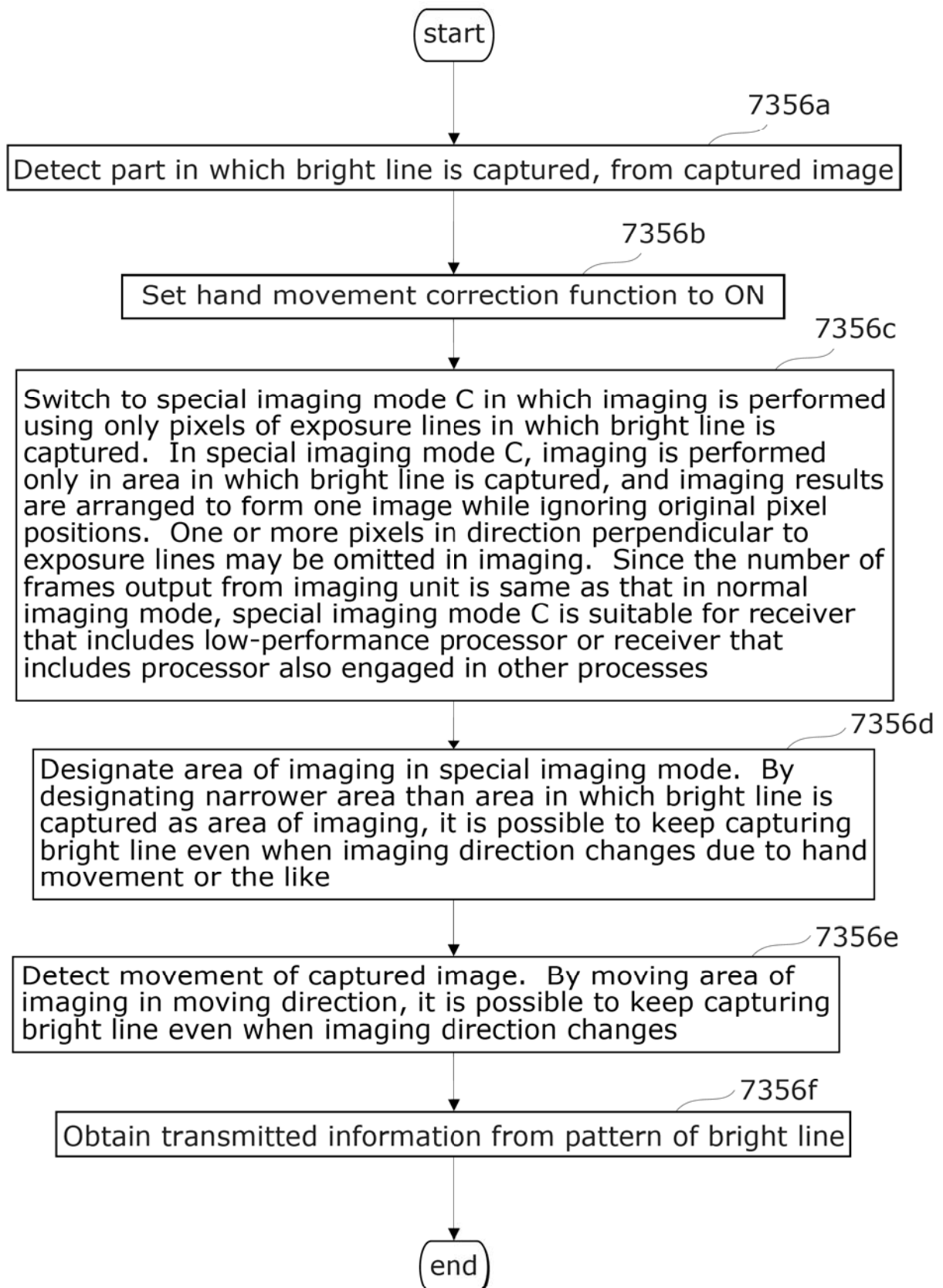


FIG. 331A

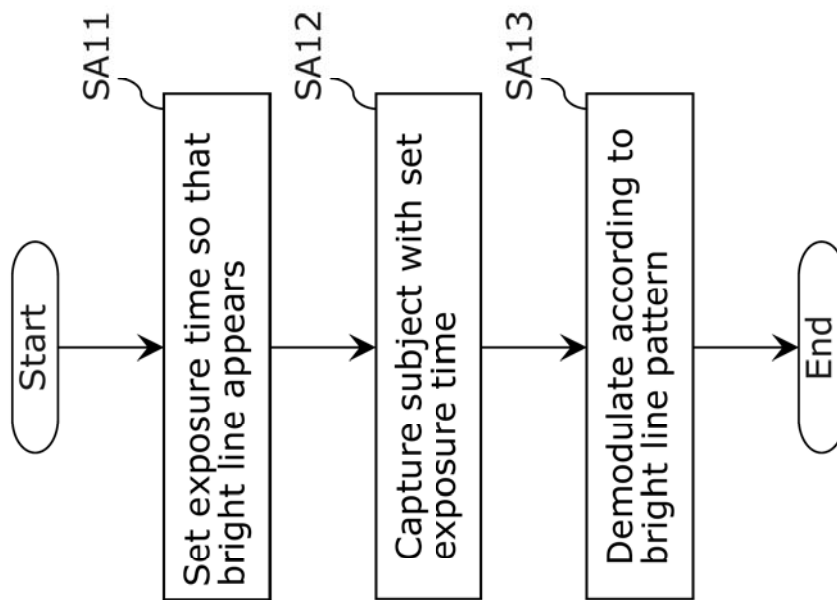


FIG. 331B

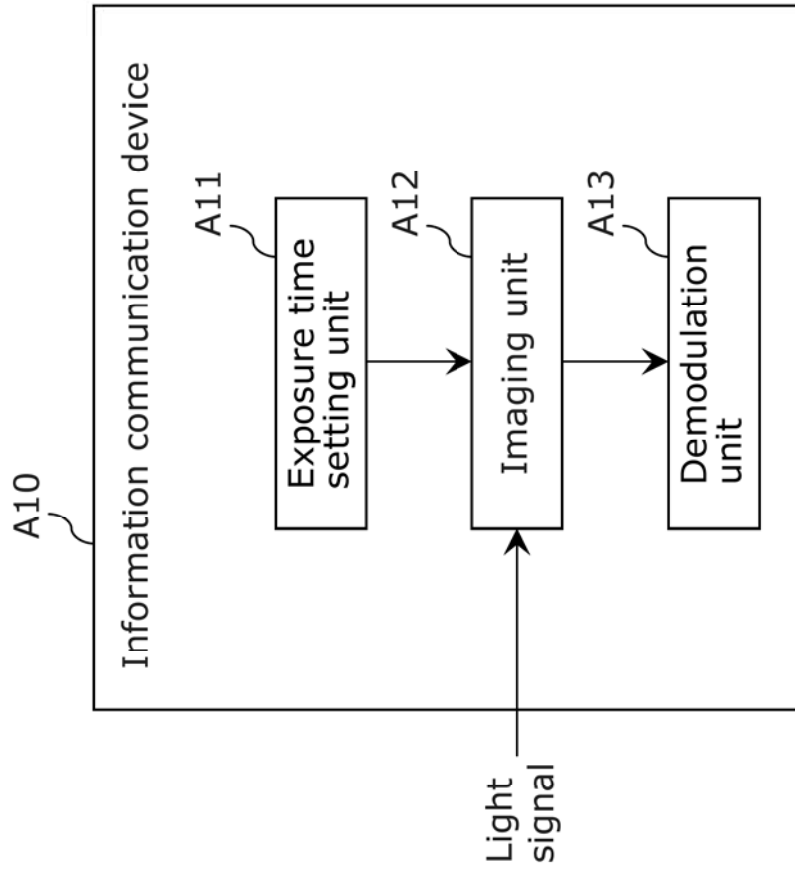


FIG. 331C

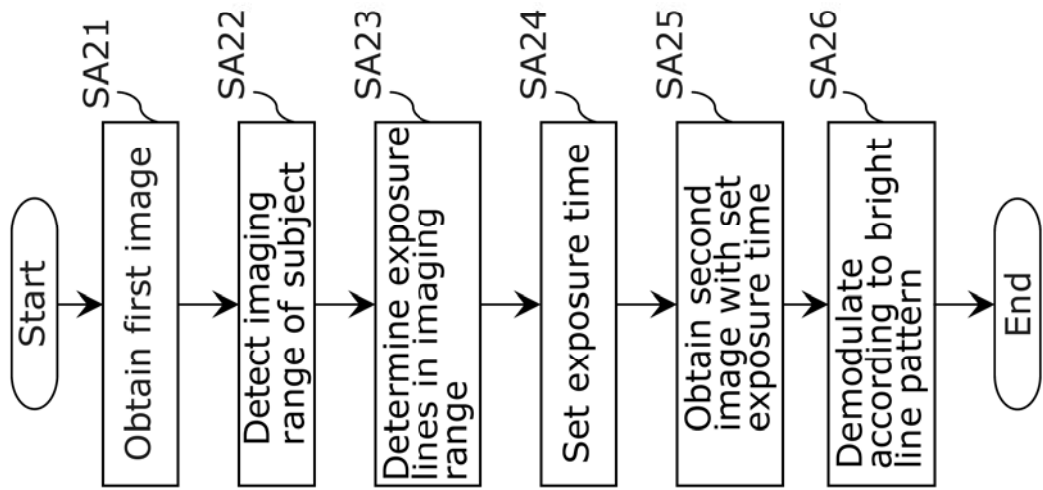


FIG. 331D

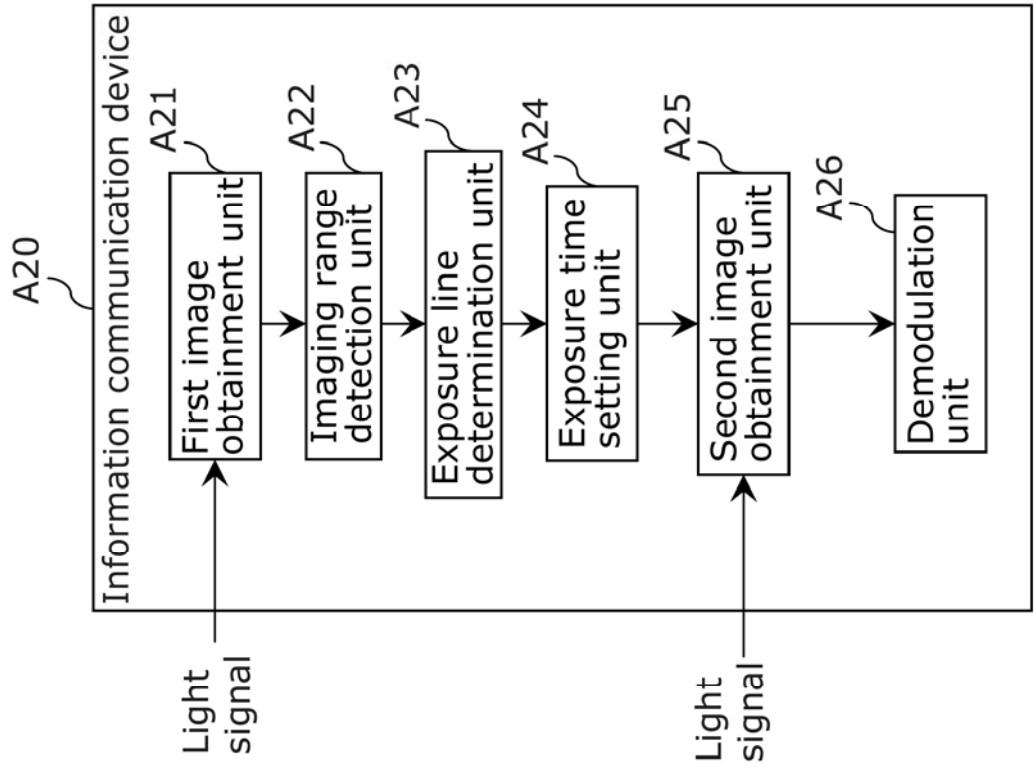


FIG. 332

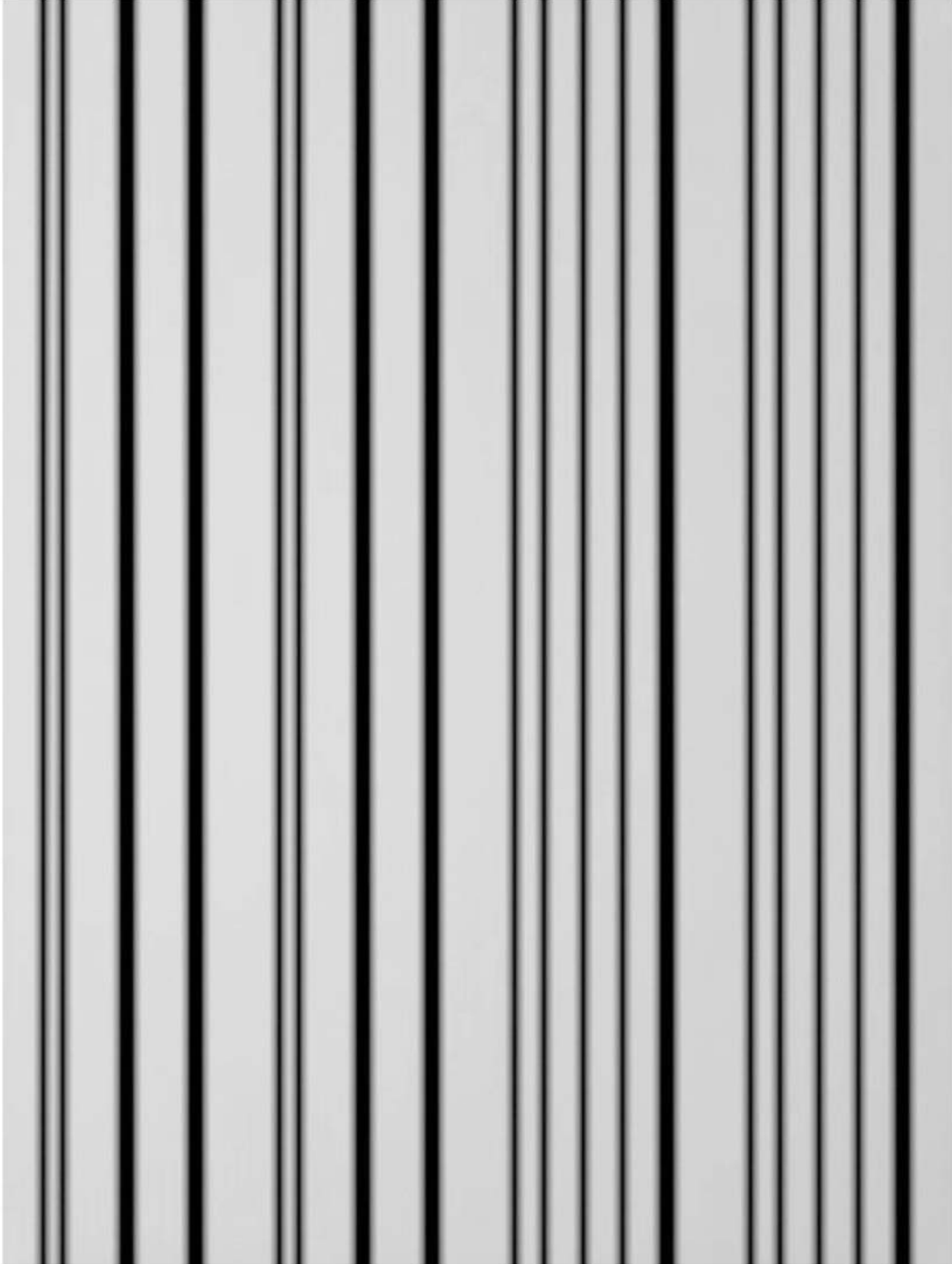


FIG. 333A

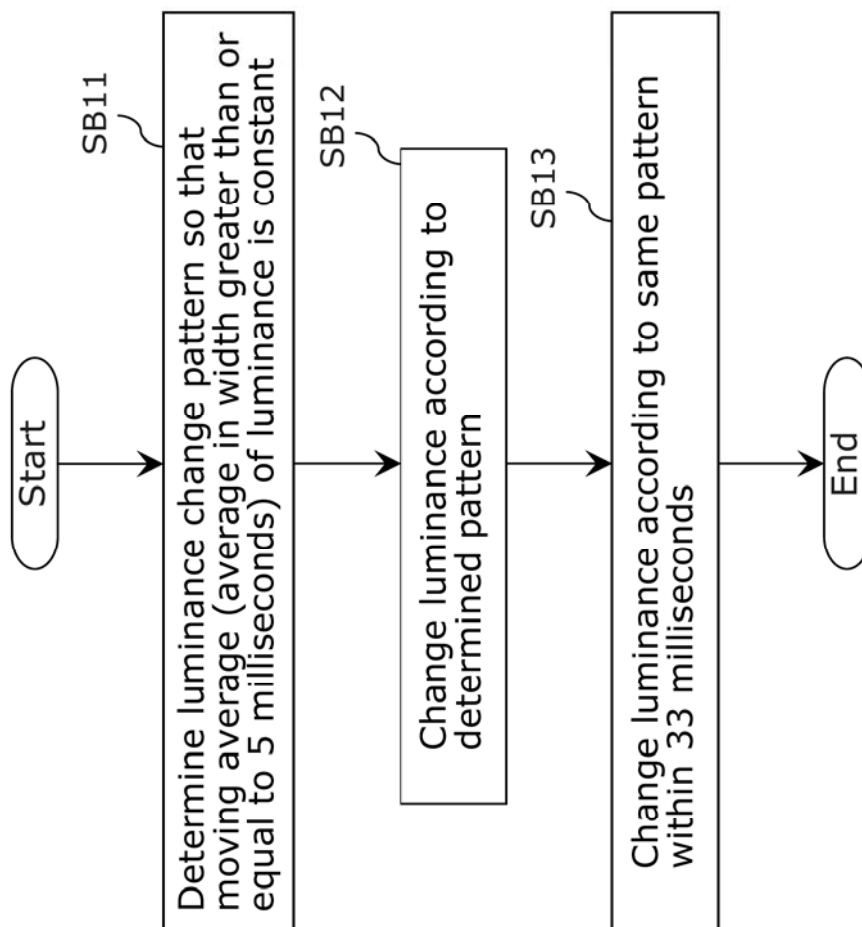


FIG. 333B

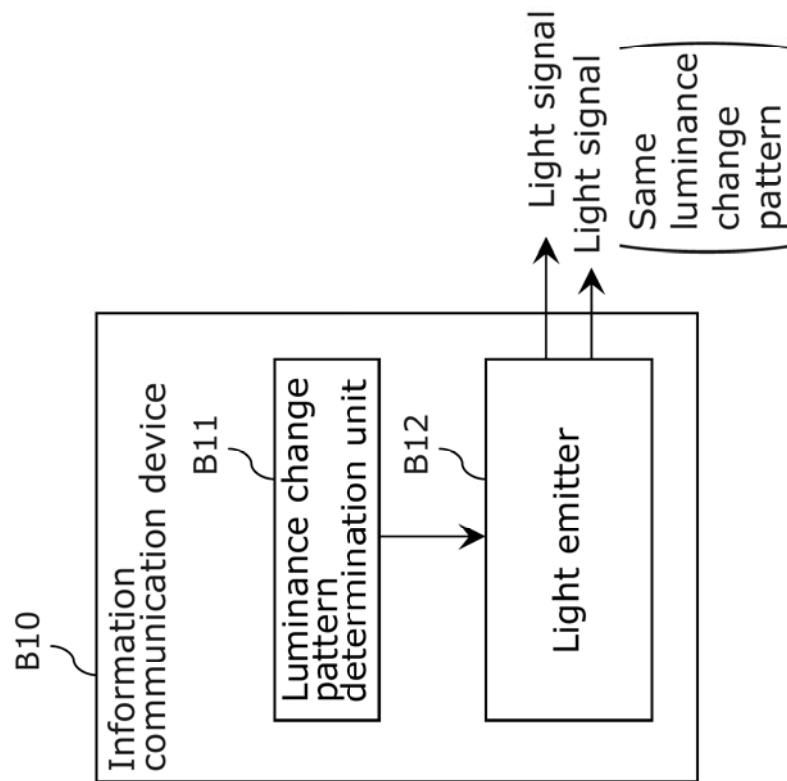


FIG. 334A

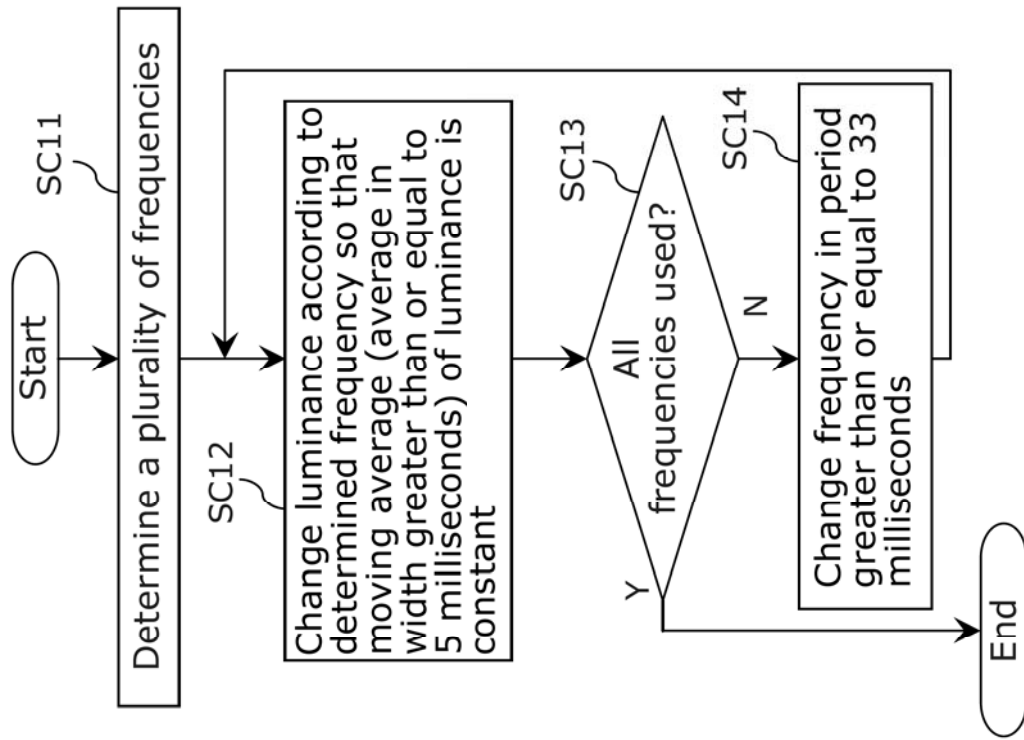


FIG. 334B

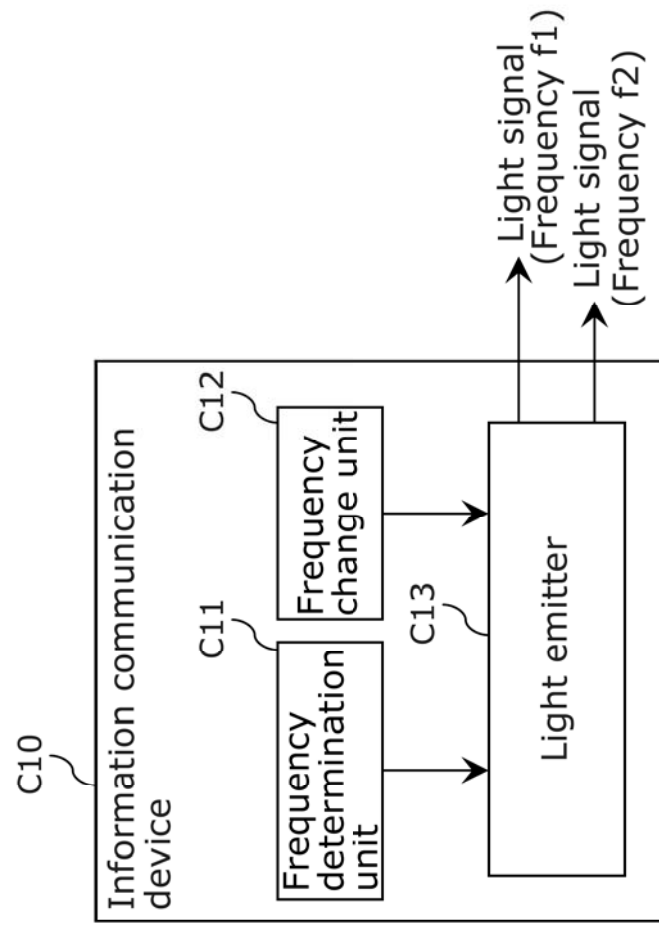


FIG. 335

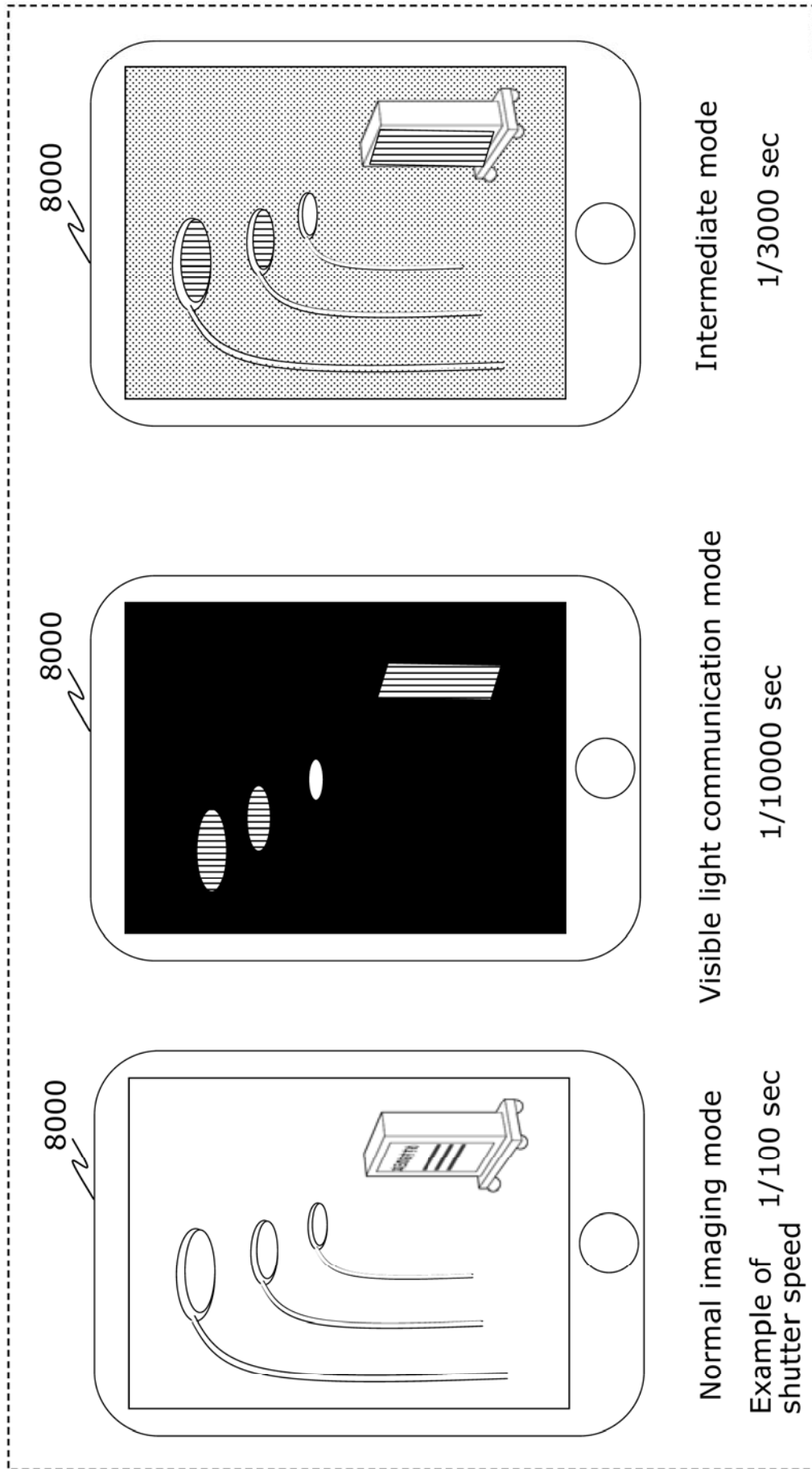


FIG. 336

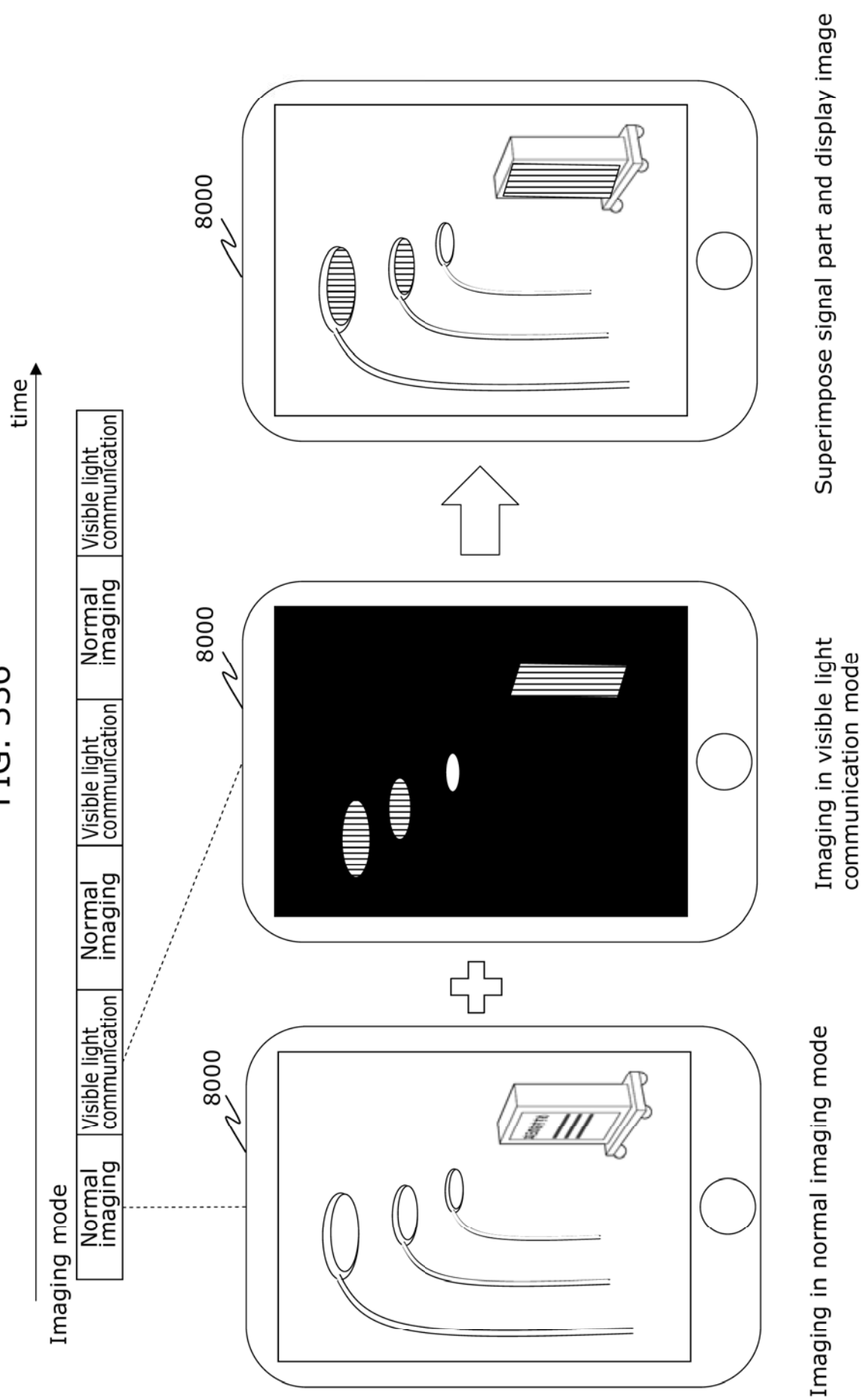


FIG. 337

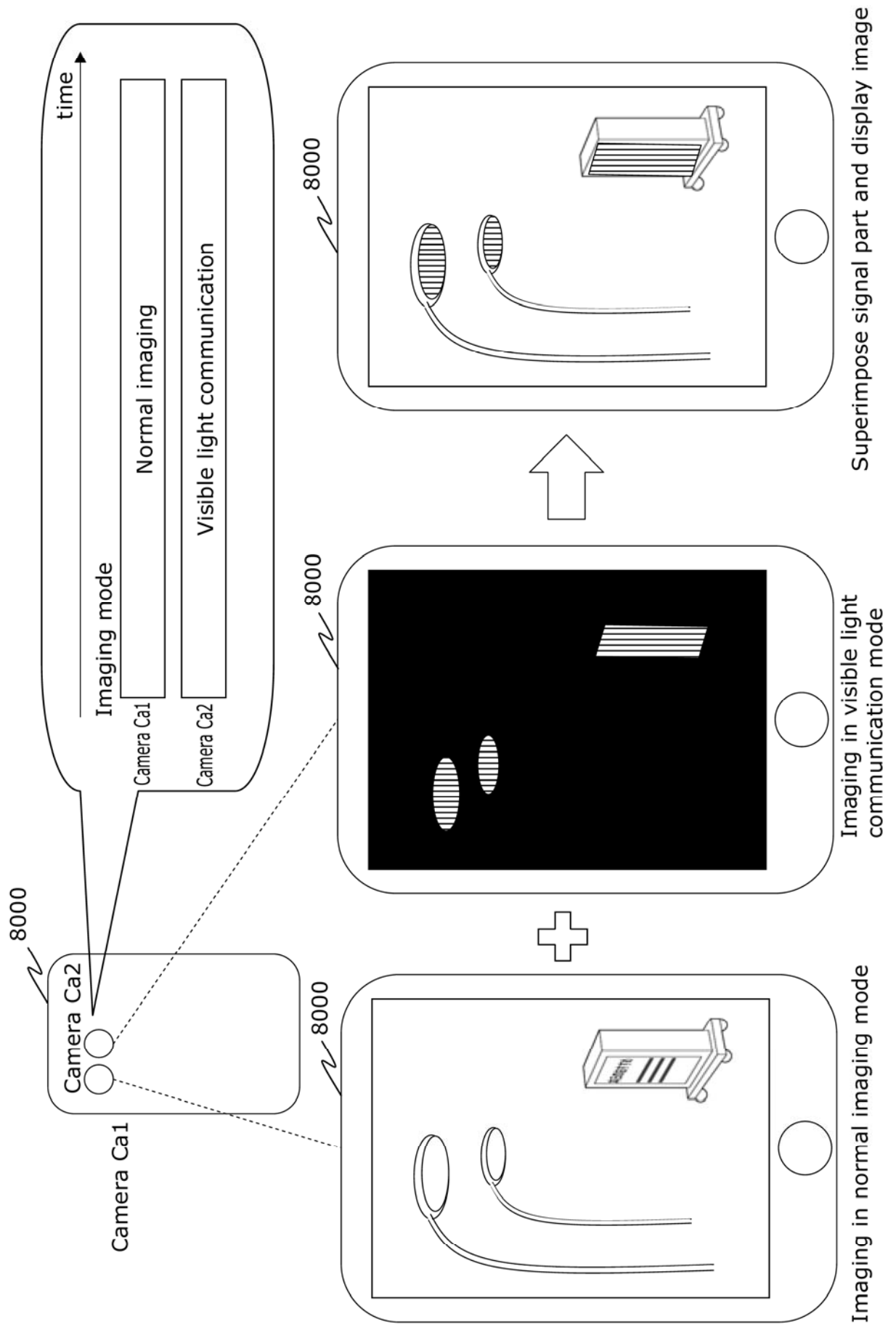


FIG. 338A

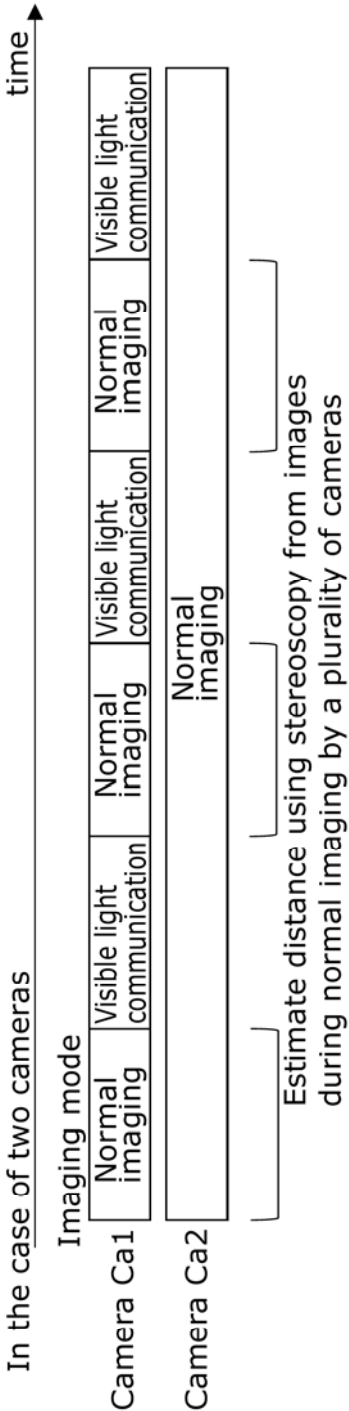


FIG. 338B

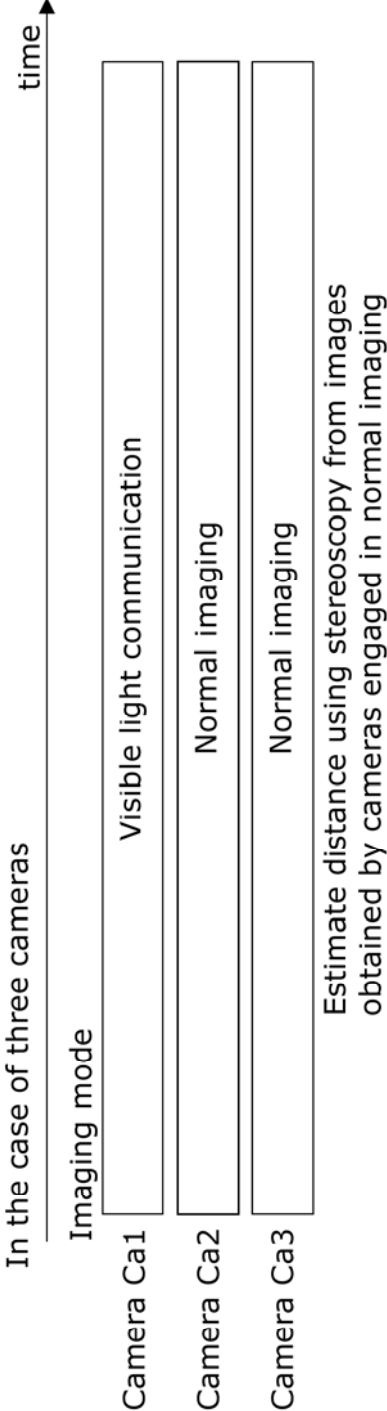


FIG. 338C

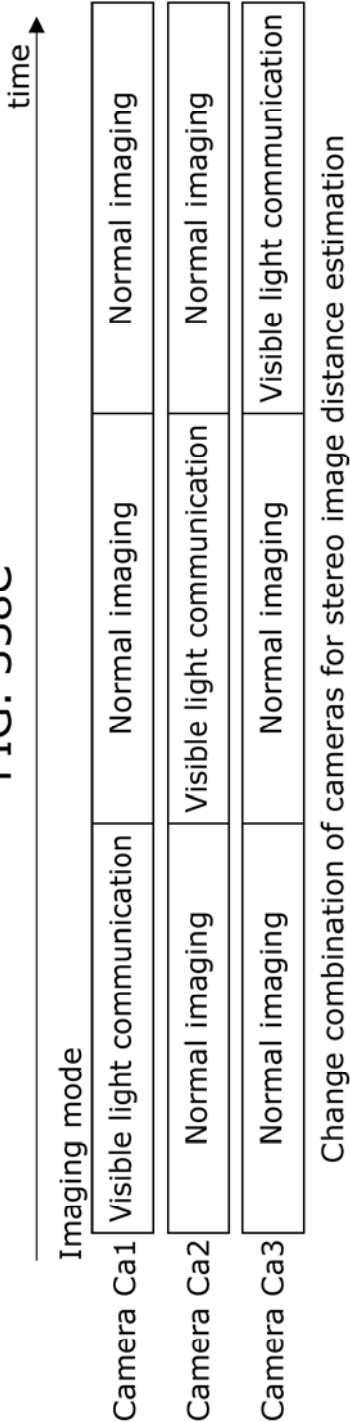
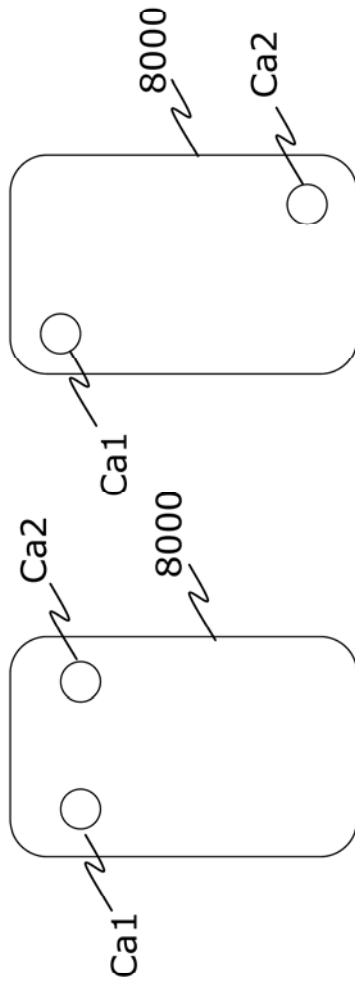


FIG. 339A

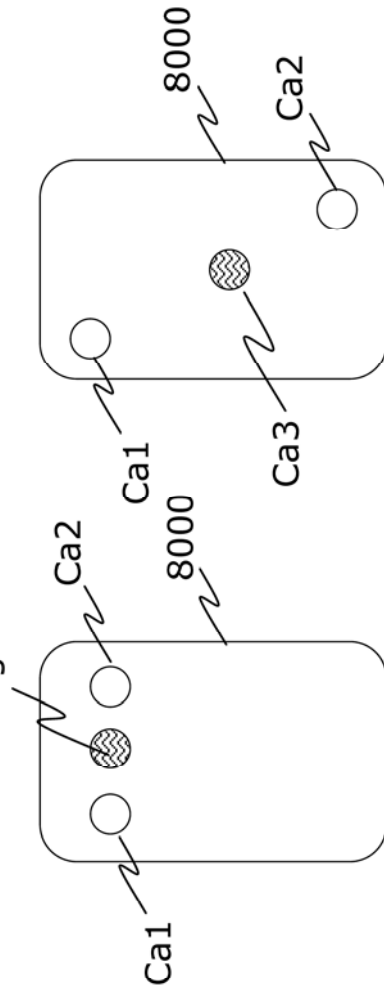
In the case of
two cameras



Cameras are preferably away from each other in the case of performing
stereo image distance estimation

FIG. 339B

In the case of
three cameras



Perform stereo image distance estimation using cameras farthest away from
each other, and perform visible light communication using other camera

FIG. 340

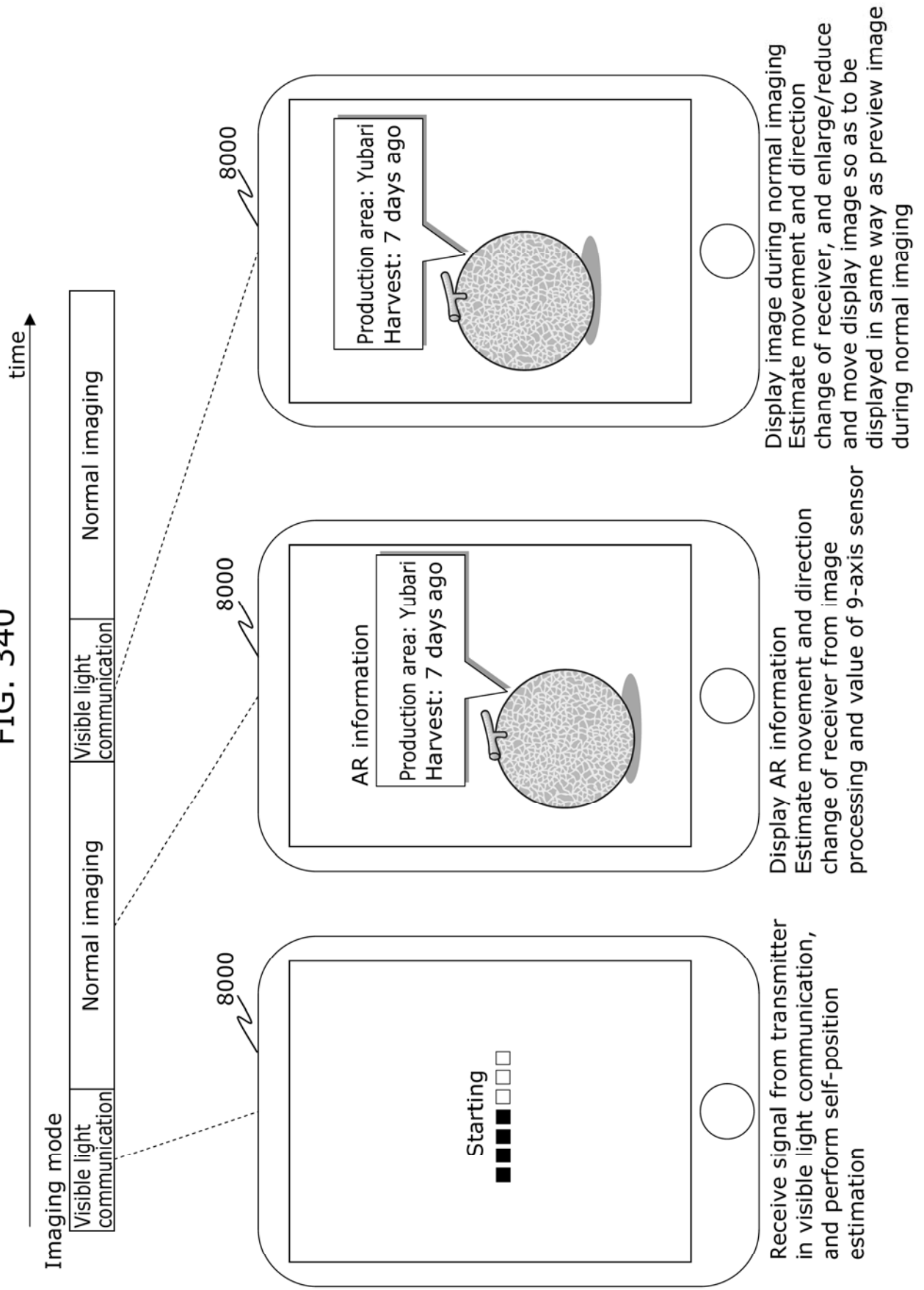


FIG. 341

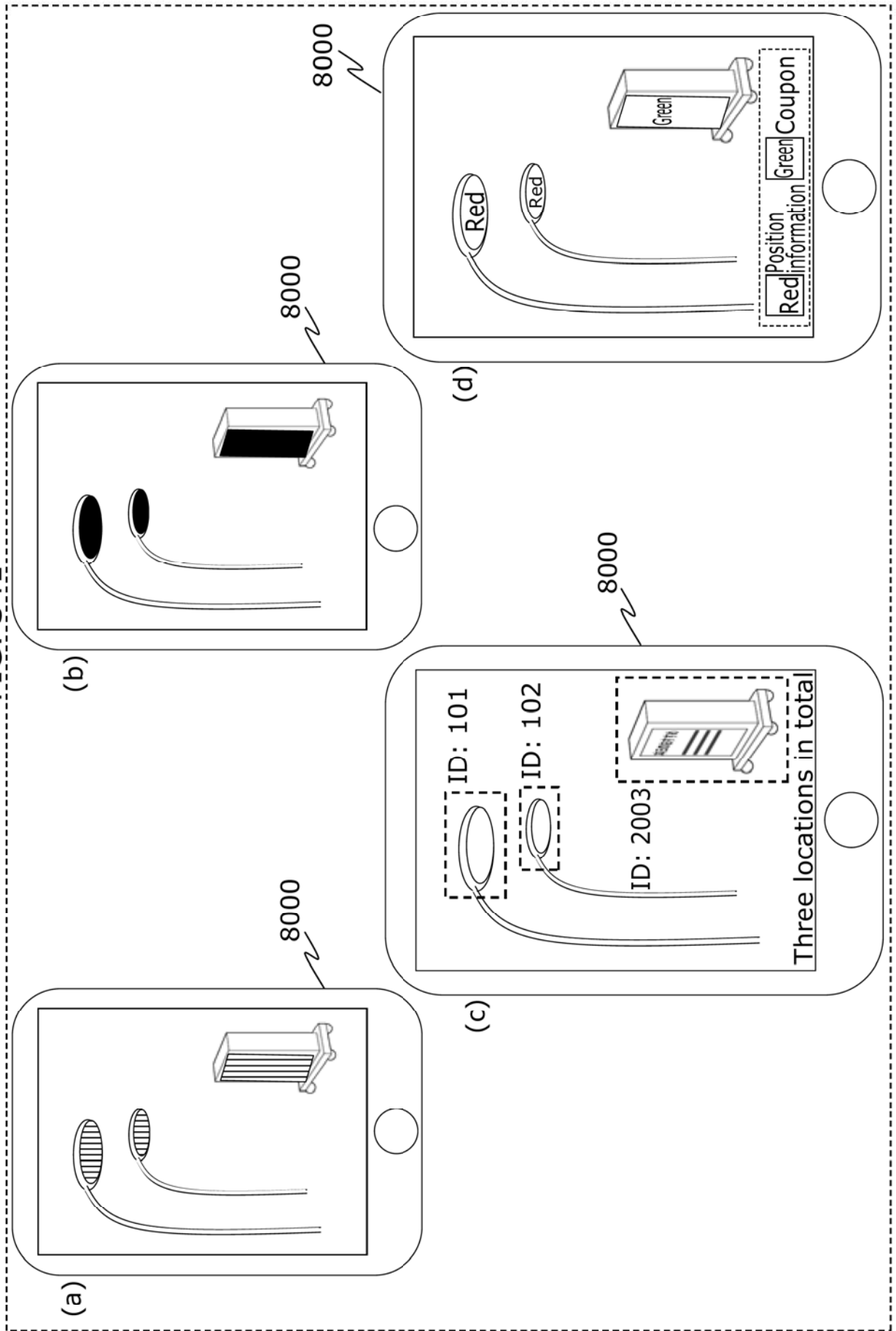


FIG. 342

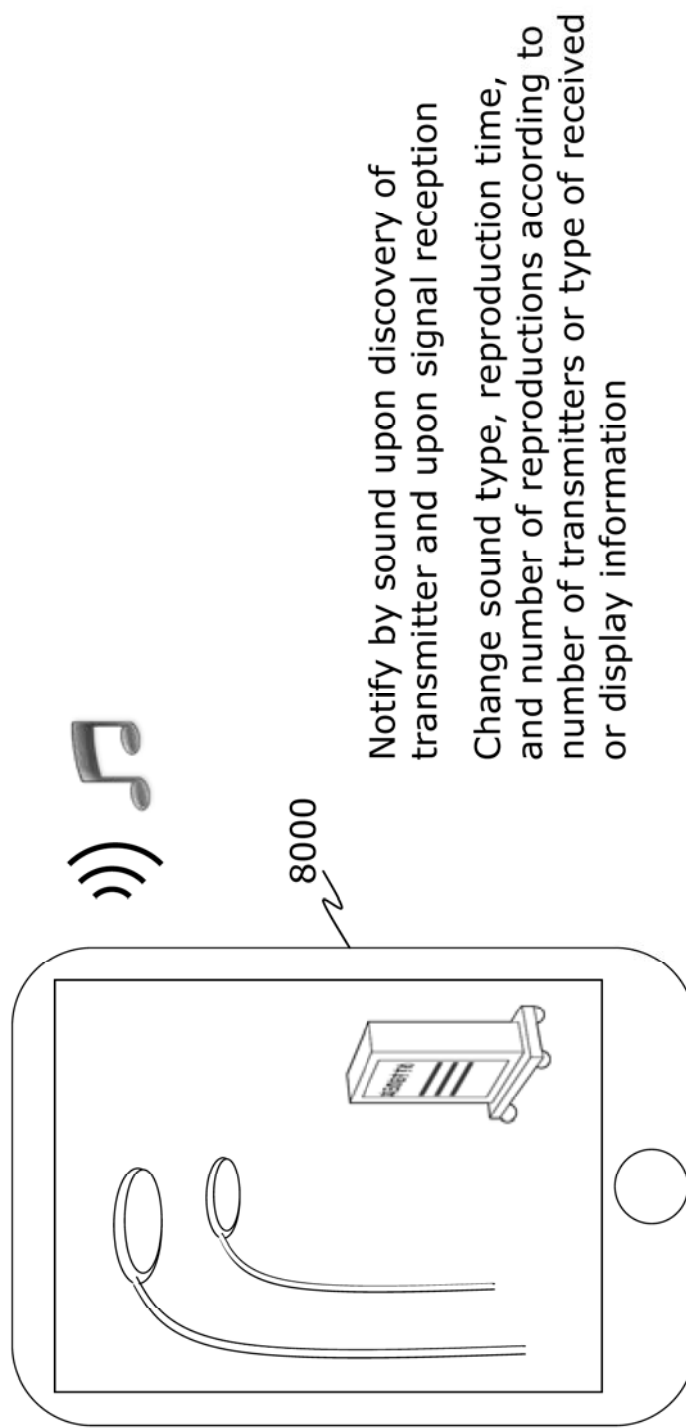


FIG. 343

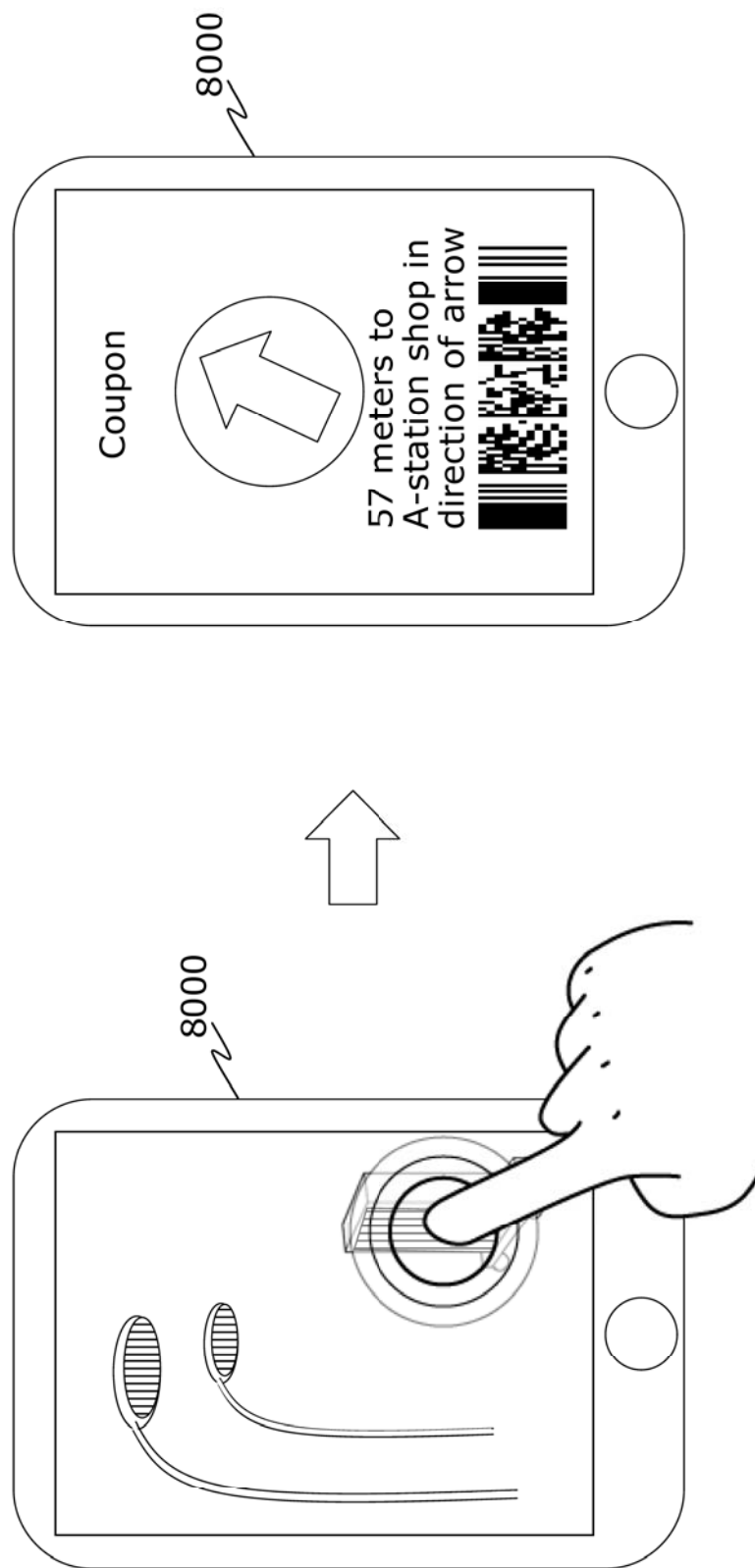


FIG. 344

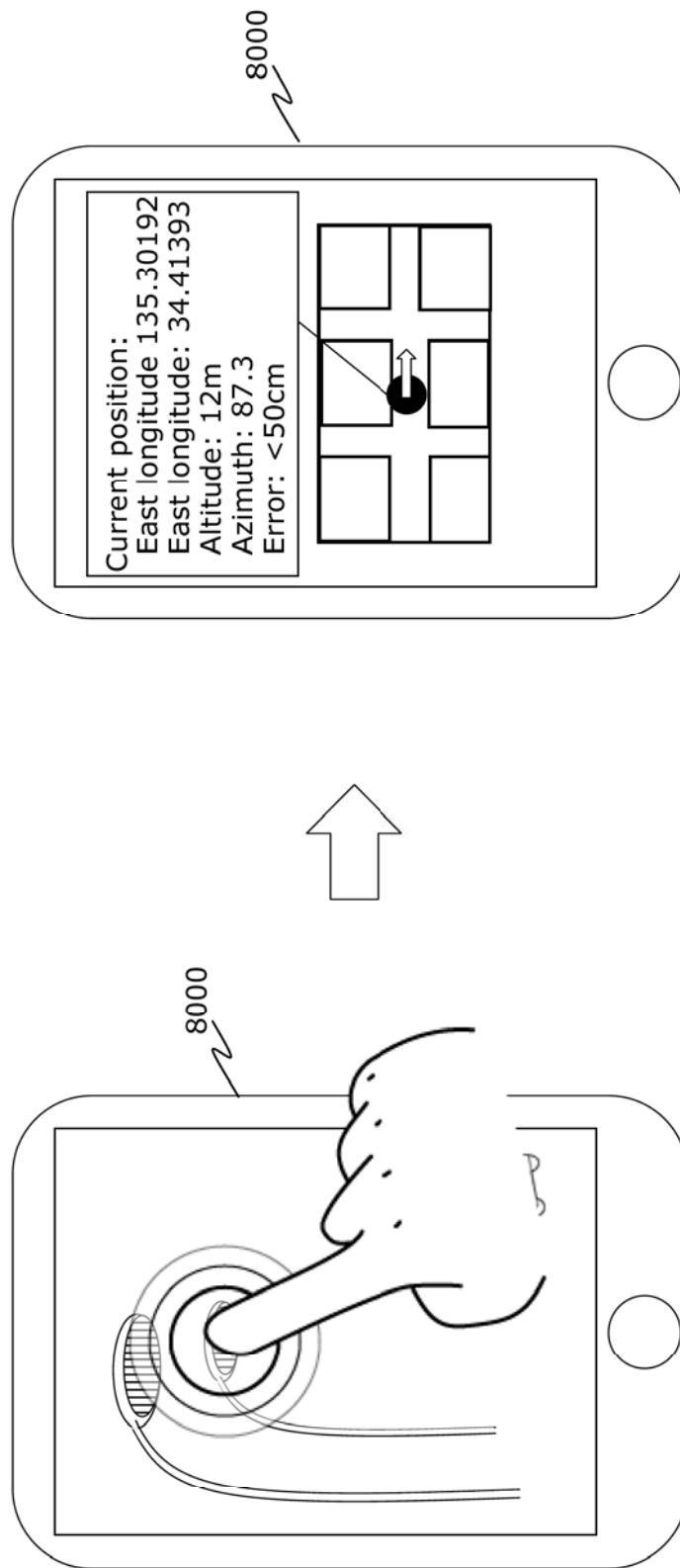


FIG. 345

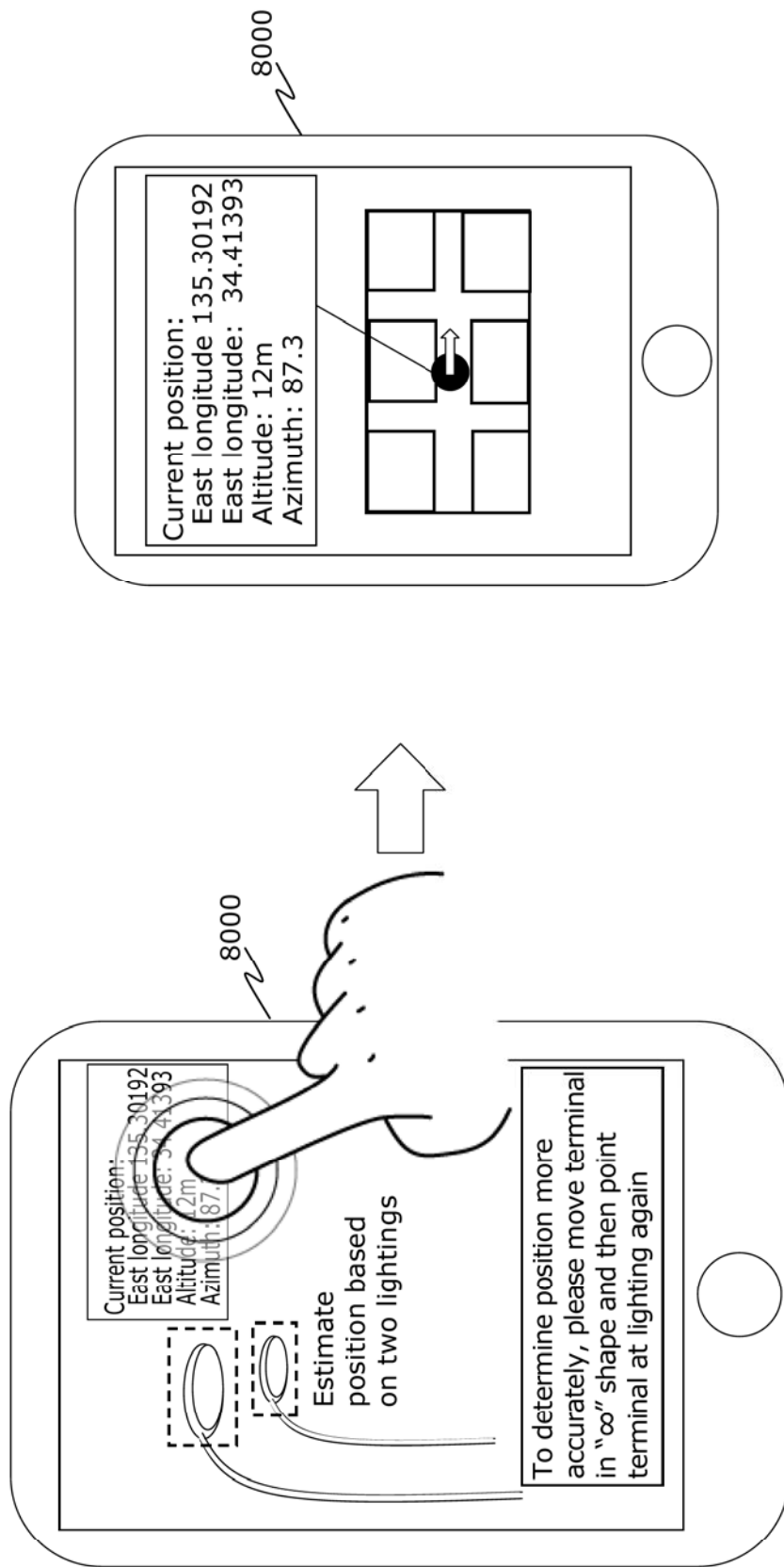


FIG. 346

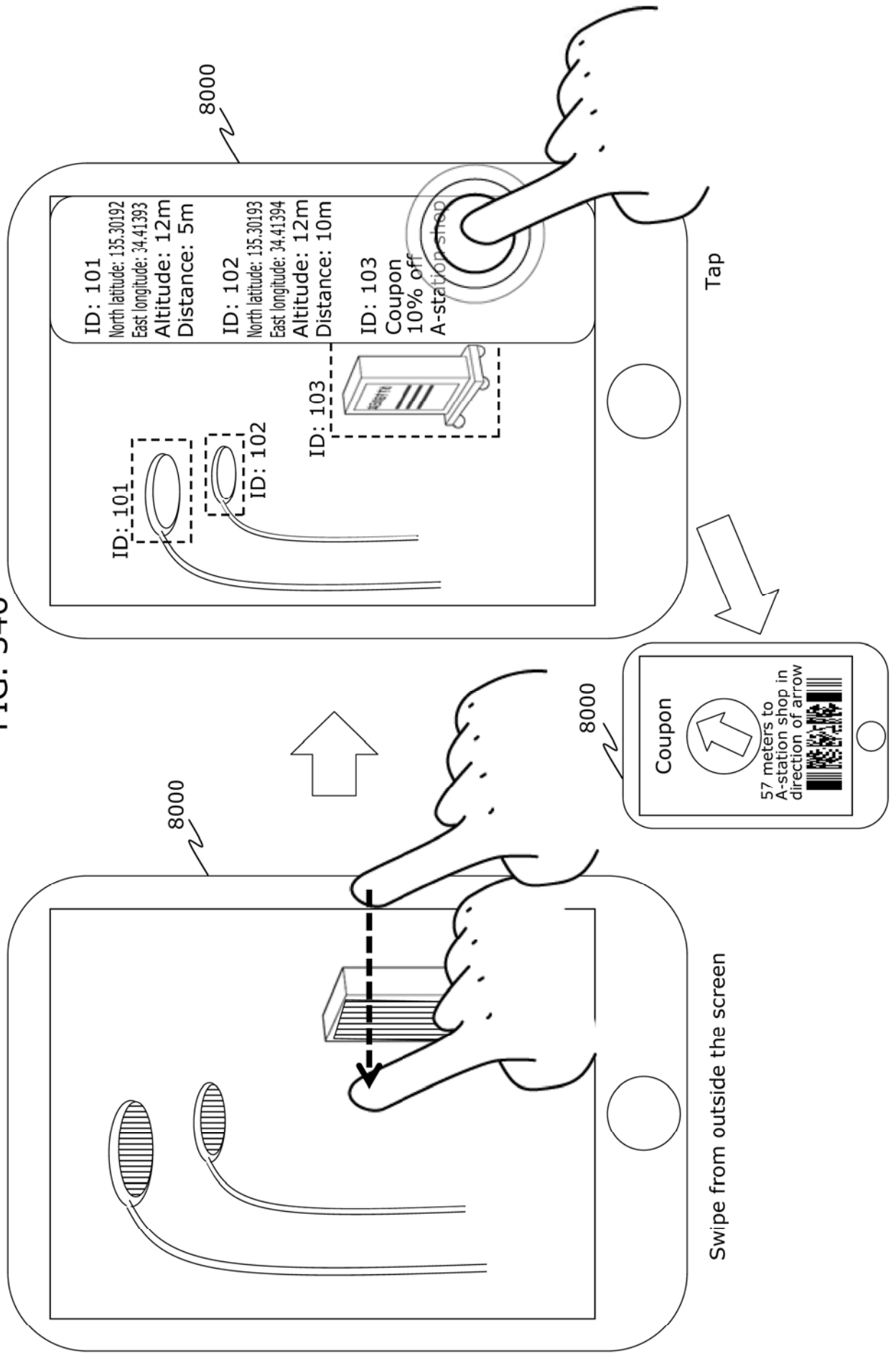


FIG. 347

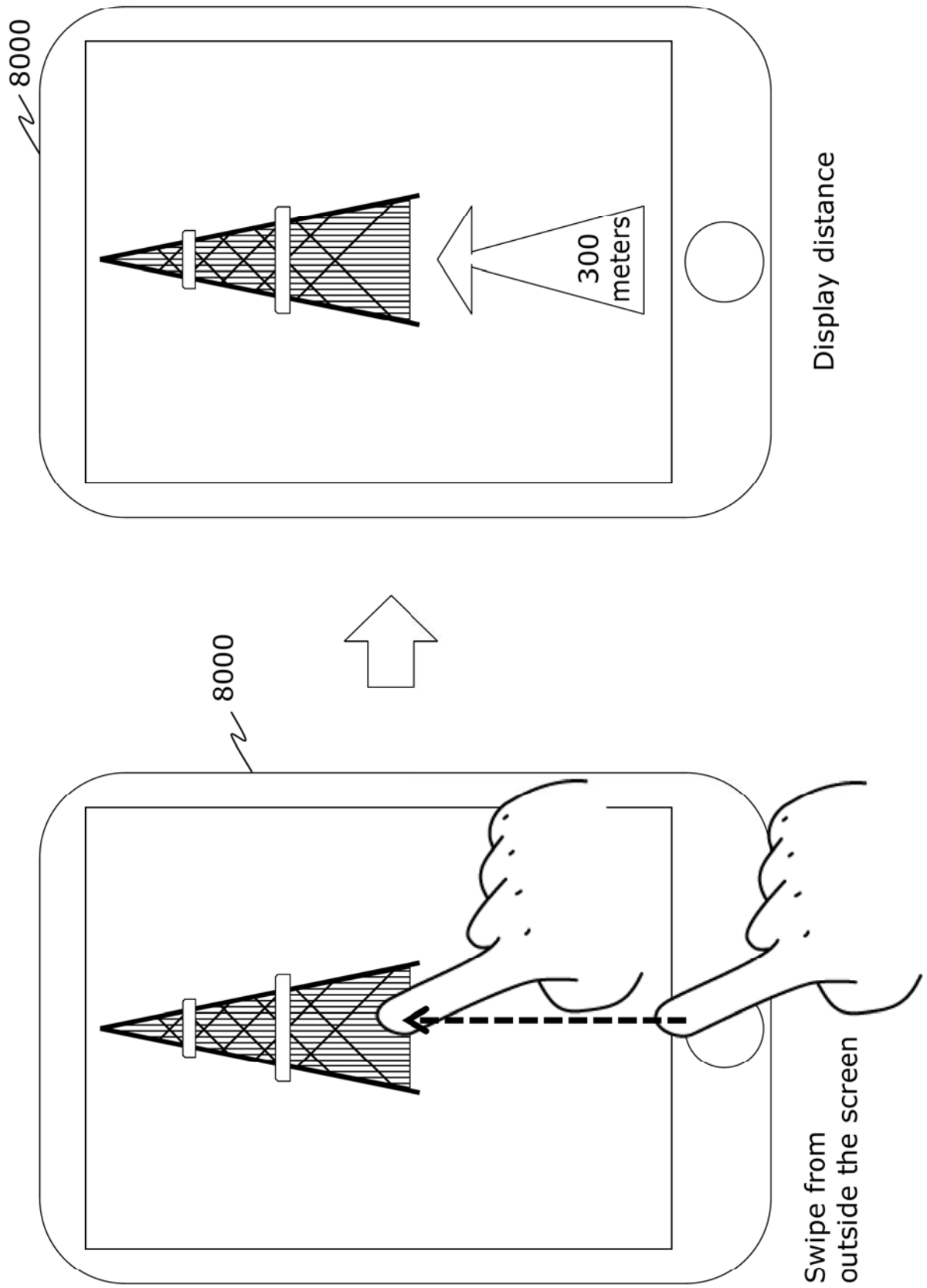


FIG. 348

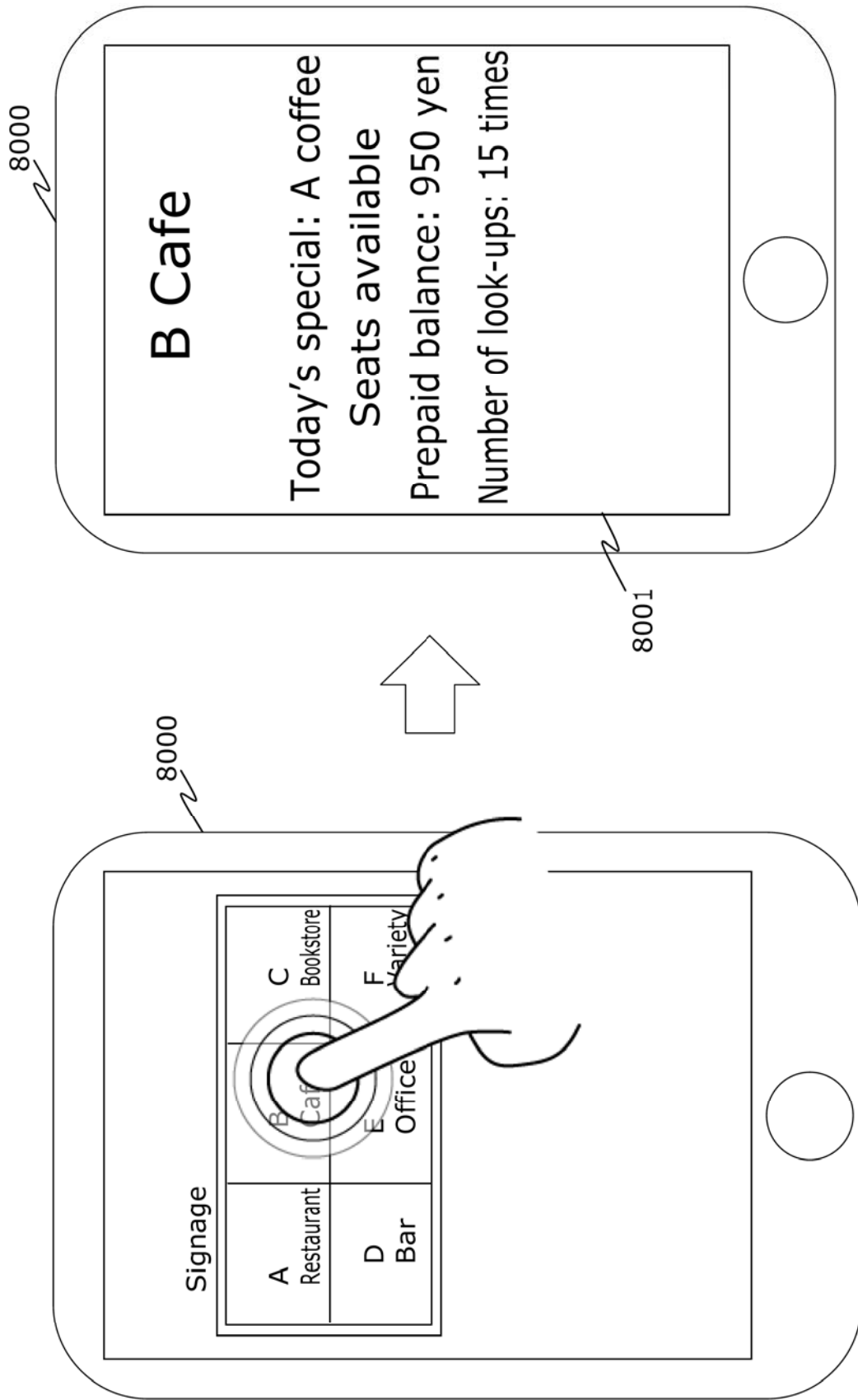


FIG. 349

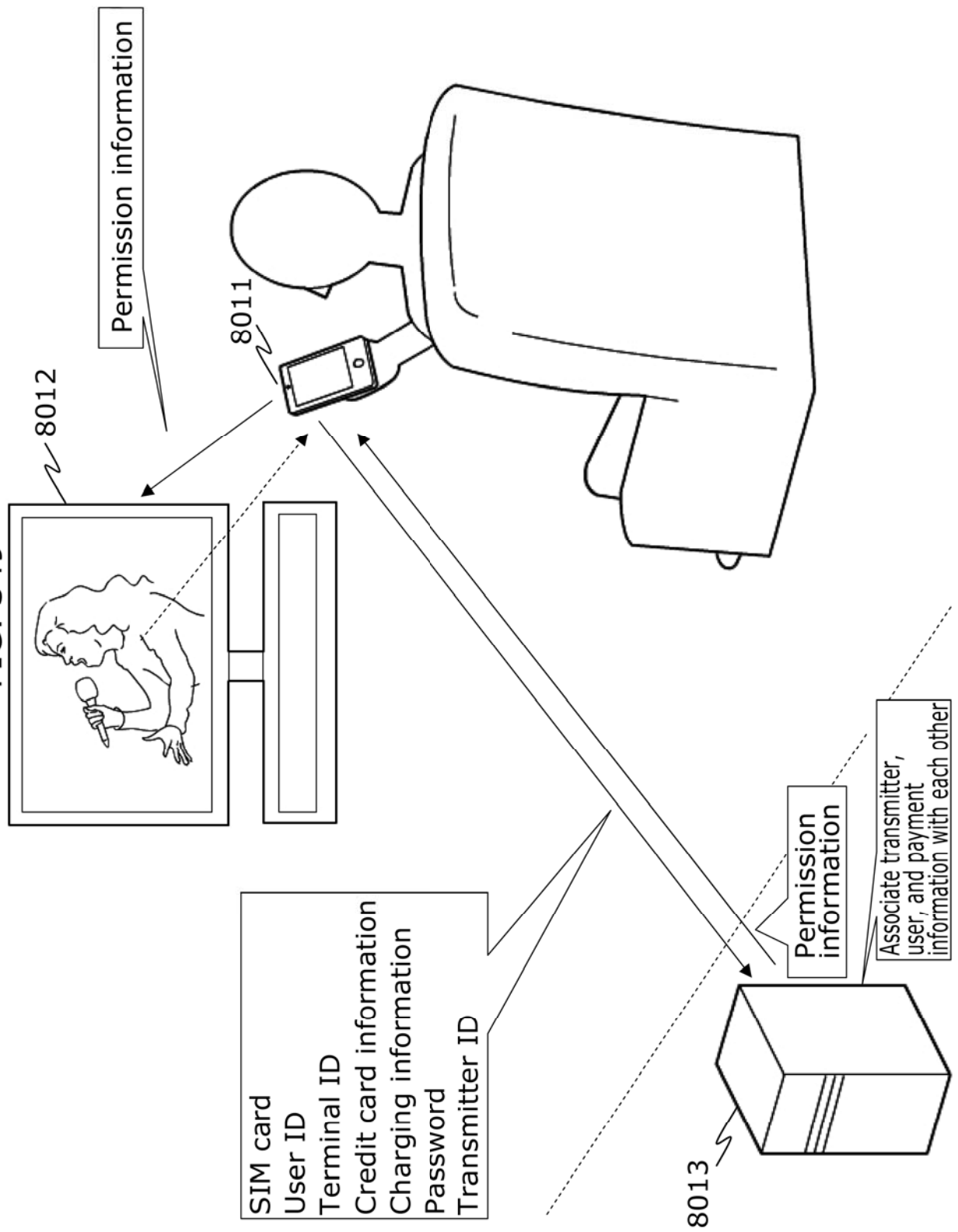


FIG. 350

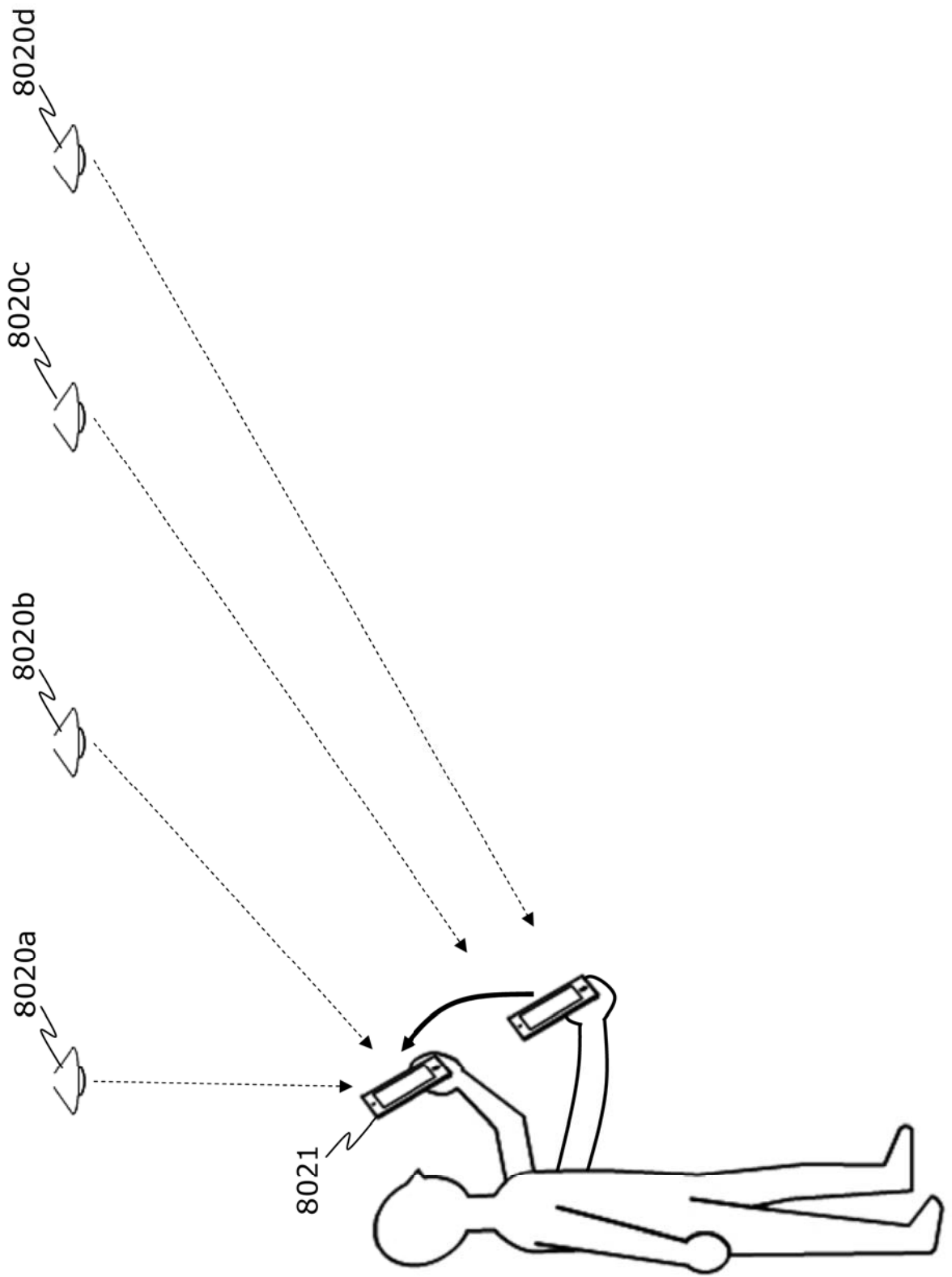


FIG. 351

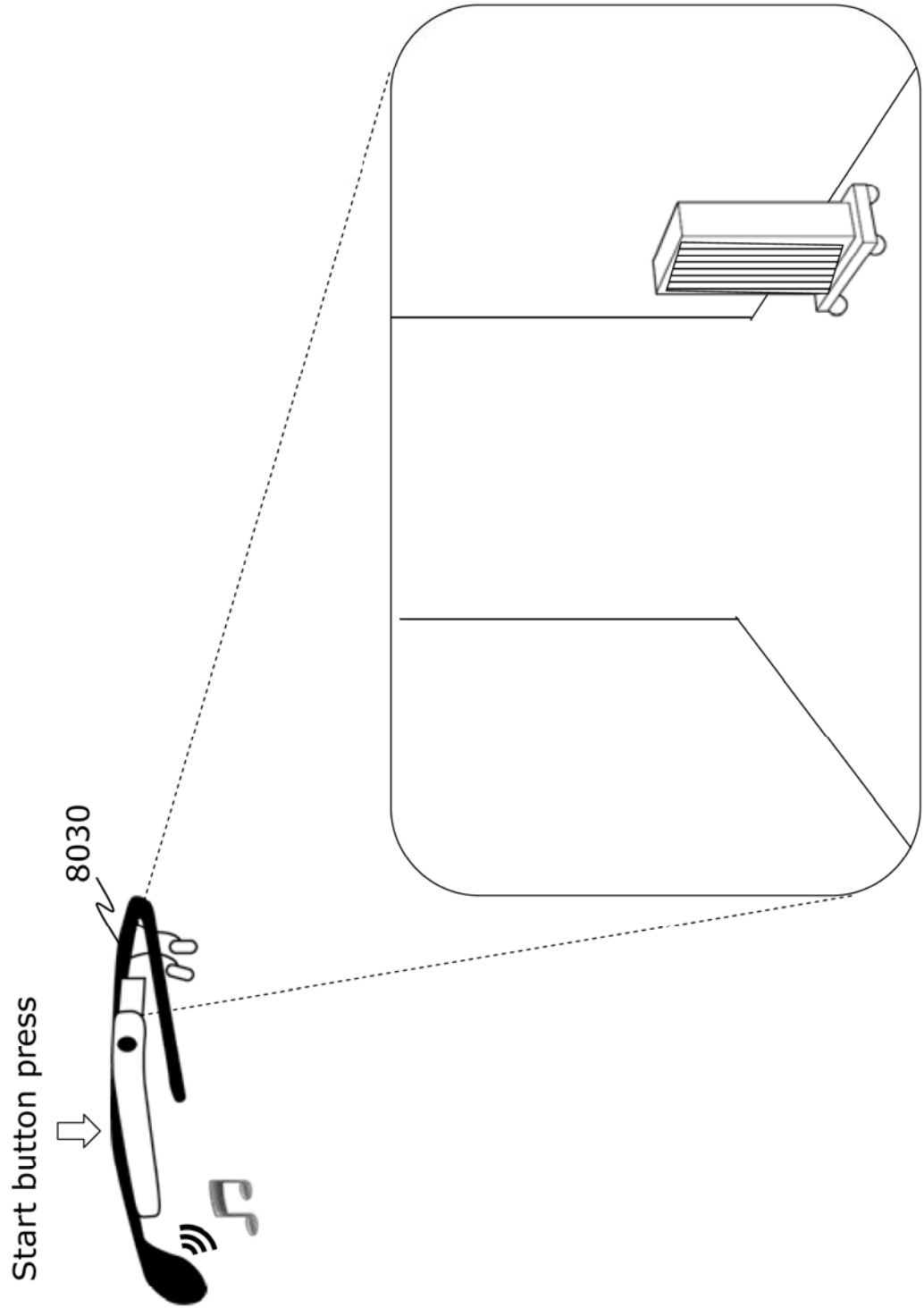
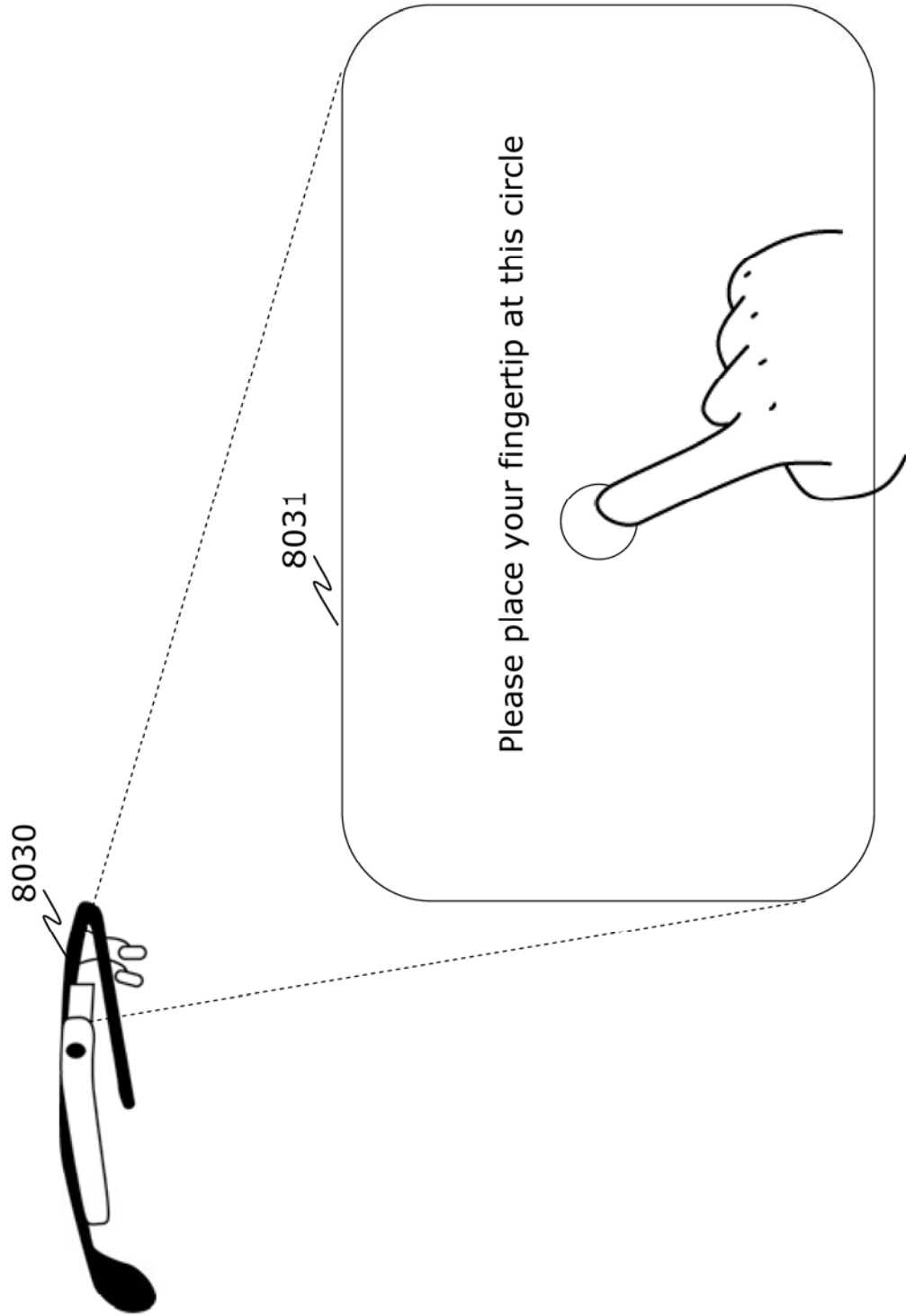


FIG. 352



Alignment of display position and imaging position

FIG. 353

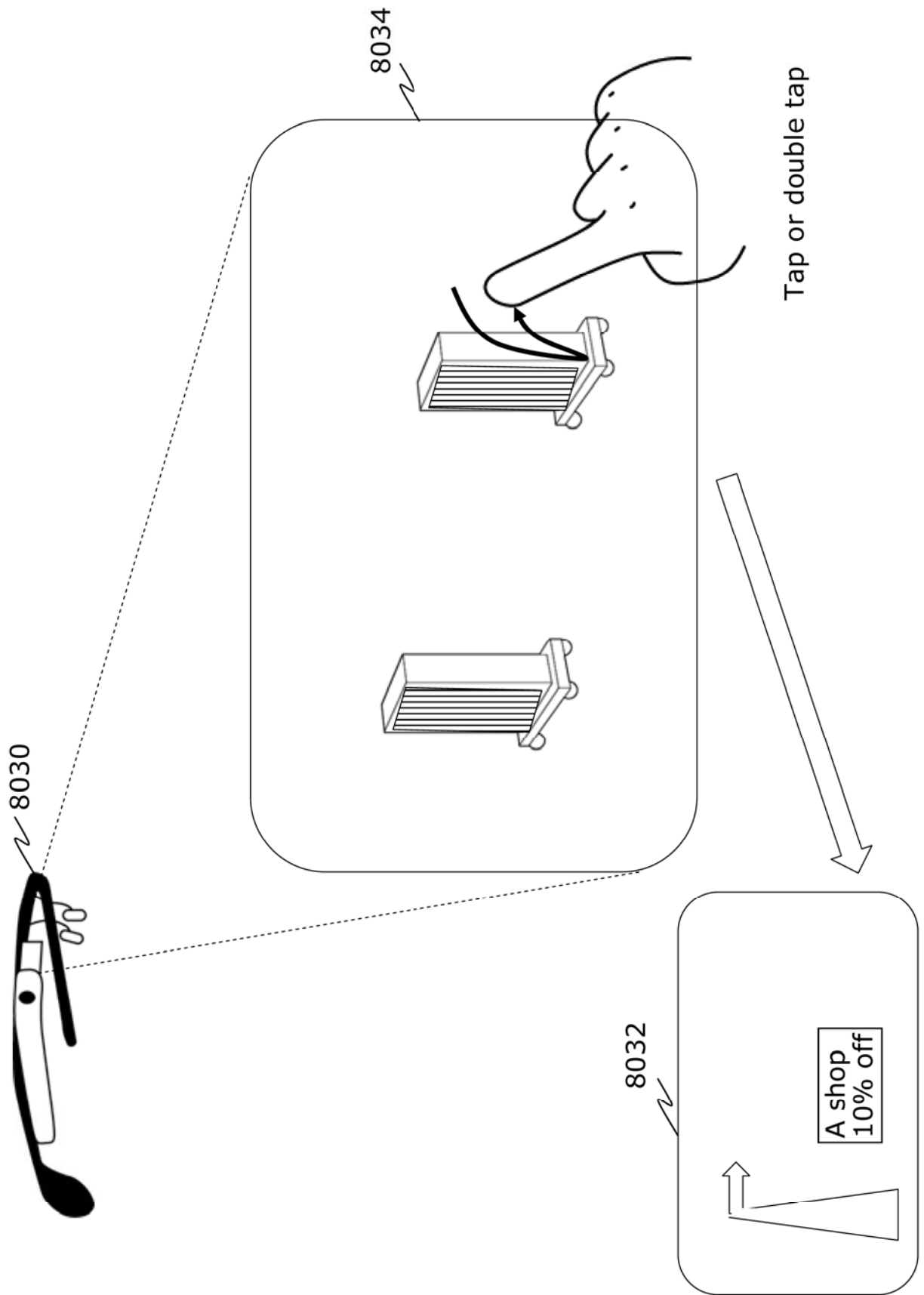


FIG. 354

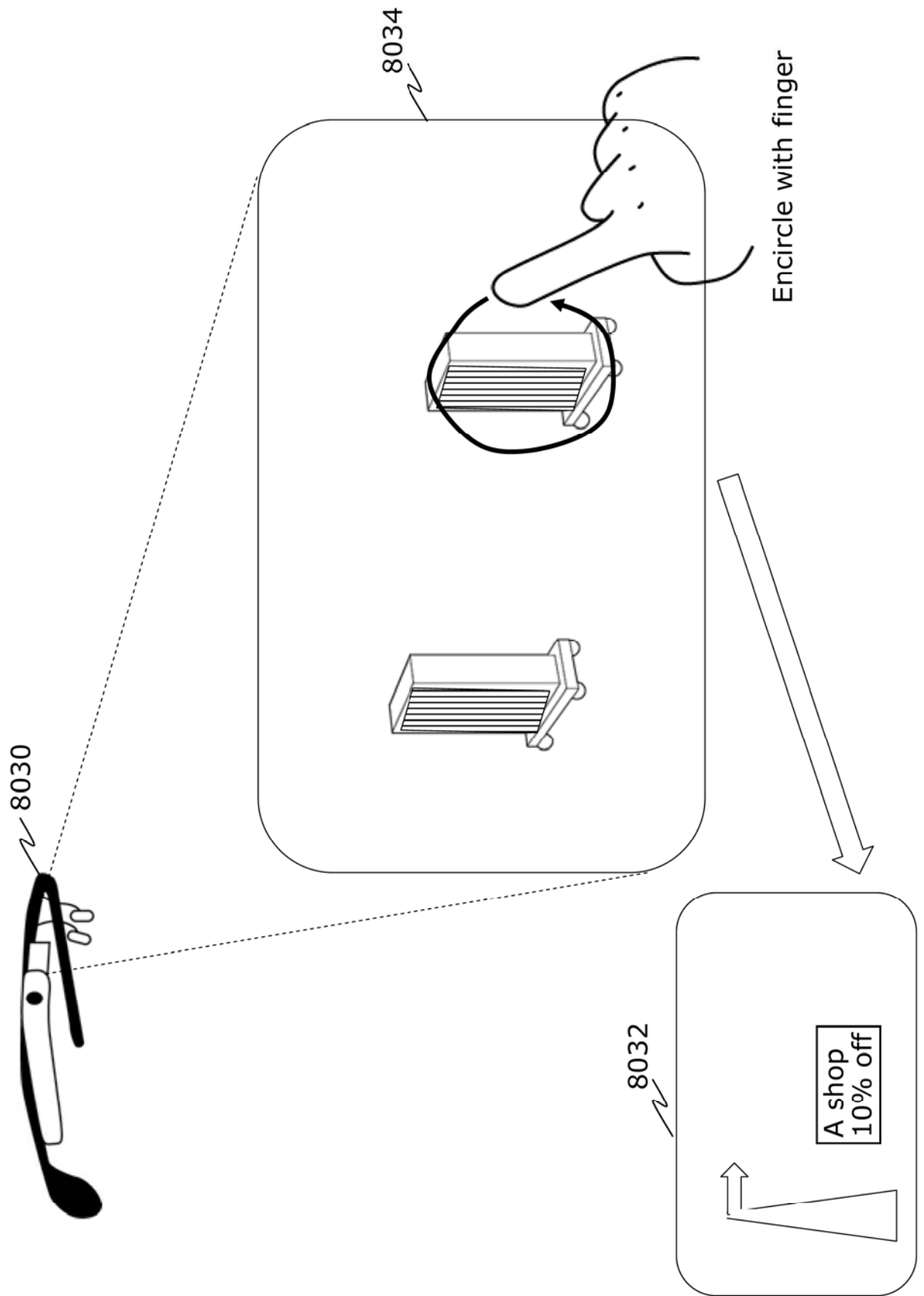


FIG. 355

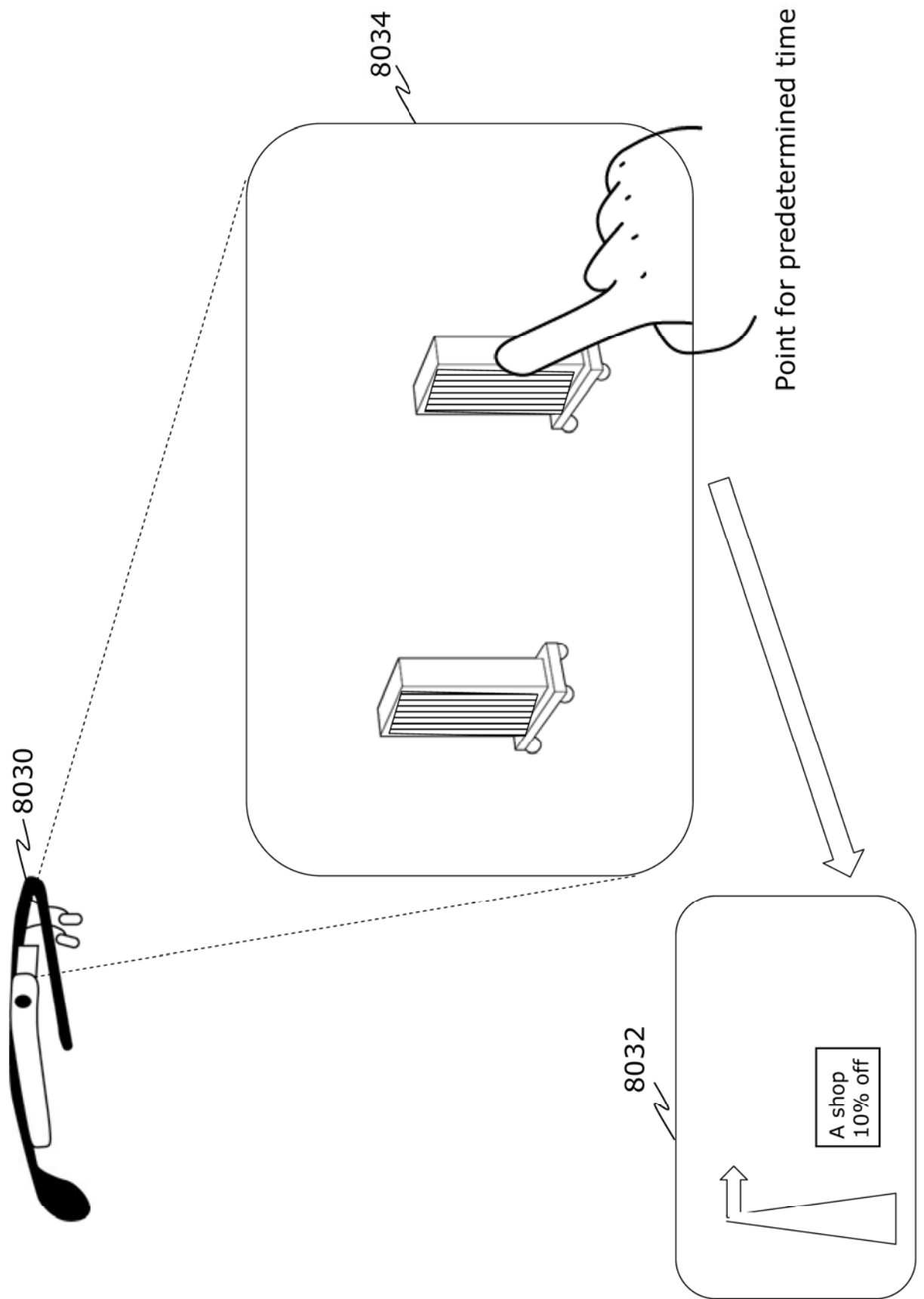


FIG. 356

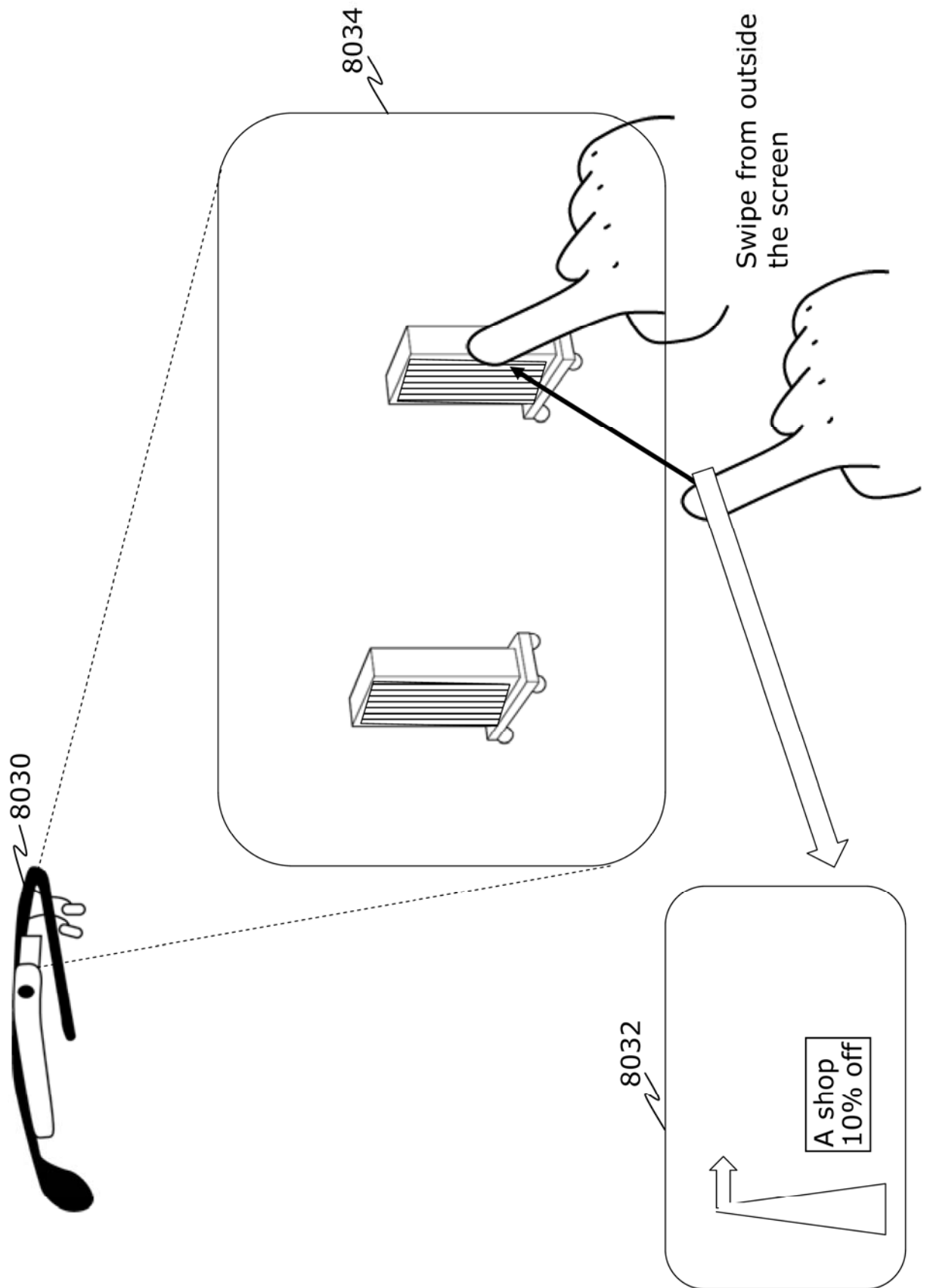


FIG. 357

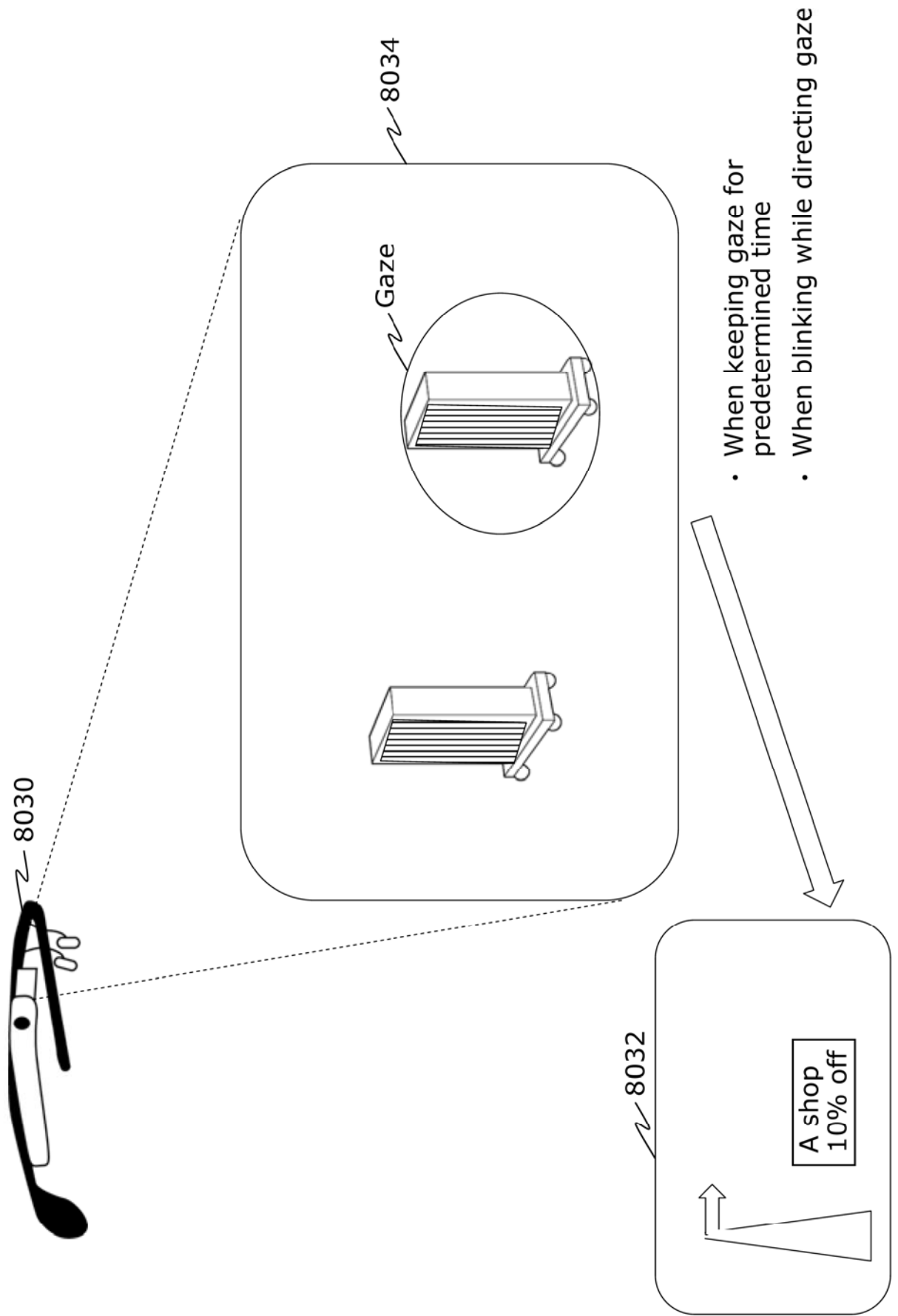


FIG. 358

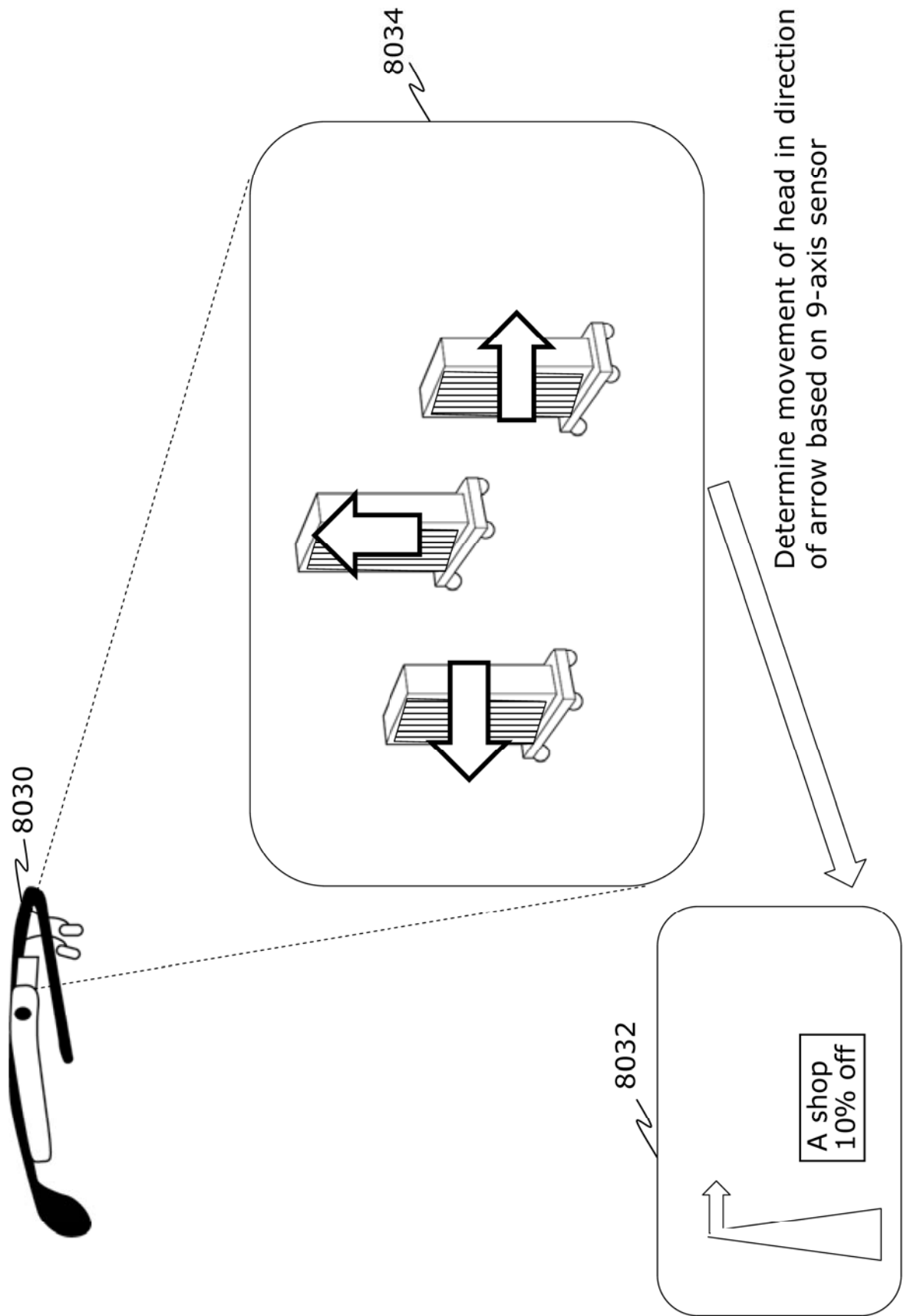


FIG. 359A

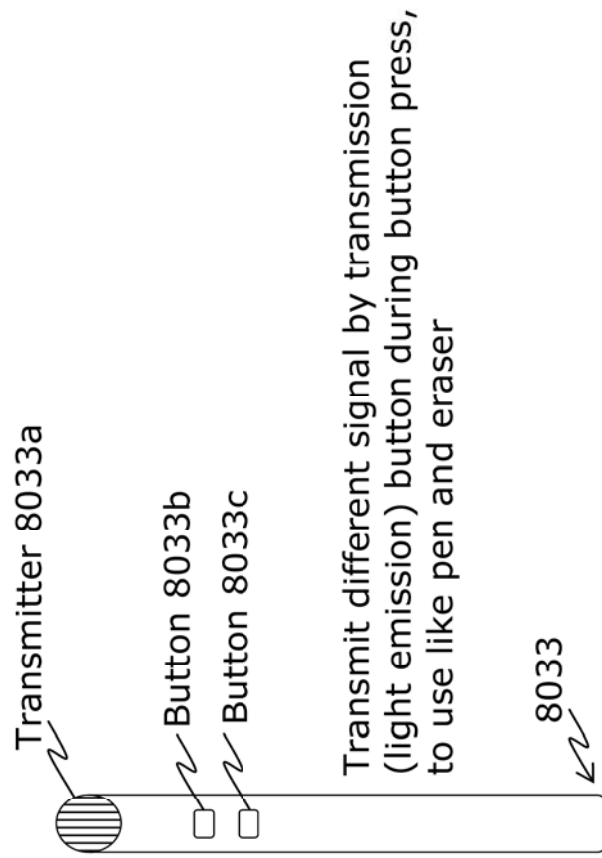


FIG. 359B

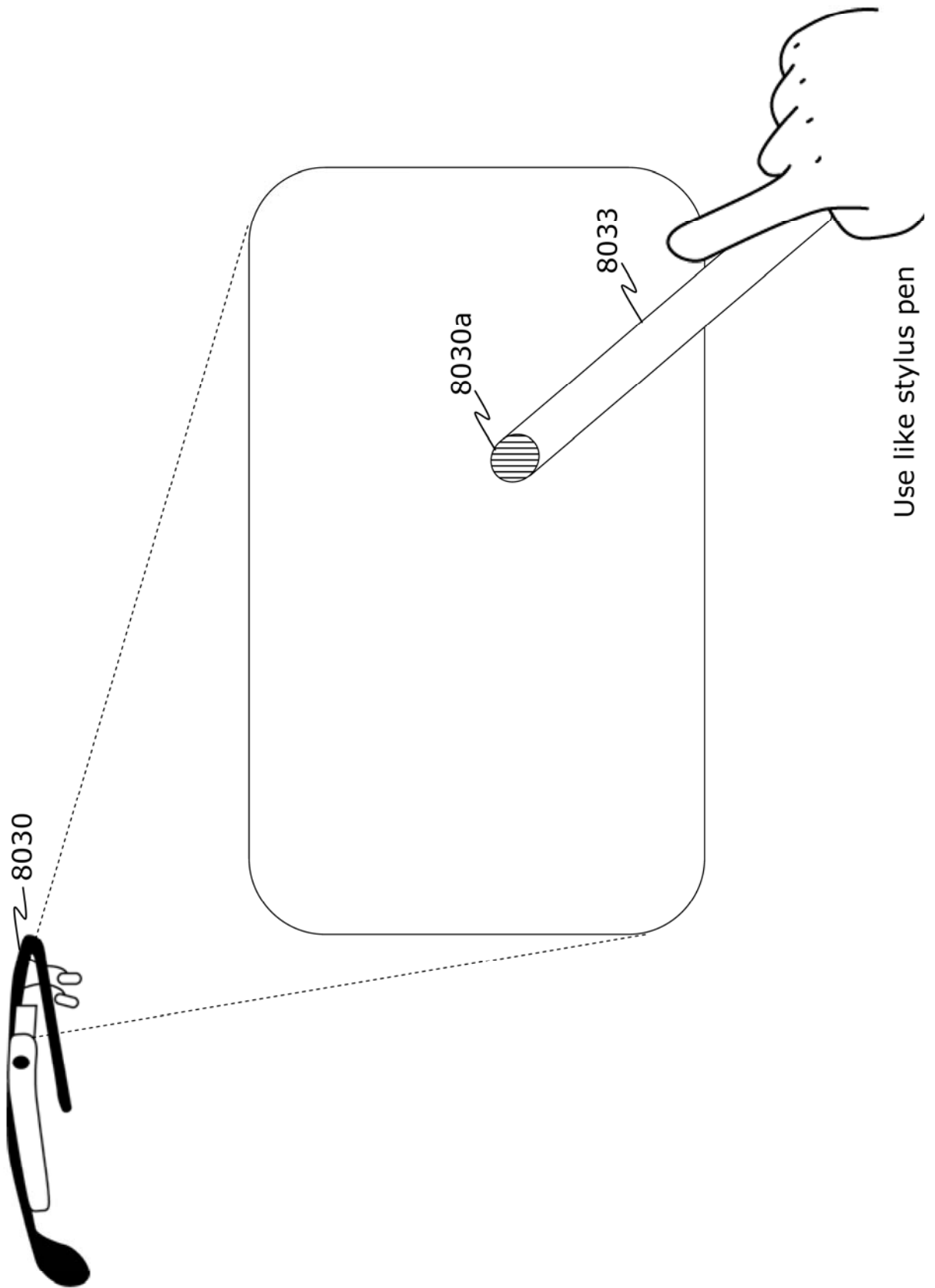


FIG. 360

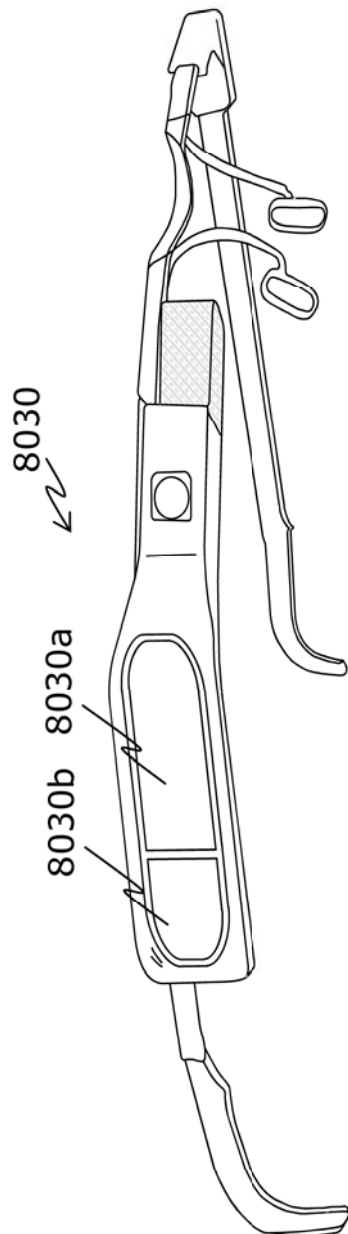


FIG. 361

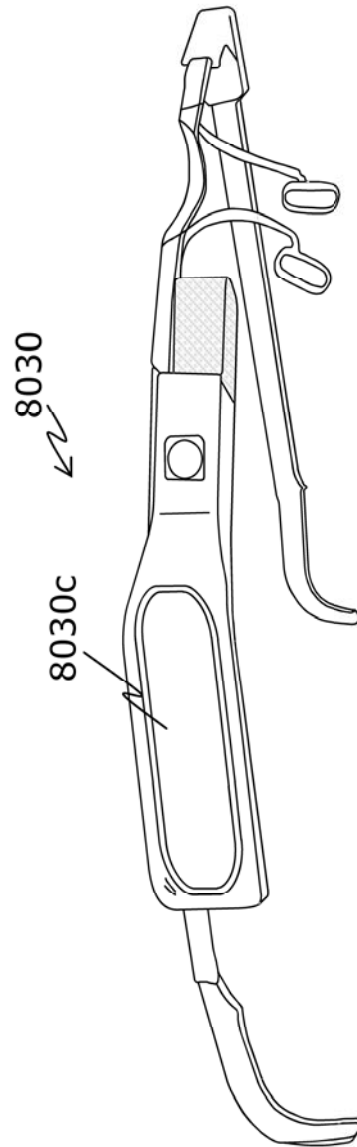


FIG. 362

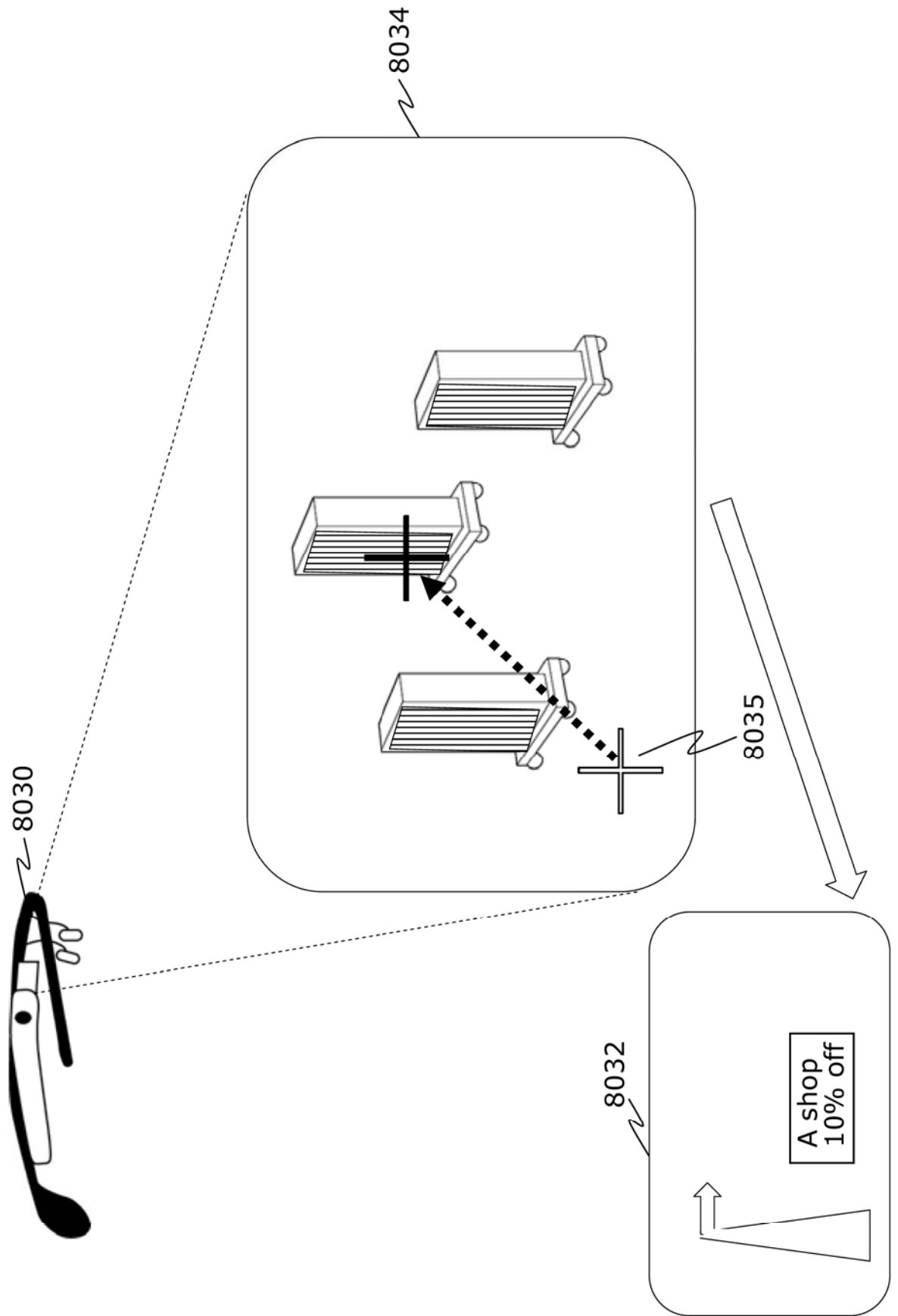


FIG. 363A

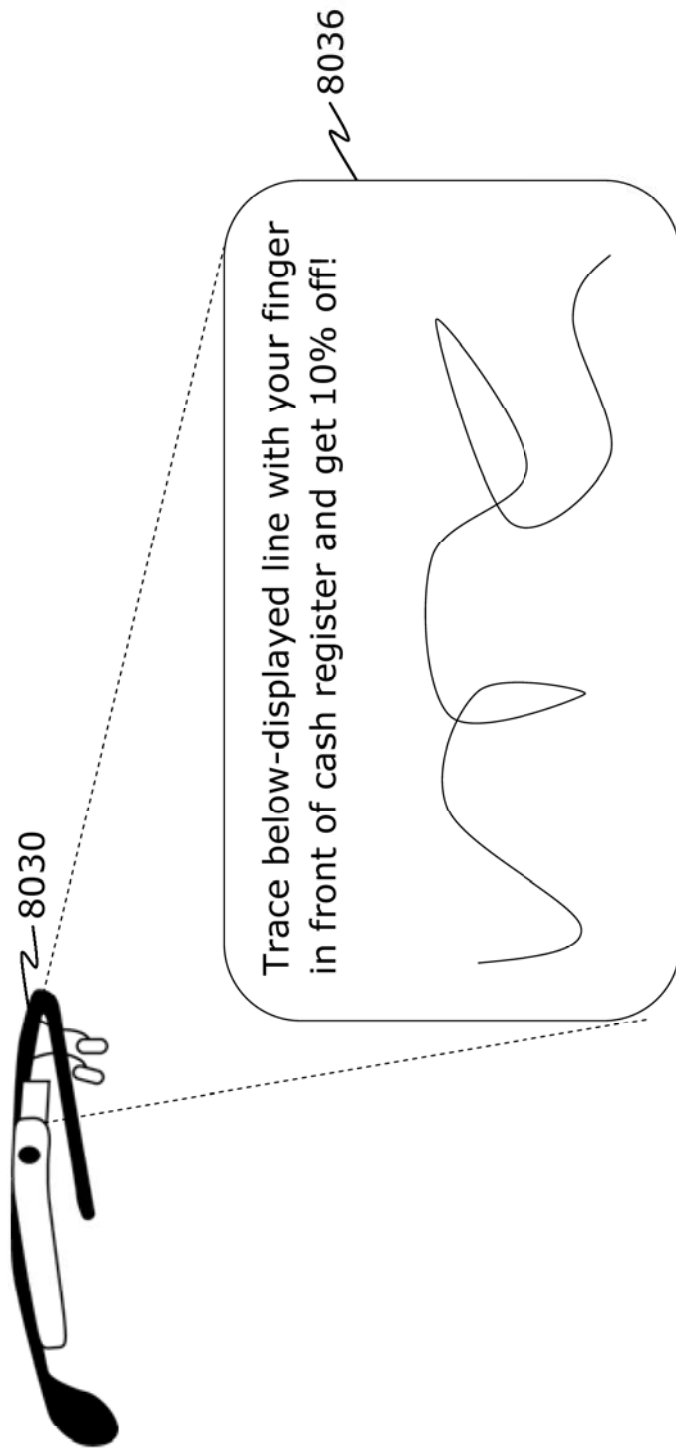


FIG. 363B

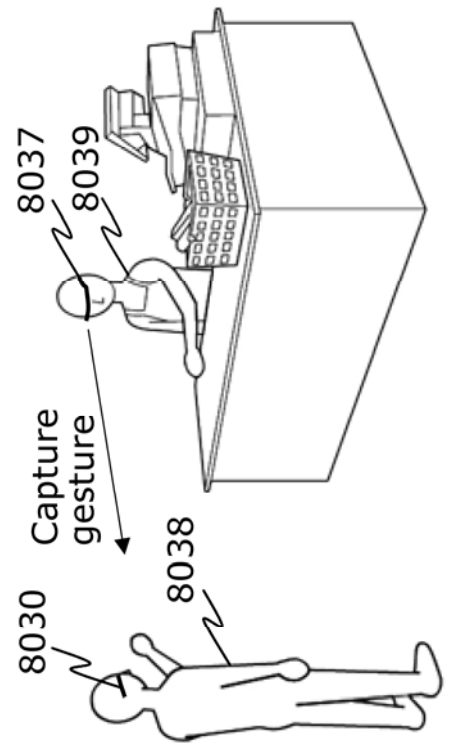


FIG. 364A

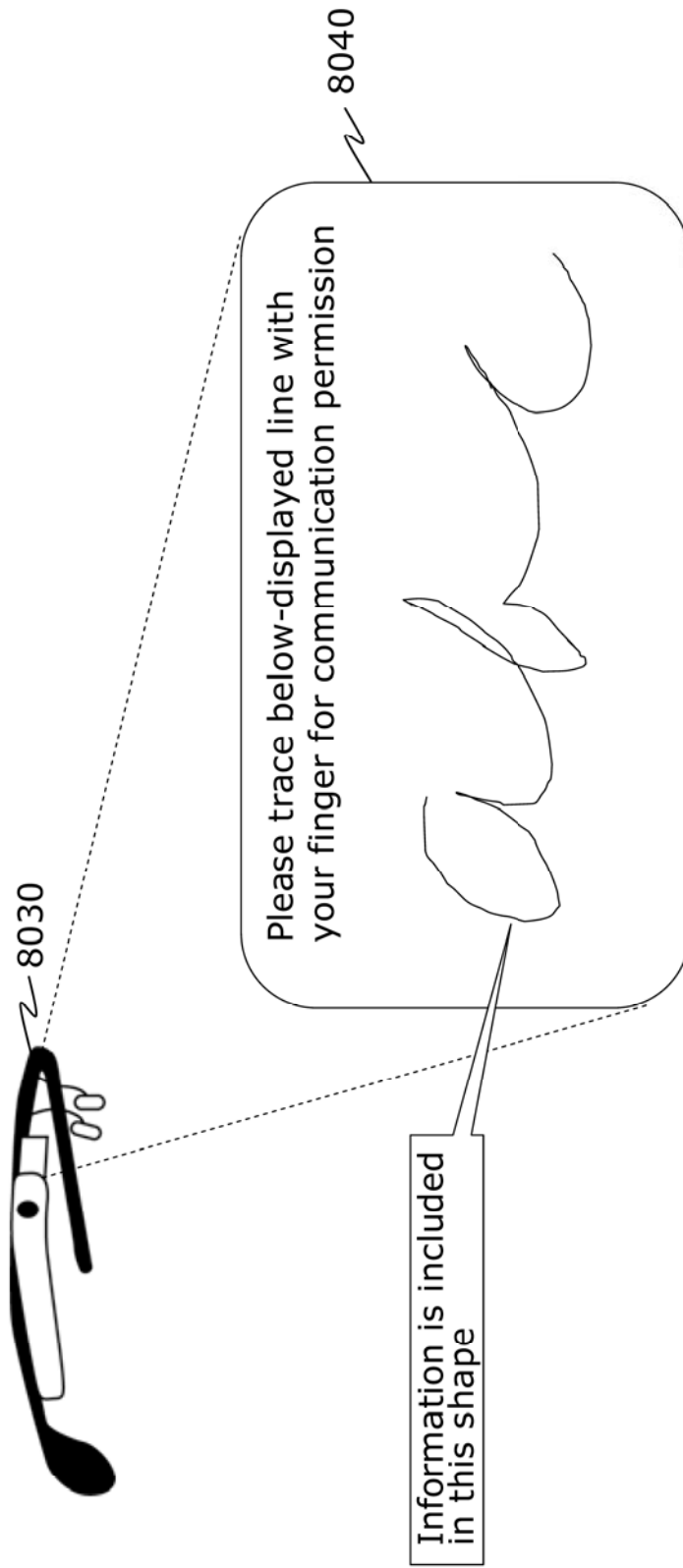


FIG. 364B

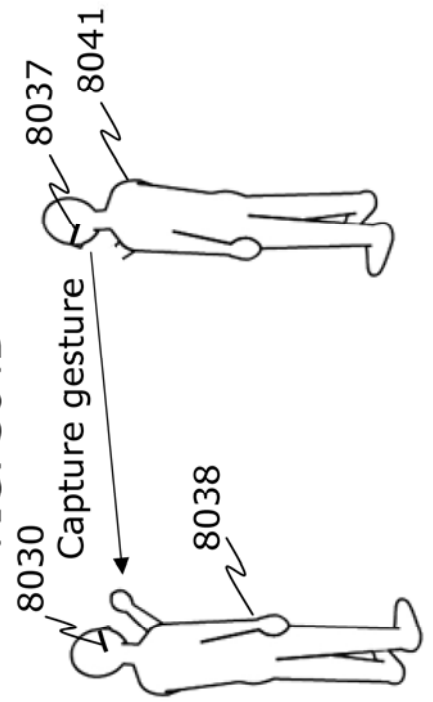
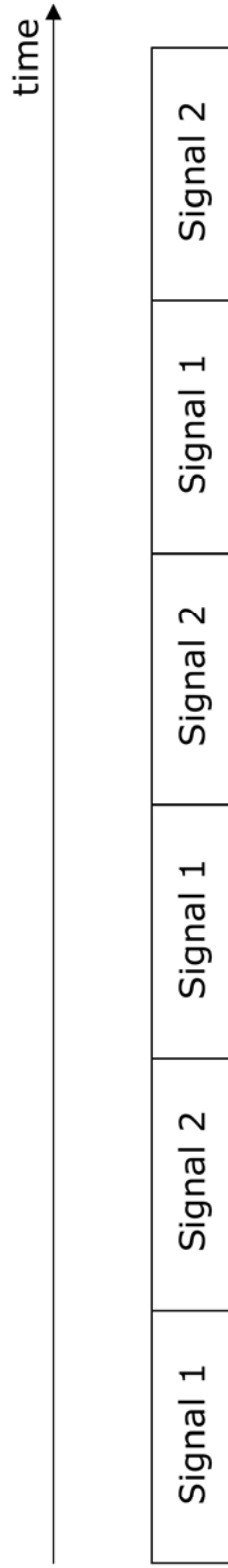


FIG. 365A



Alternately transmit signals of different types

FIG. 365B

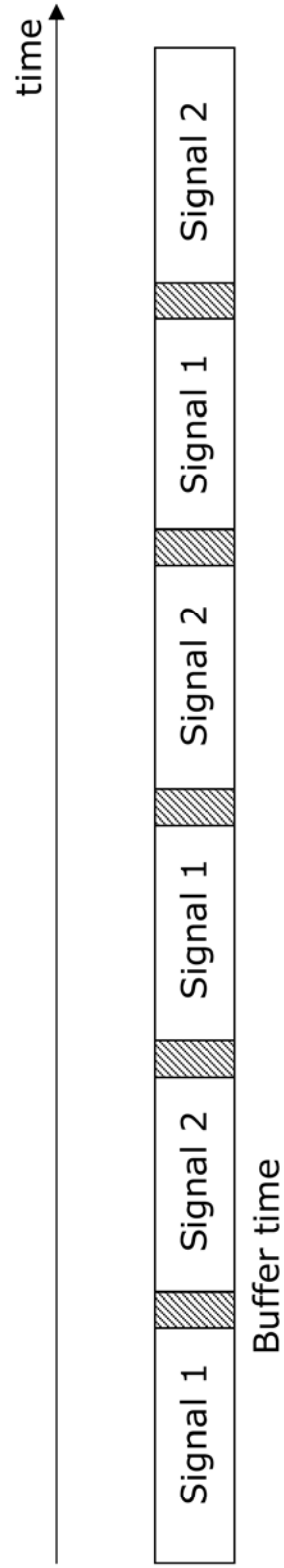


FIG. 366

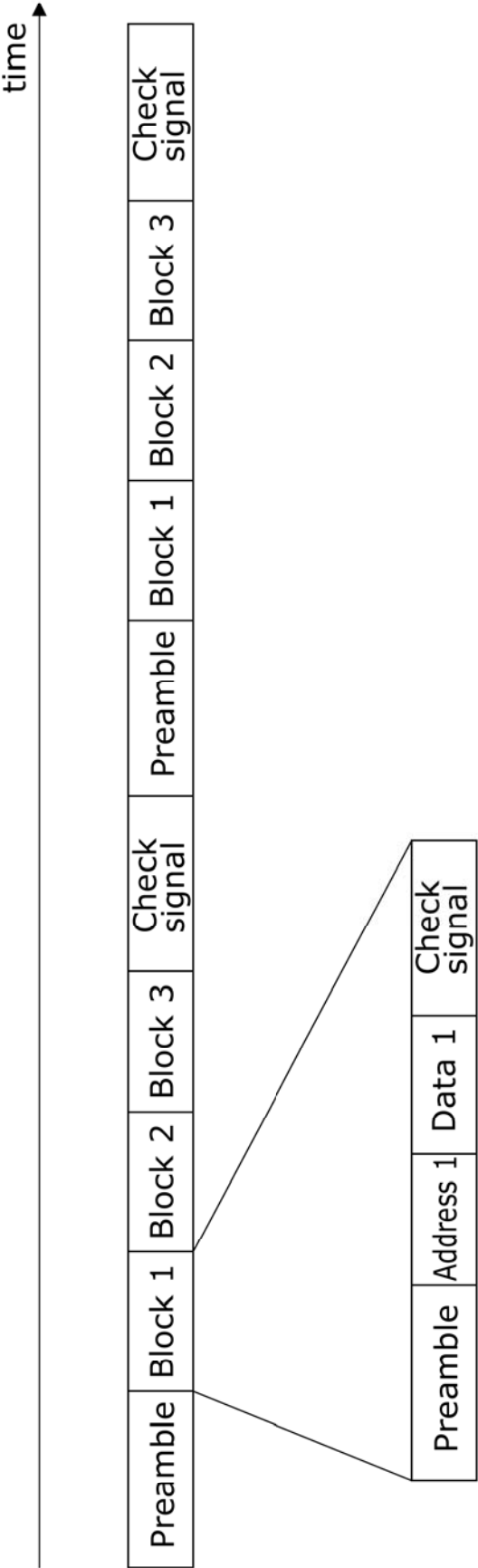


FIG. 367

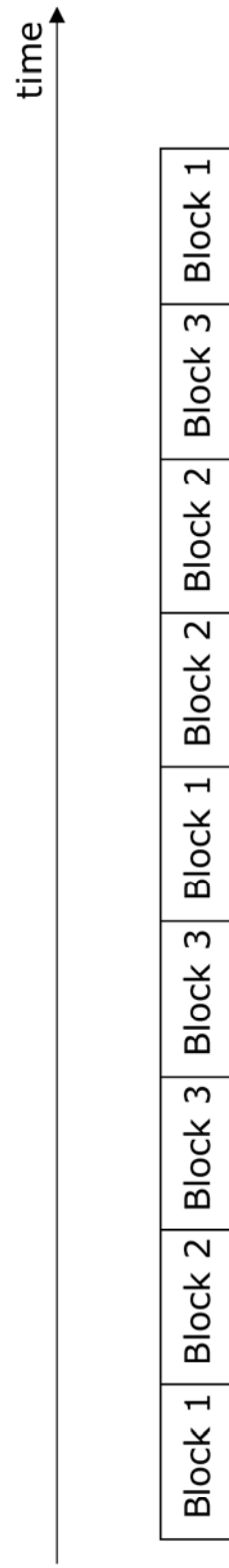


FIG. 368

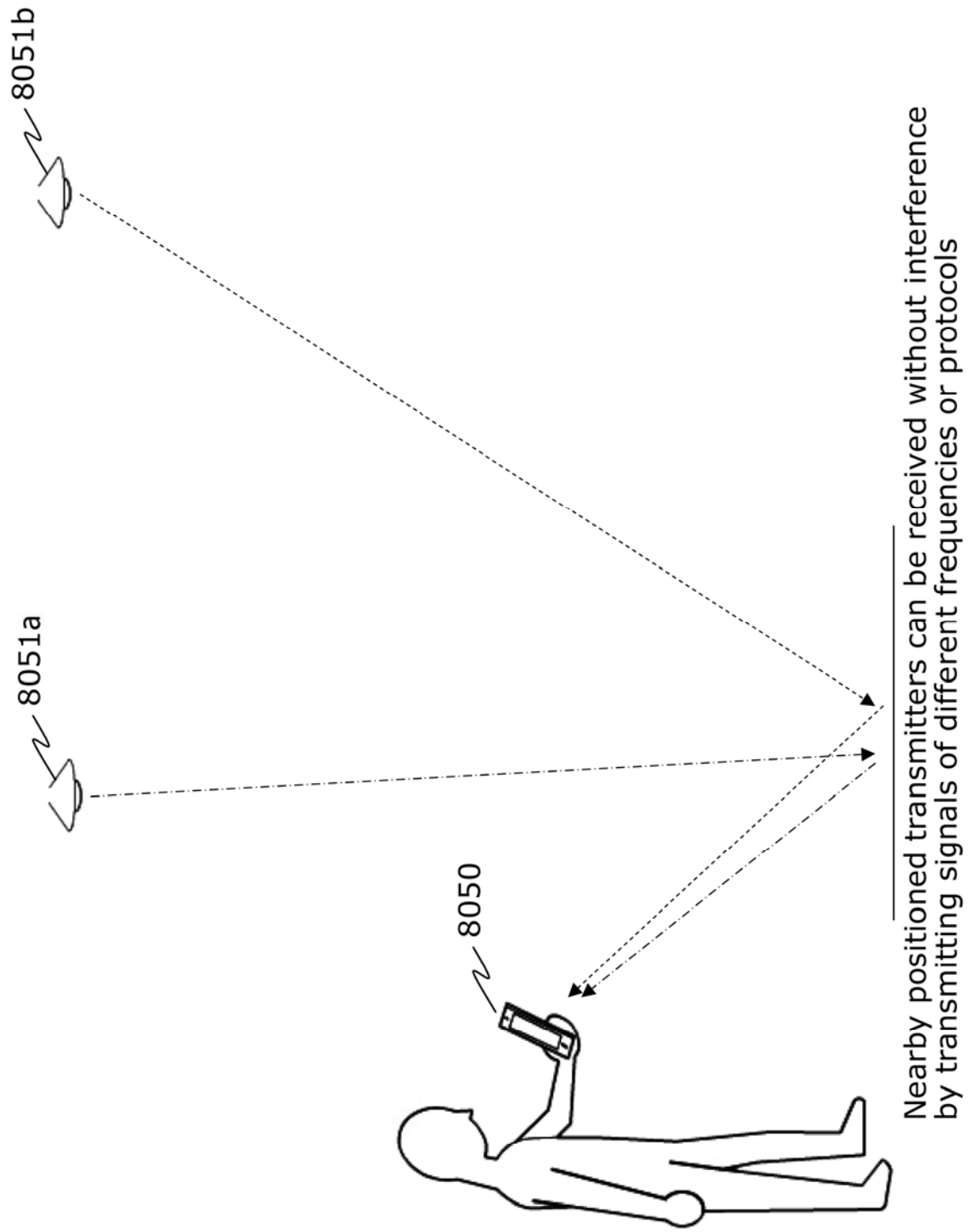
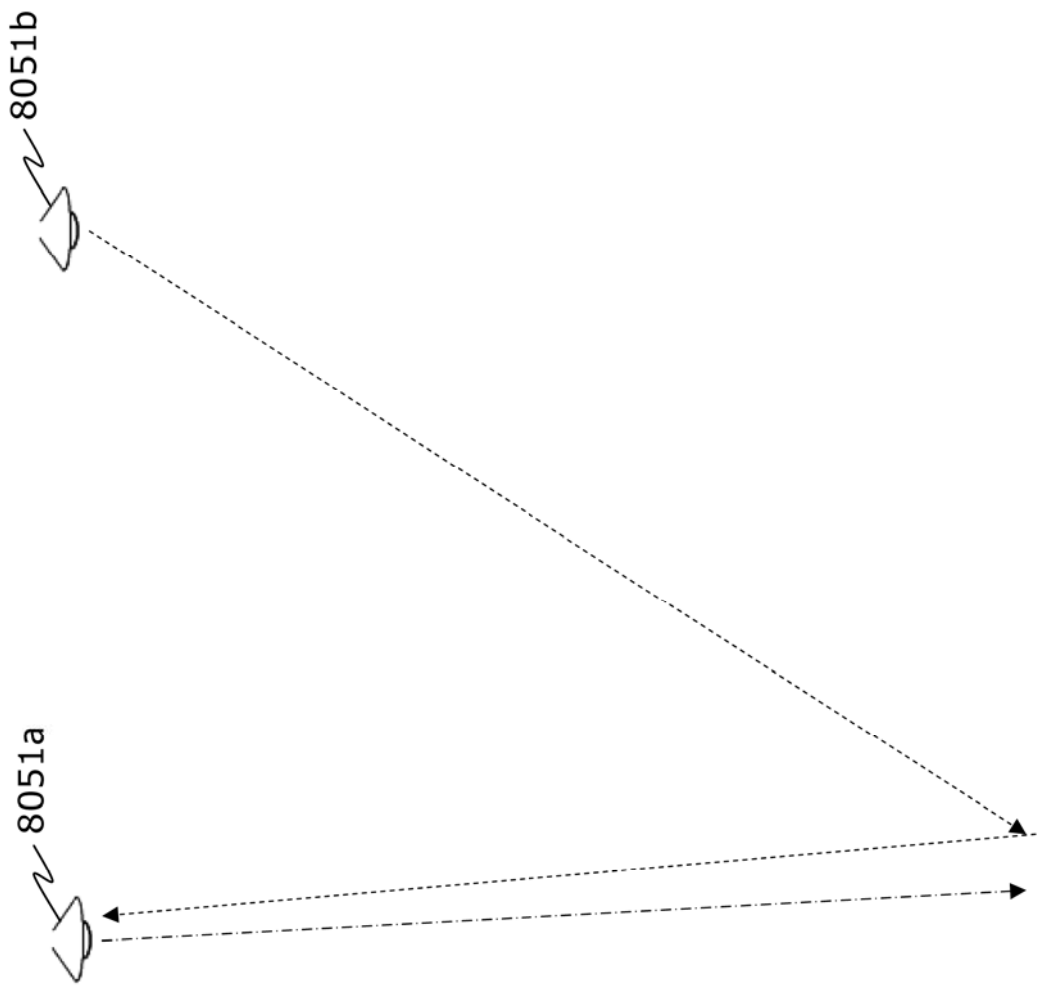


FIG. 369



Transmitter receives signal from other transmitter, and changes transmission protocol or transmits signal in period during which other transmitter is not transmitting signal, to prevent its transmission signal from interfering with transmission signal from other transmitter

FIG. 370

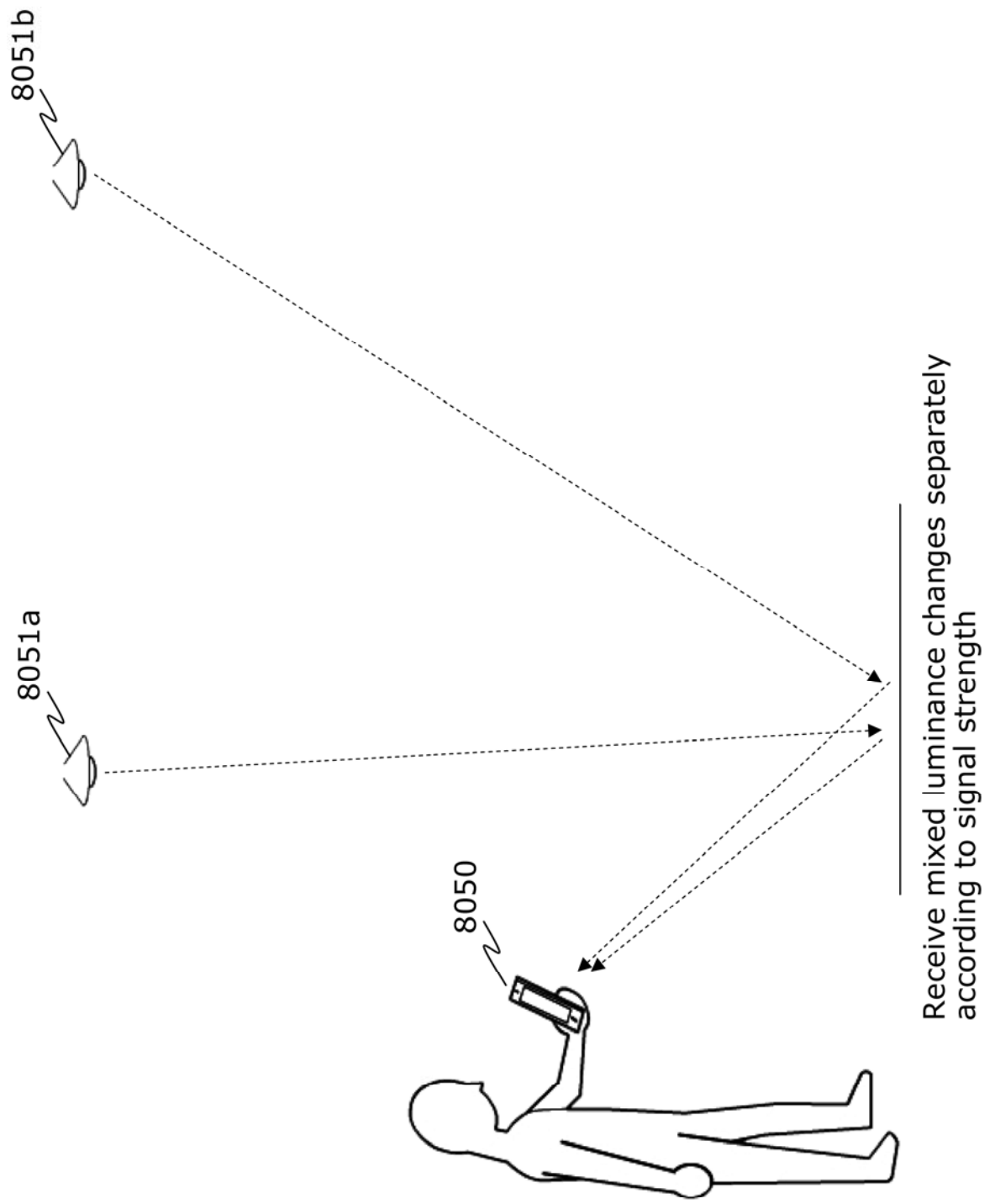


FIG. 371

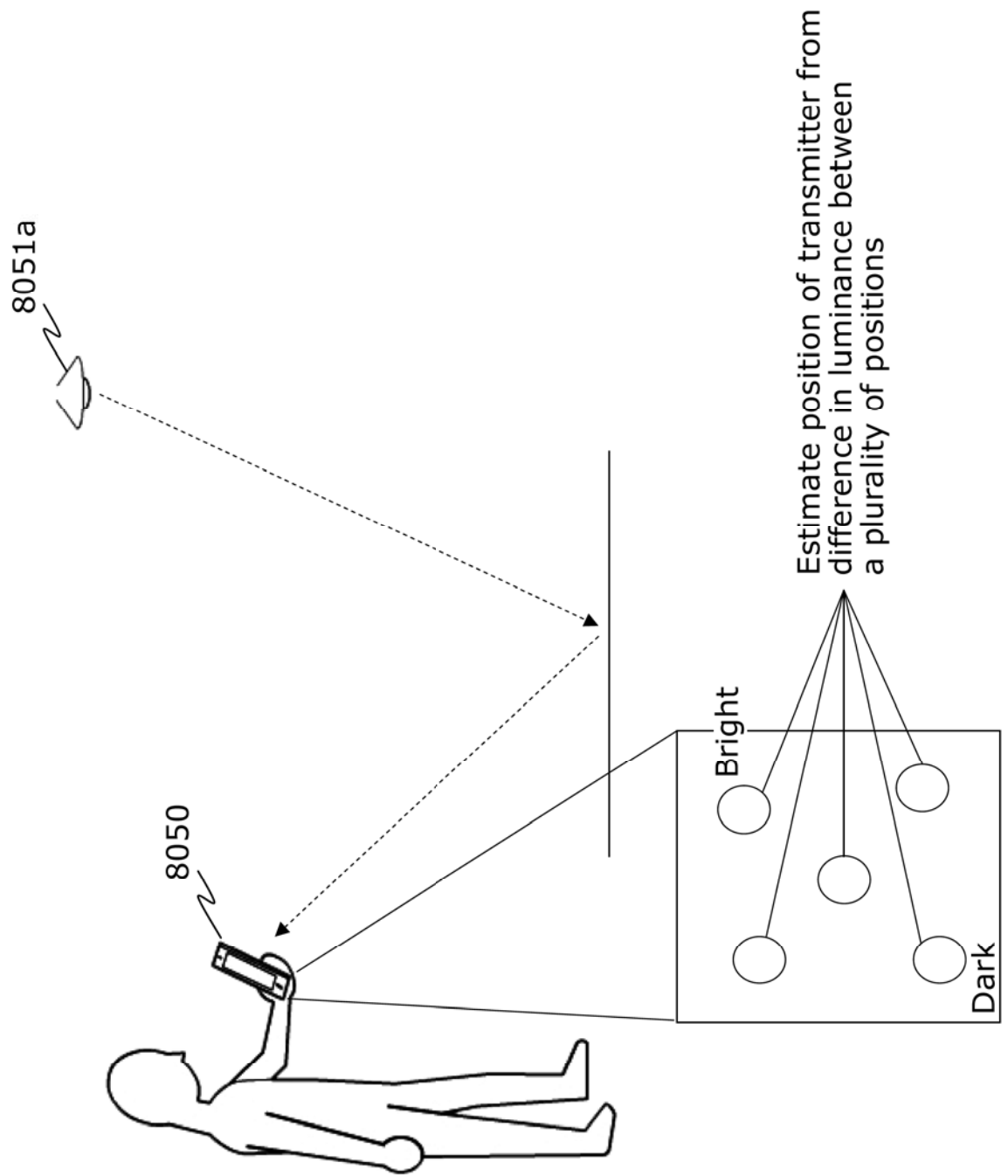


FIG. 372

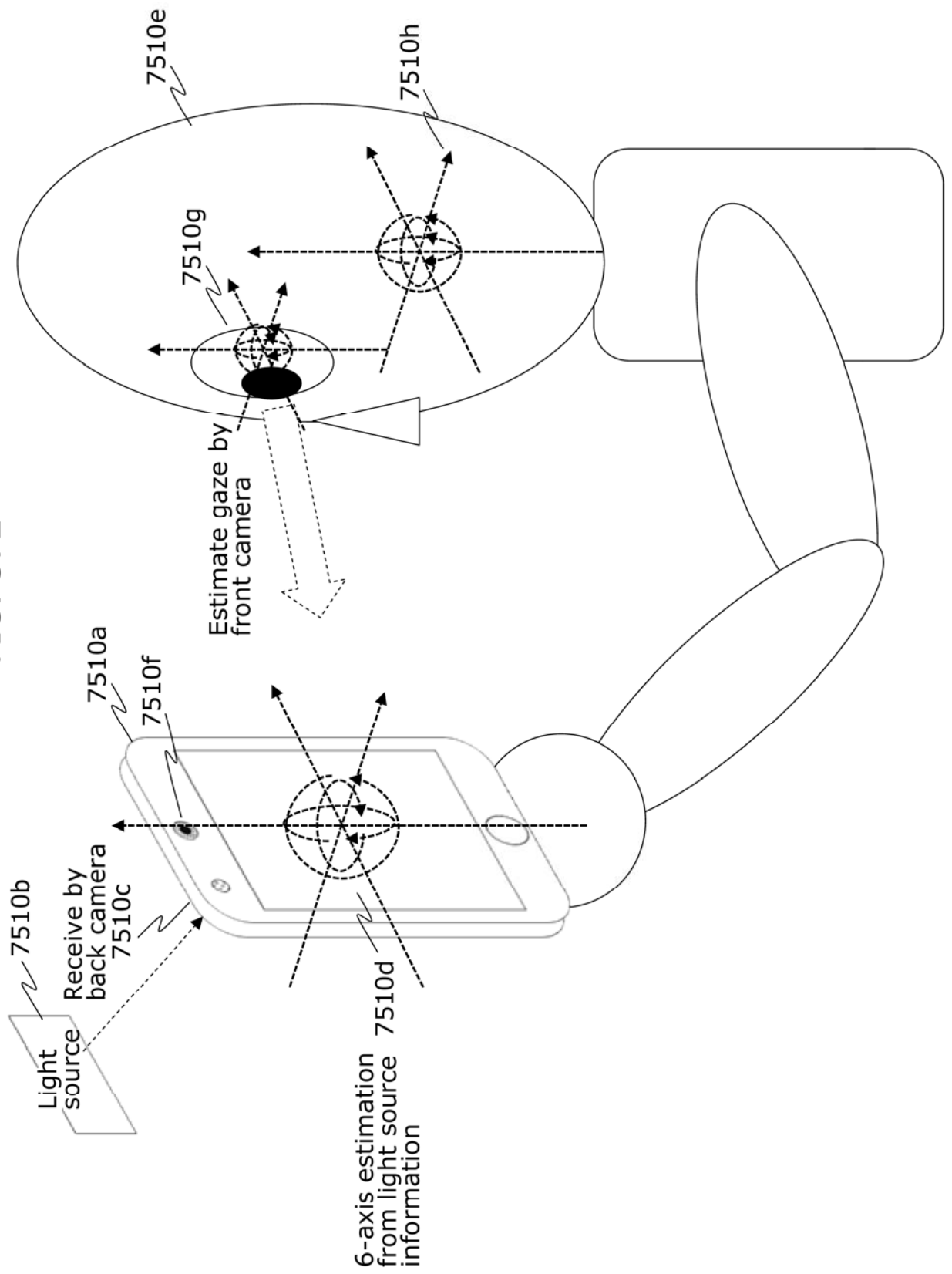


FIG. 373

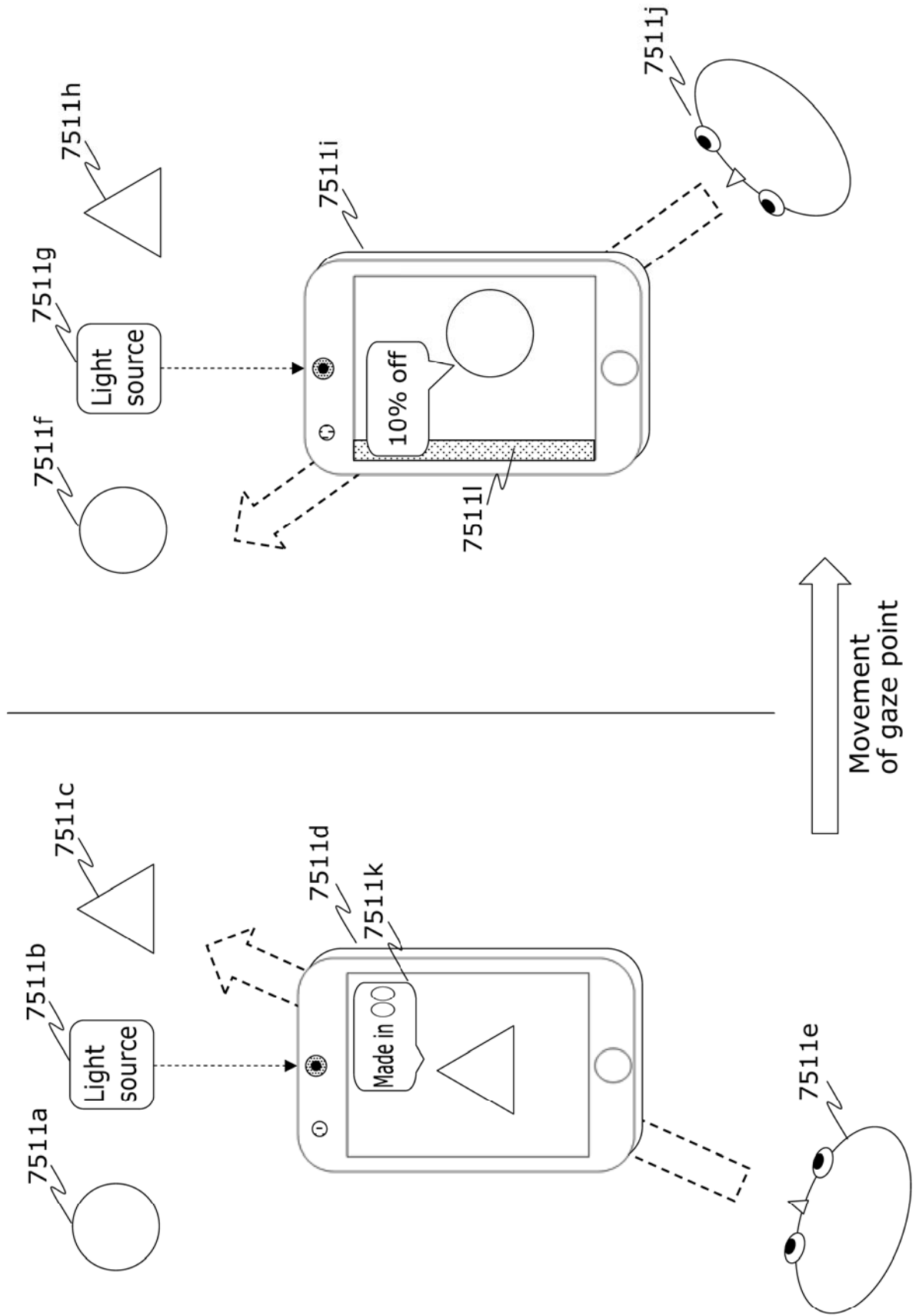


FIG. 374

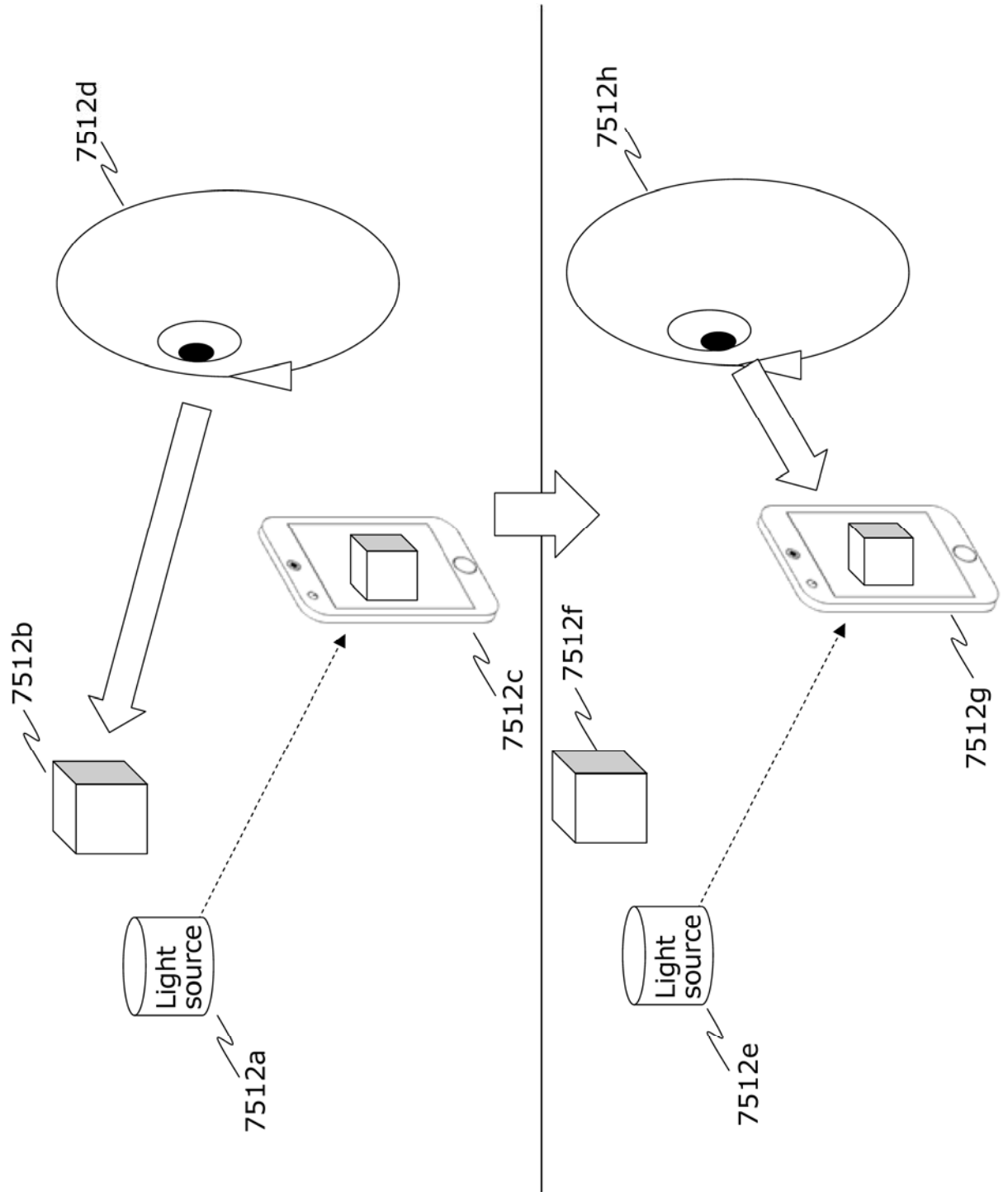


FIG. 375

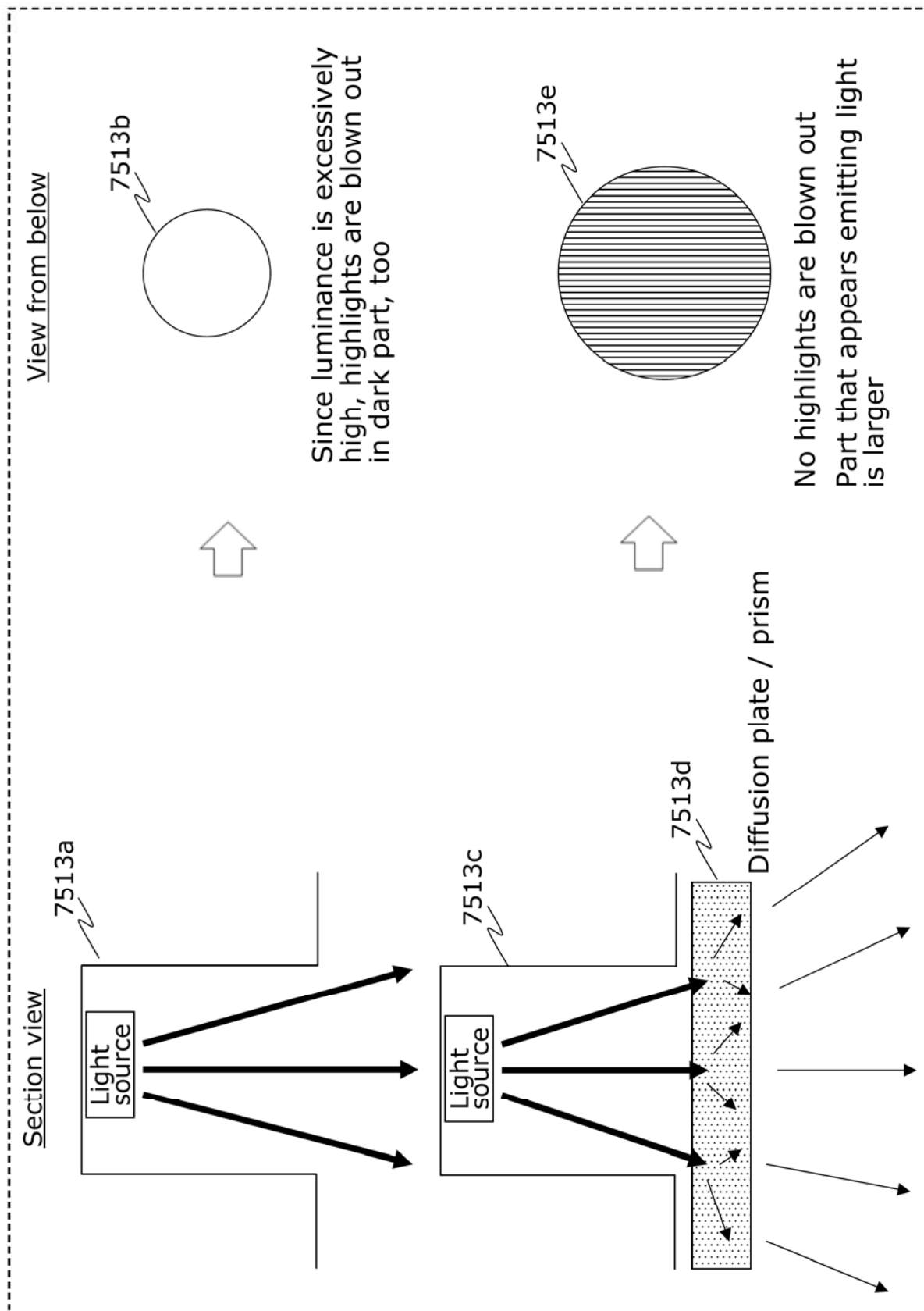


FIG. 376

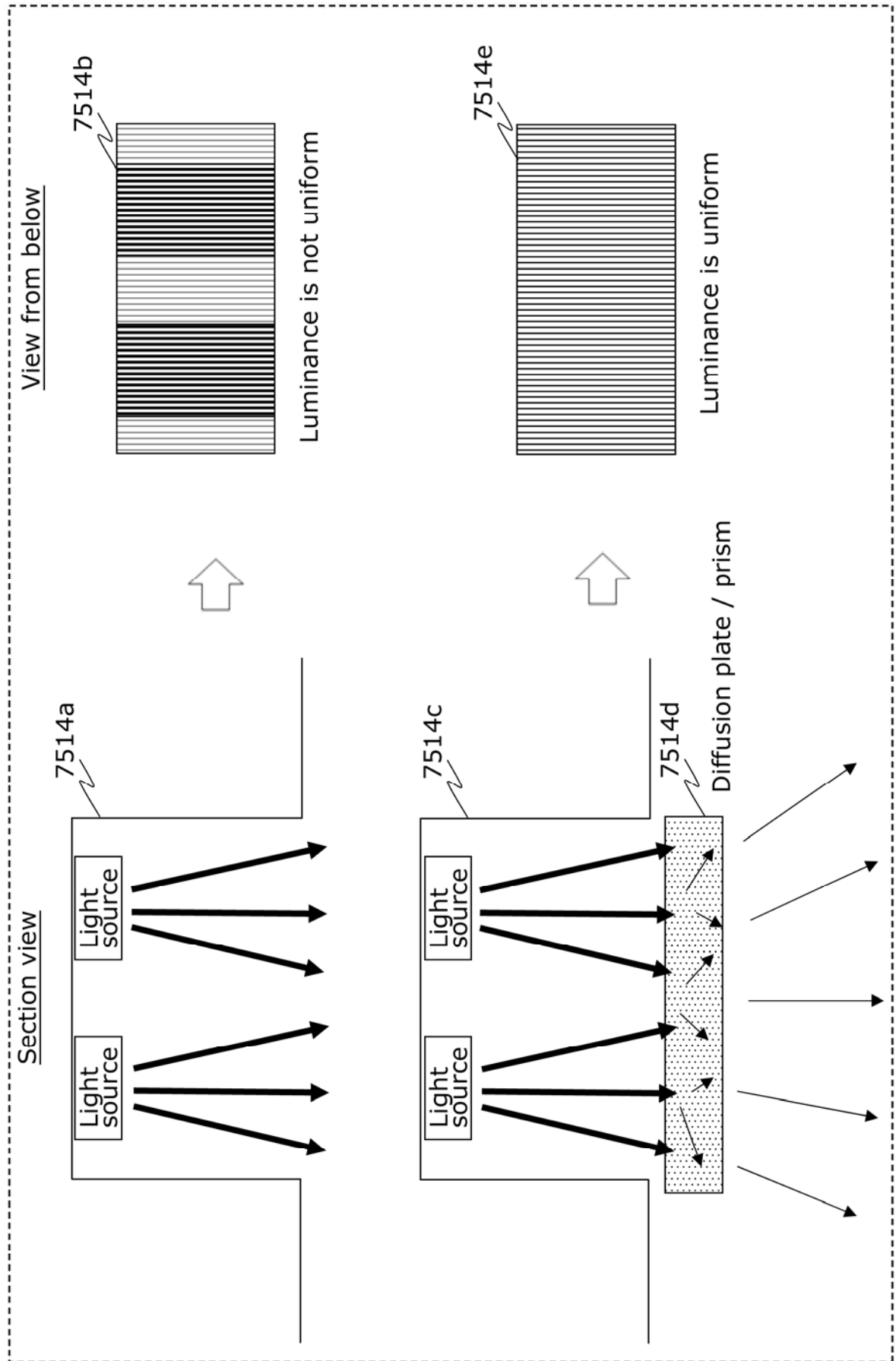


FIG. 377

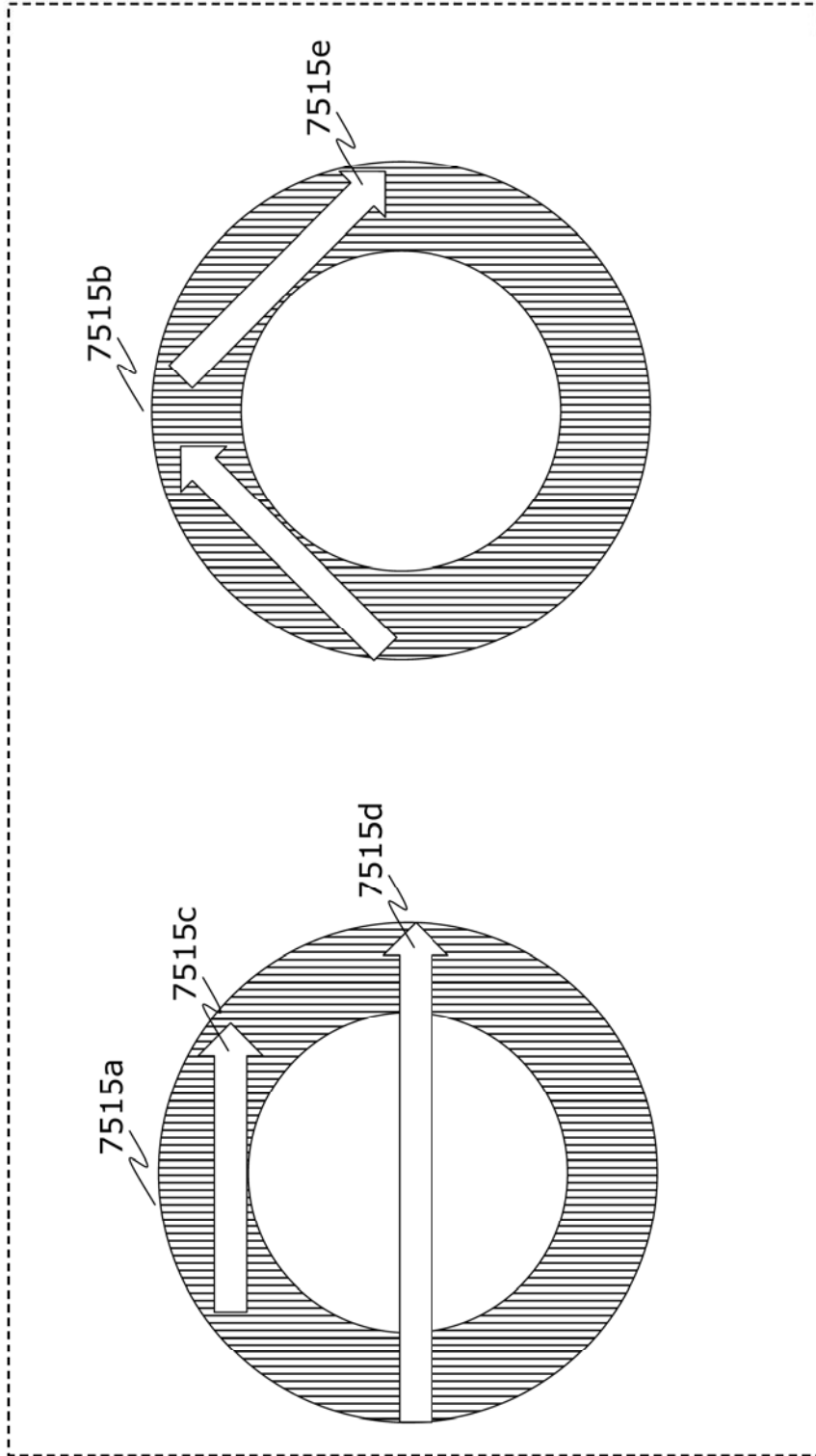


FIG. 378

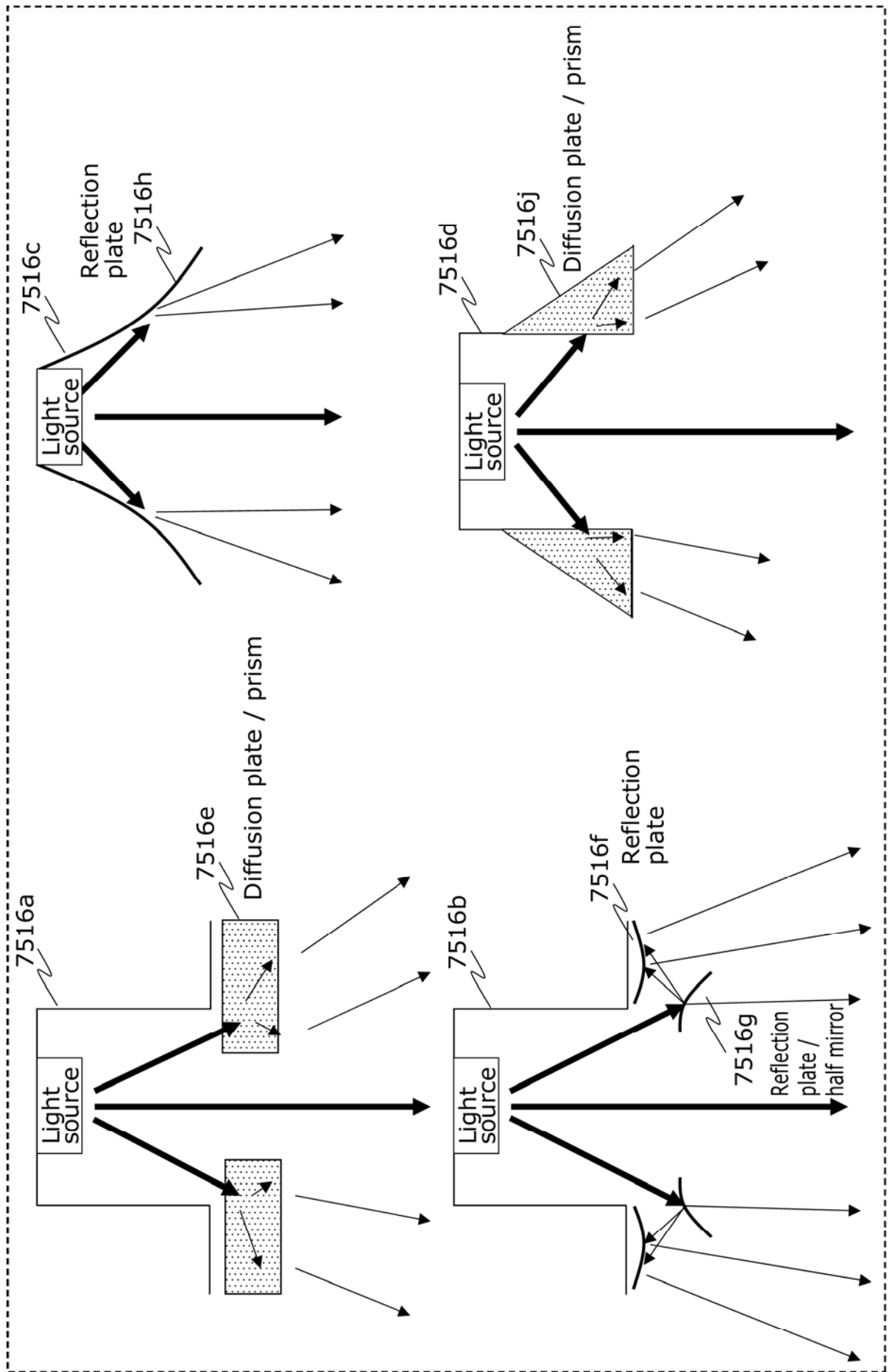


FIG. 379

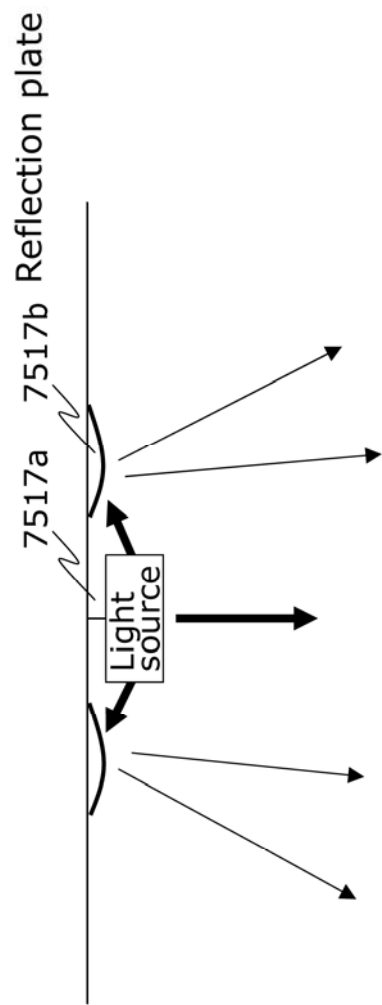


FIG. 380

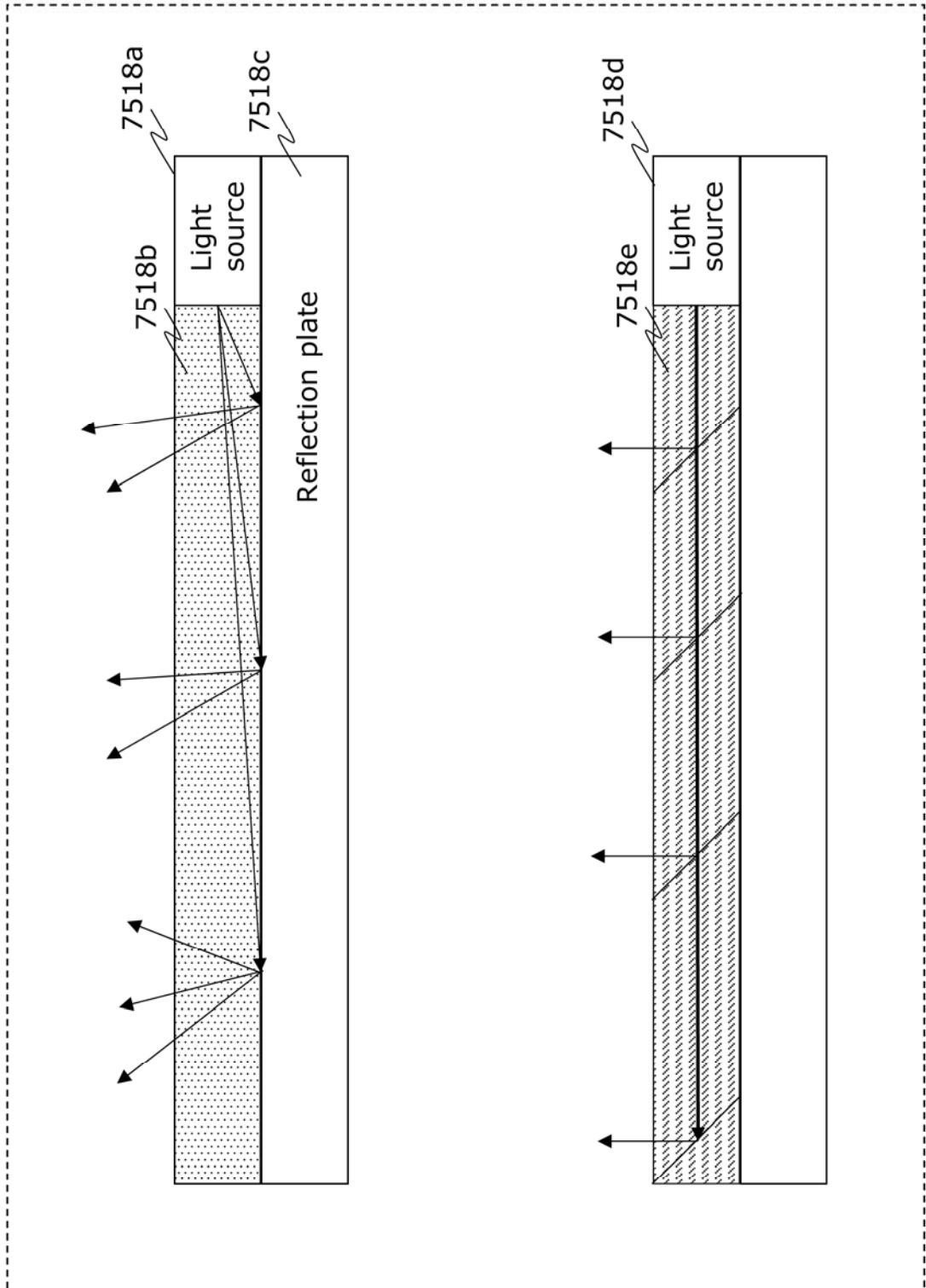
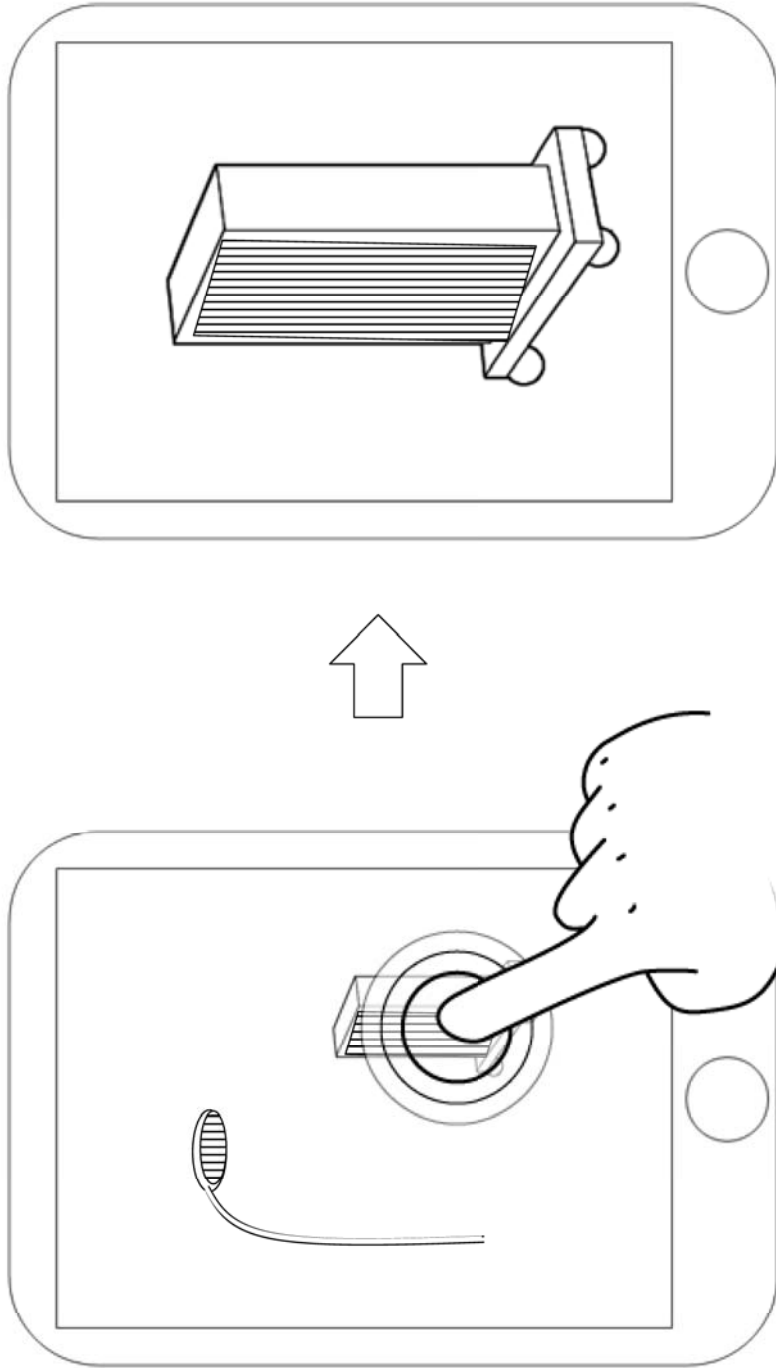


FIG. 381



Zoom in and receive signal

FIG. 382

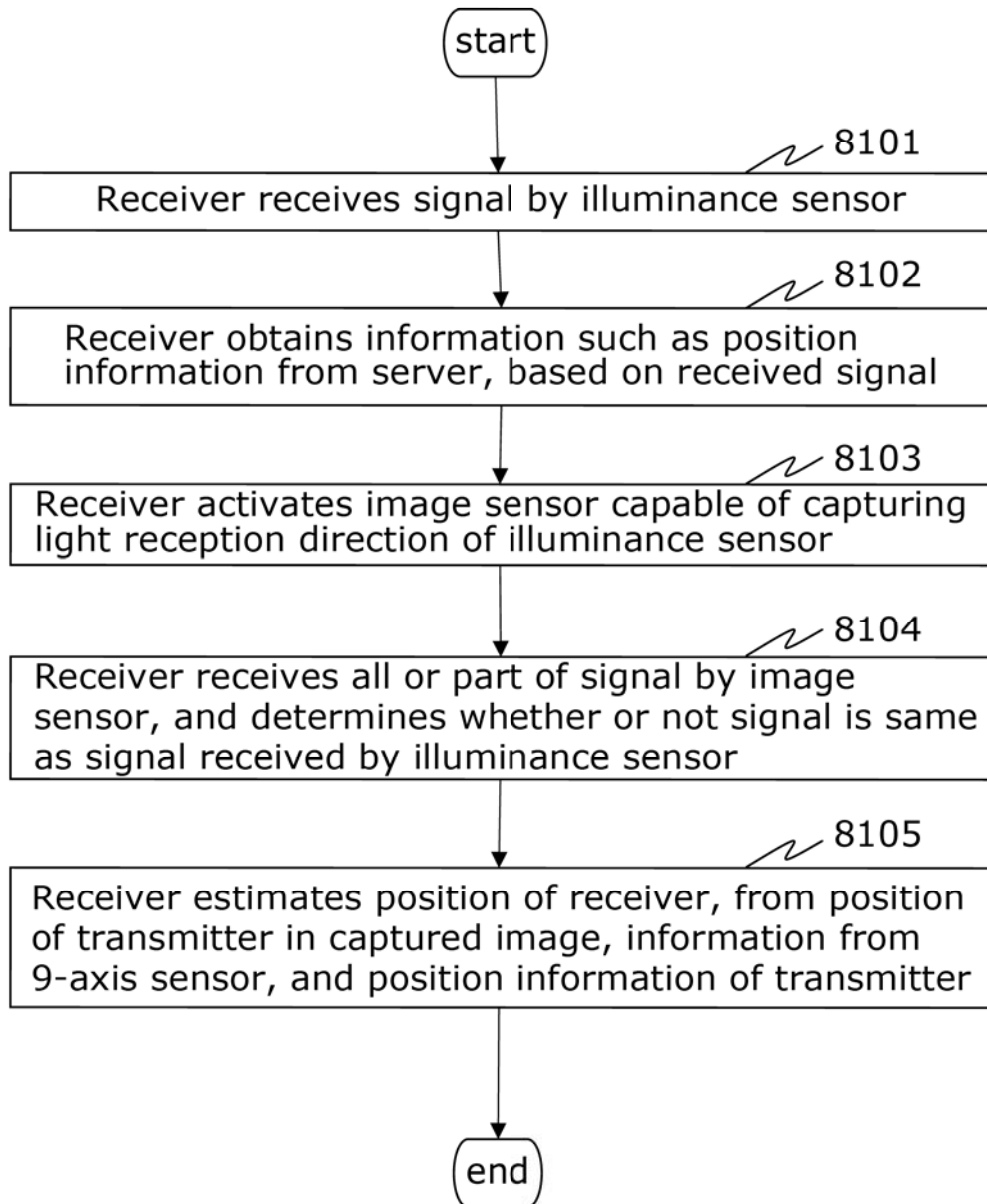
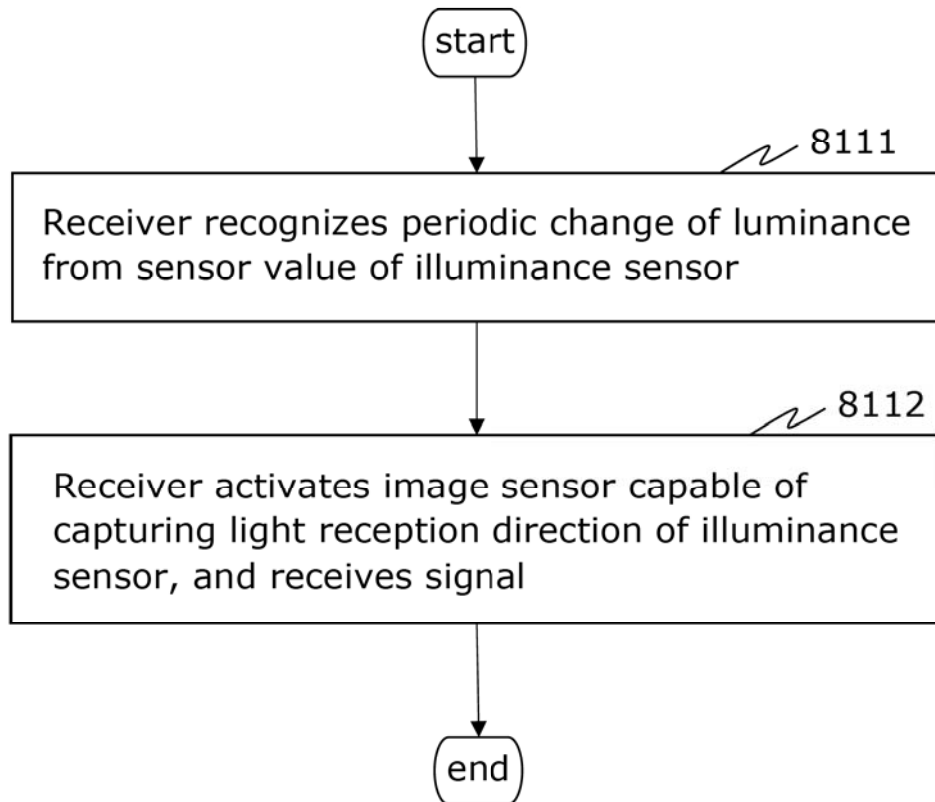


FIG. 383



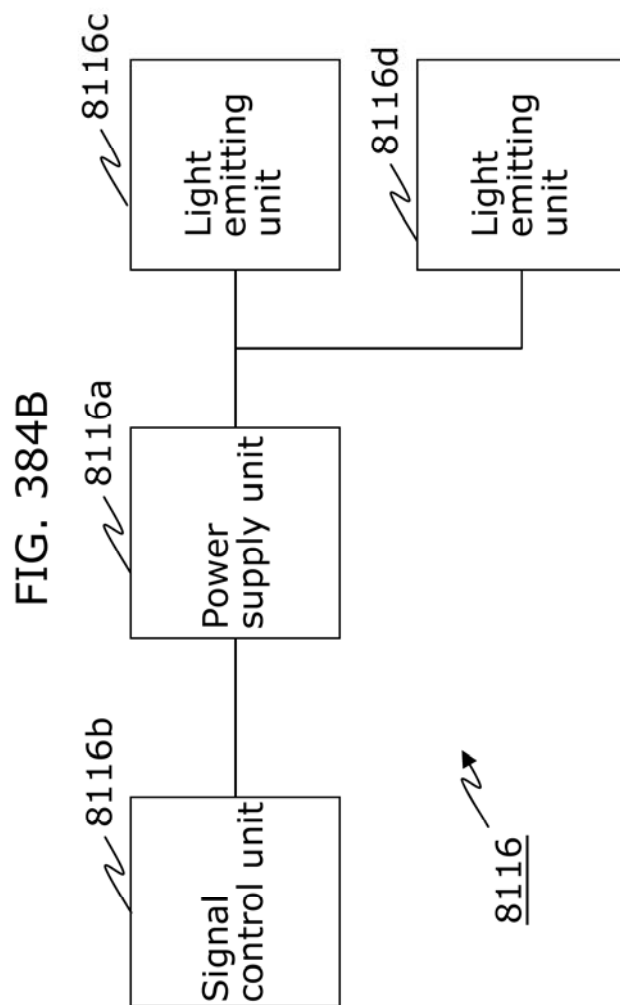
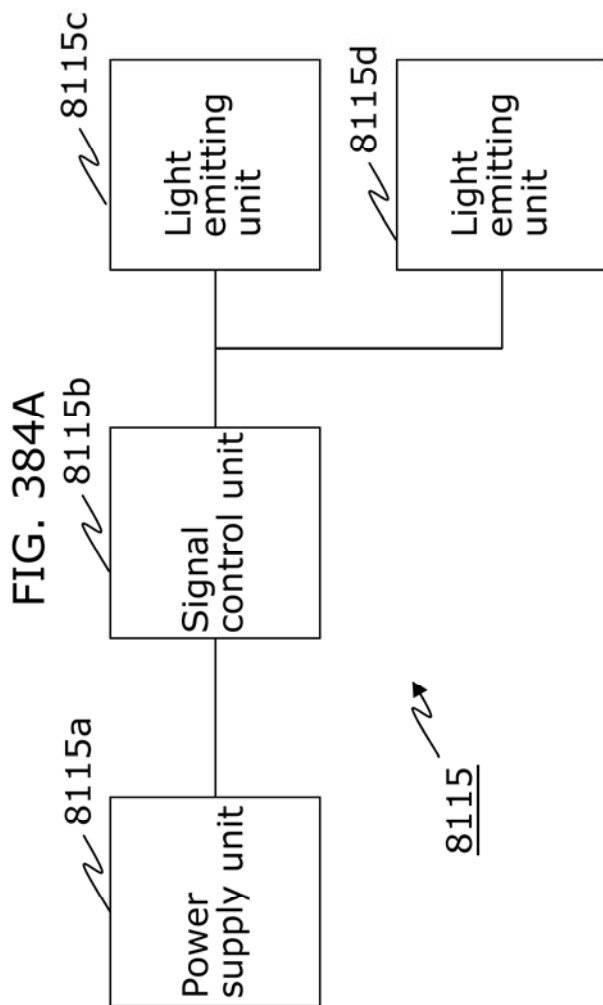


FIG. 385

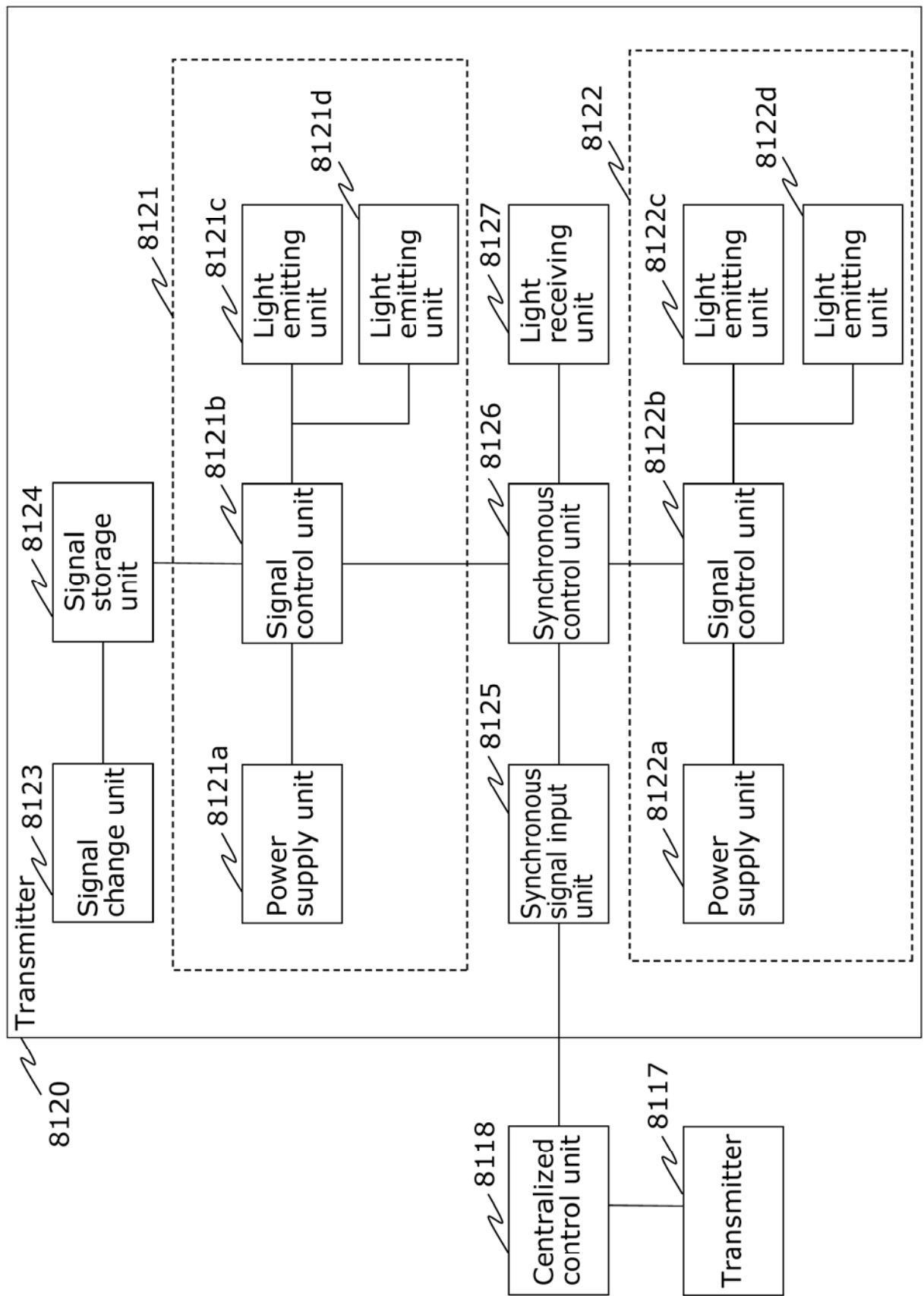


FIG. 386

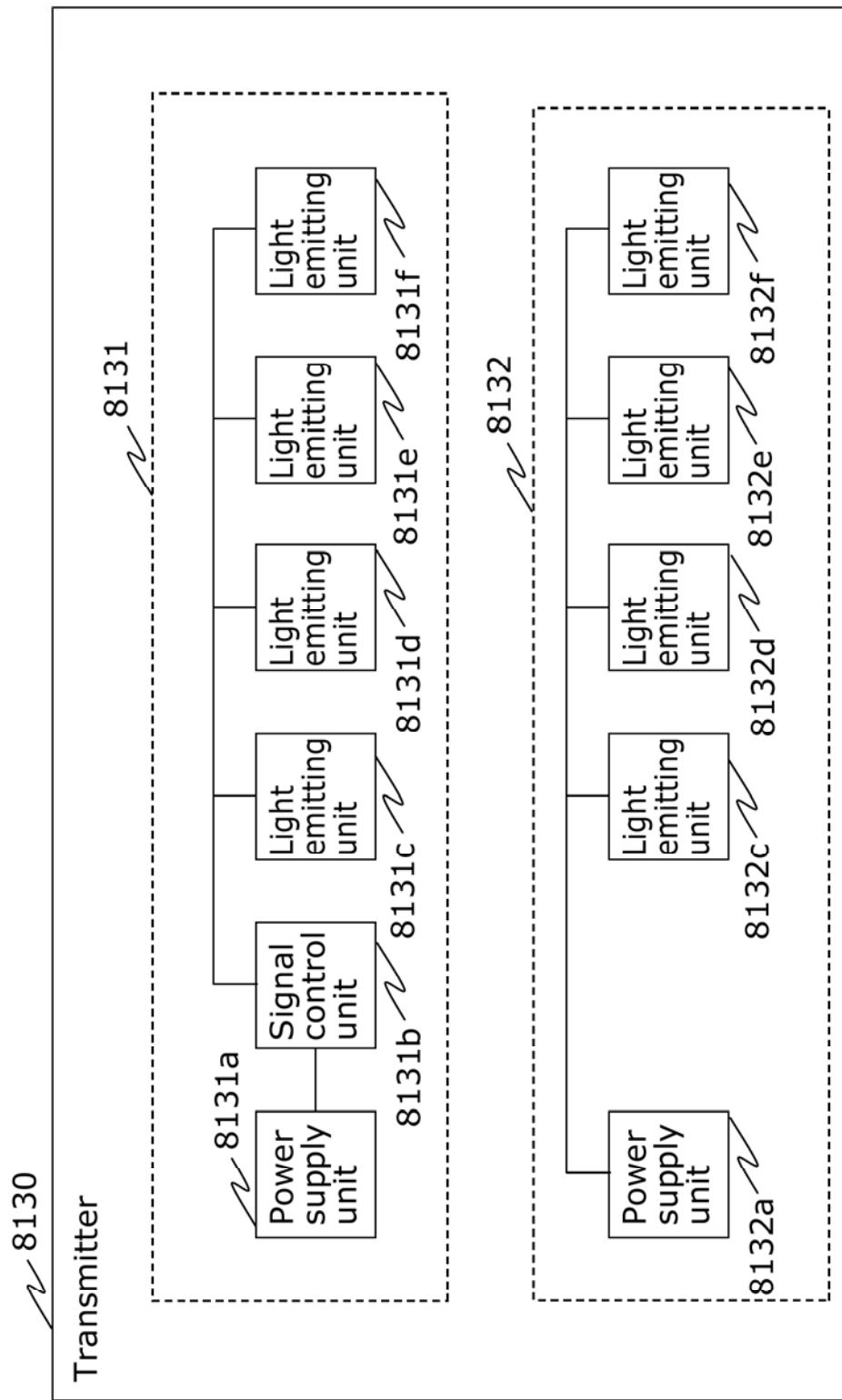


FIG. 387A

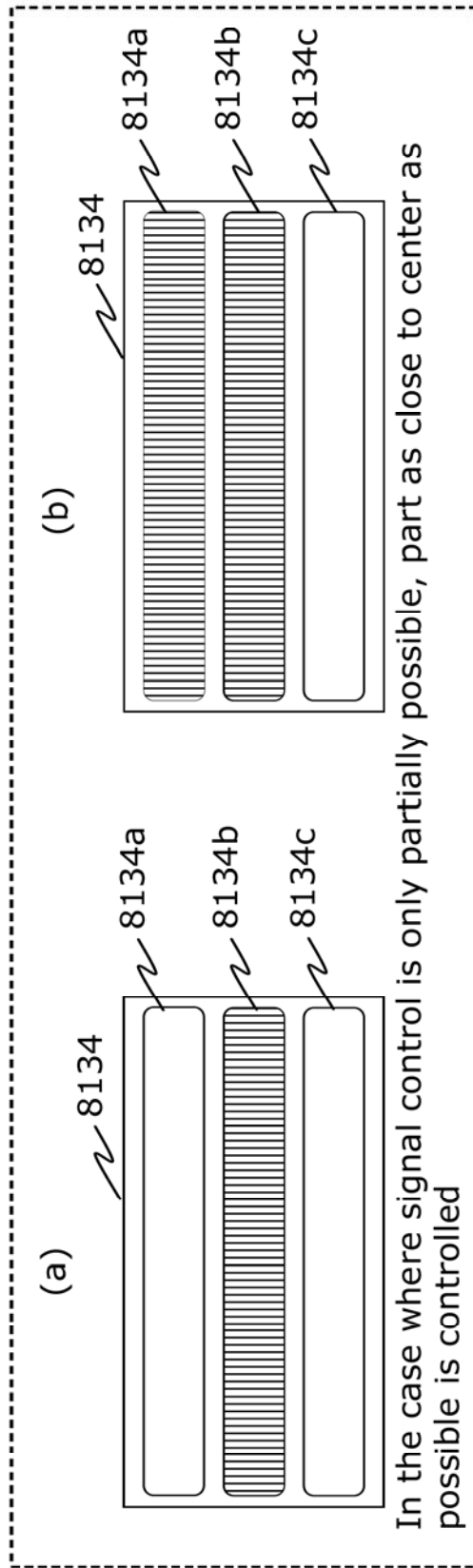


FIG. 387B

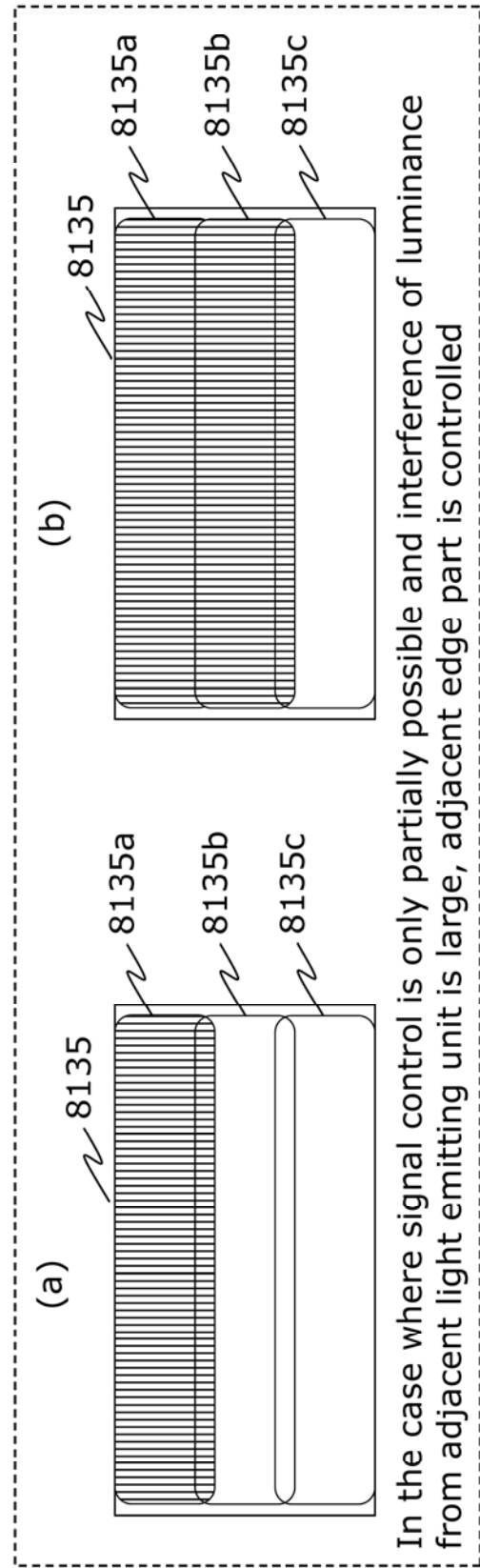
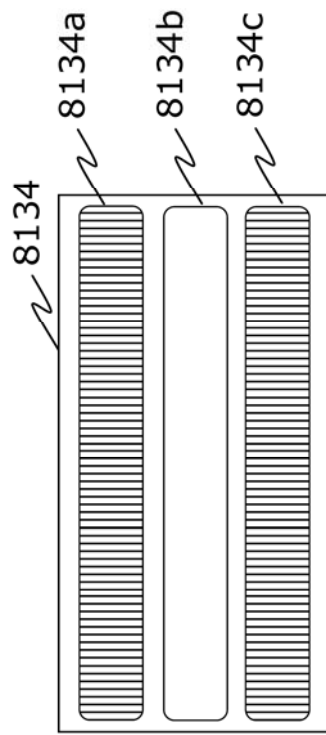
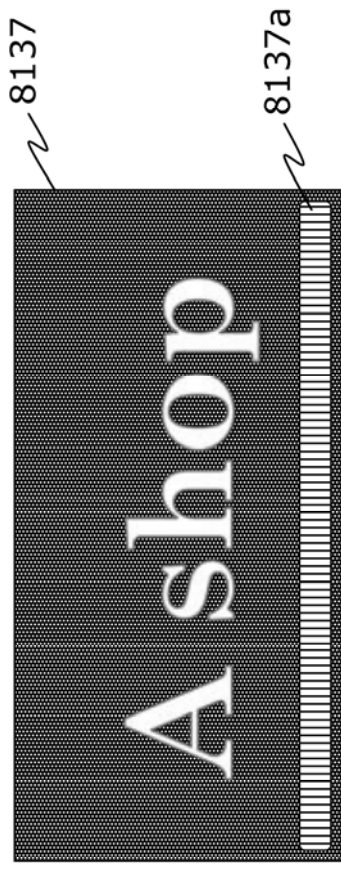


FIG. 387C



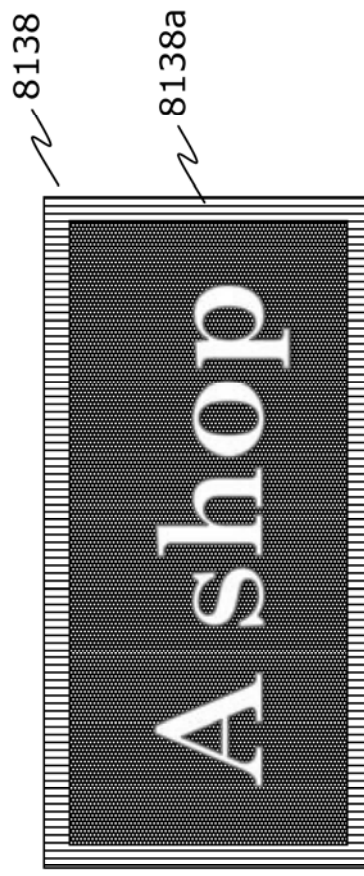
In the case where signal control is only partially possible and receivable range needs to be widened, edge part is controlled

FIG. 388A



Provide uniform light emitting portion in part of sign to facilitate reception

FIG. 388B



Arrange uniform light emitting portion so that uniform light emitting portion is present in large size in whichever direction image is captured

FIG. 389

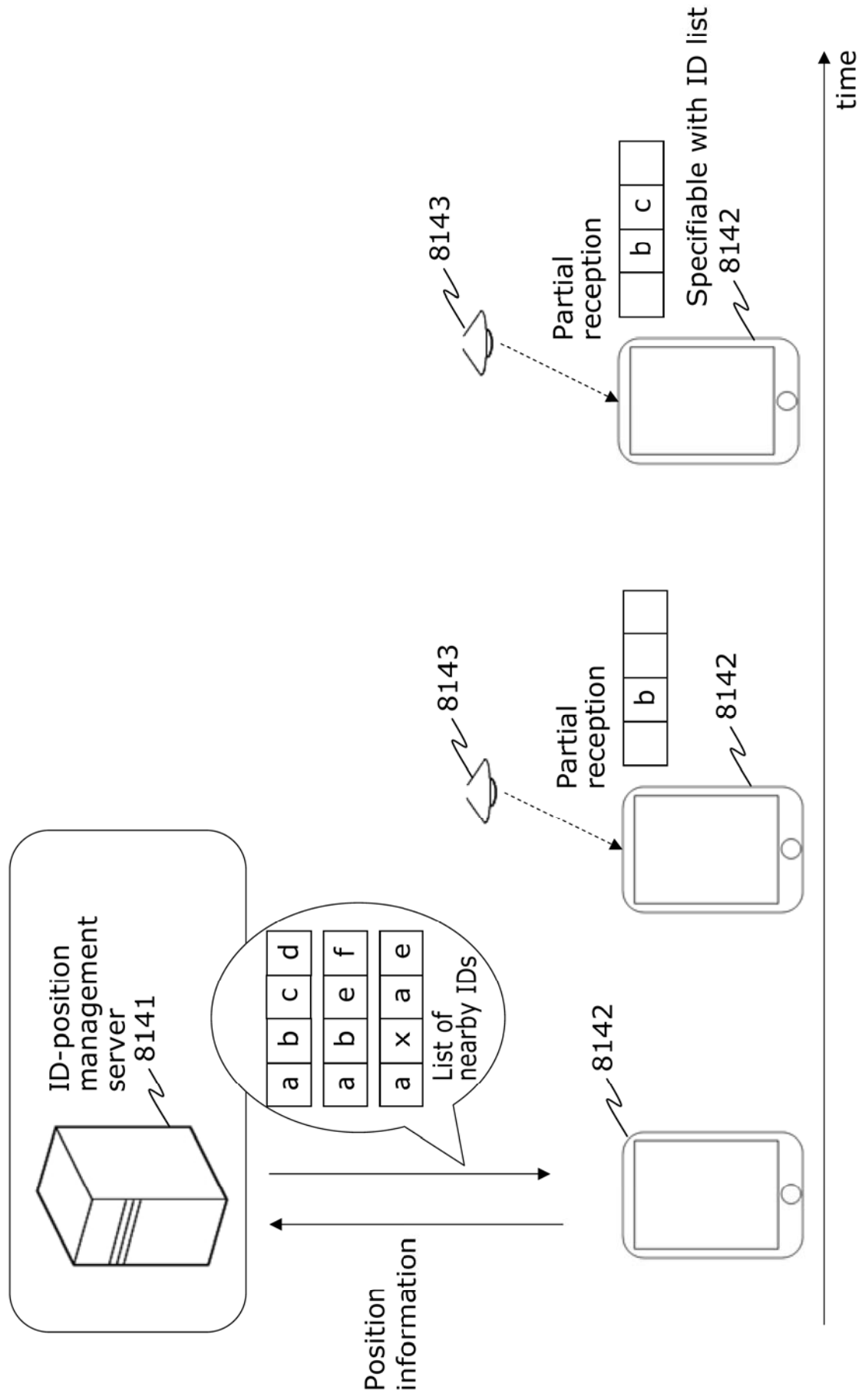


FIG. 390

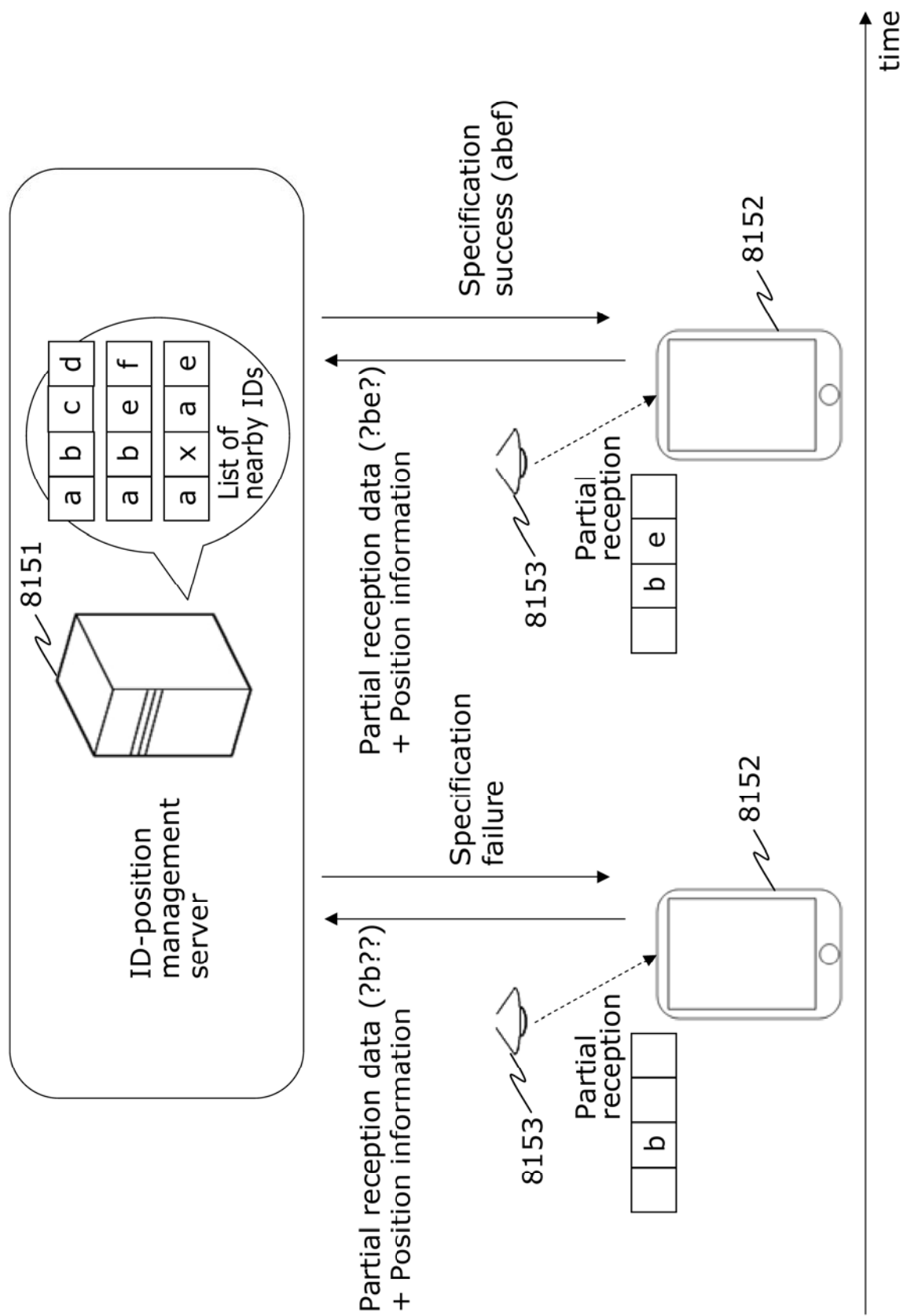


FIG. 391

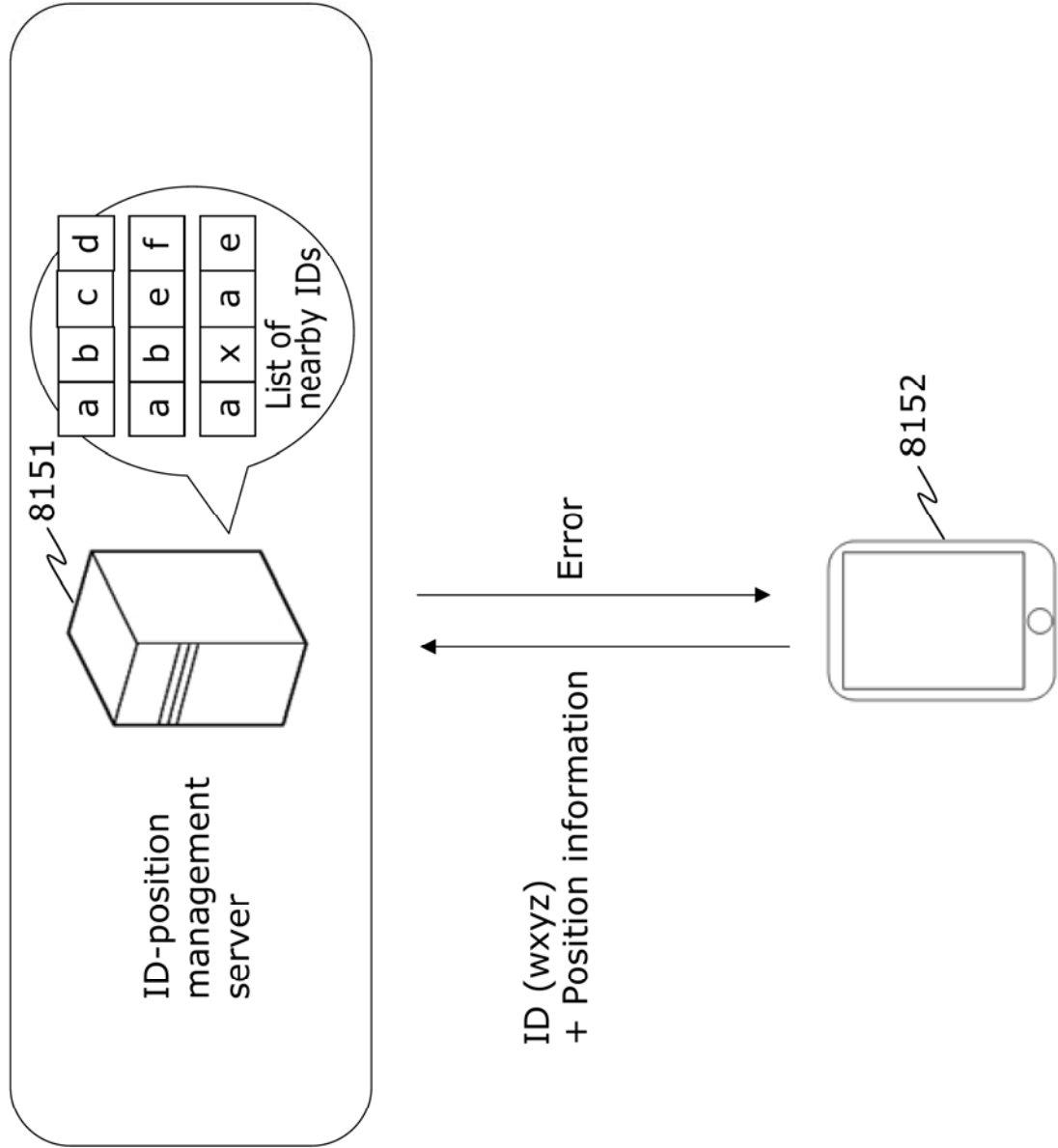


FIG. 392A

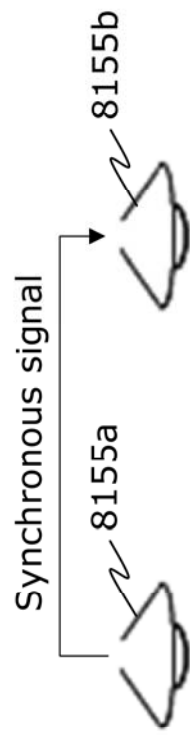


FIG. 392B

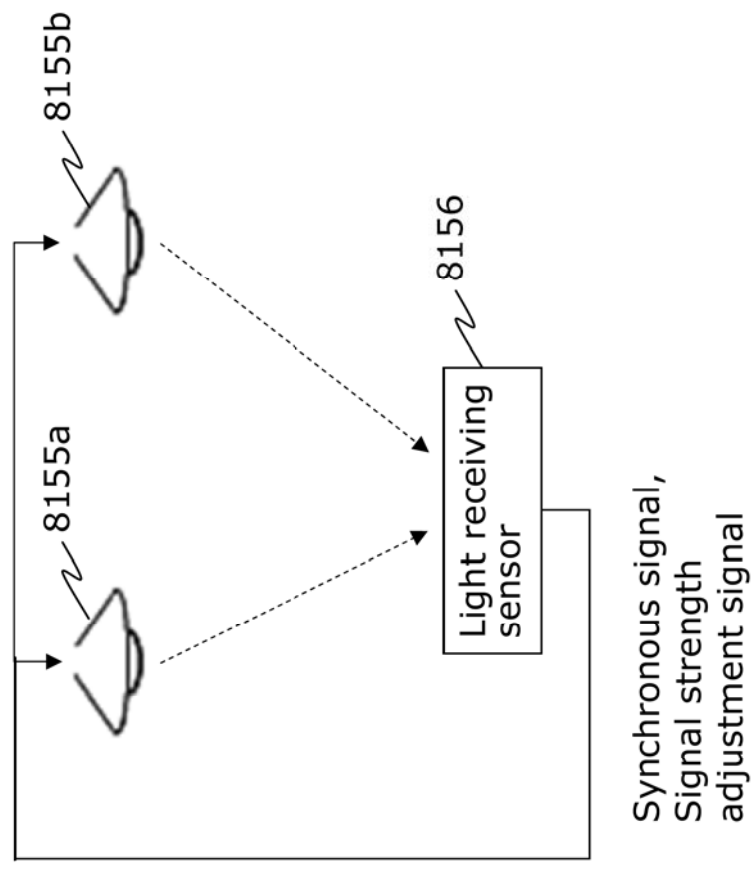


FIG. 393

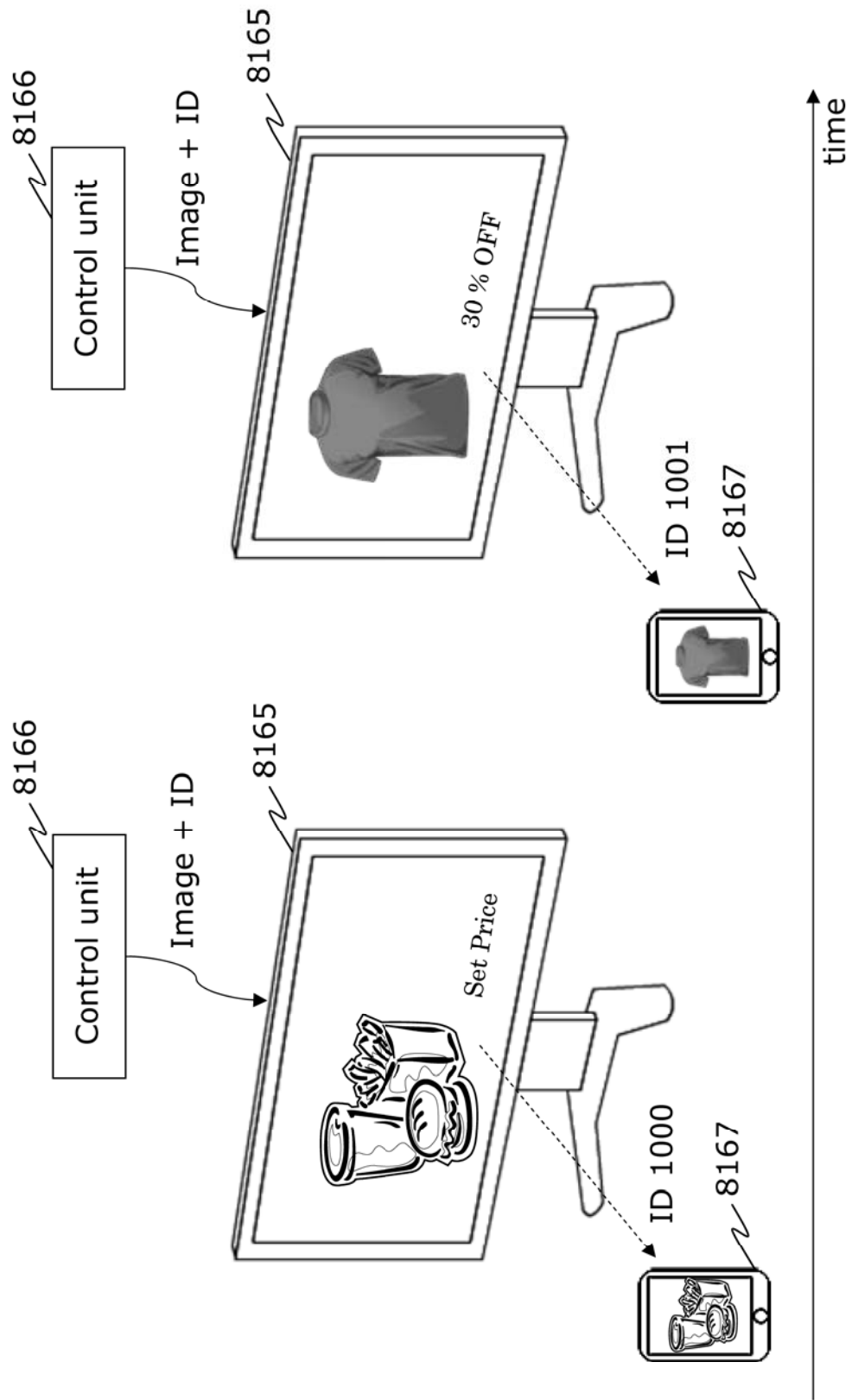


FIG. 394

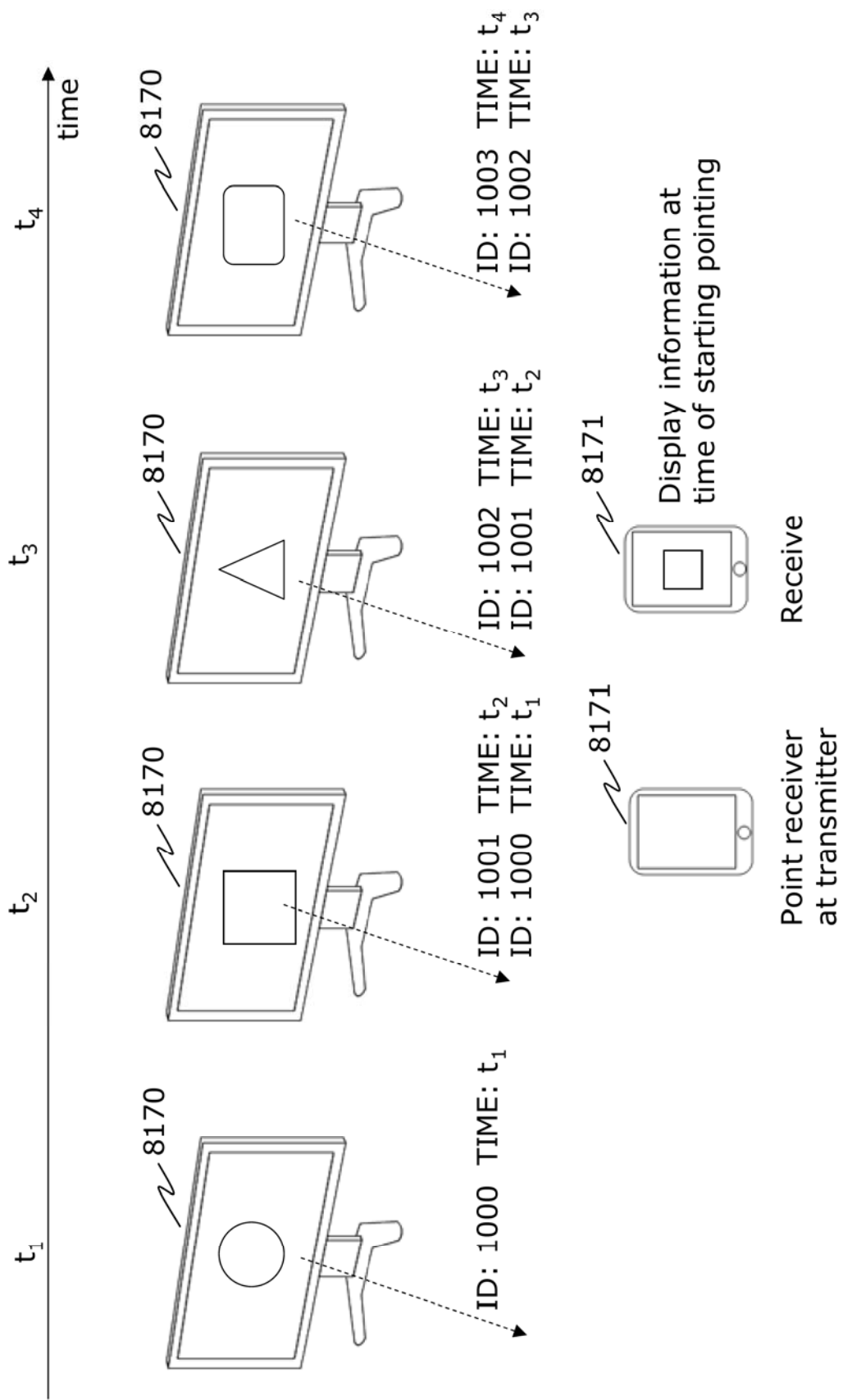


FIG. 395

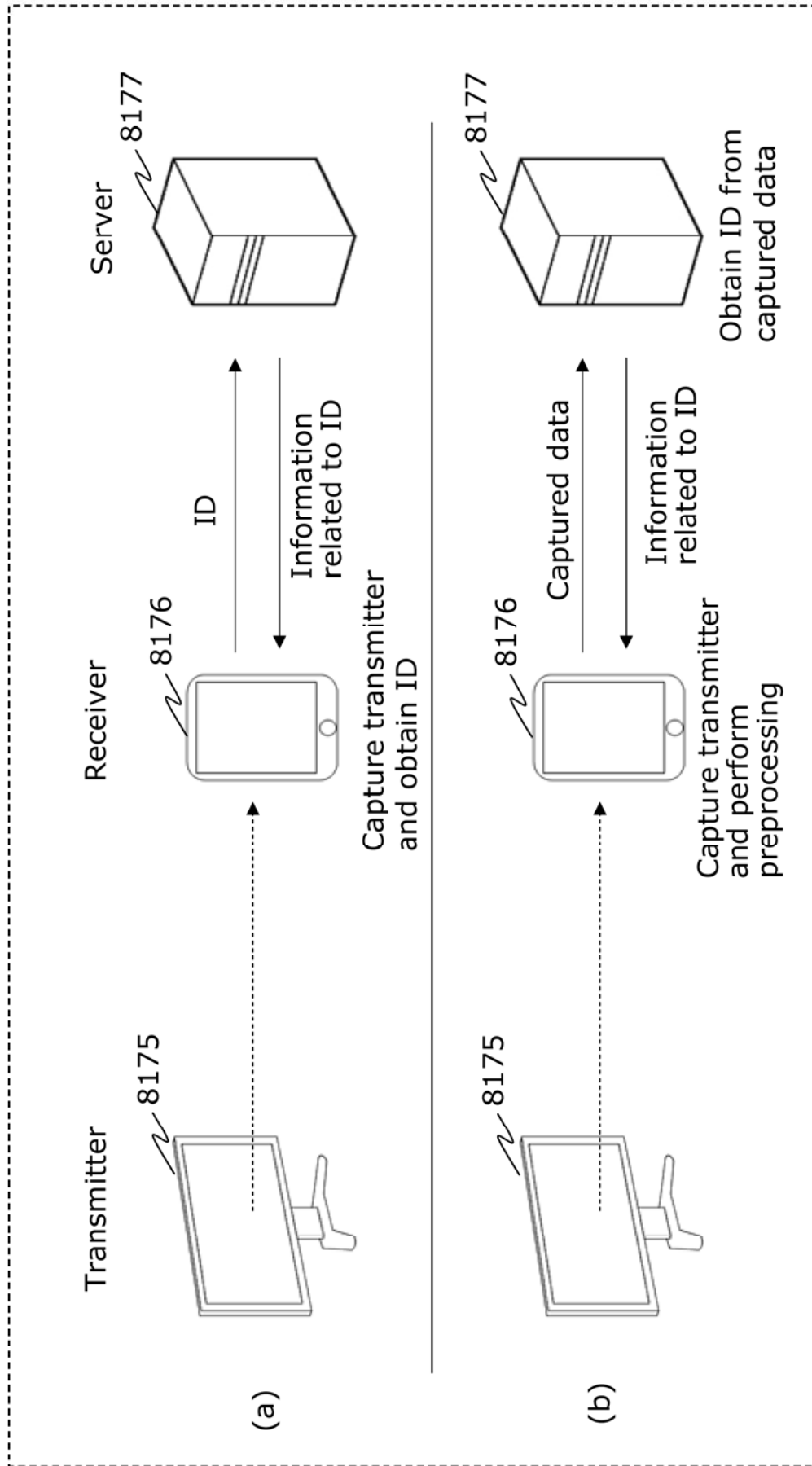


FIG. 396

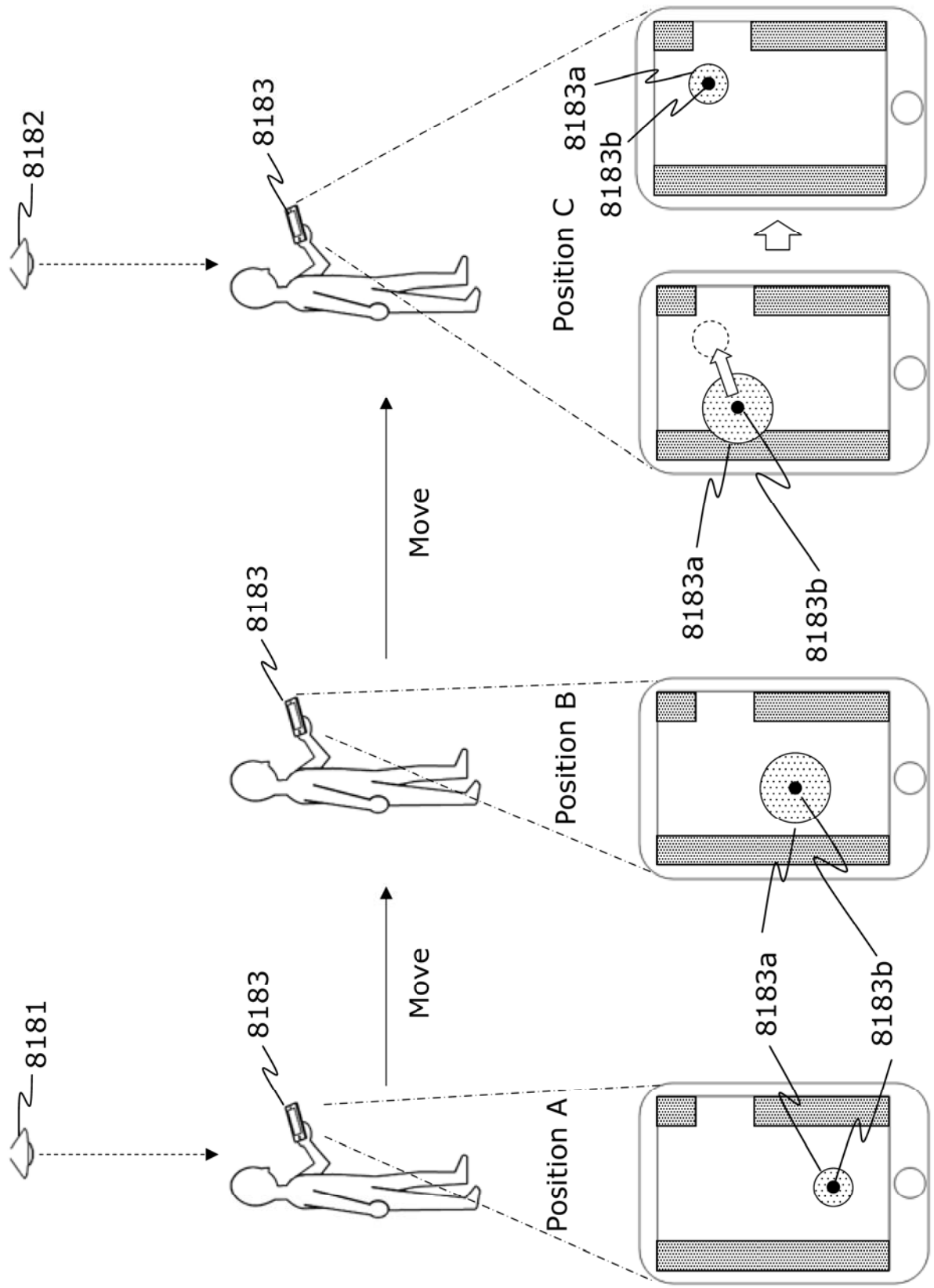


FIG. 397

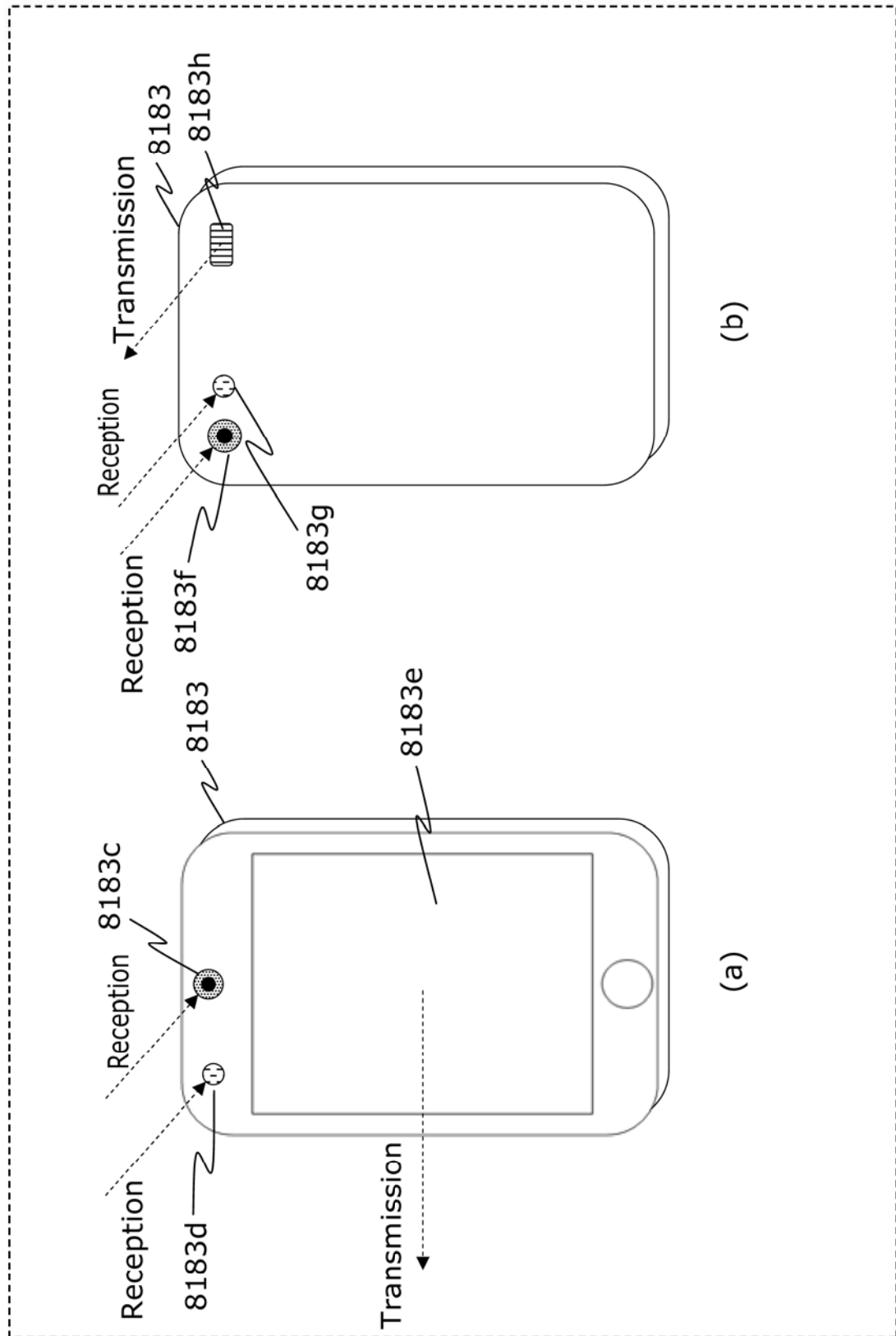


FIG. 398

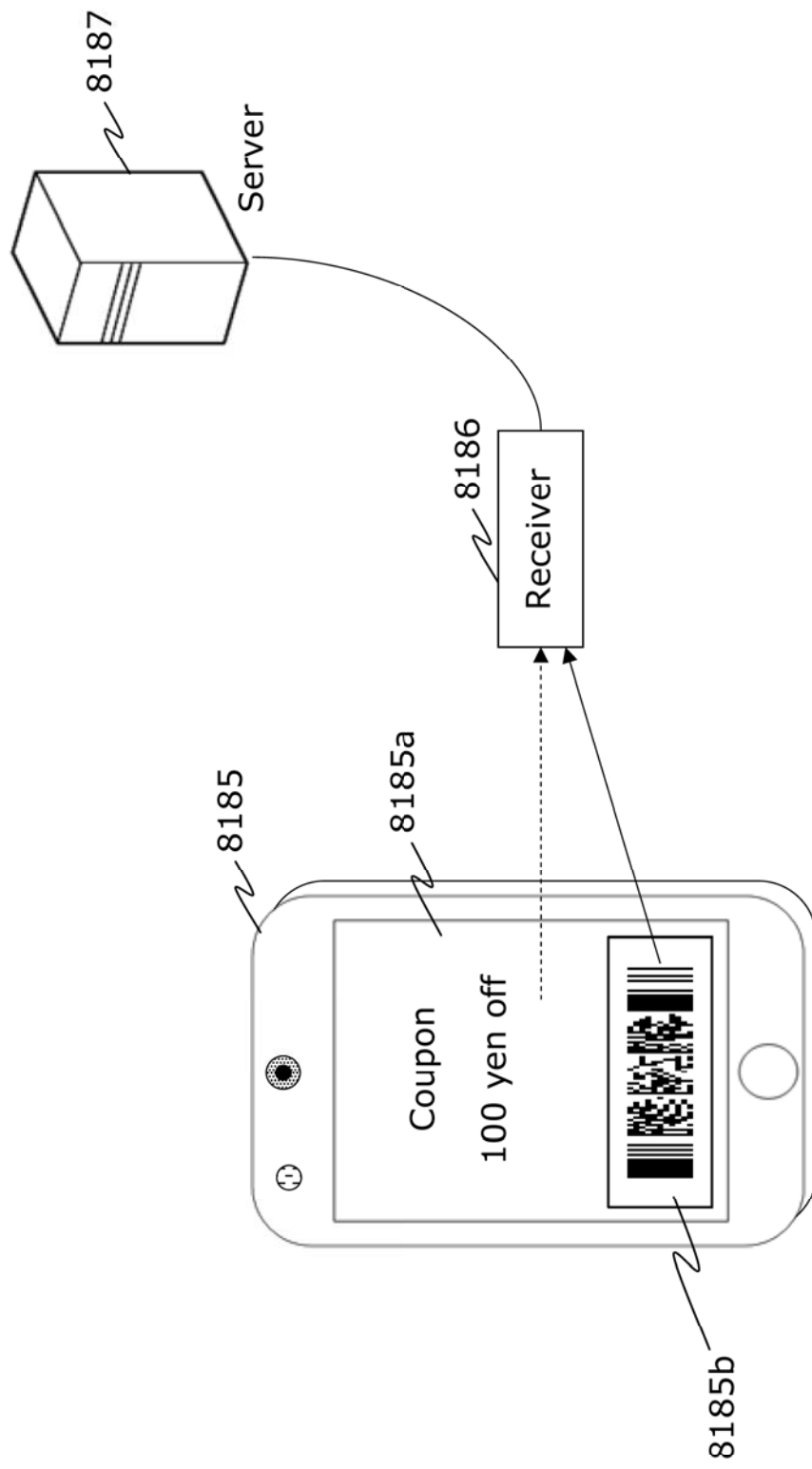


FIG. 399

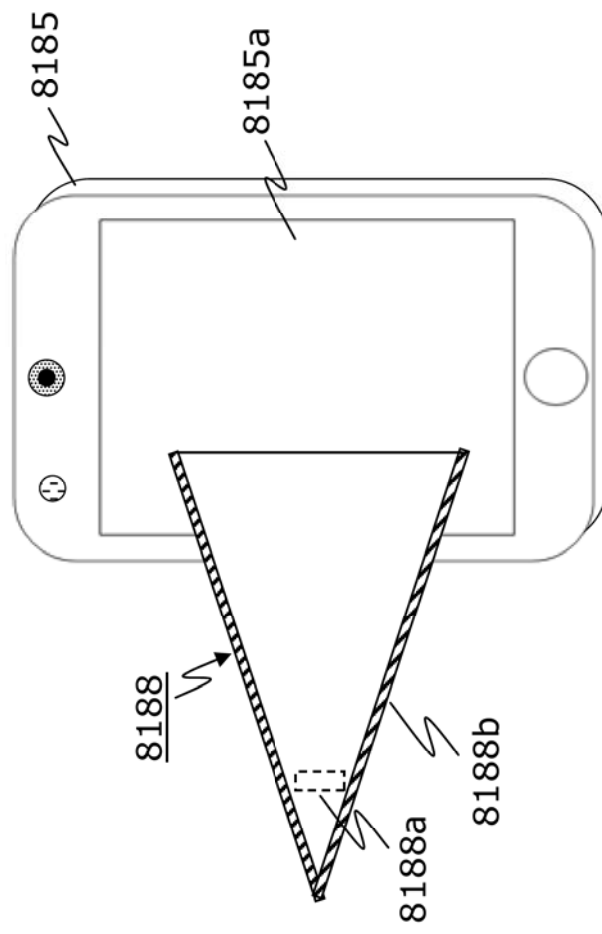


FIG. 400

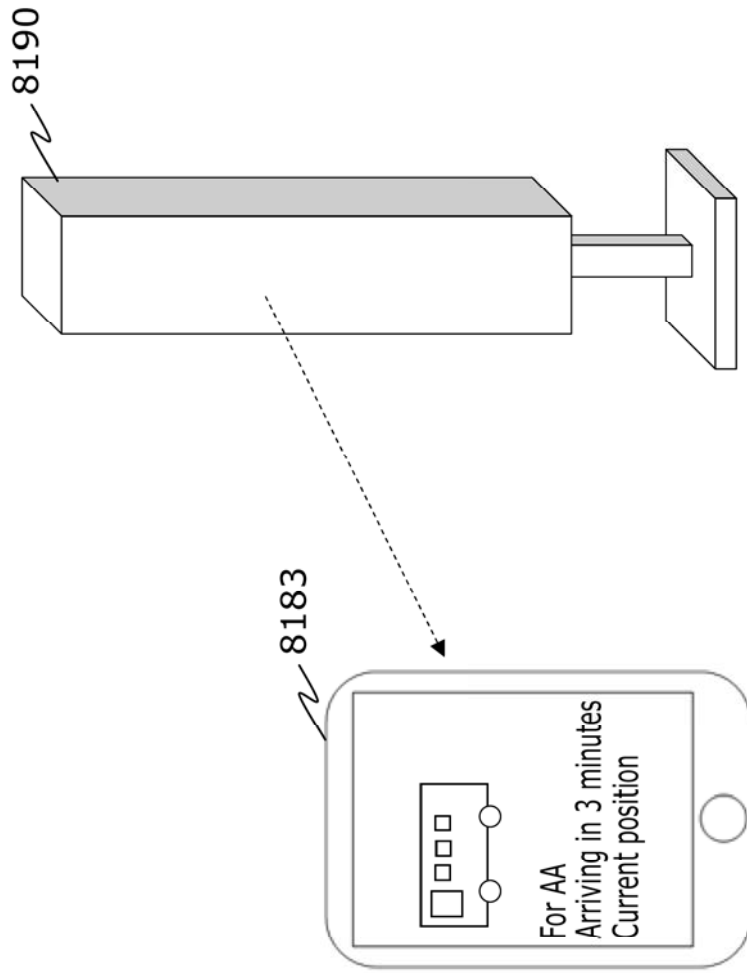


FIG. 401

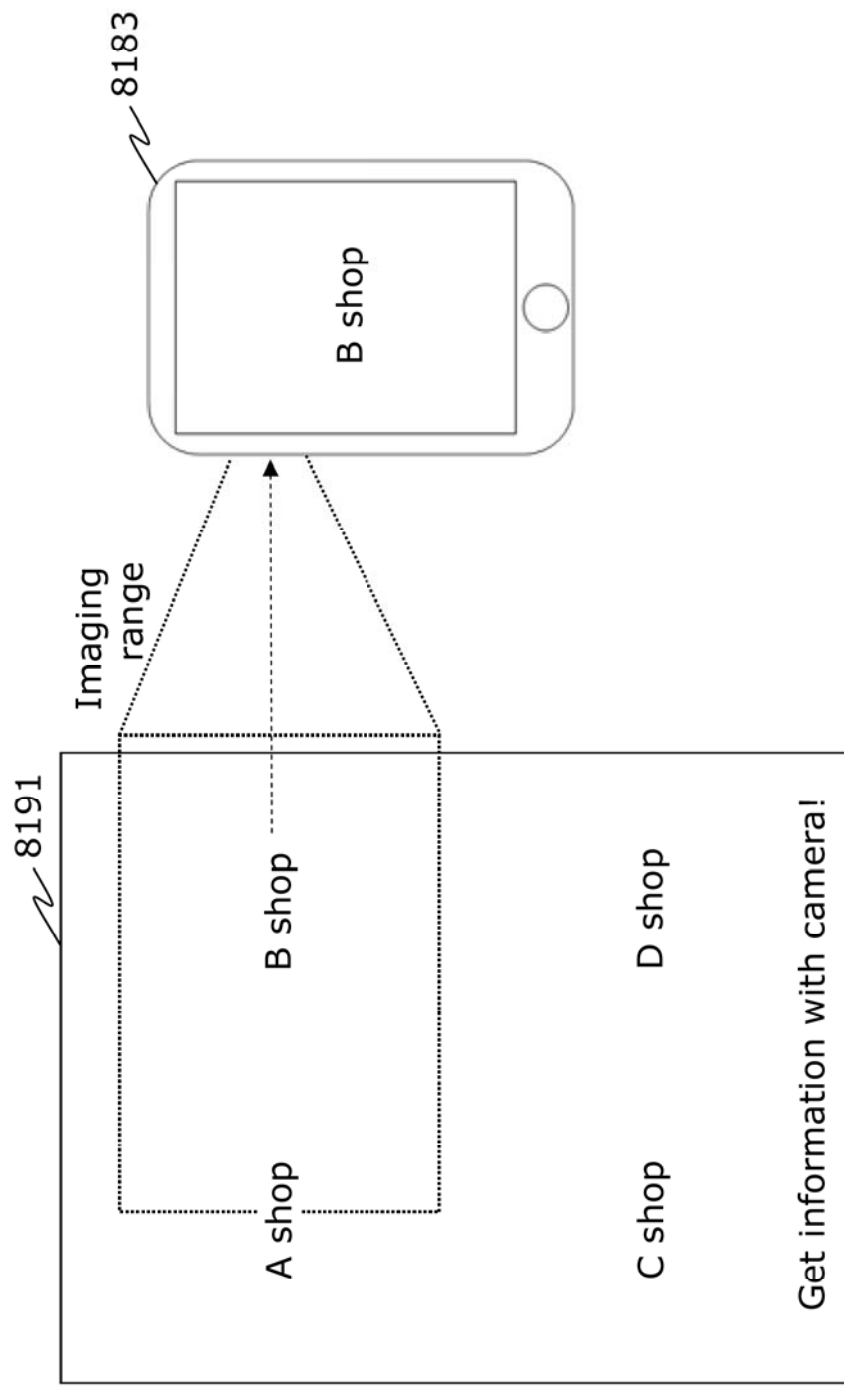


FIG. 402

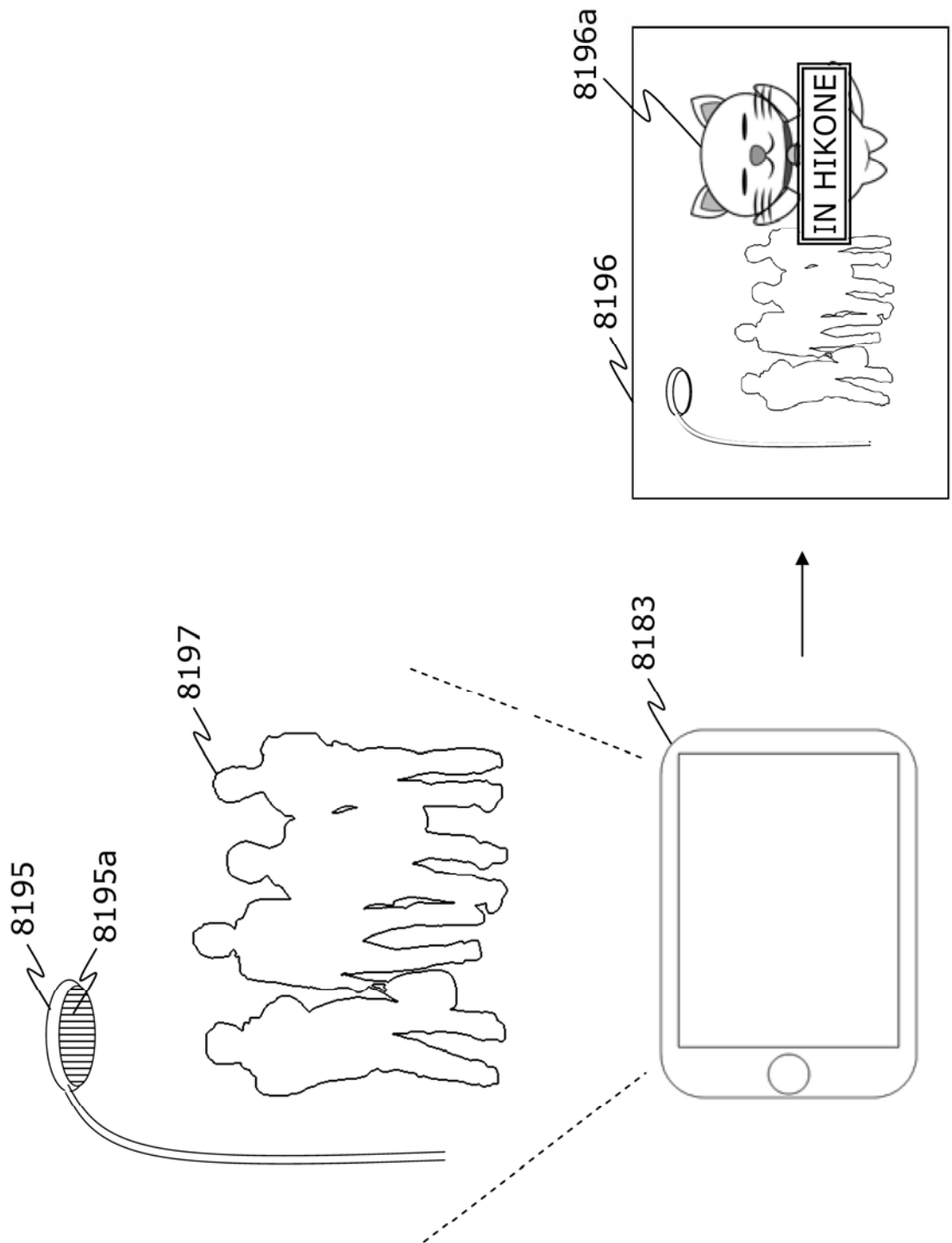


FIG. 403A

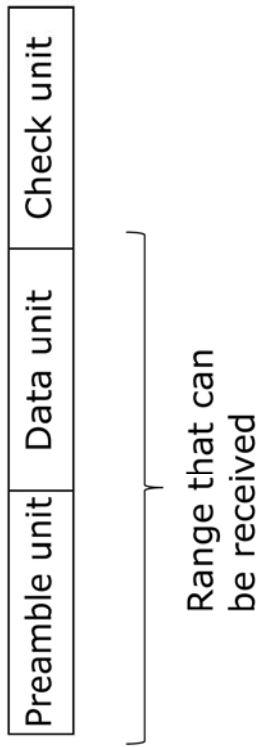


FIG. 403B

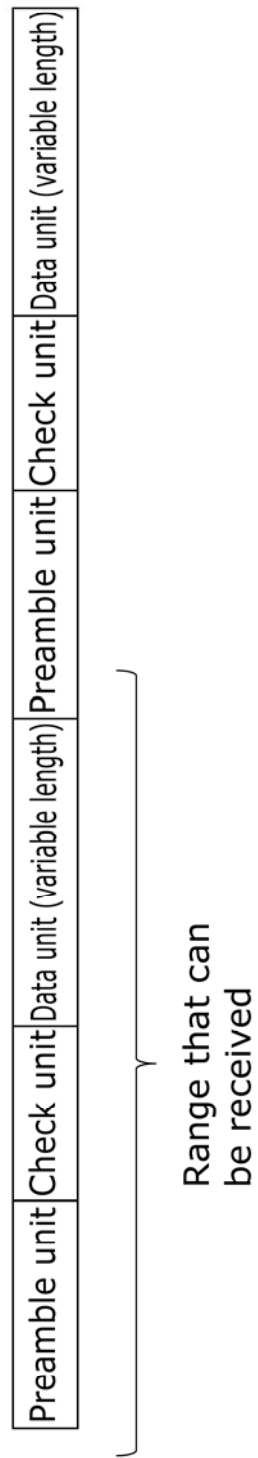


FIG. 404

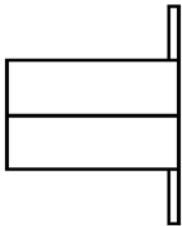
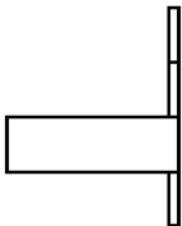
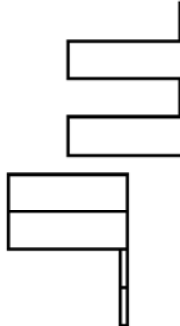
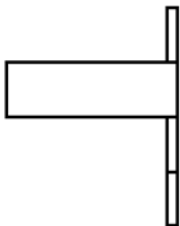
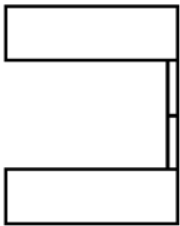
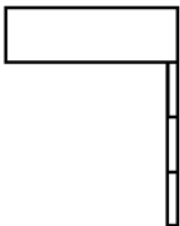
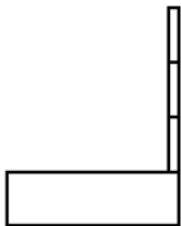
Signal	Rise position	Brightness		
		75 %	50 %	25 %
00	Slots 1 → 2			
01	Slots 2 → 3			
10	Slots 3 → 4			
11	None			

FIG. 405

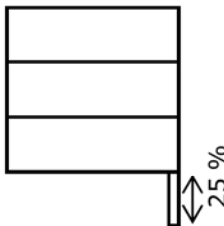
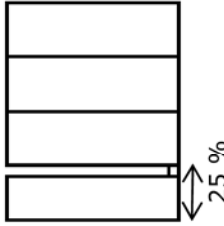
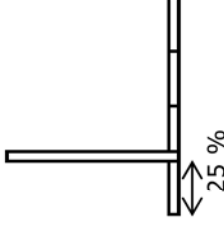
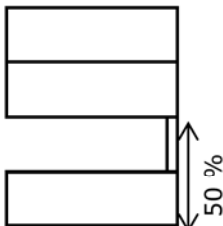
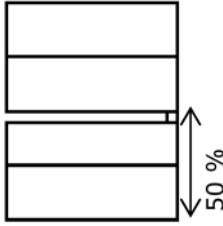
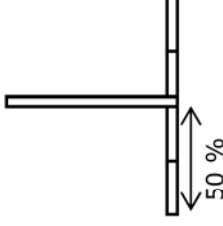
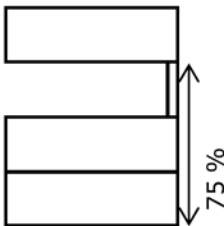
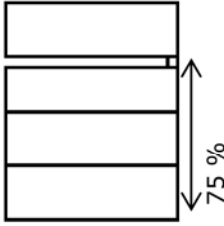
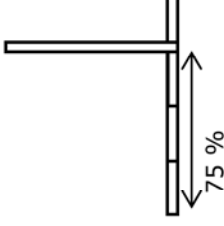
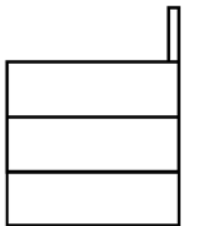
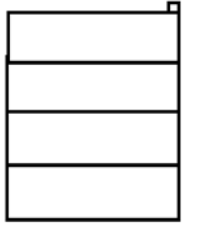
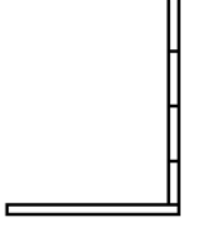
Signal	Rise position	Brightness		
		75 % (Basic)	99 %	1 %
00	Position of 25%			
01	Position of 50%			
10	Position of 75%			
11	None			

FIG. 406

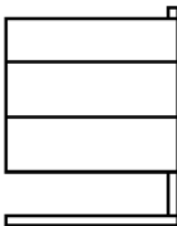
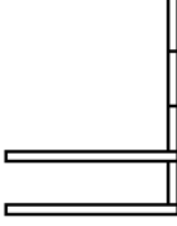
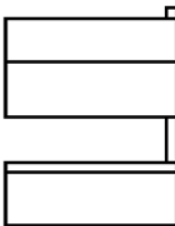
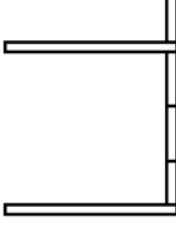
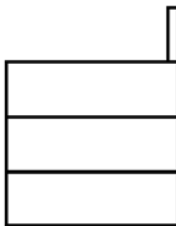
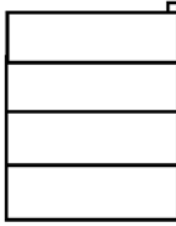
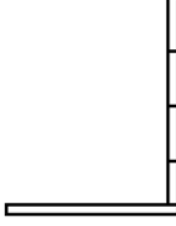
Signal	Rise position	Brightness		
		75 %	99 %	1 %
00	Position of 25%			
01	Position of 50%			
10	Position of 75%			
11	None			

FIG. 407A

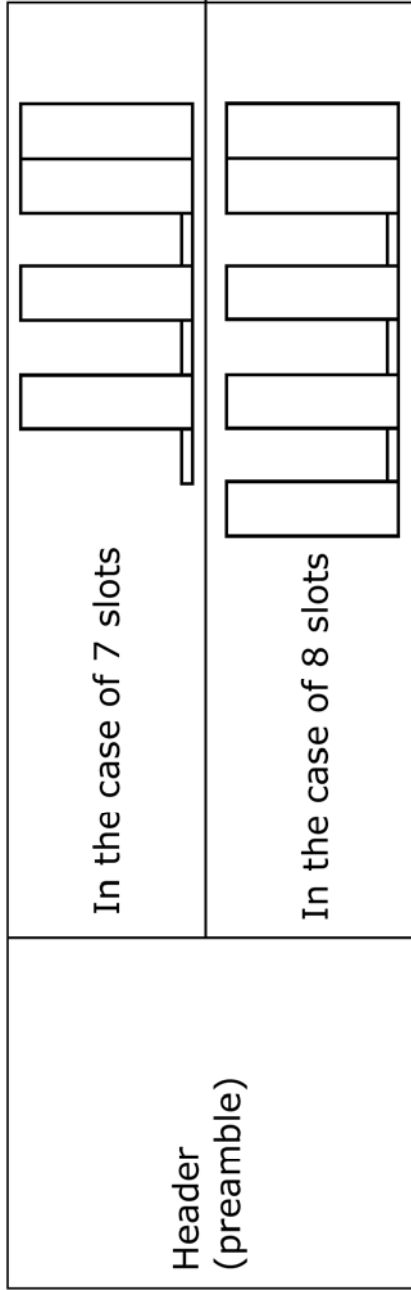


FIG. 407B

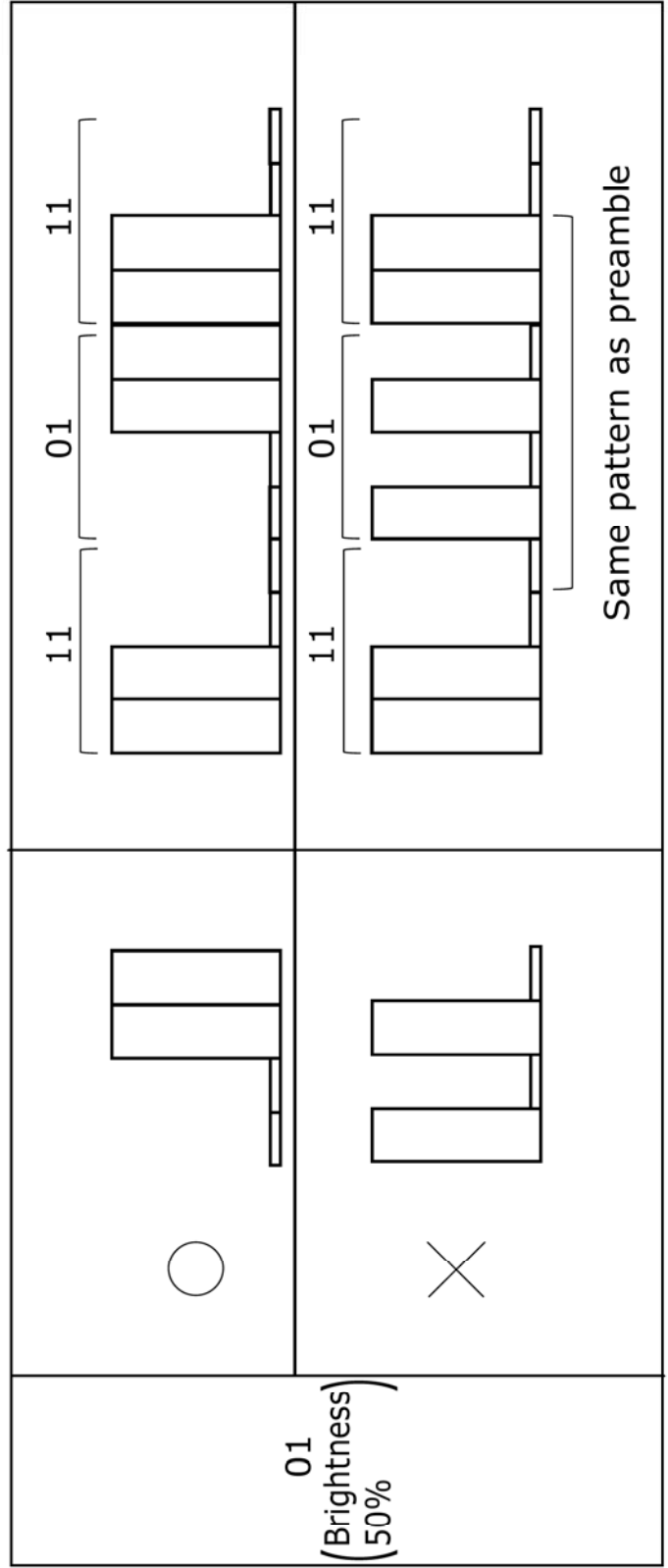


FIG. 408A

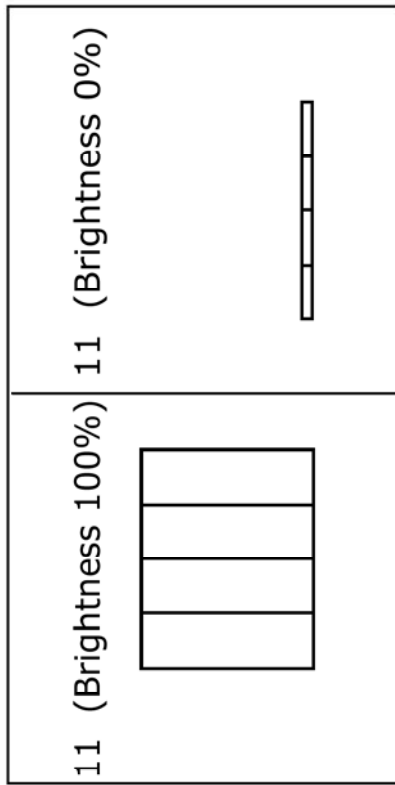
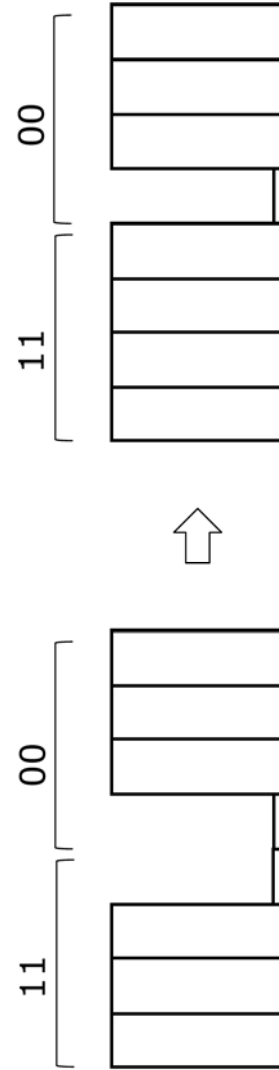


FIG. 408B



In the case of consecutive Ls,
L other than last L is set to H

FIG. 409

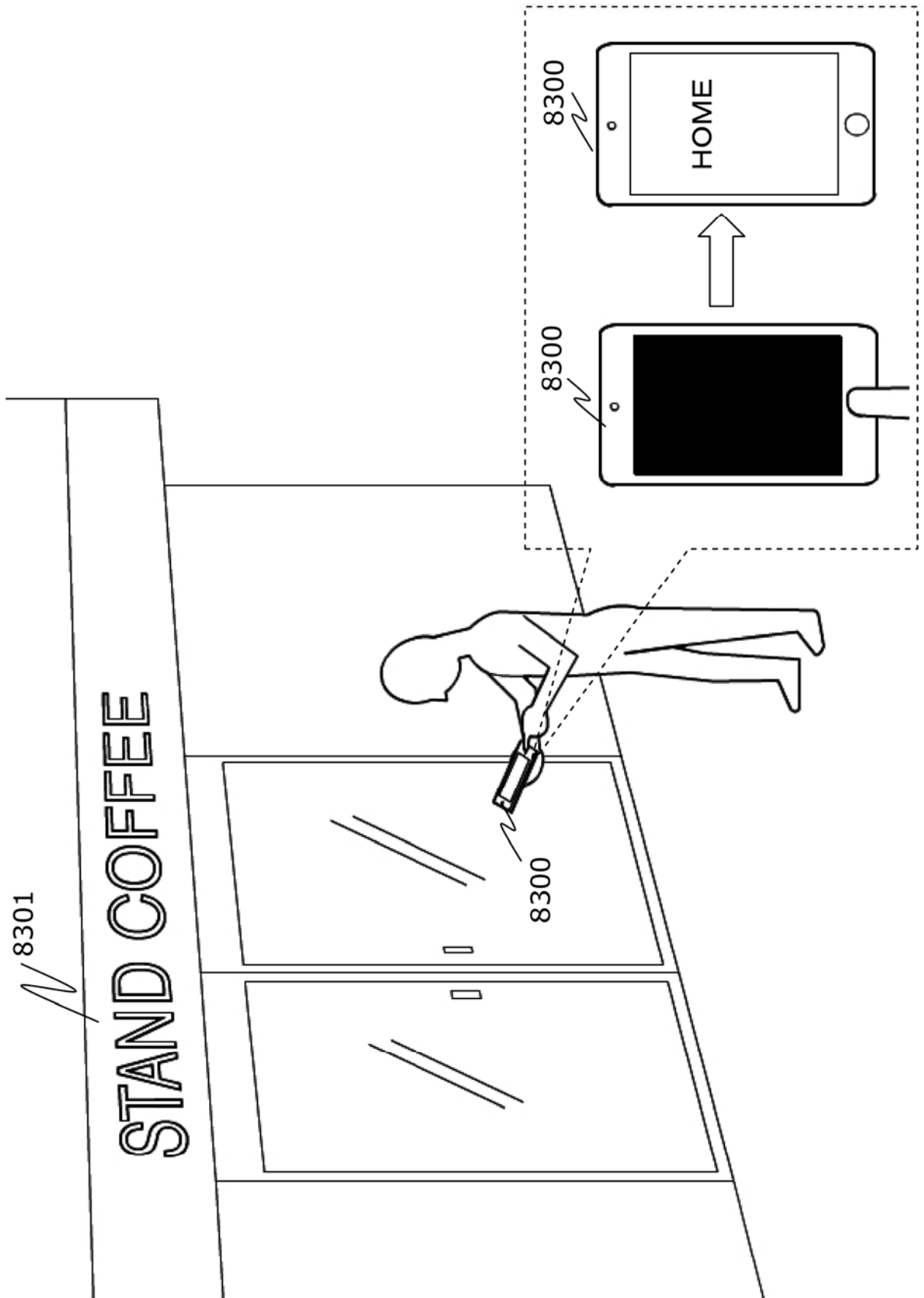


FIG. 410

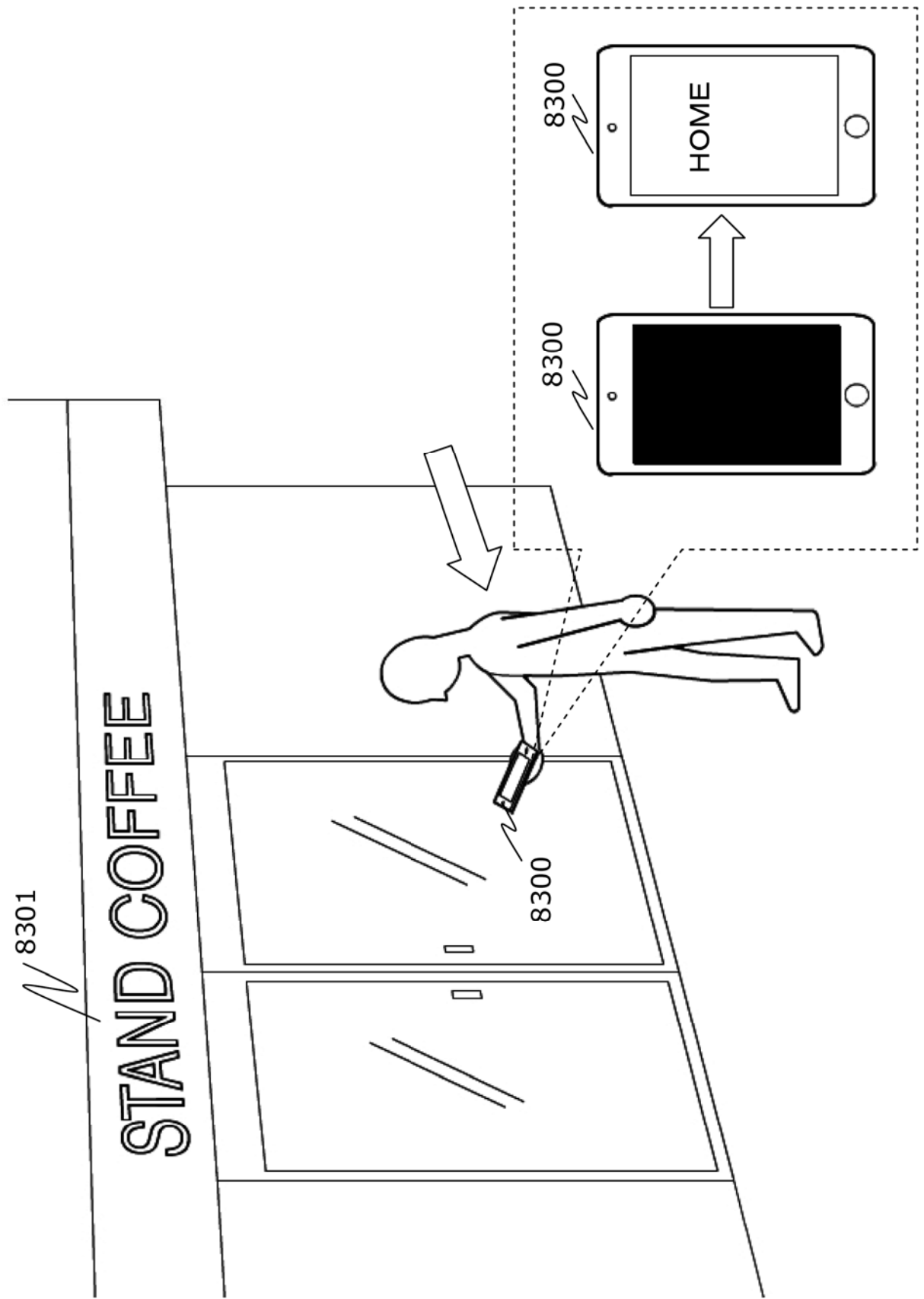


FIG. 411

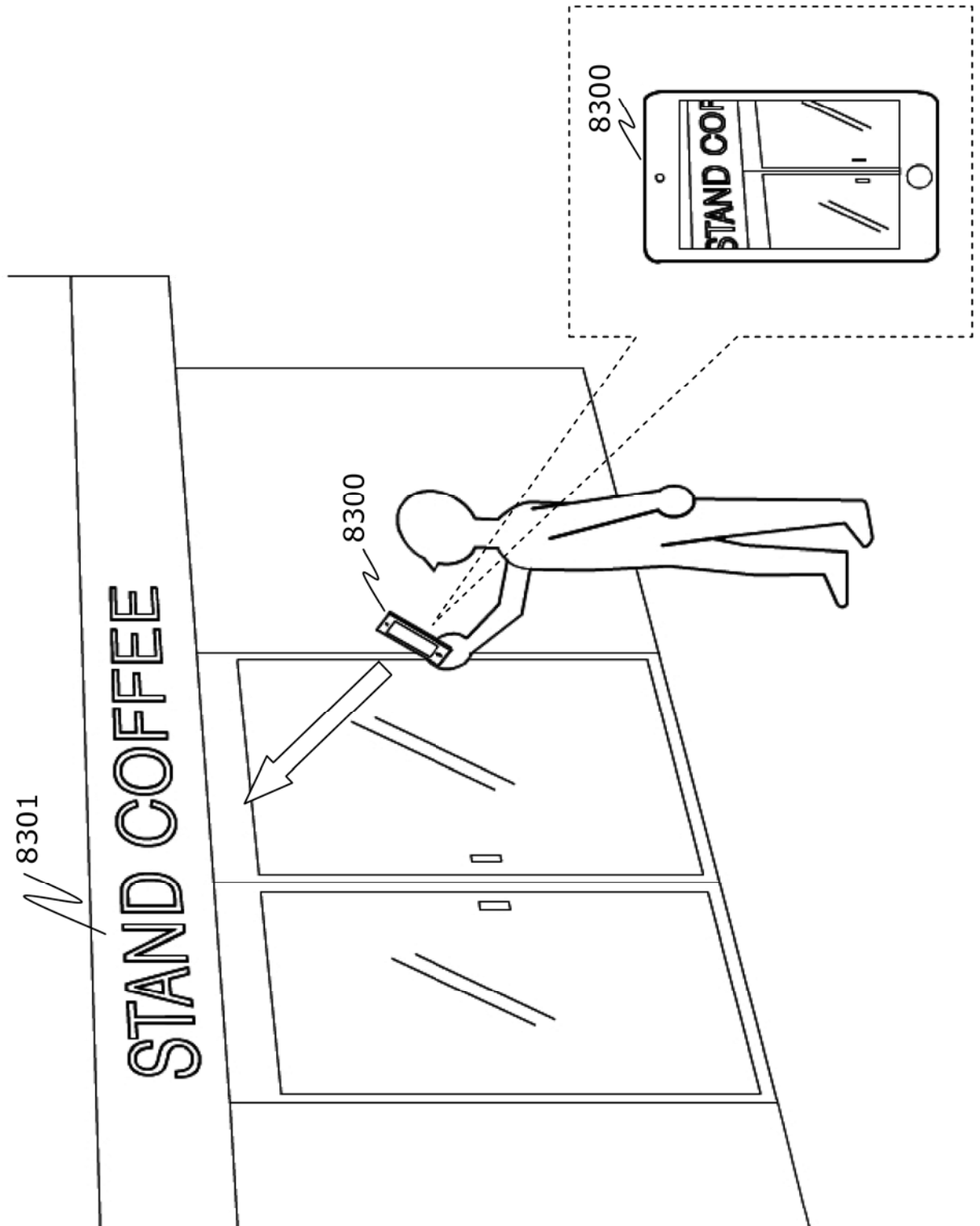


FIG. 412

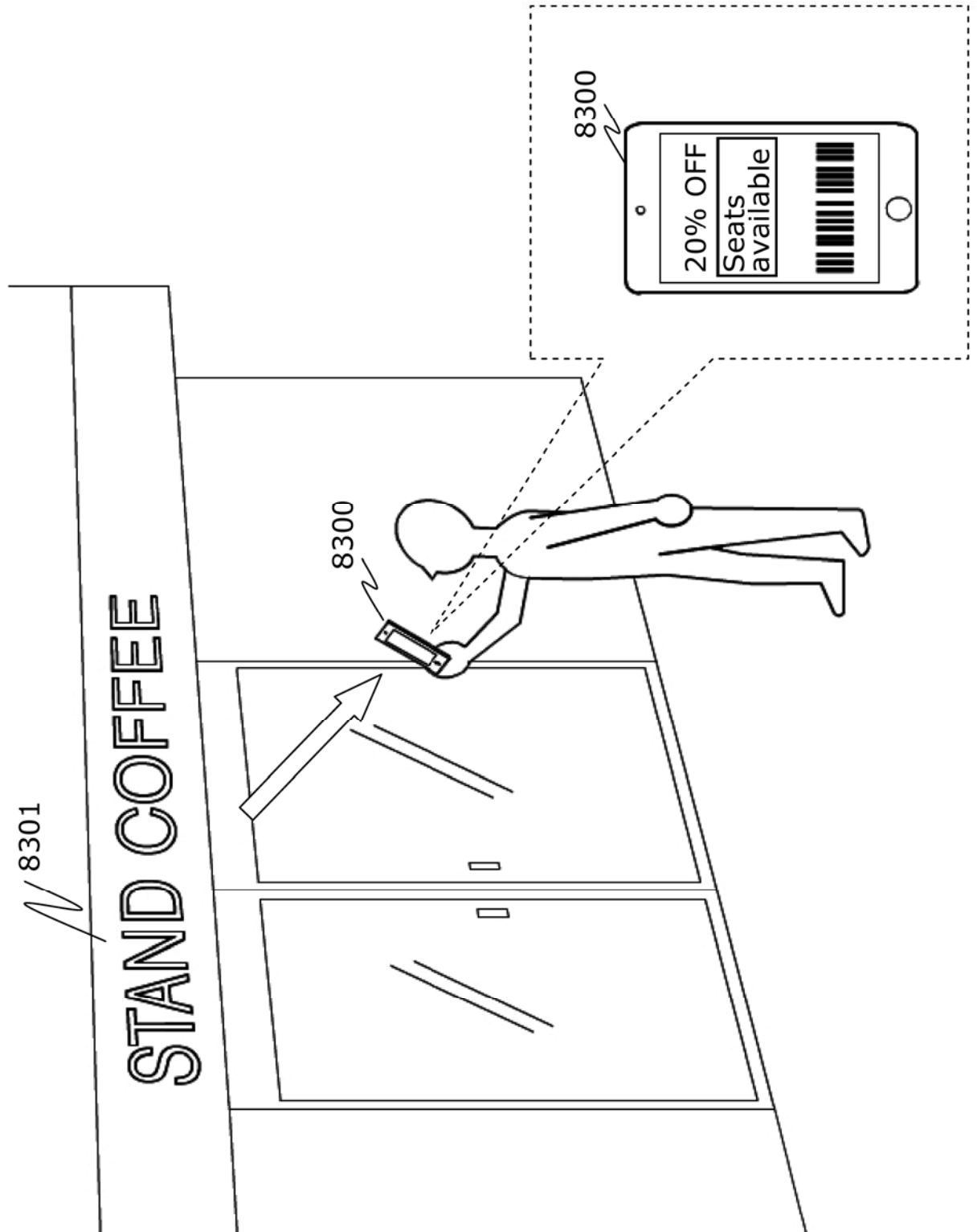


FIG. 413

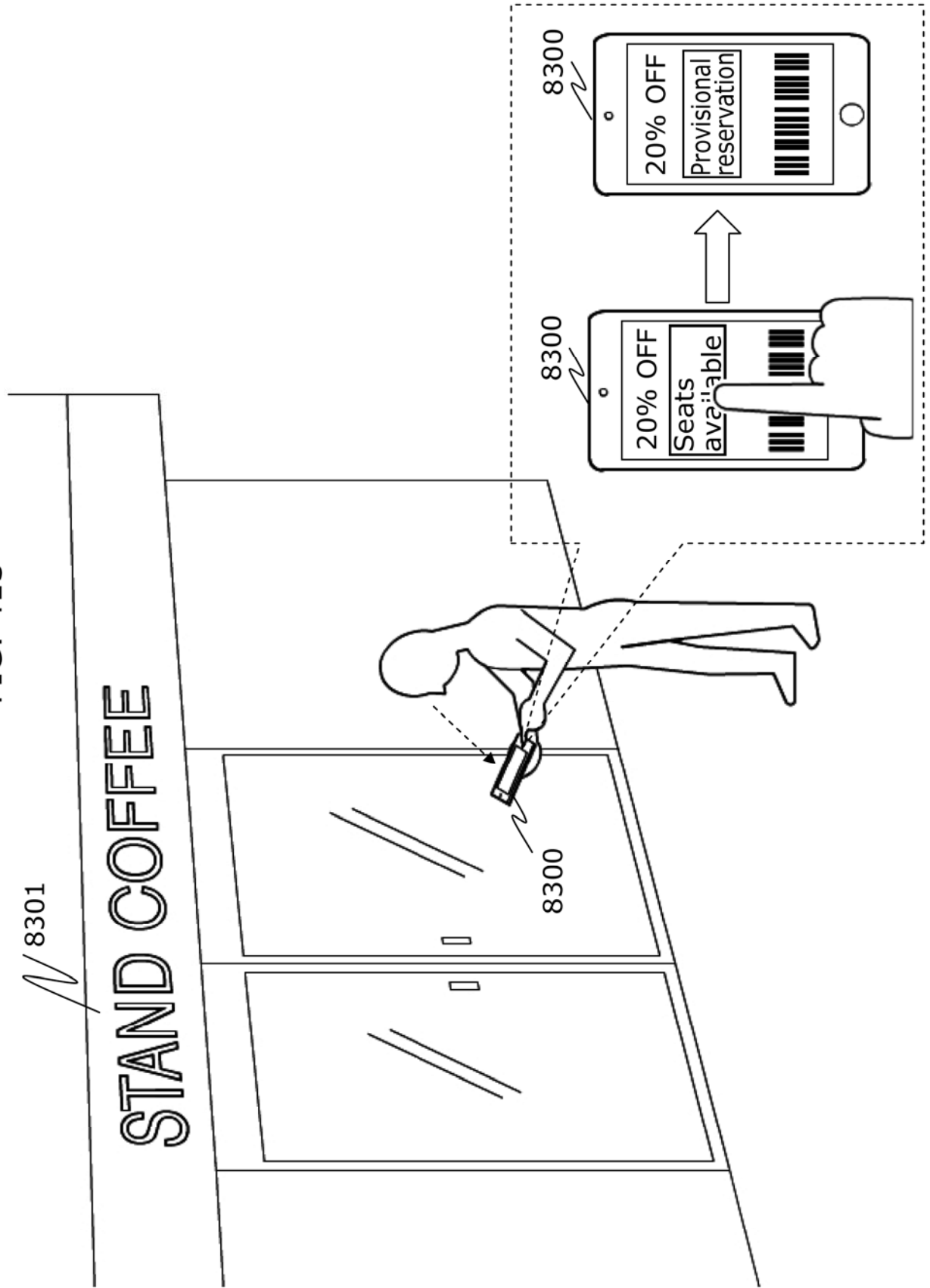


FIG. 414

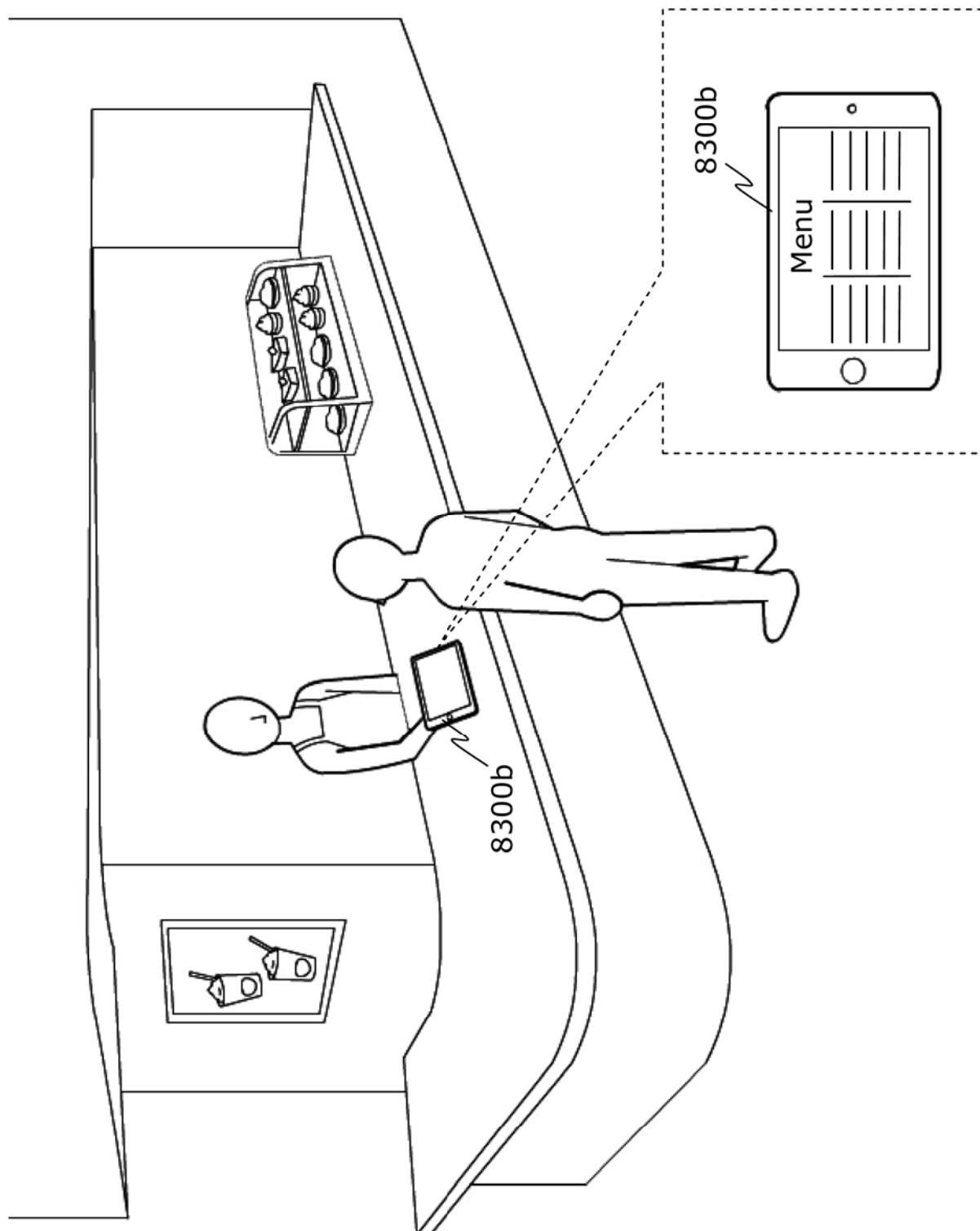


FIG. 415

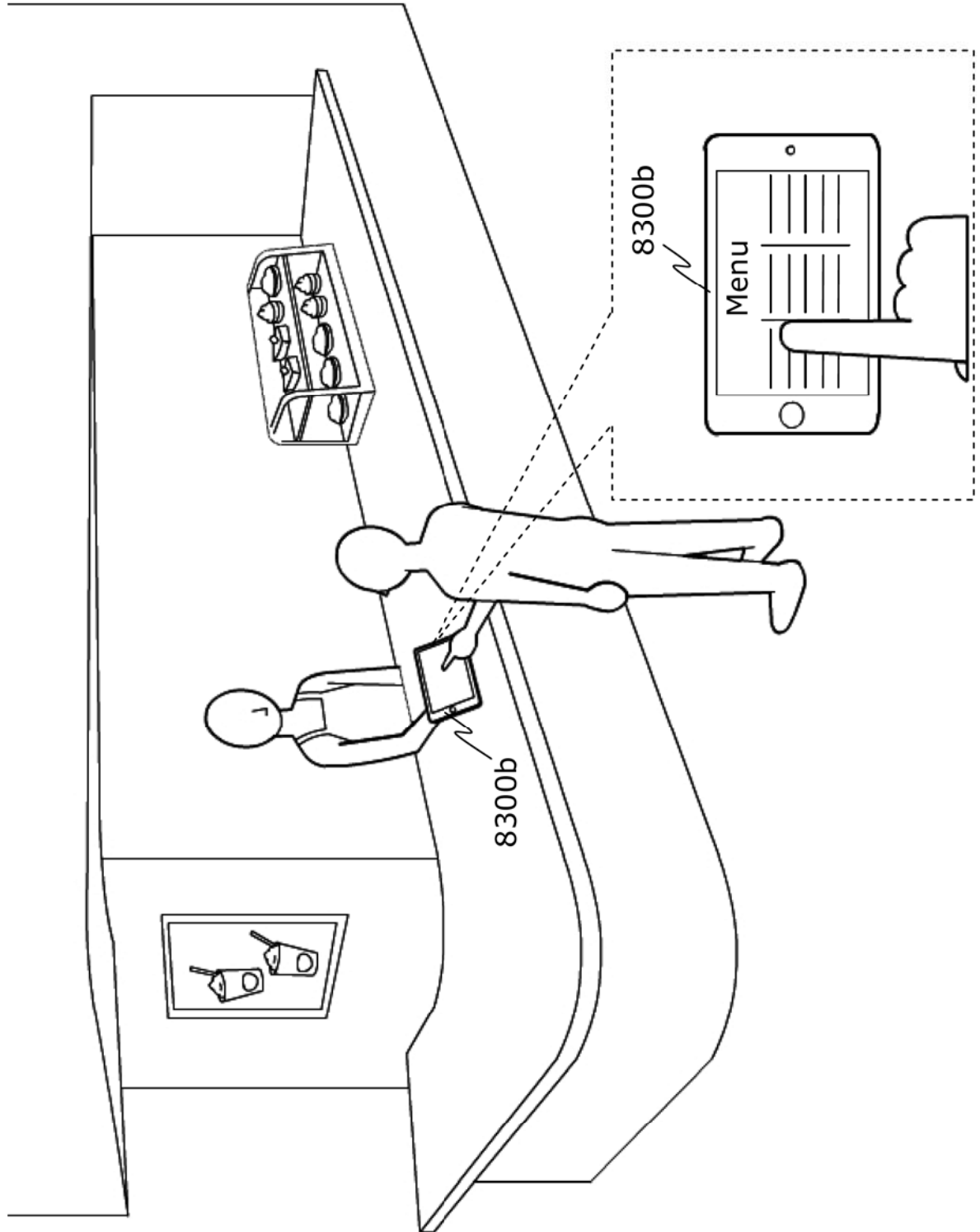


FIG. 416

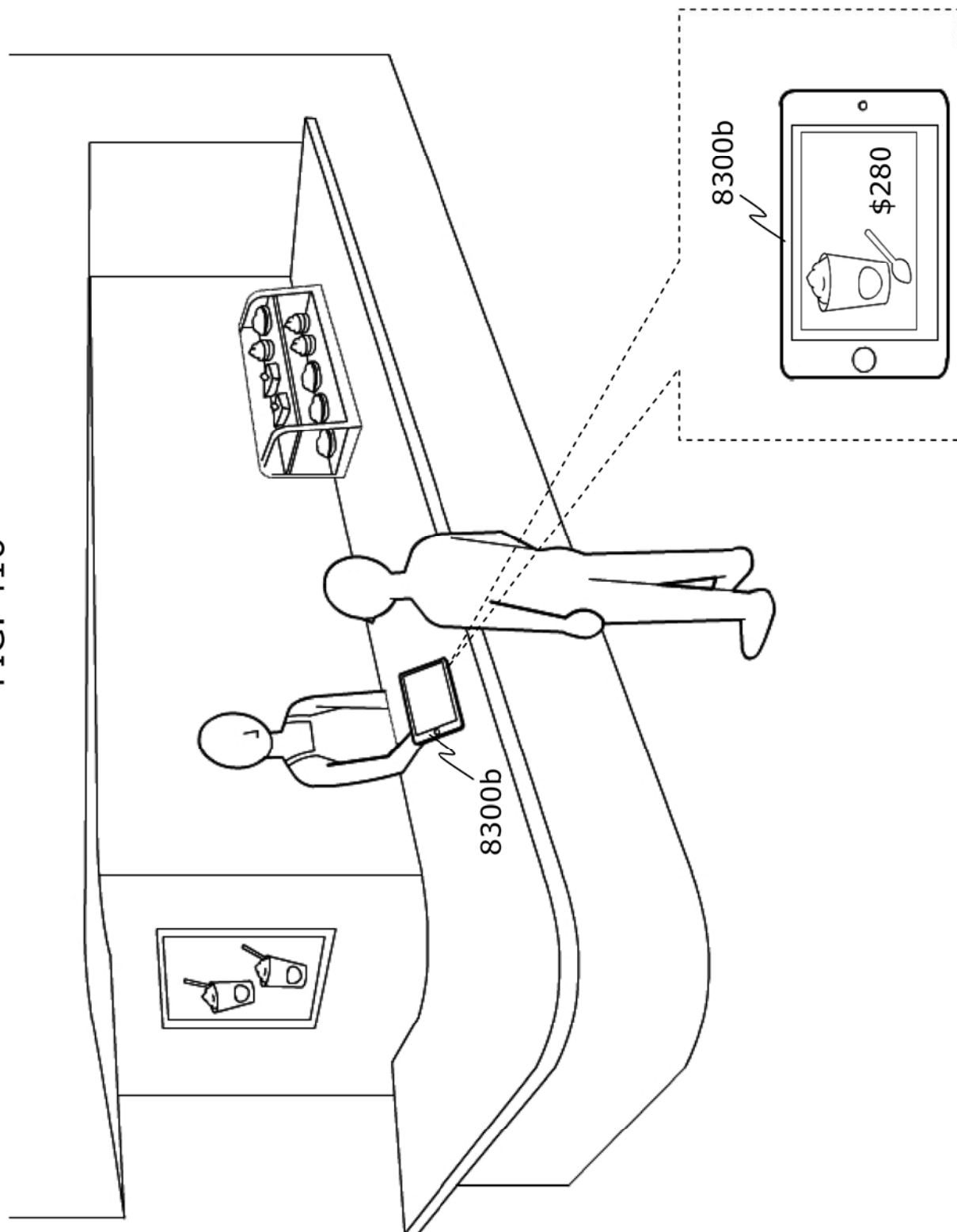


FIG. 417

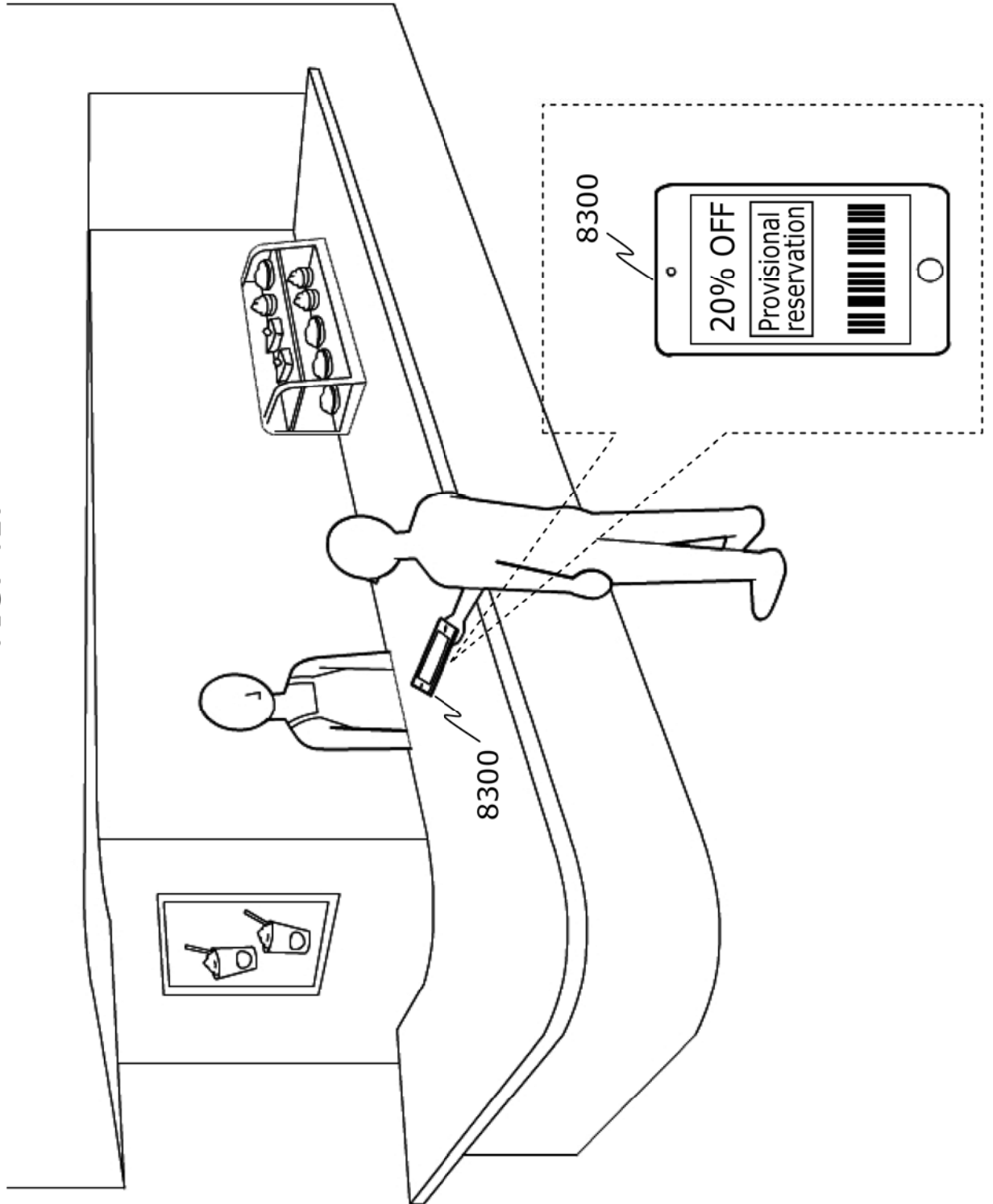


FIG. 418

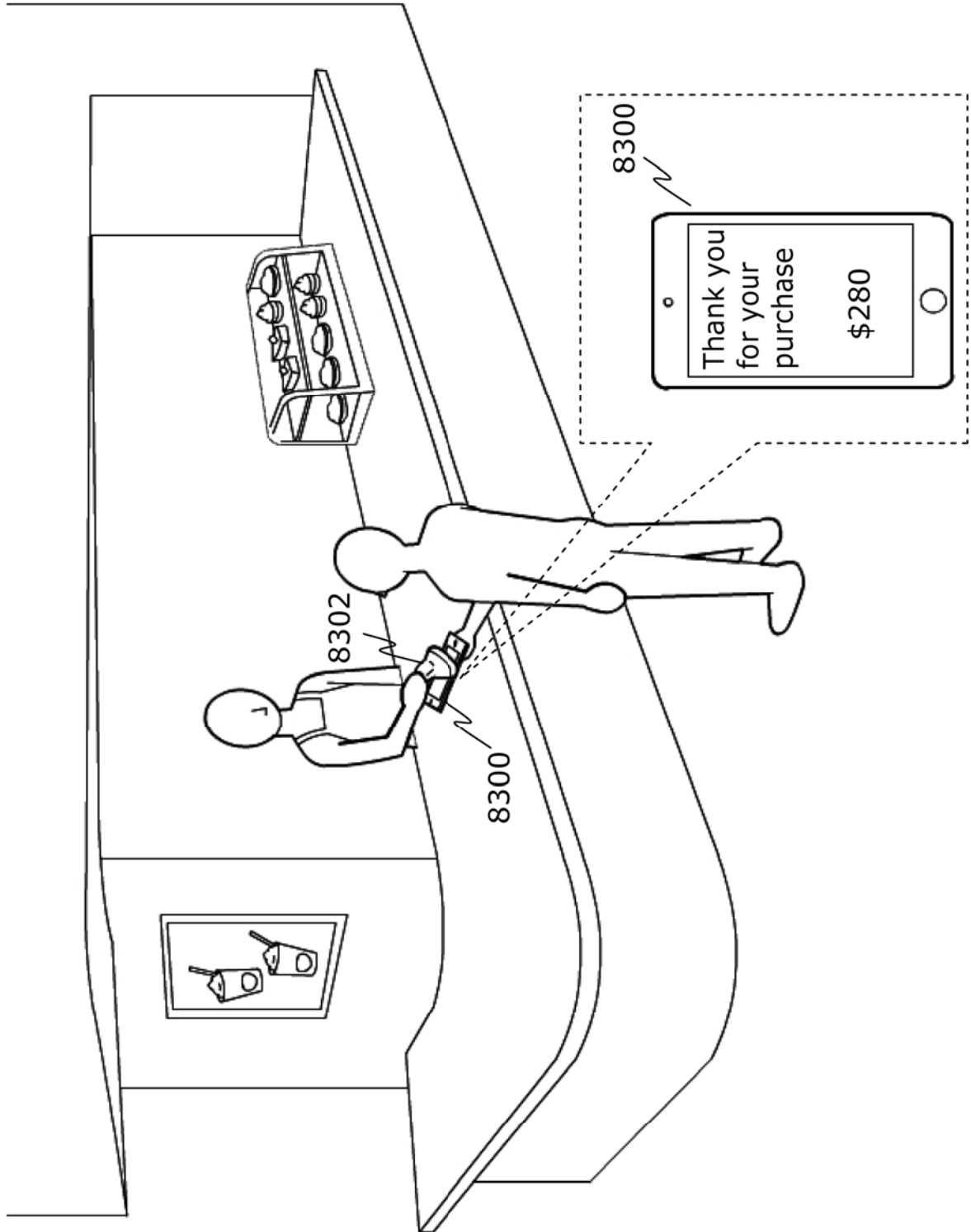


FIG. 420

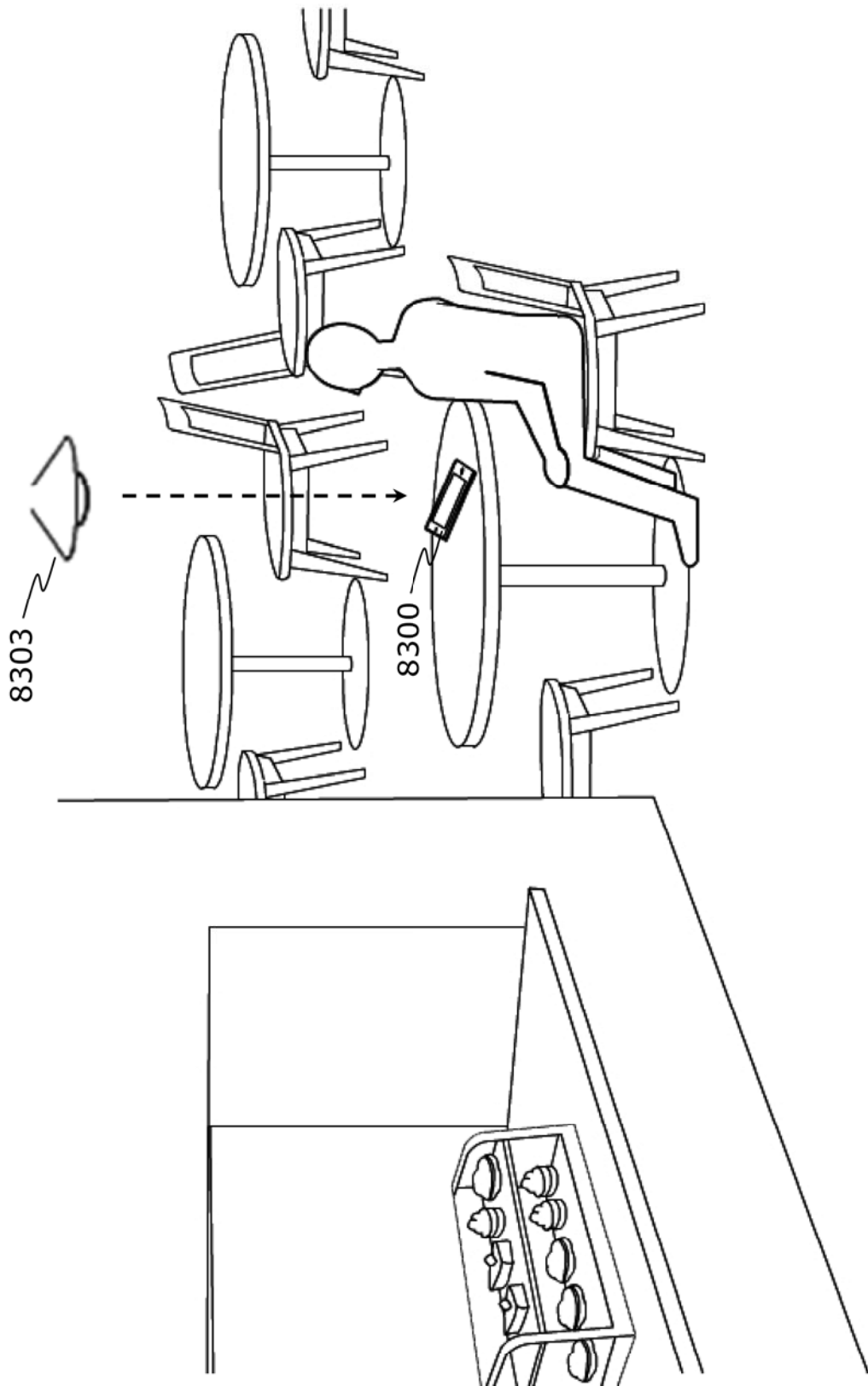


FIG. 421

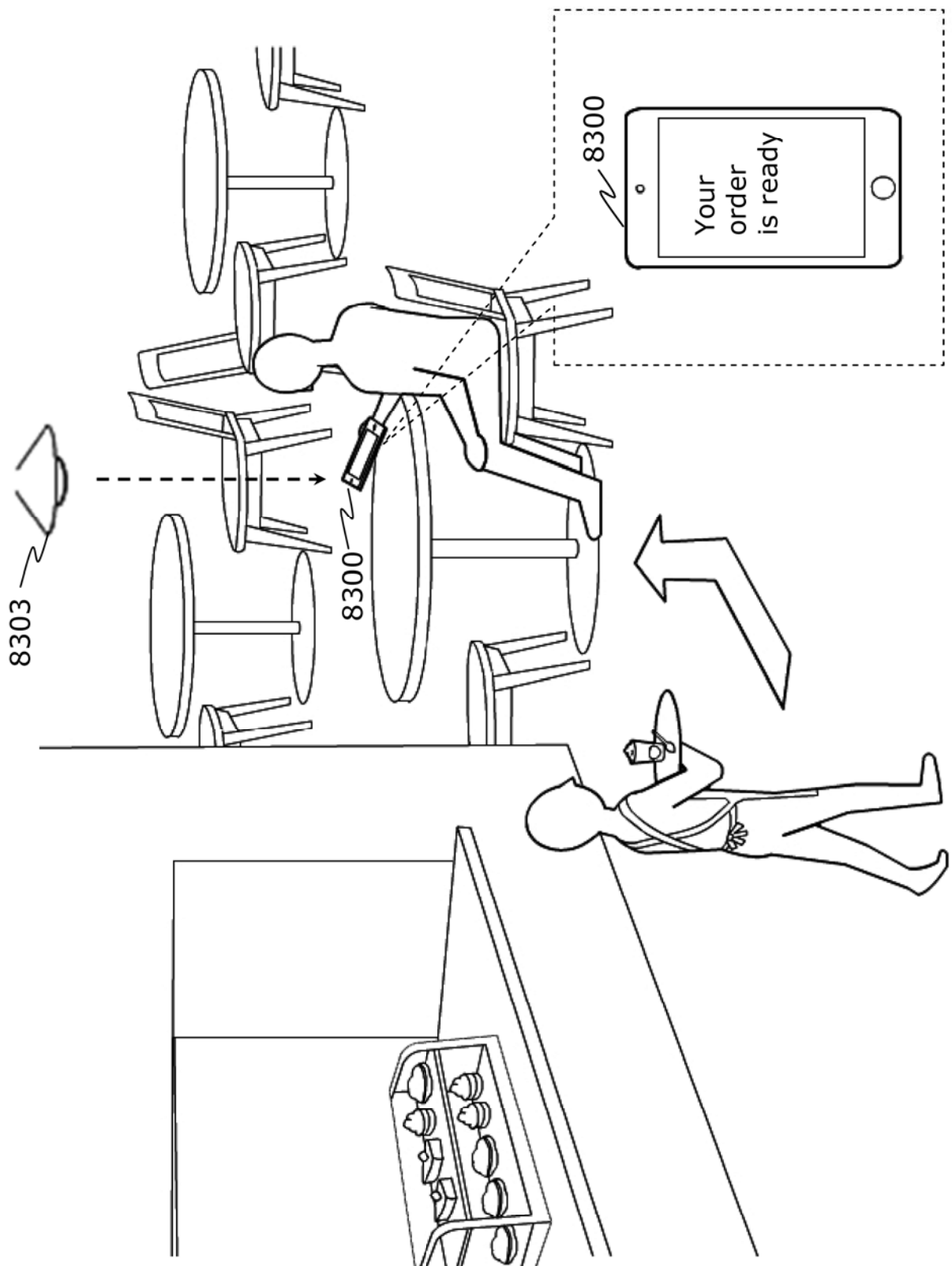


FIG. 422

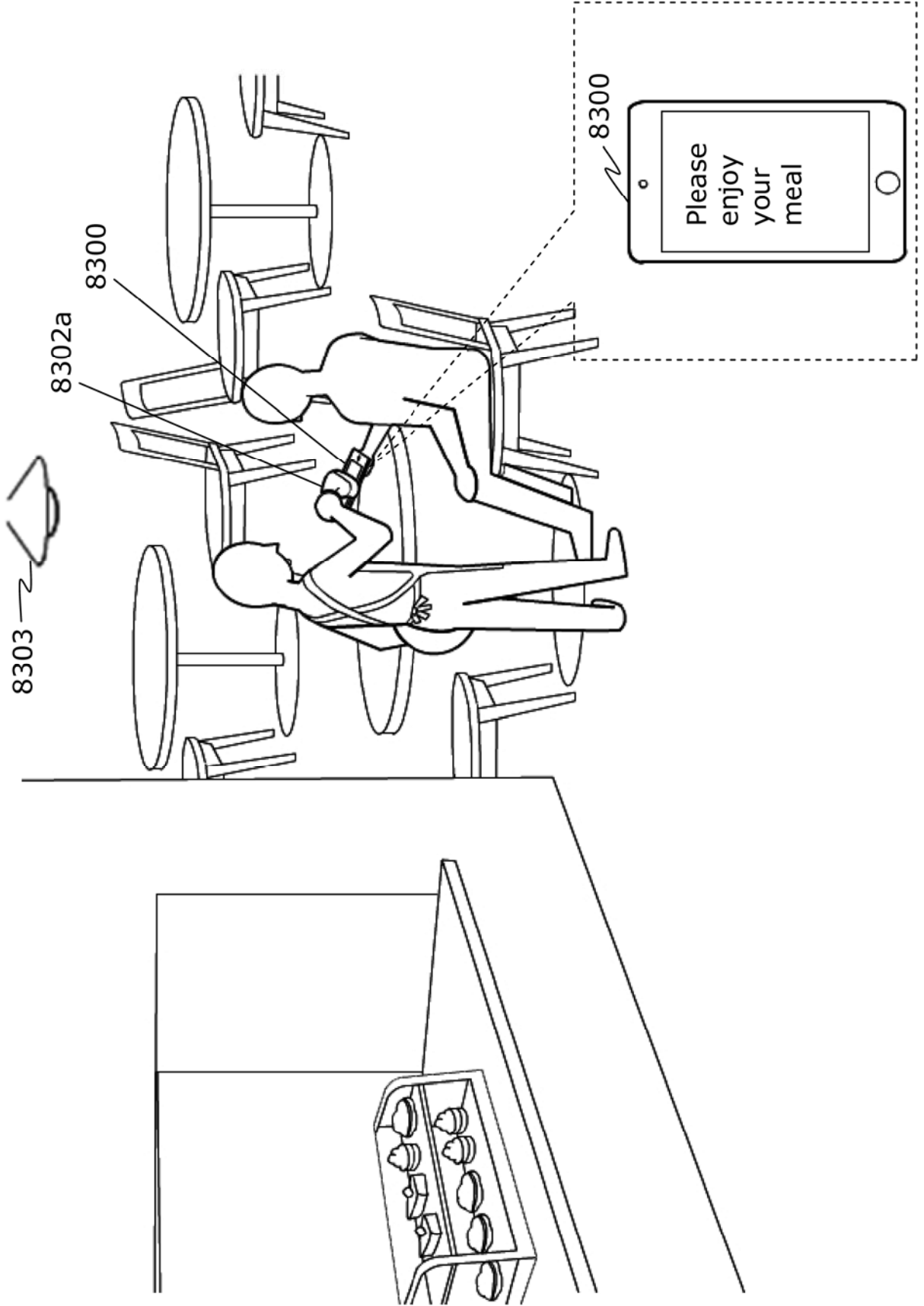


FIG. 423

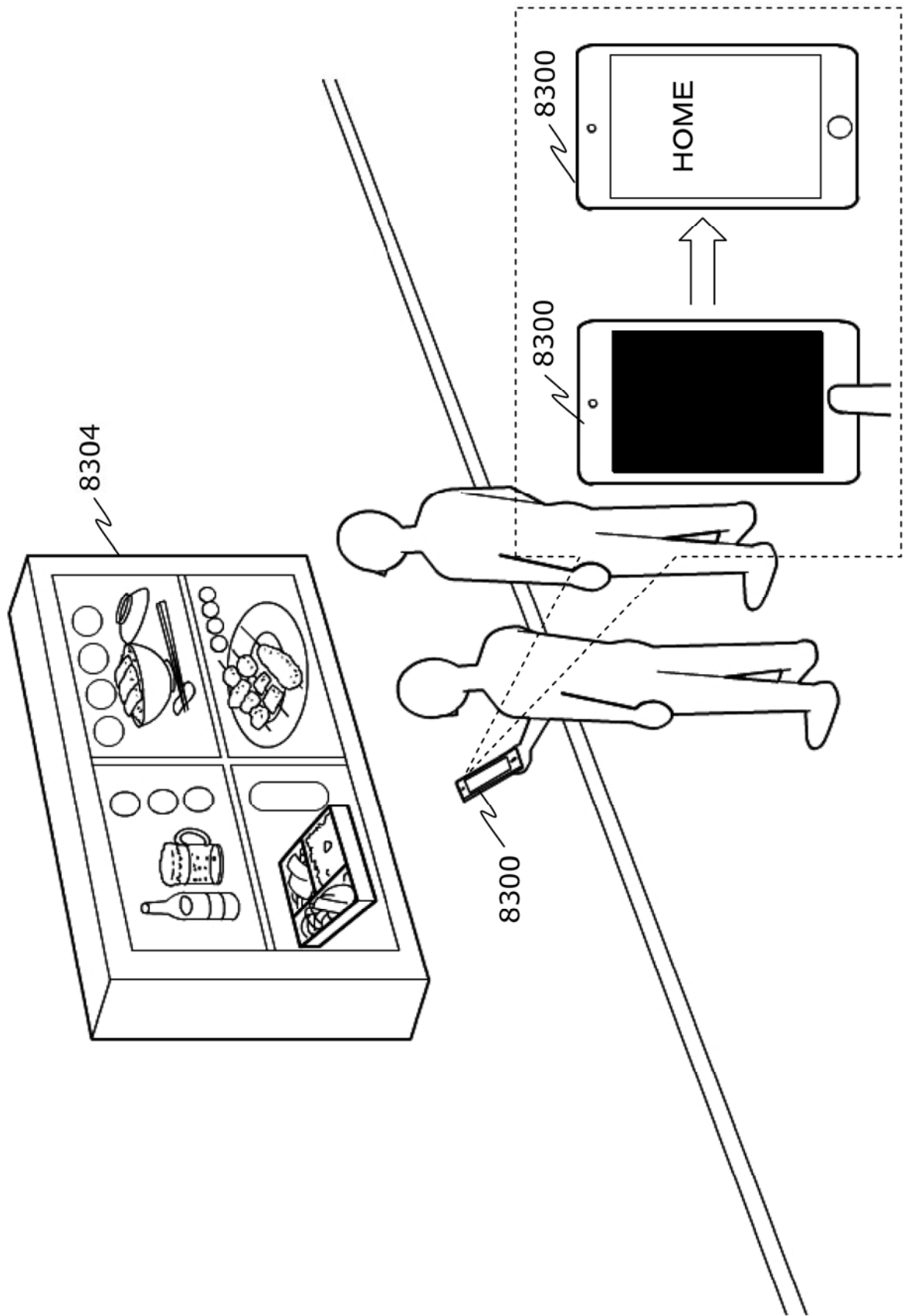


FIG. 424

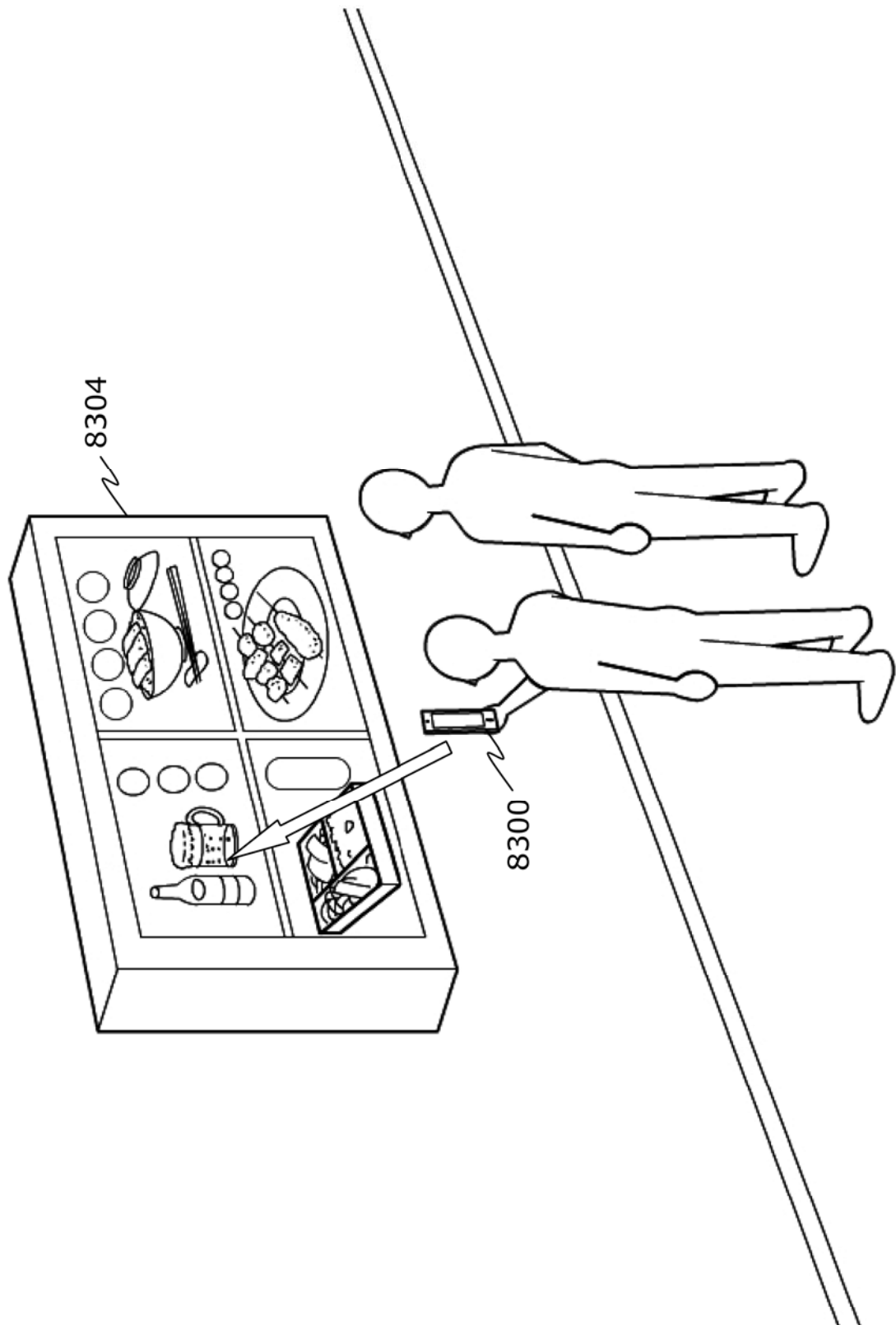


FIG. 425

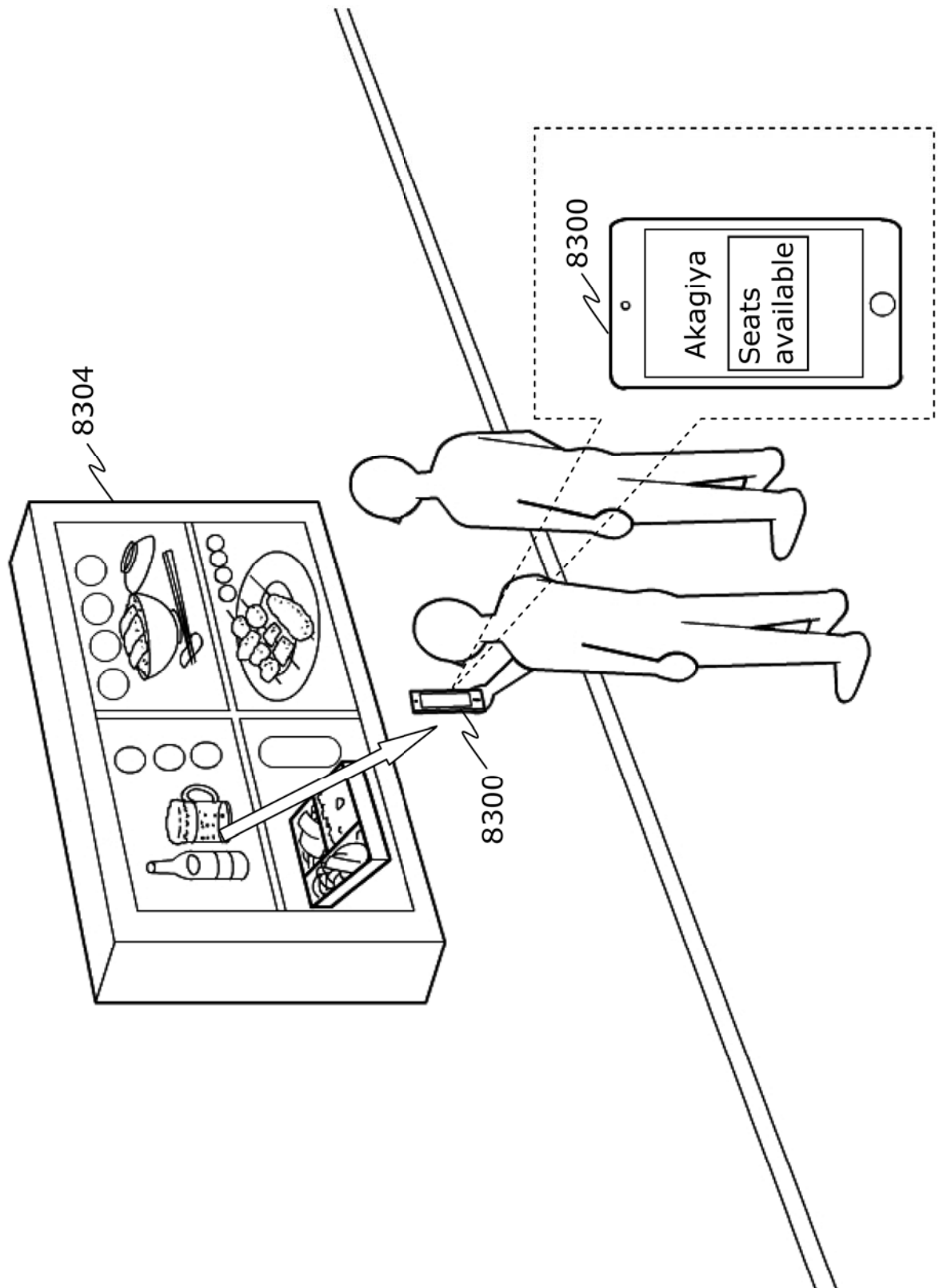


FIG. 426

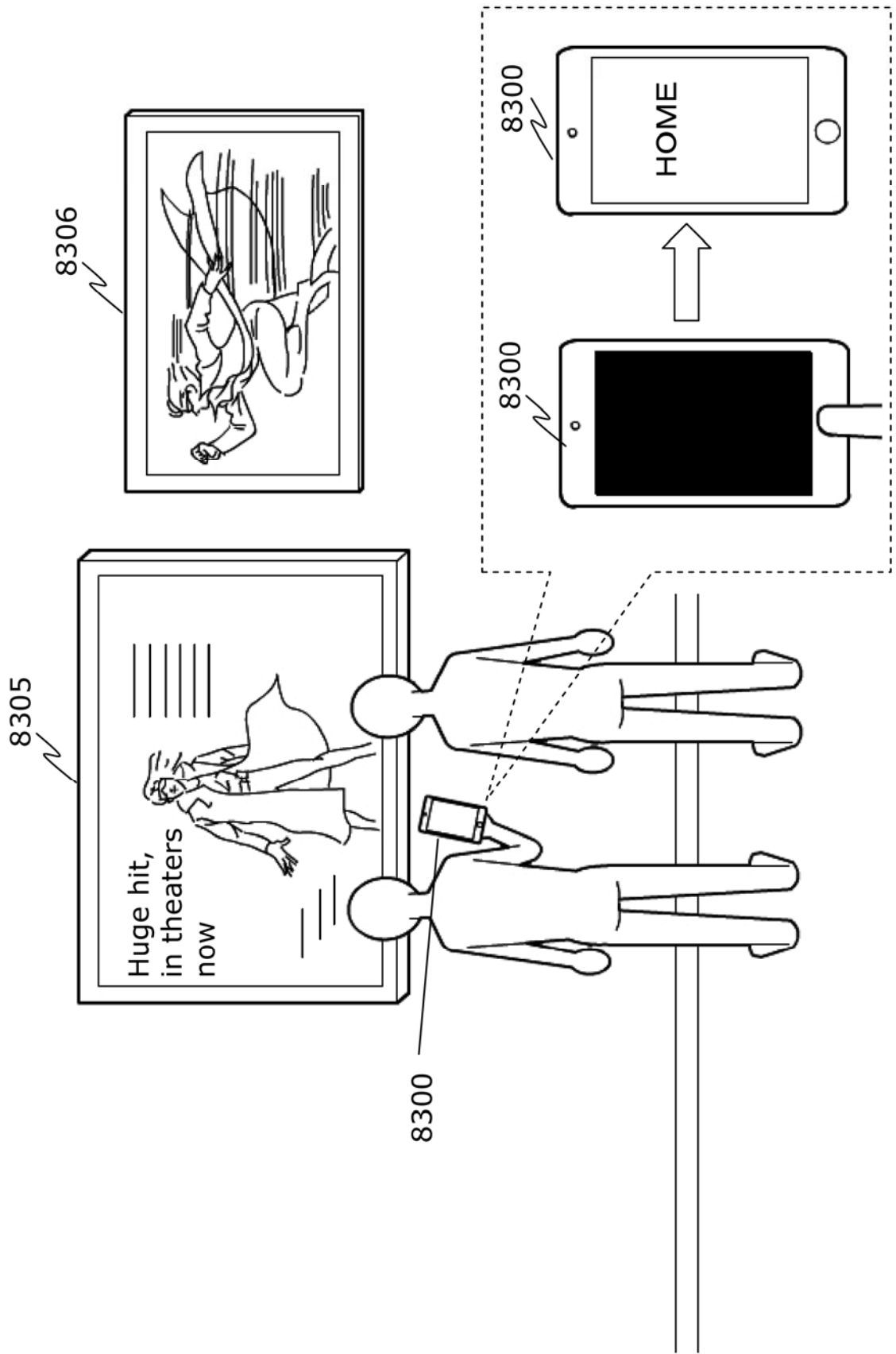


FIG. 427

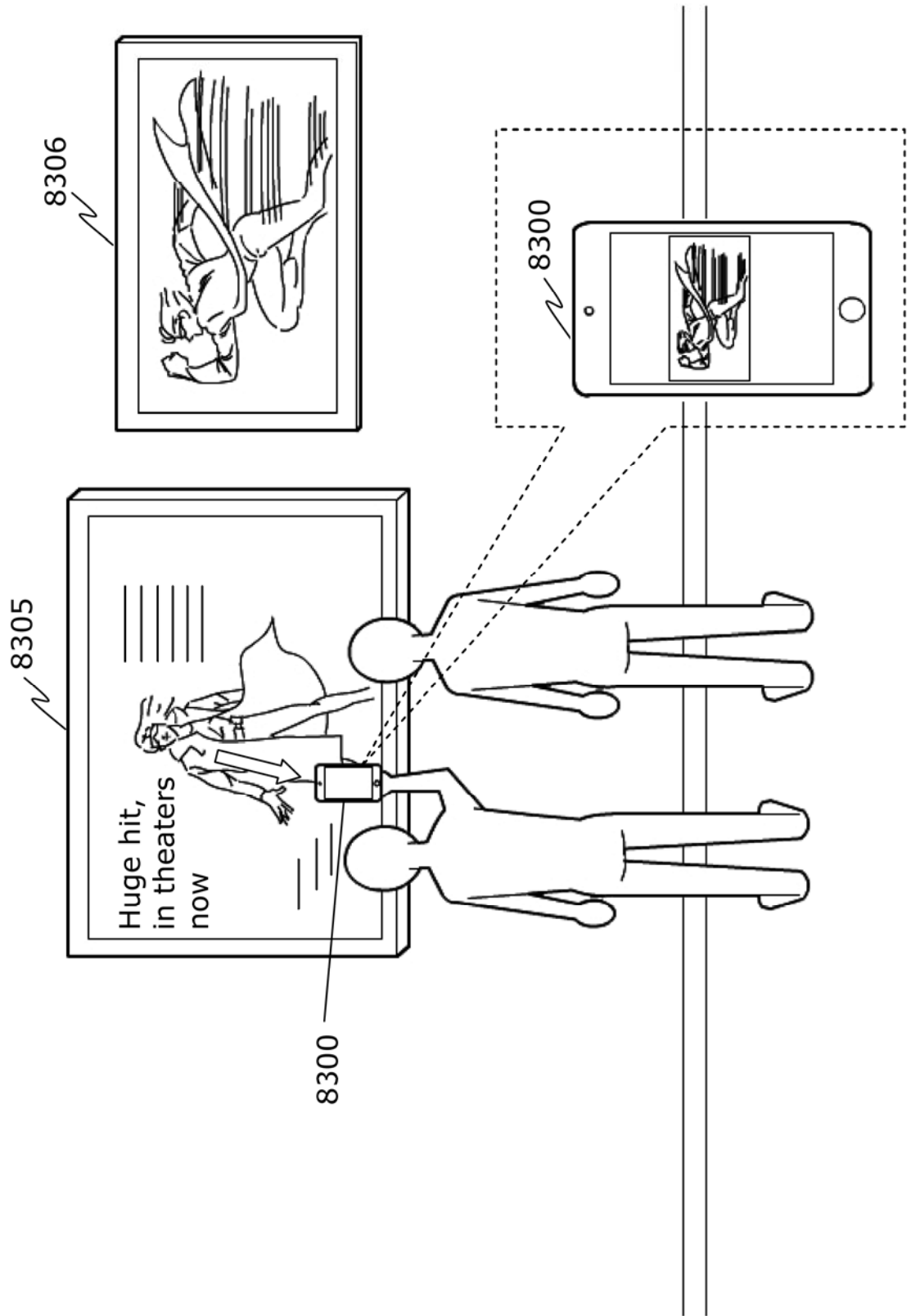


FIG. 428

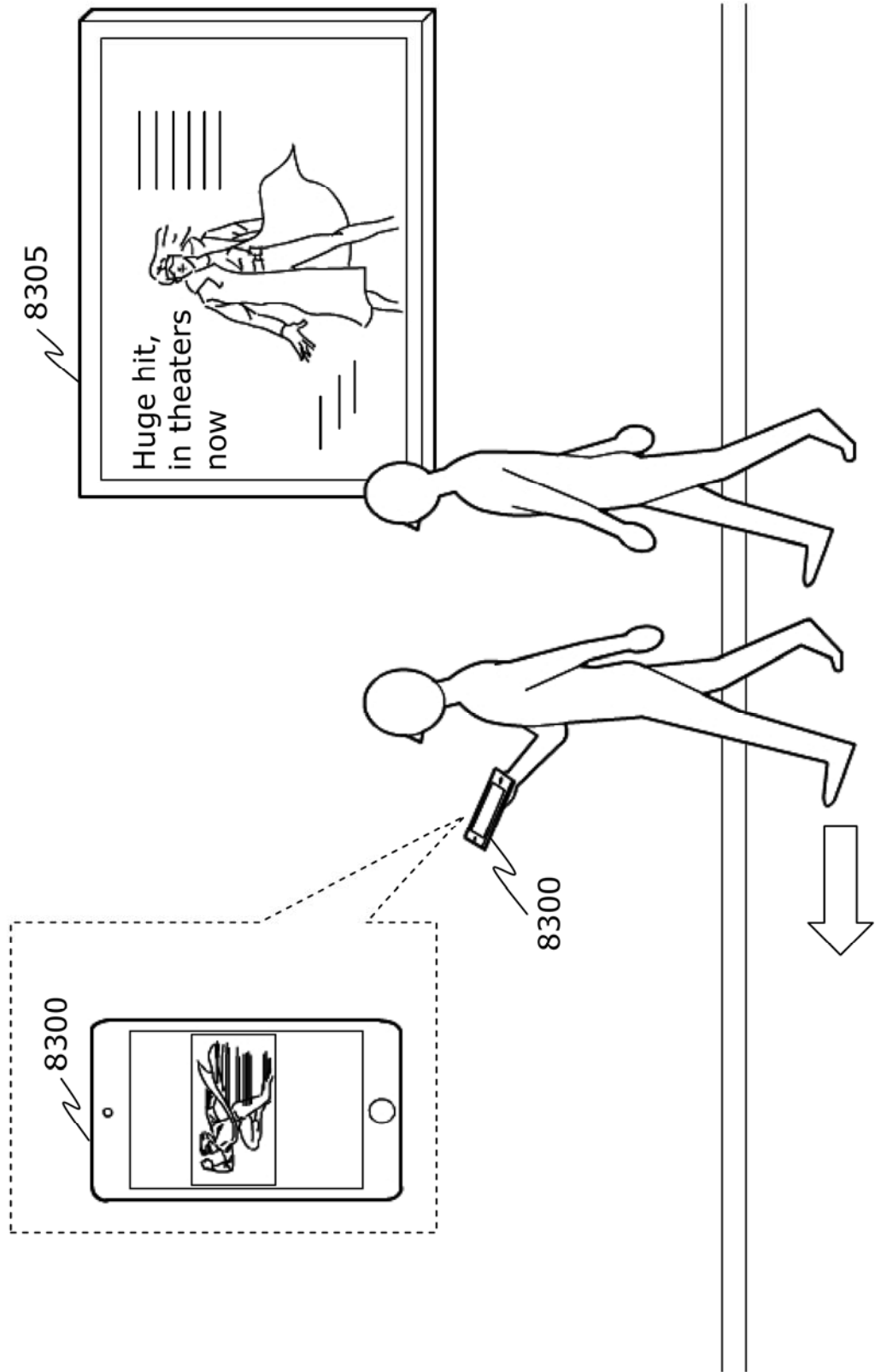


FIG. 429

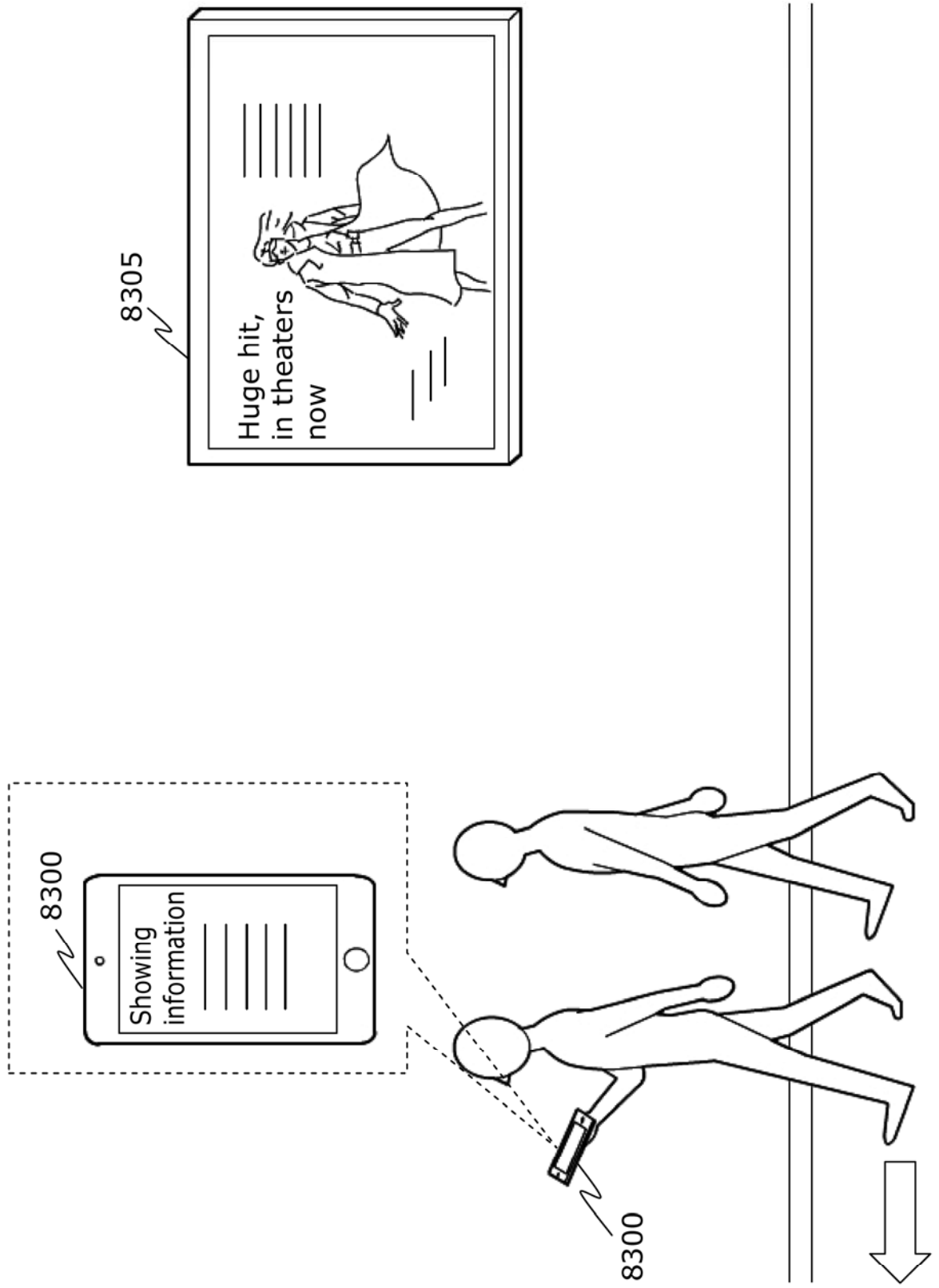


FIG. 430

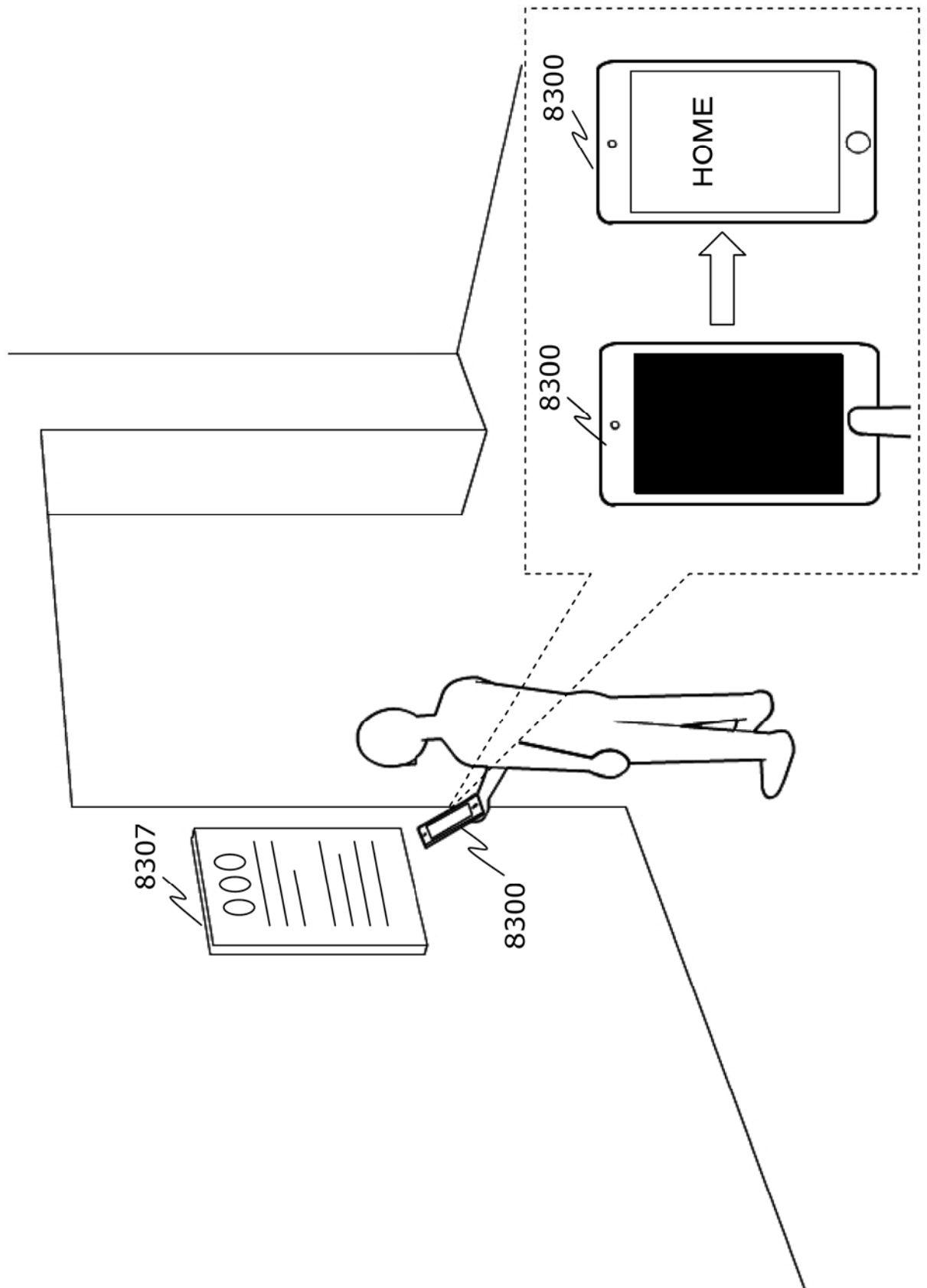


FIG. 431

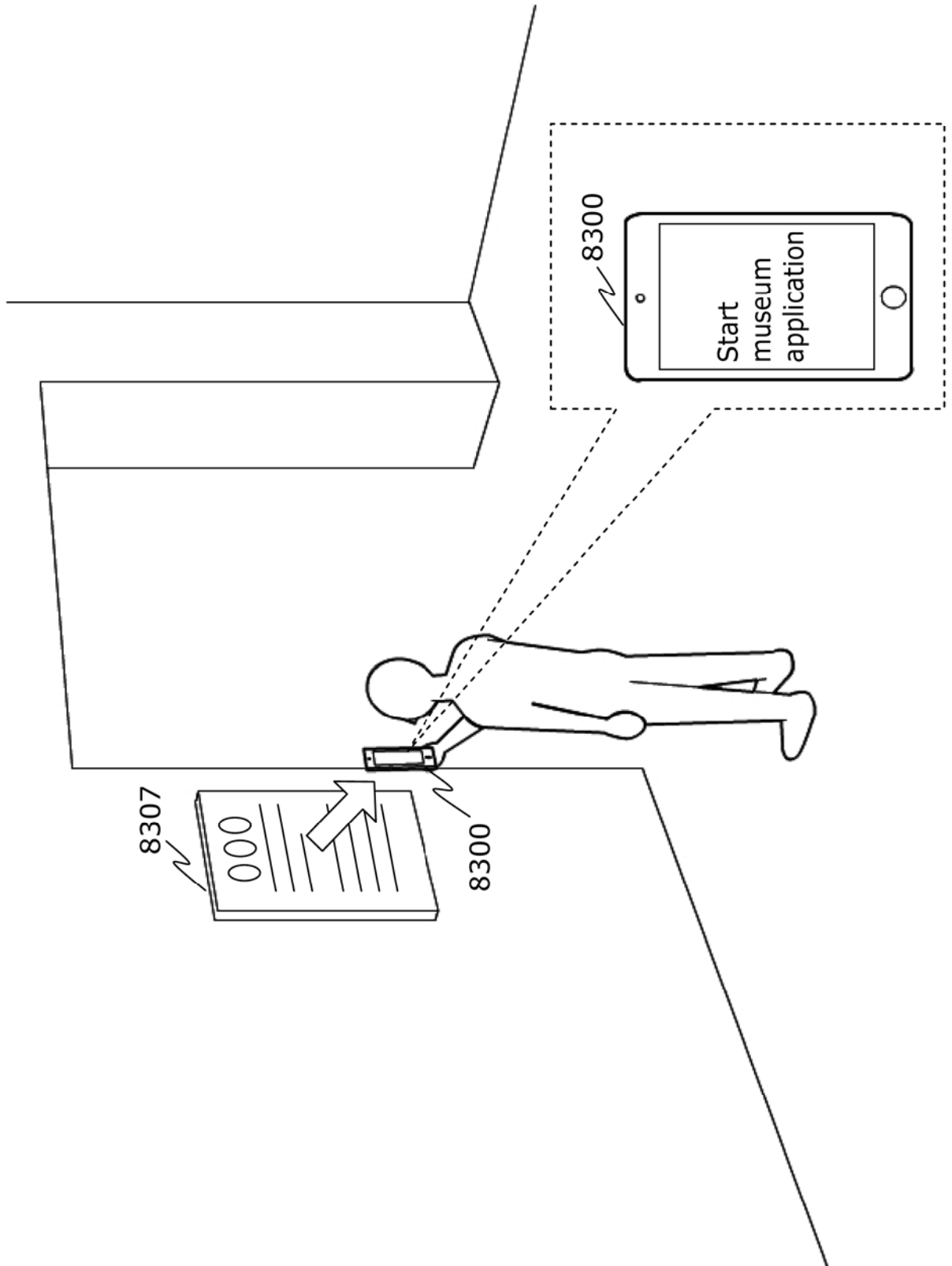


FIG. 432

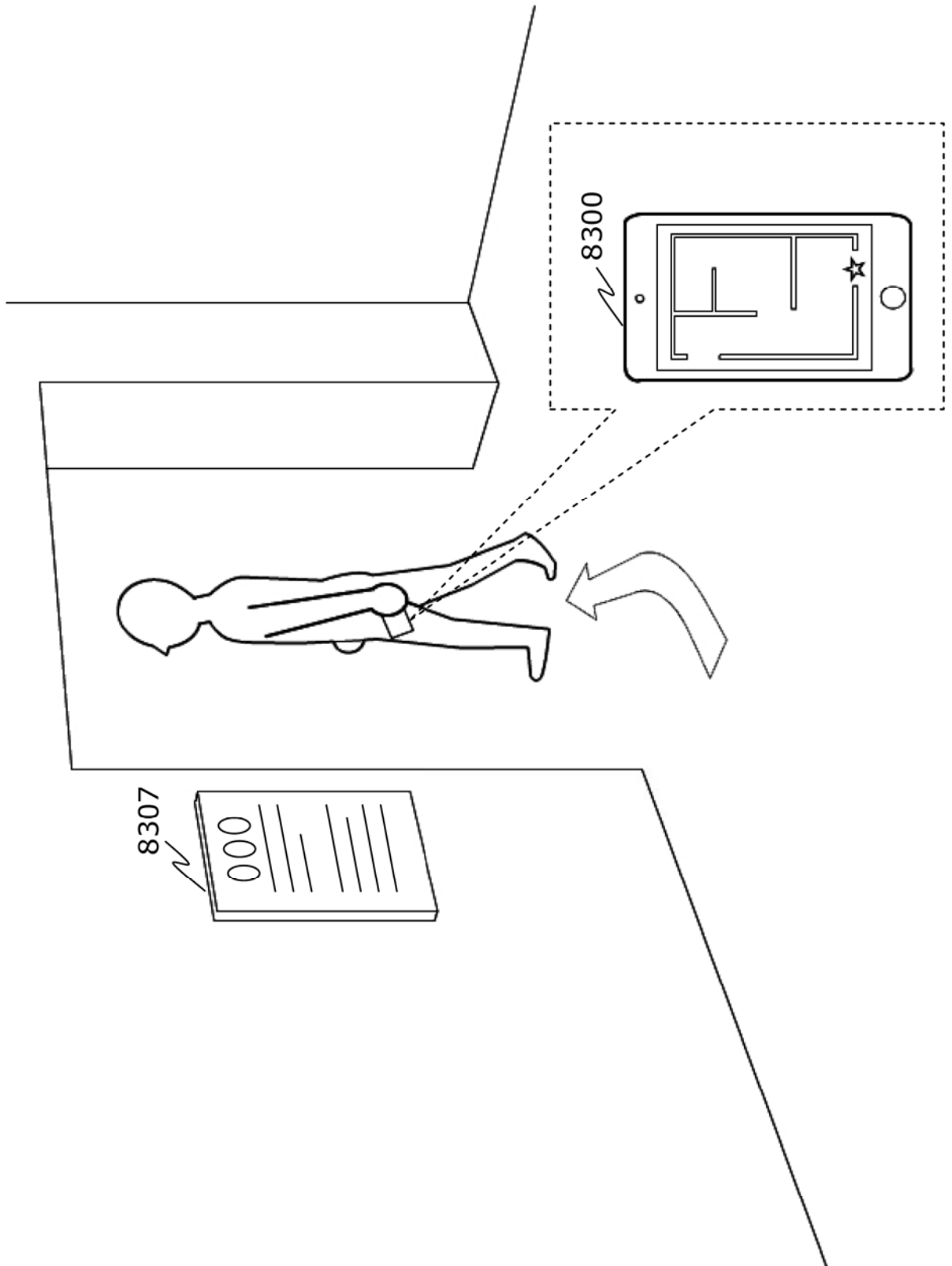


FIG. 433

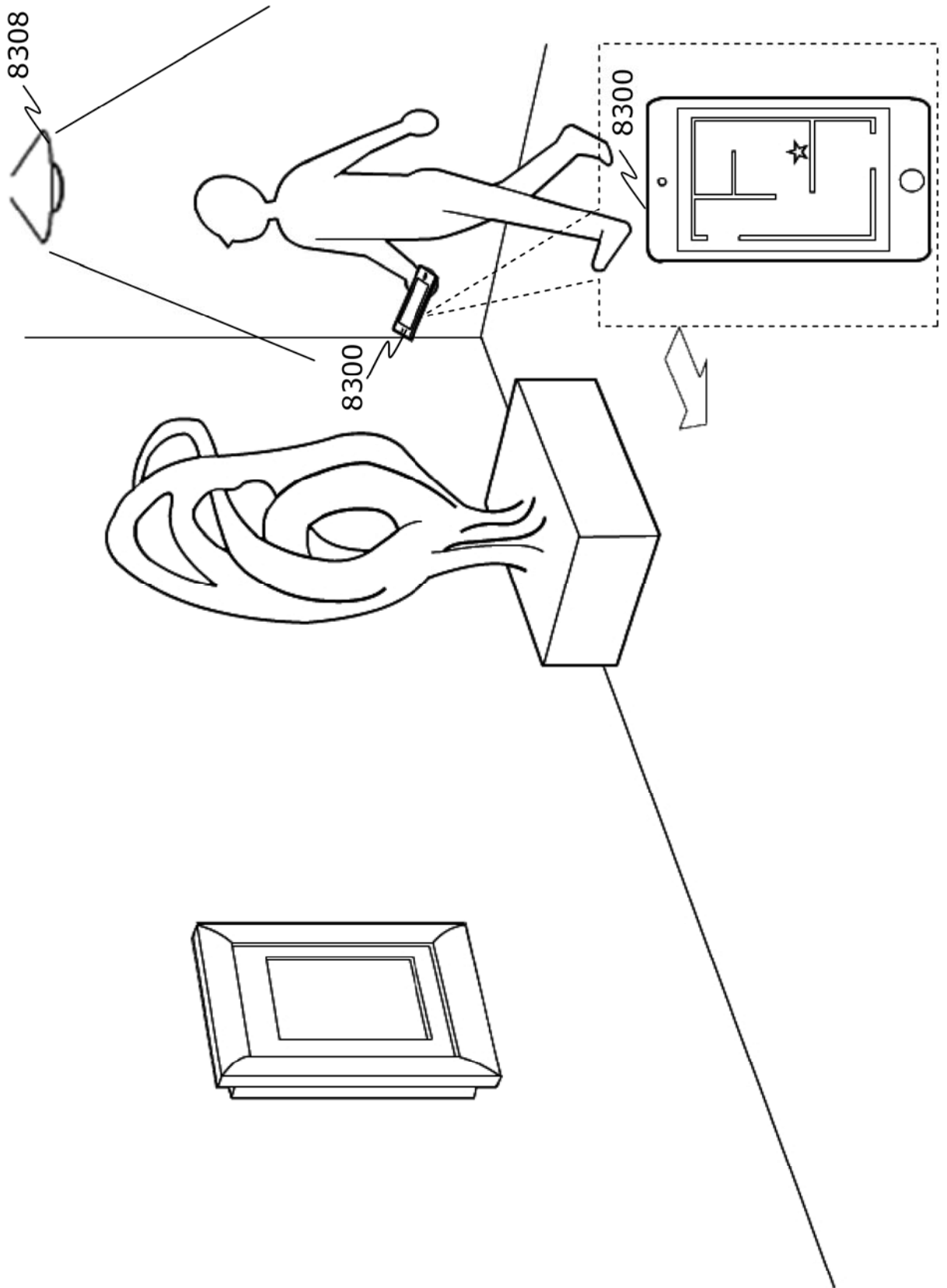


FIG. 434

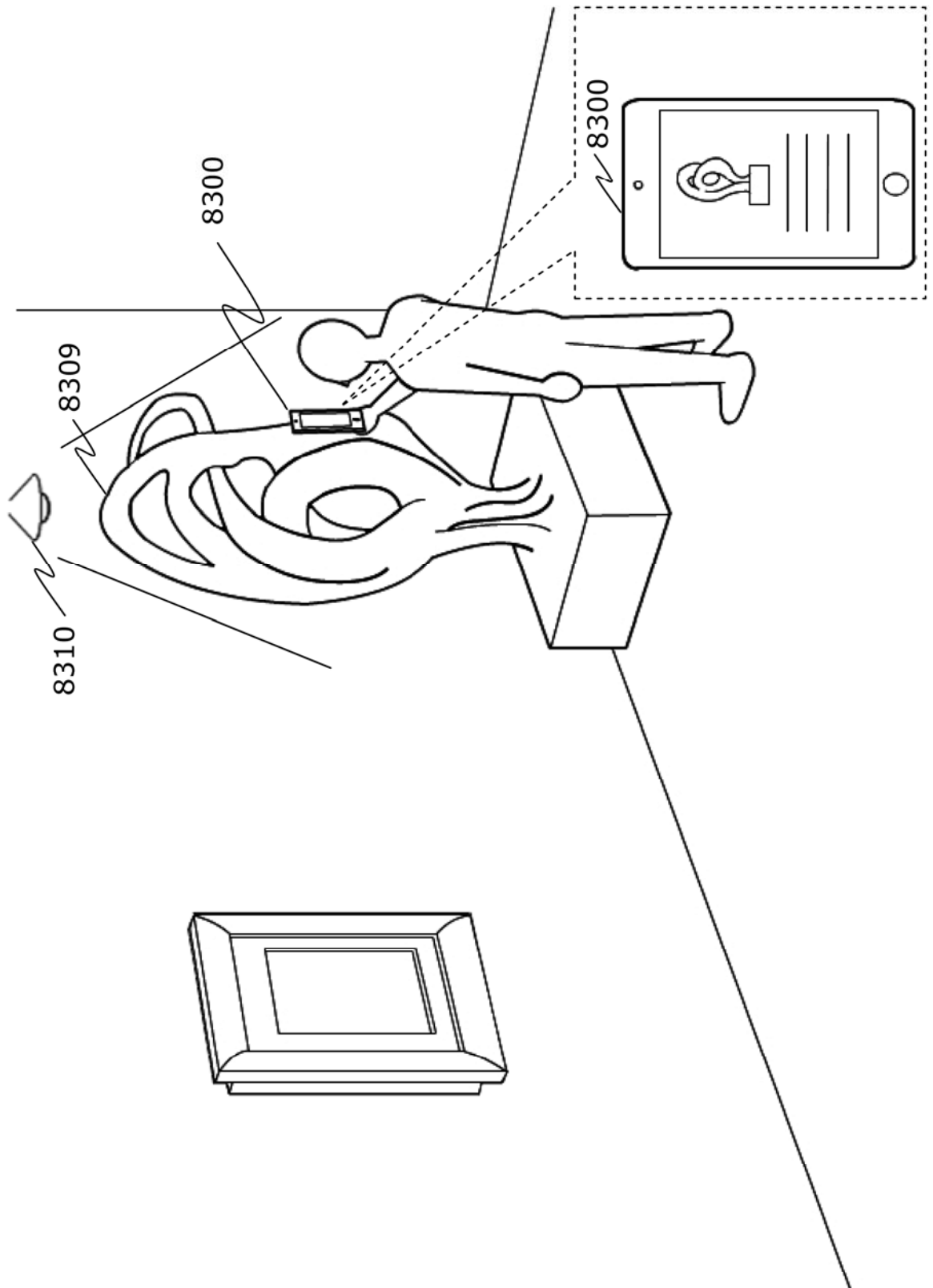


FIG. 435

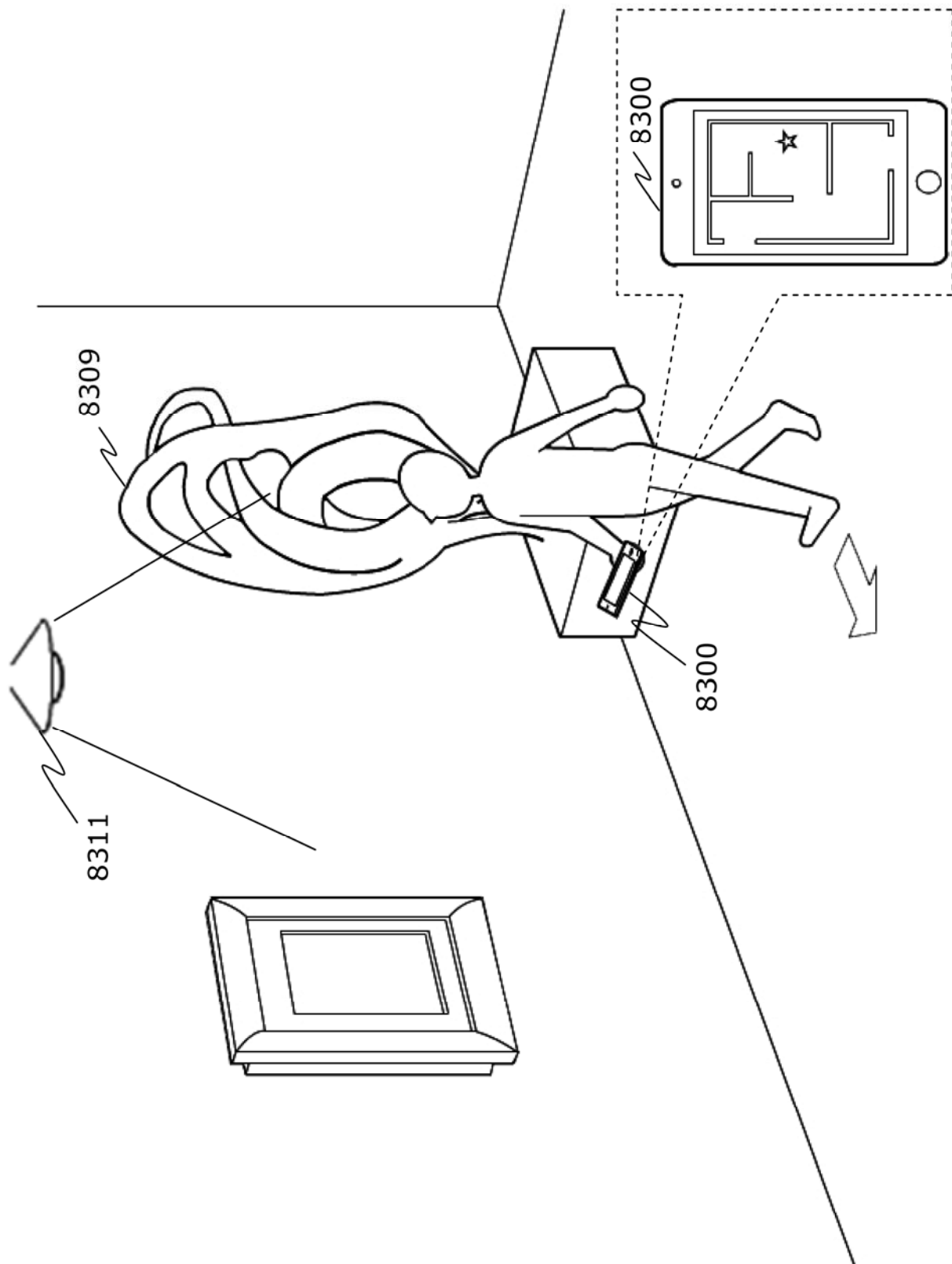


FIG. 436

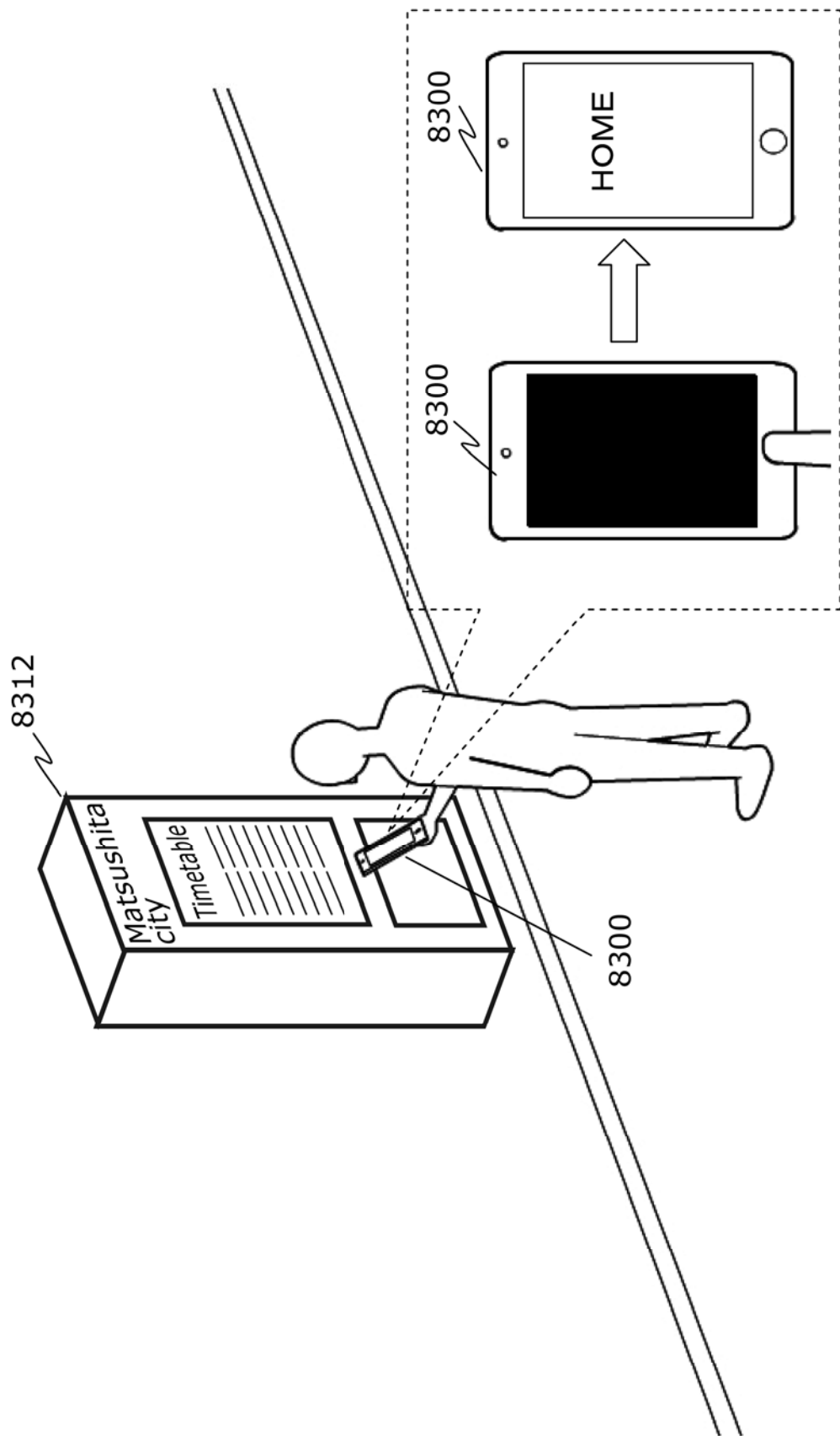


FIG. 437

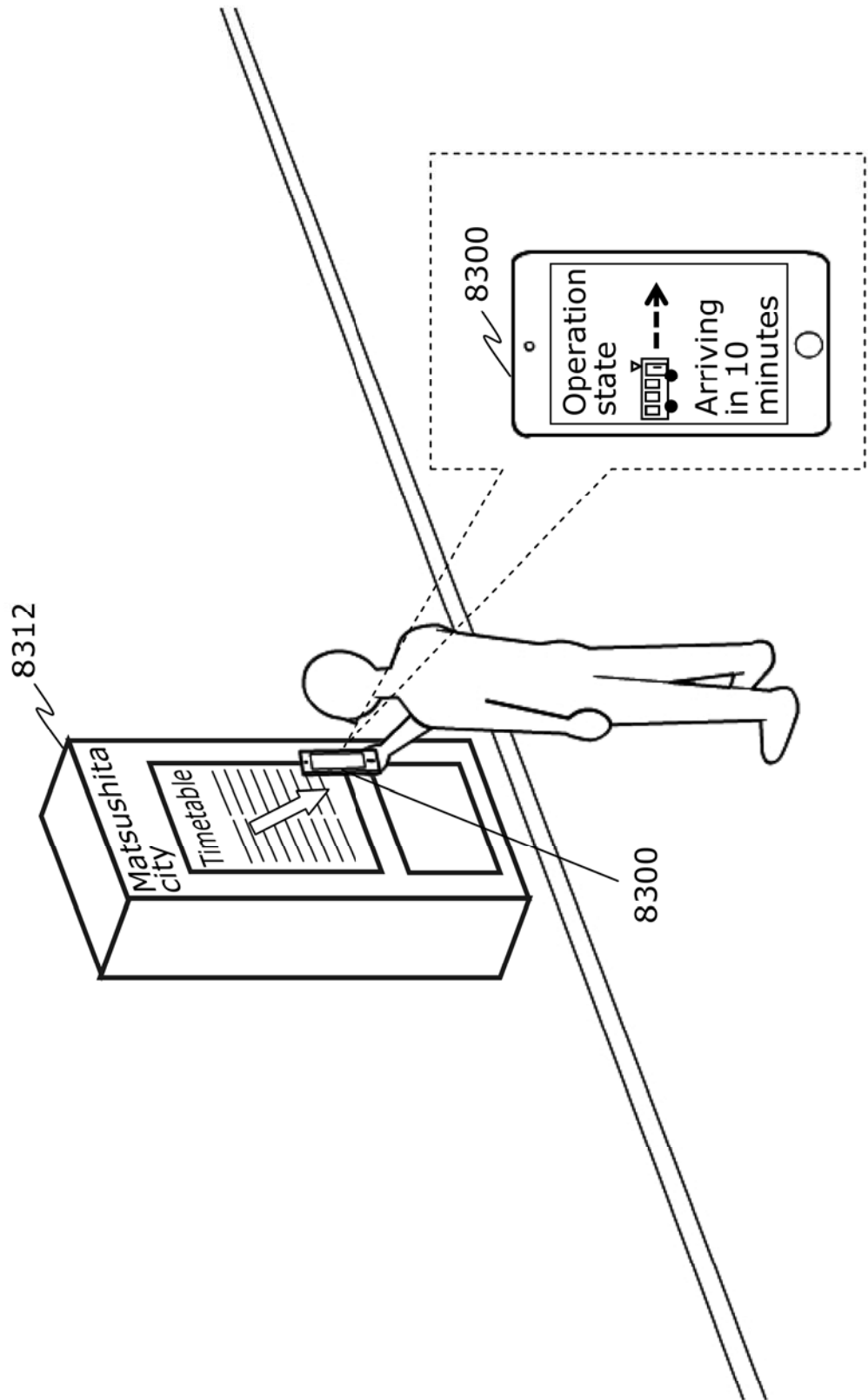


FIG. 438

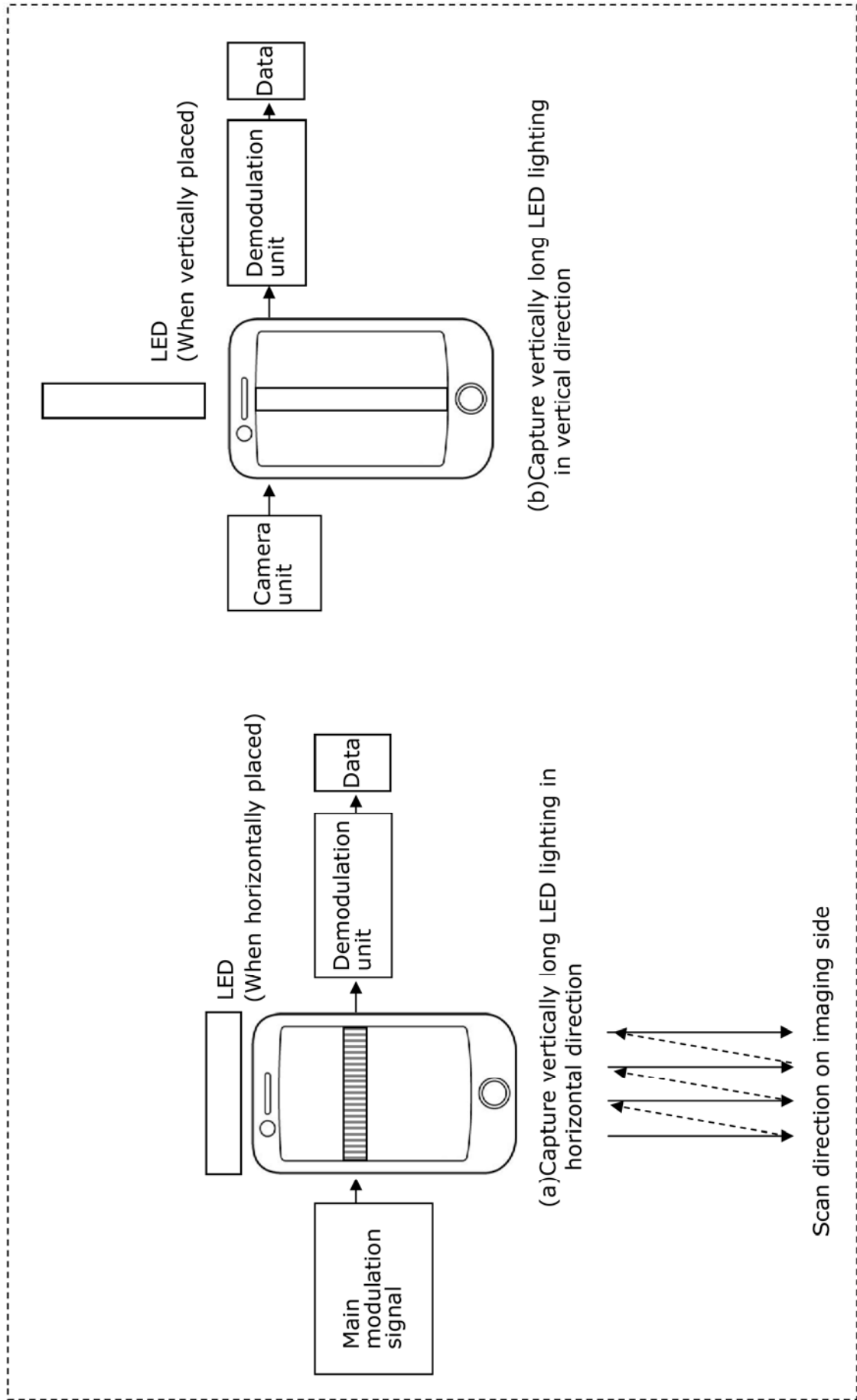


FIG. 439

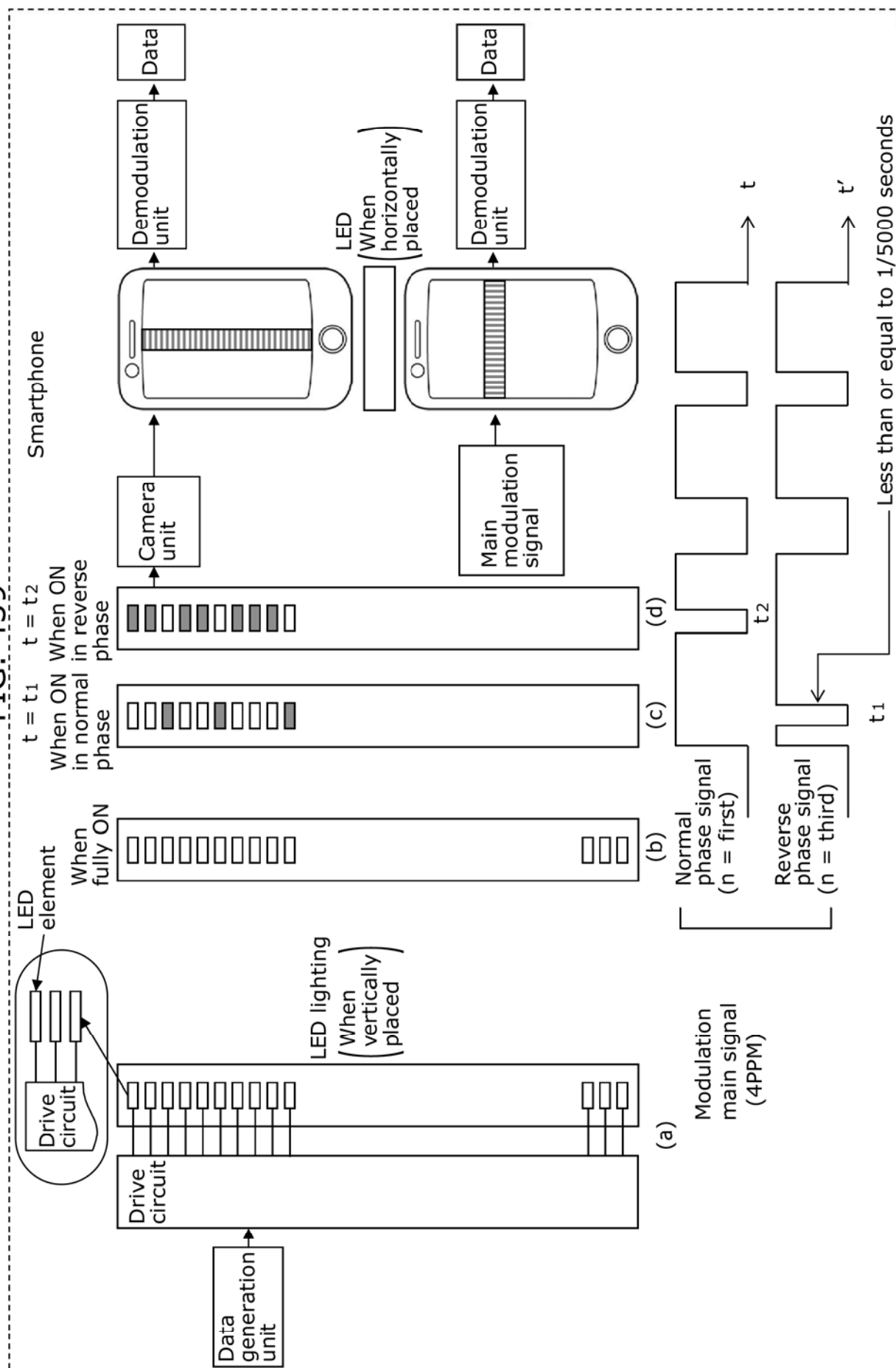


FIG. 440

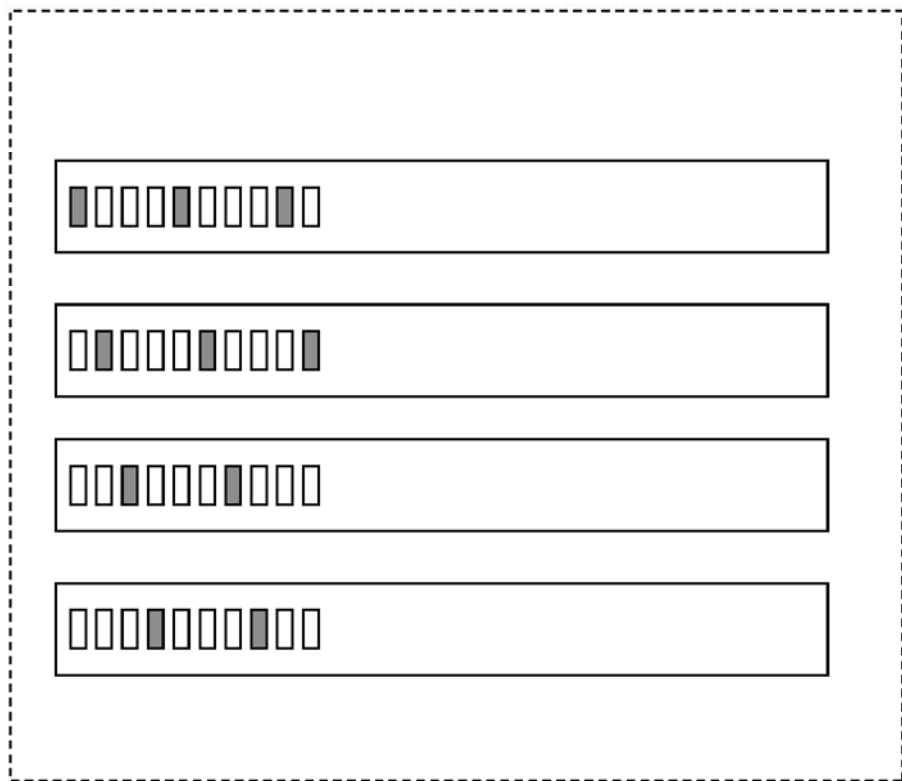


FIG. 441

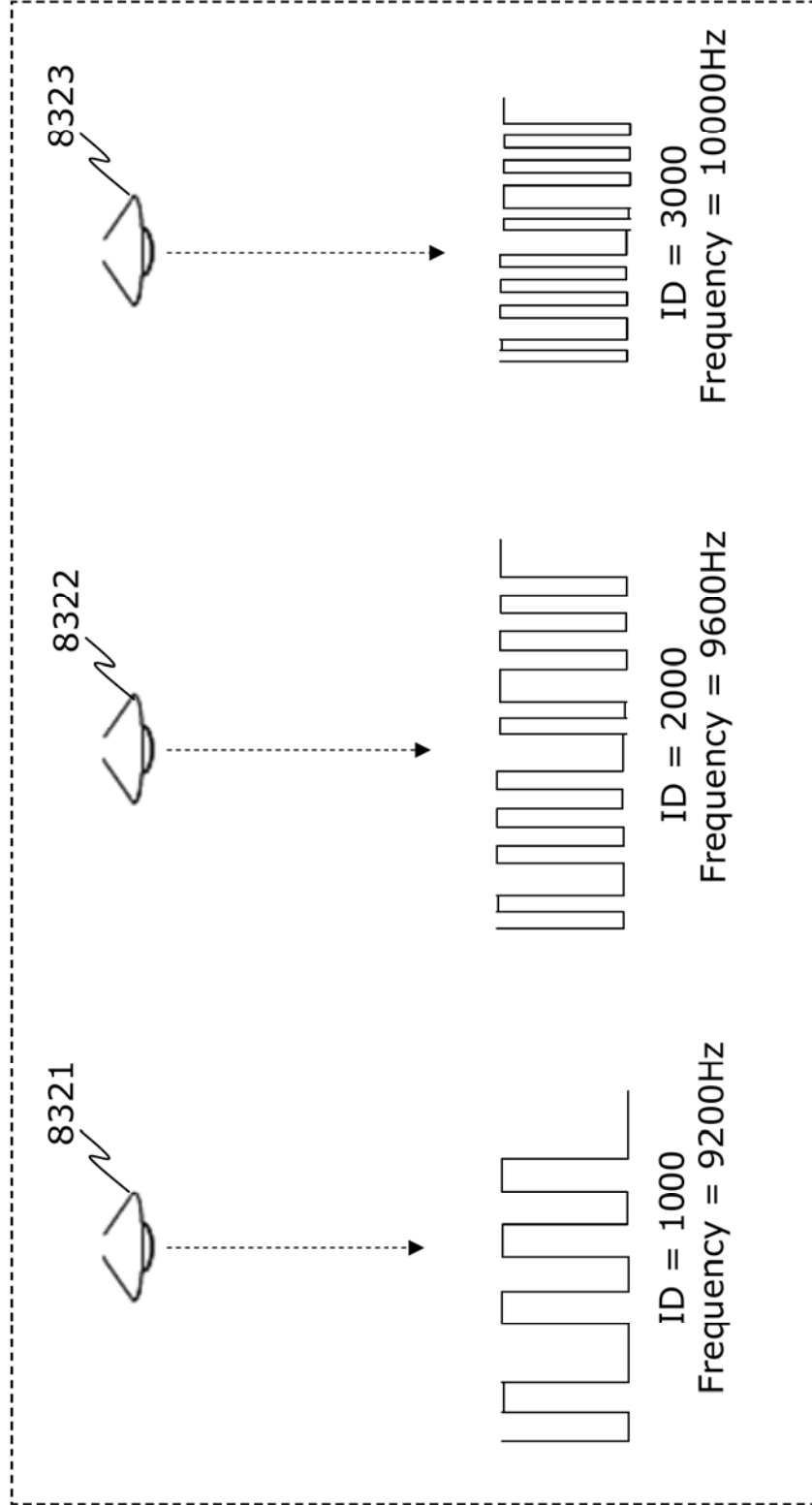


FIG. 442

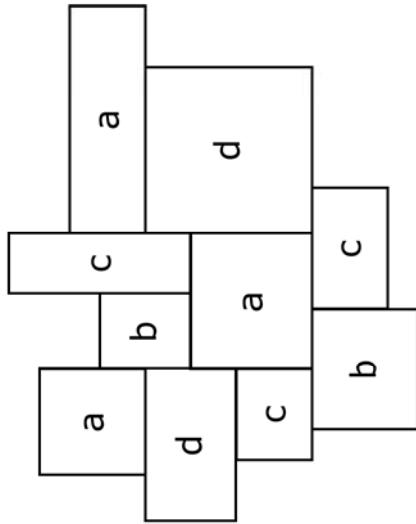


FIG. 443

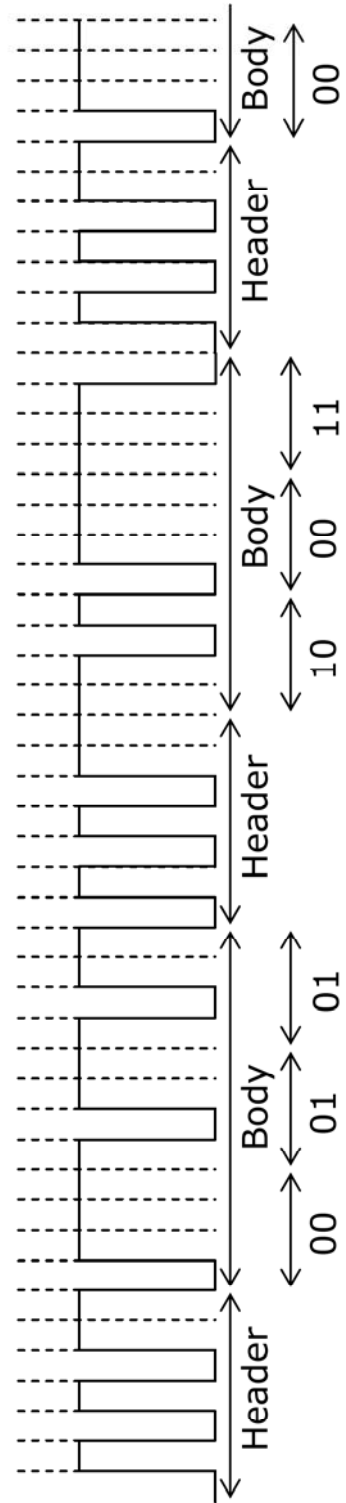


FIG. 444

ID	100	110
Frequency	2 kHz	1 kHz
Signal	1002 ₂	1101 ₁

FIG. 445

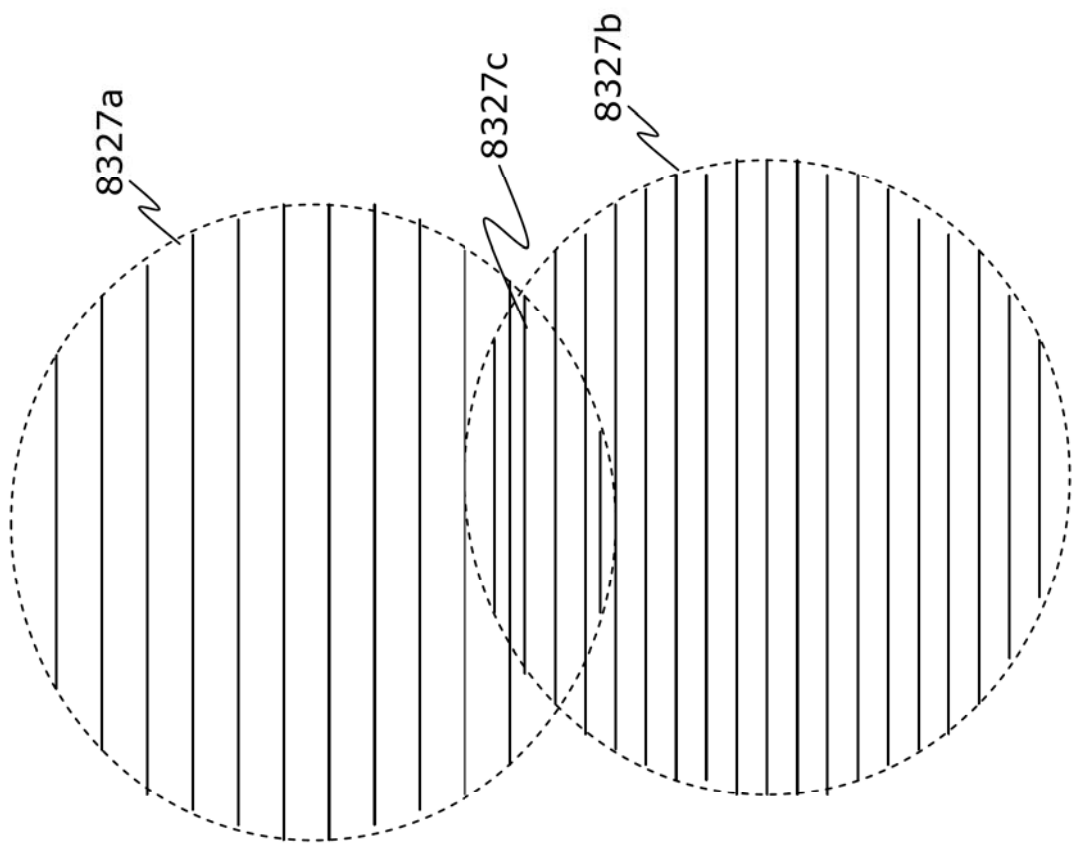


FIG. 446

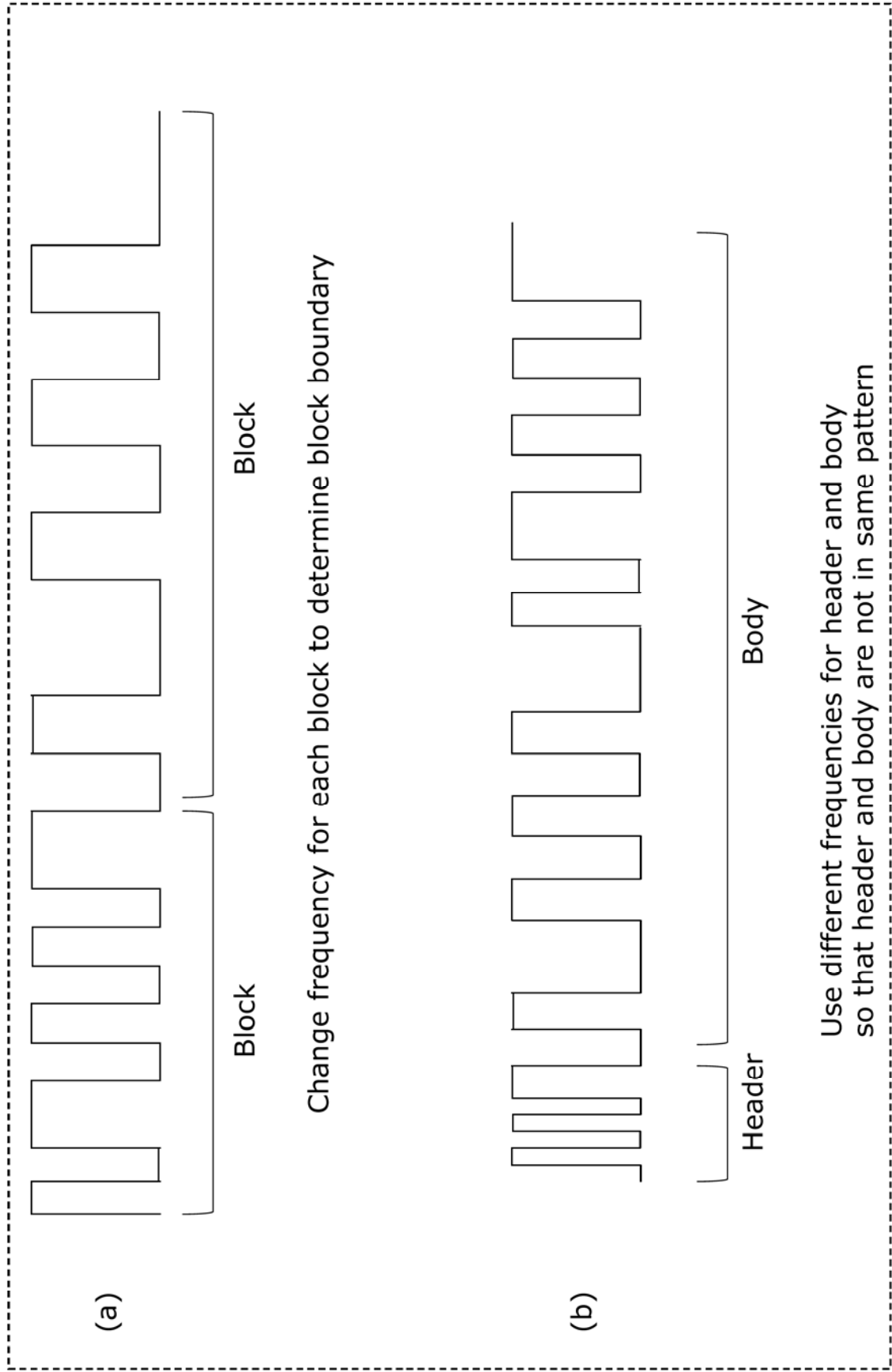


FIG. 447

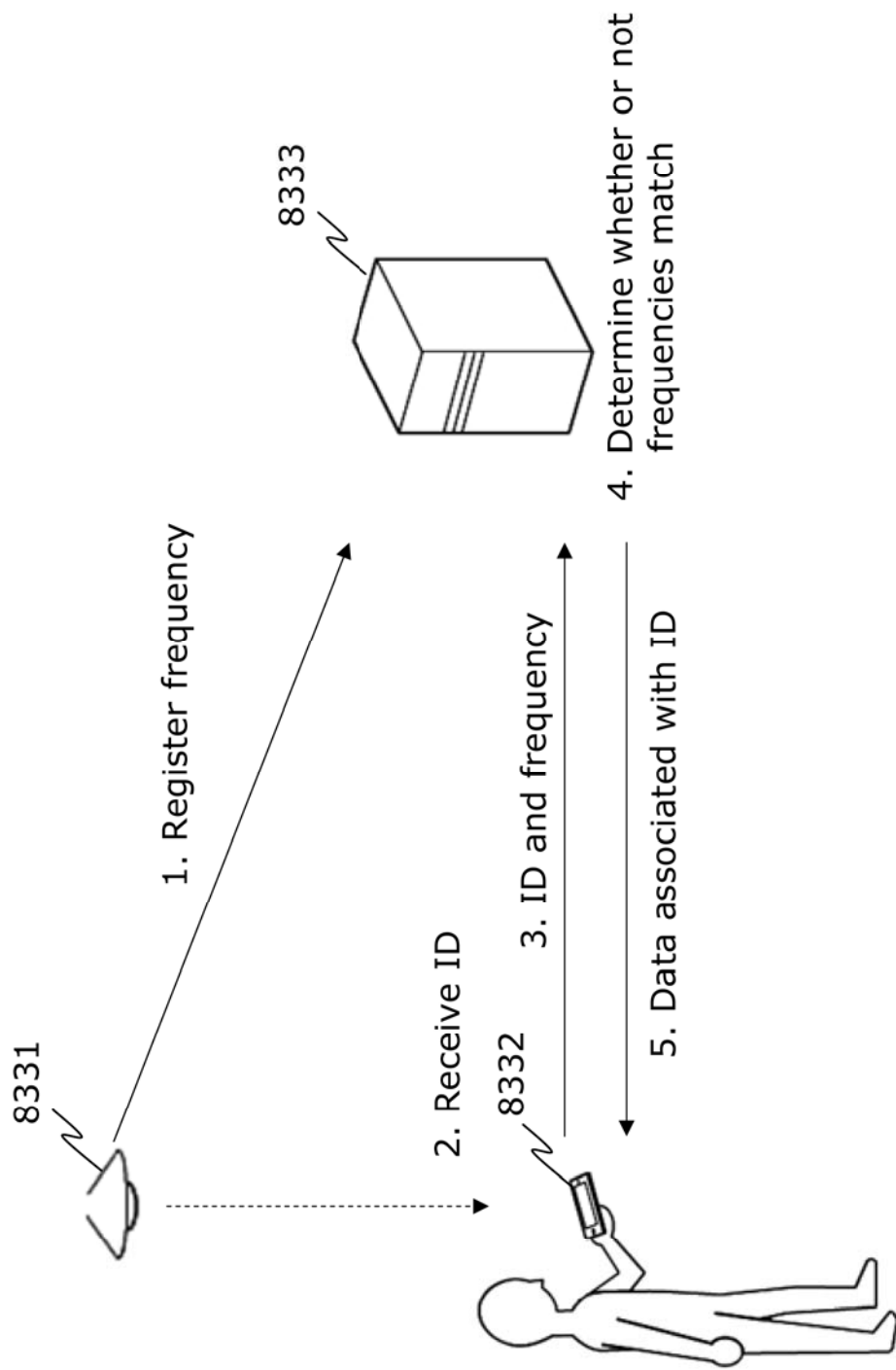


FIG. 448

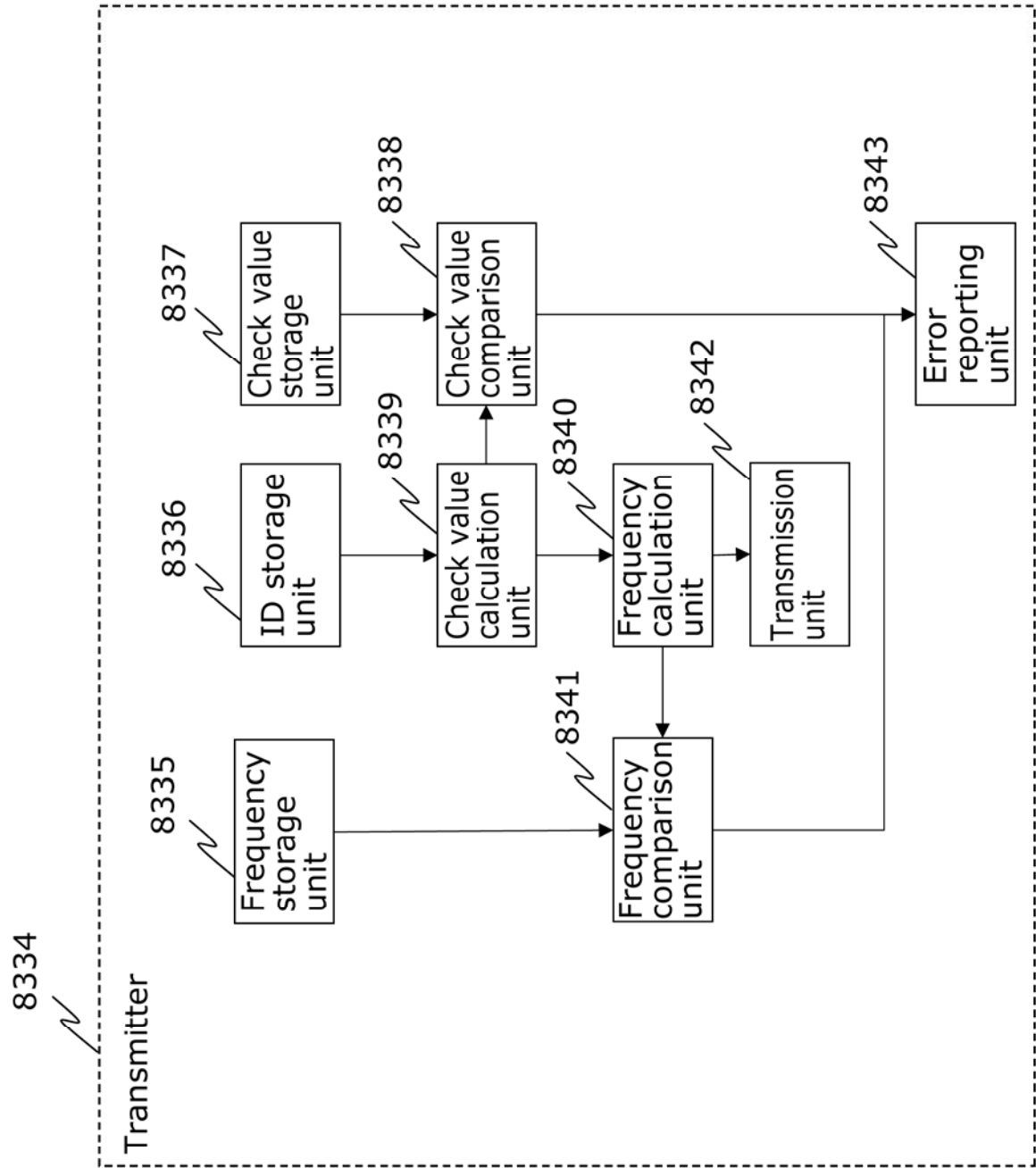


FIG. 449

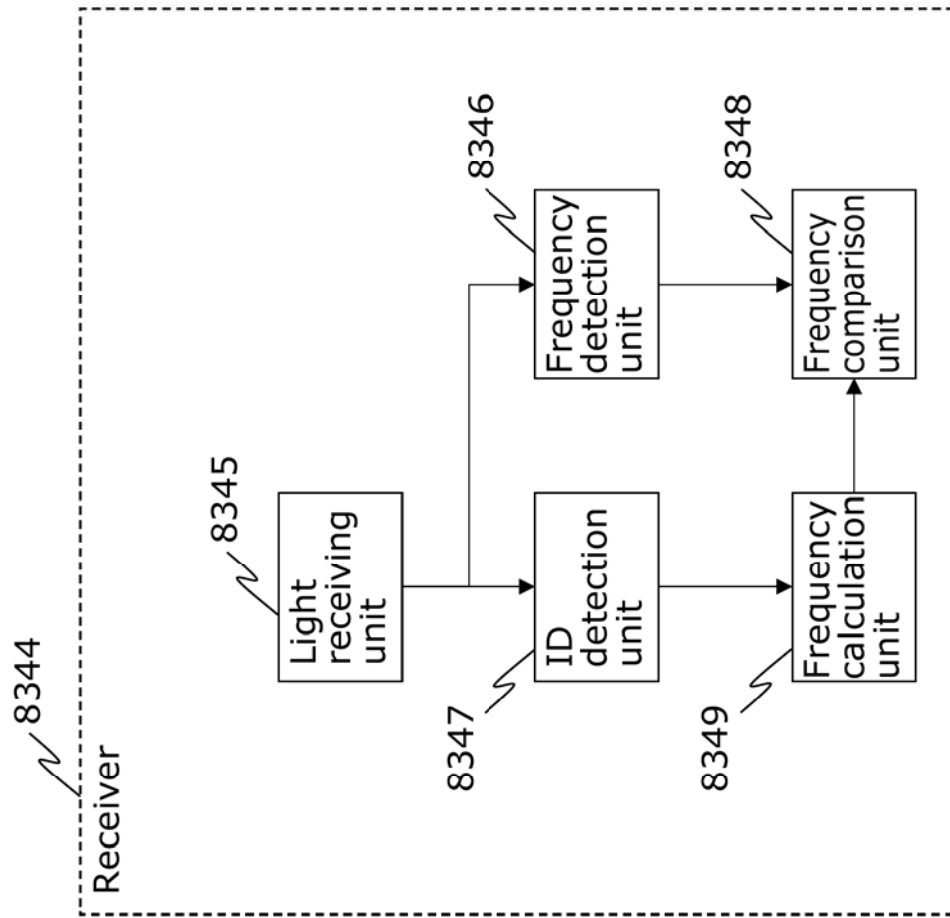


FIG. 450

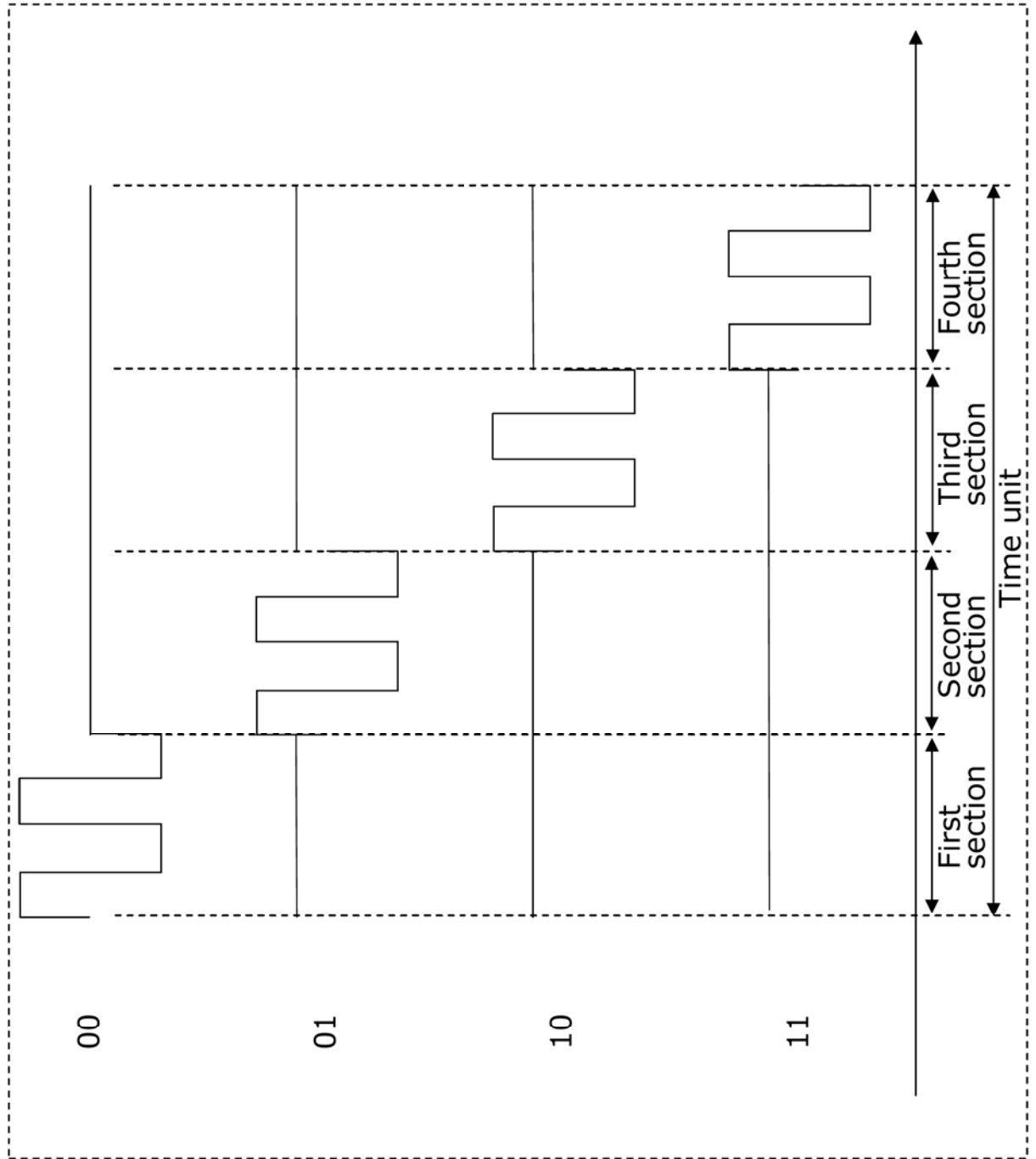


FIG. 451

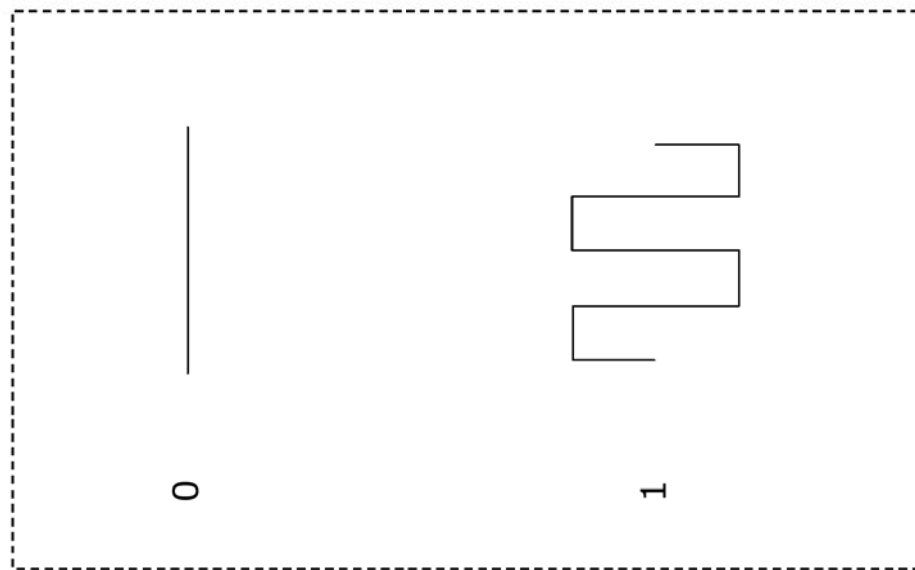


FIG. 452

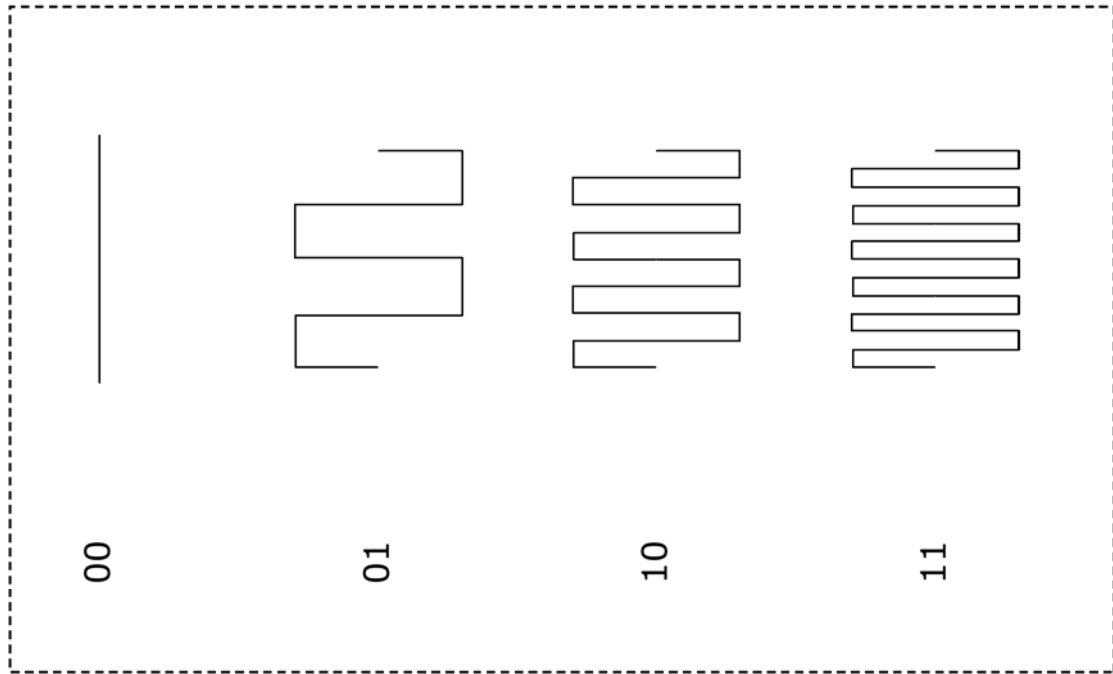


FIG. 453

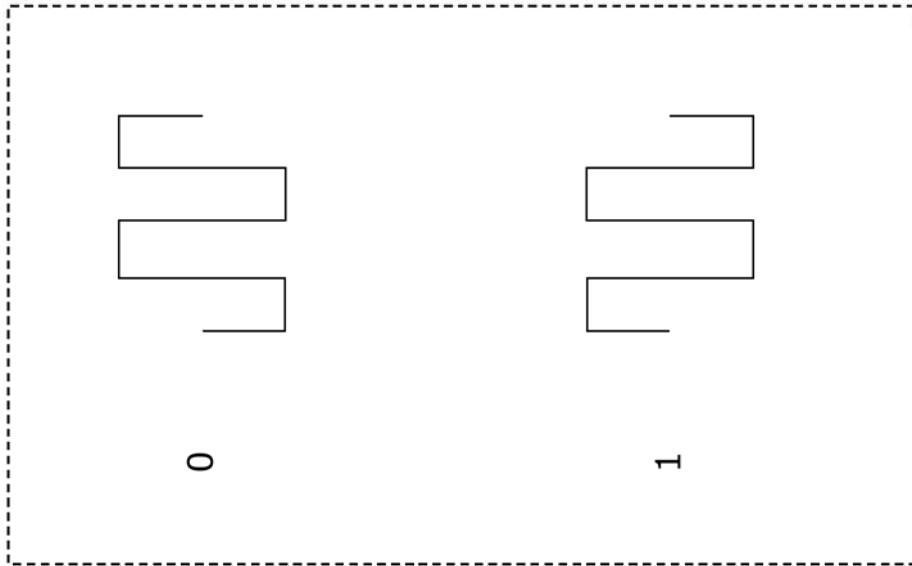


FIG. 454

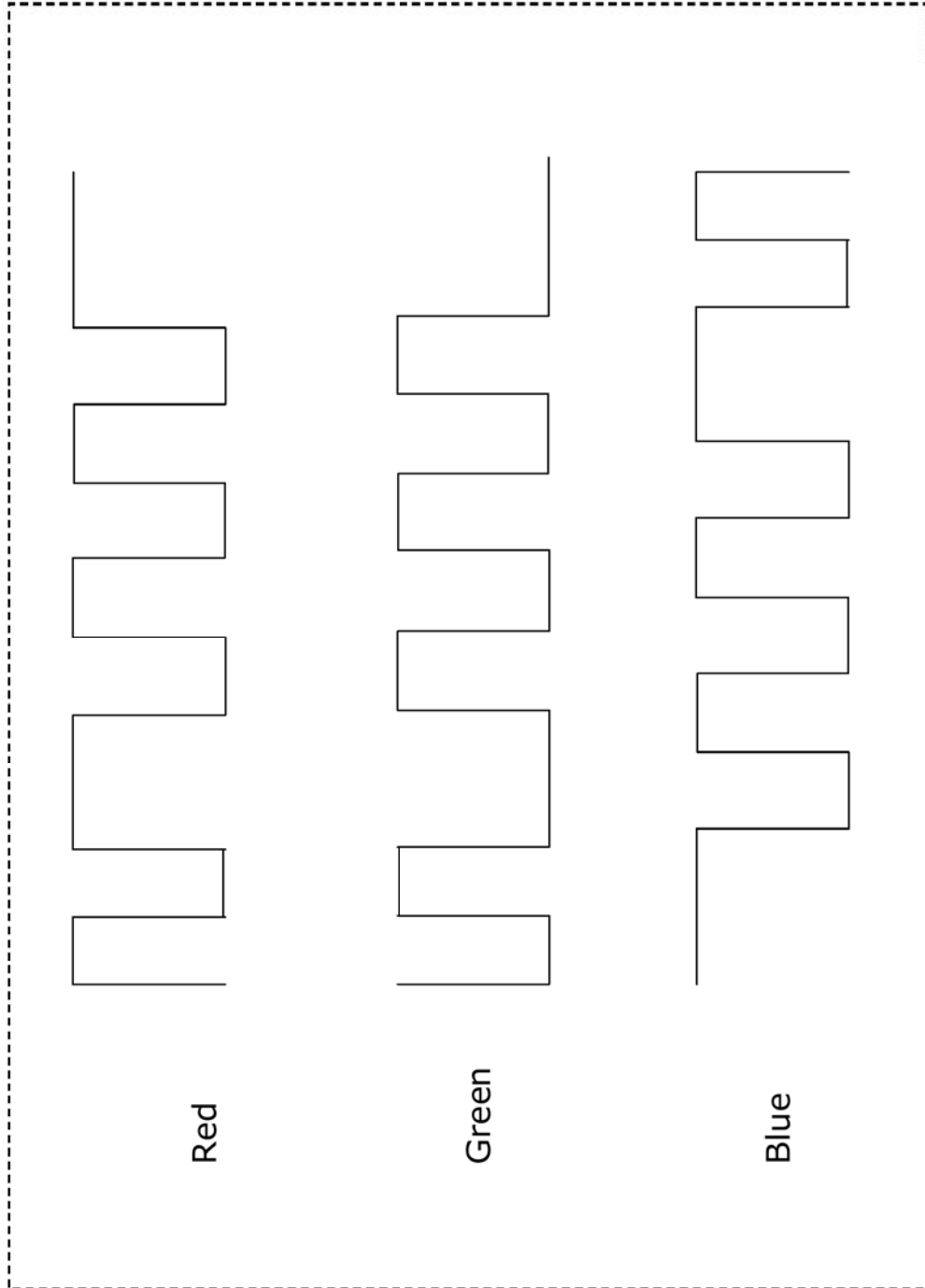


FIG. 455

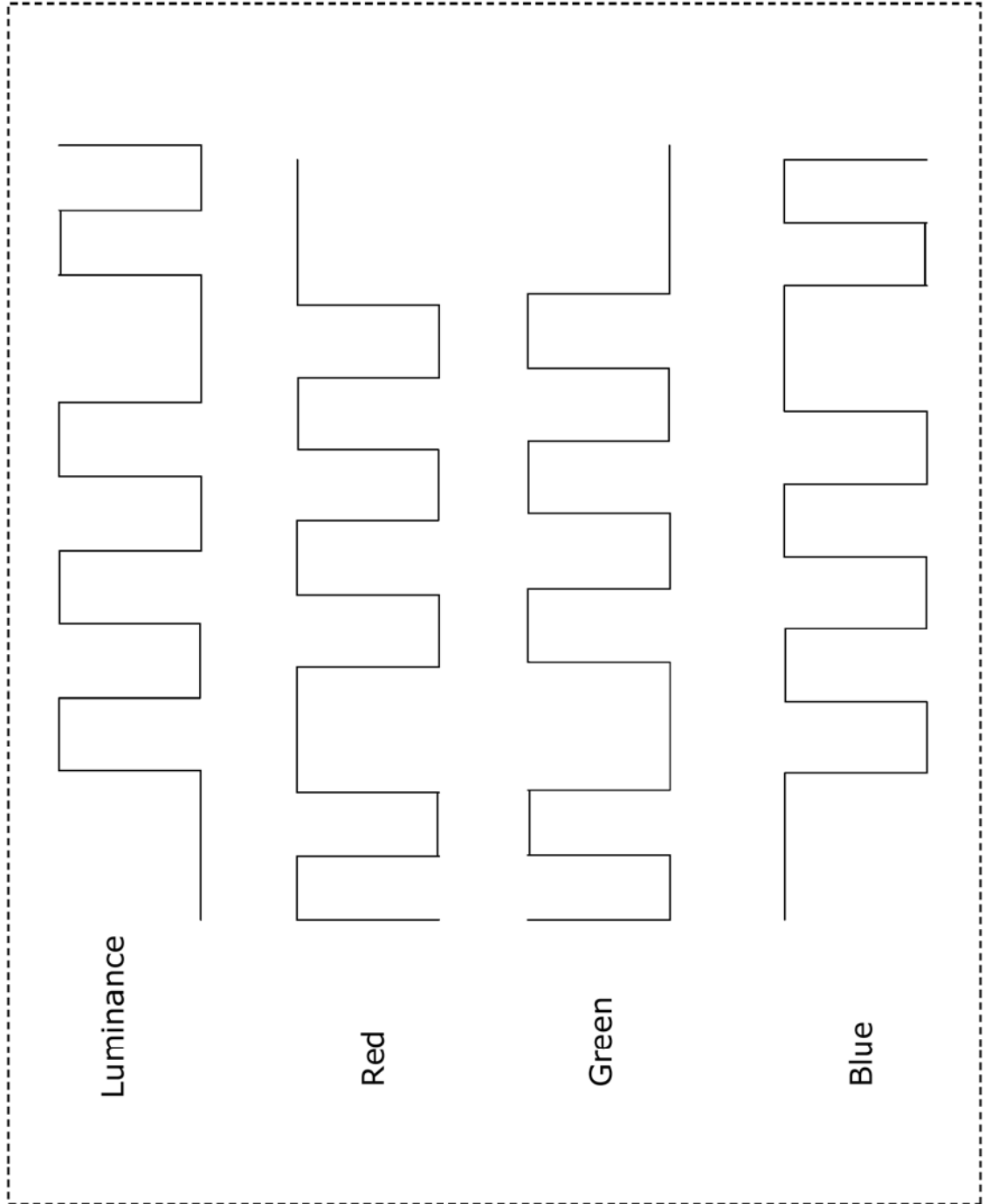


FIG. 456

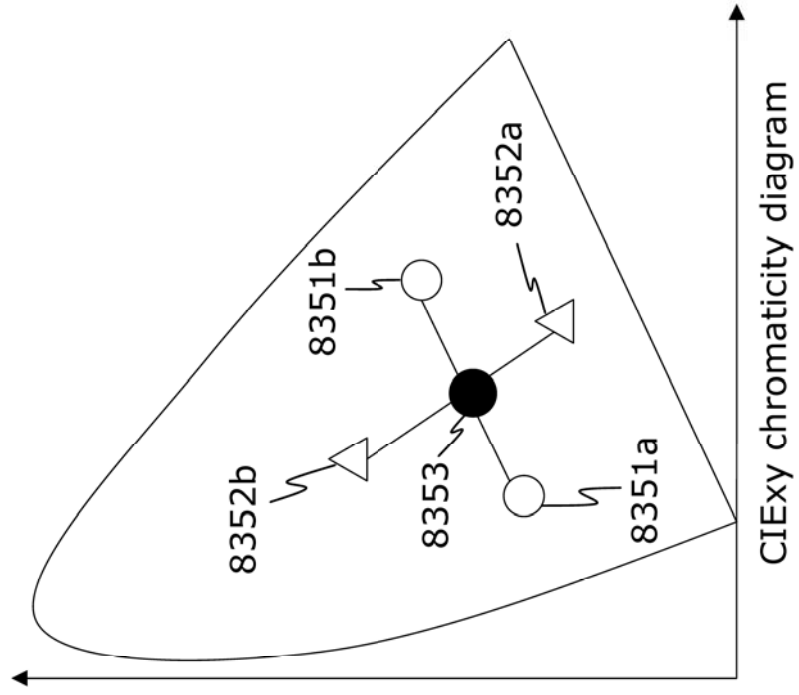


FIG. 457

Example 1 Example 2

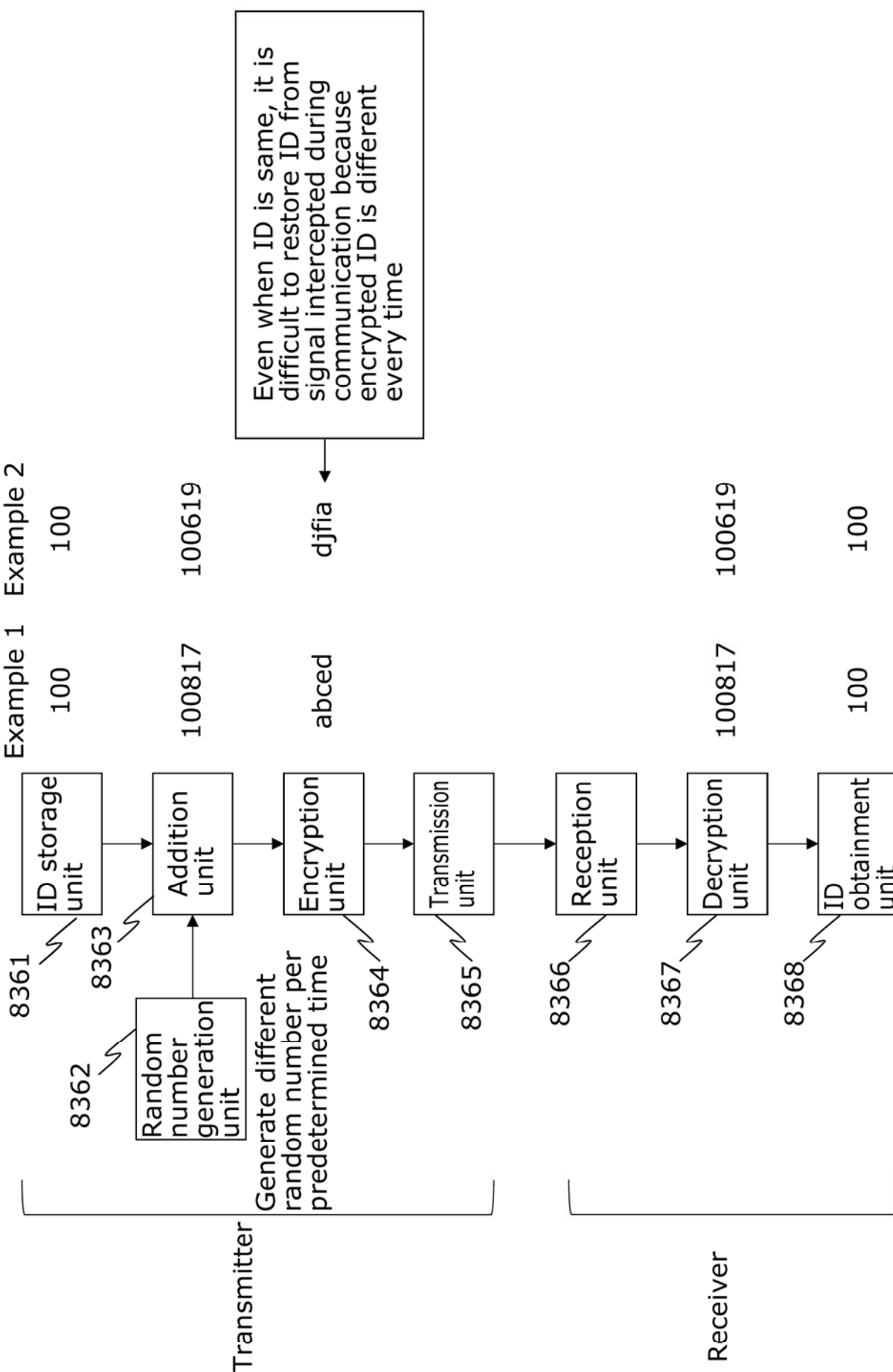


FIG. 458

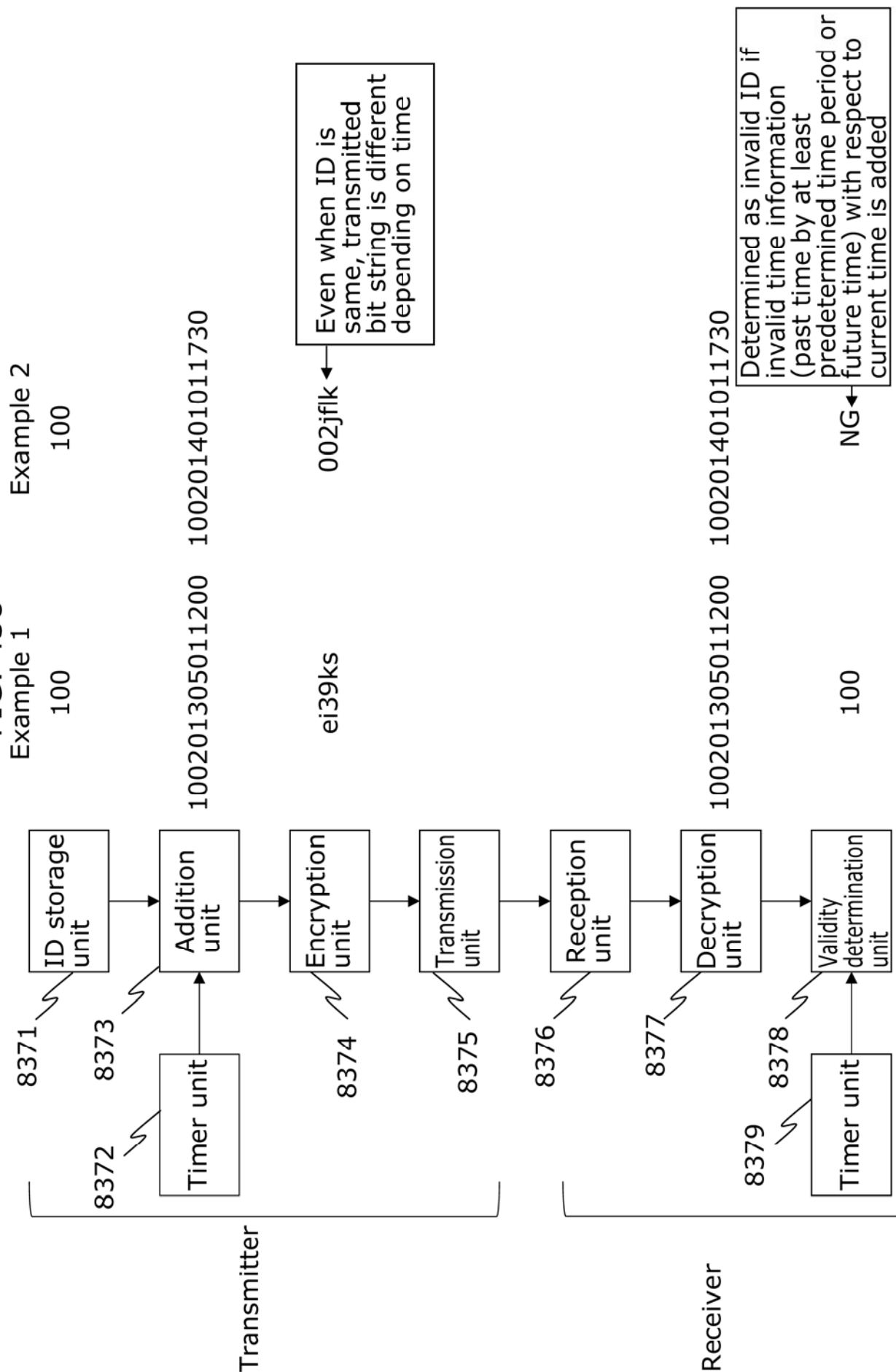


FIG. 459

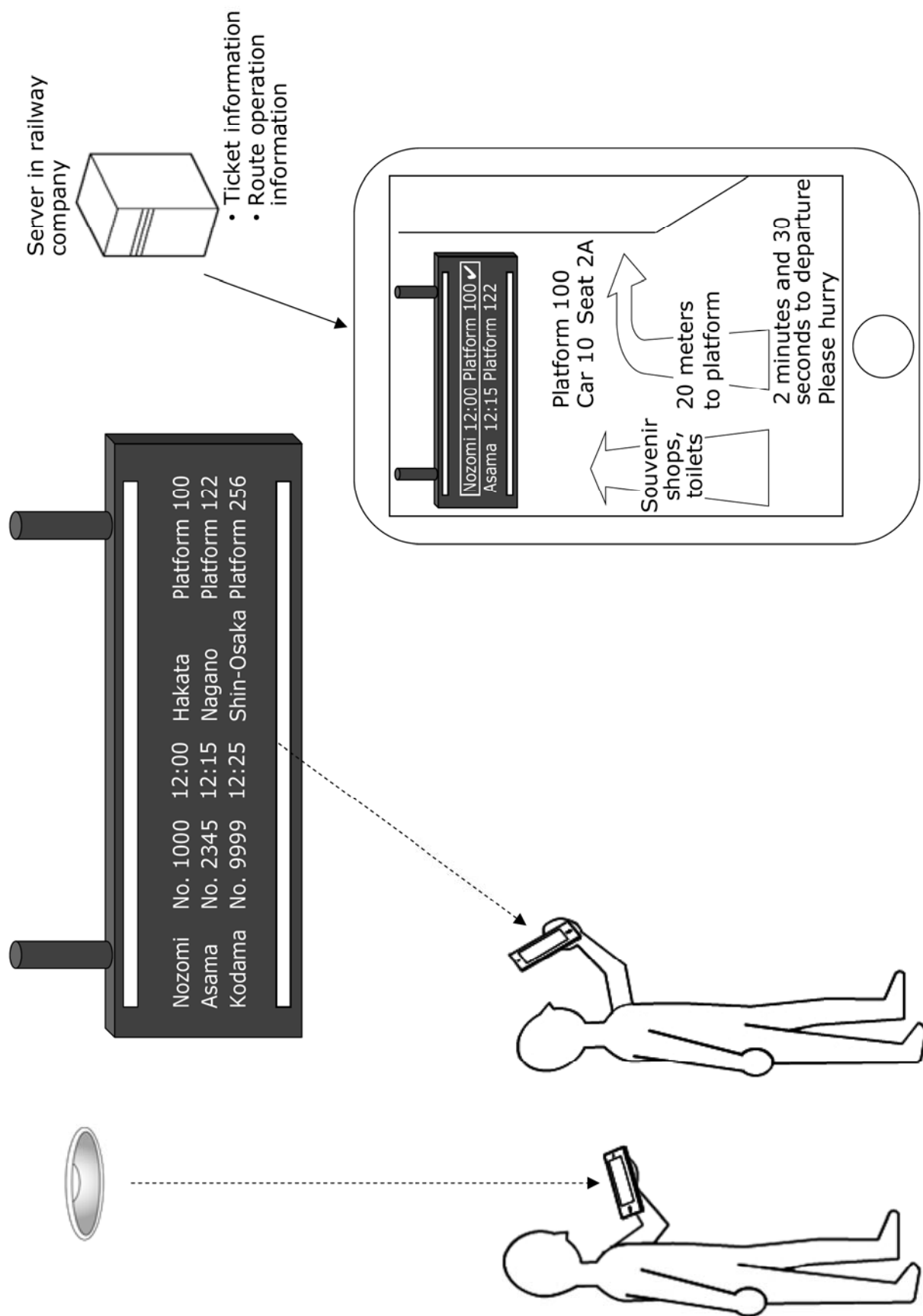


FIG. 460

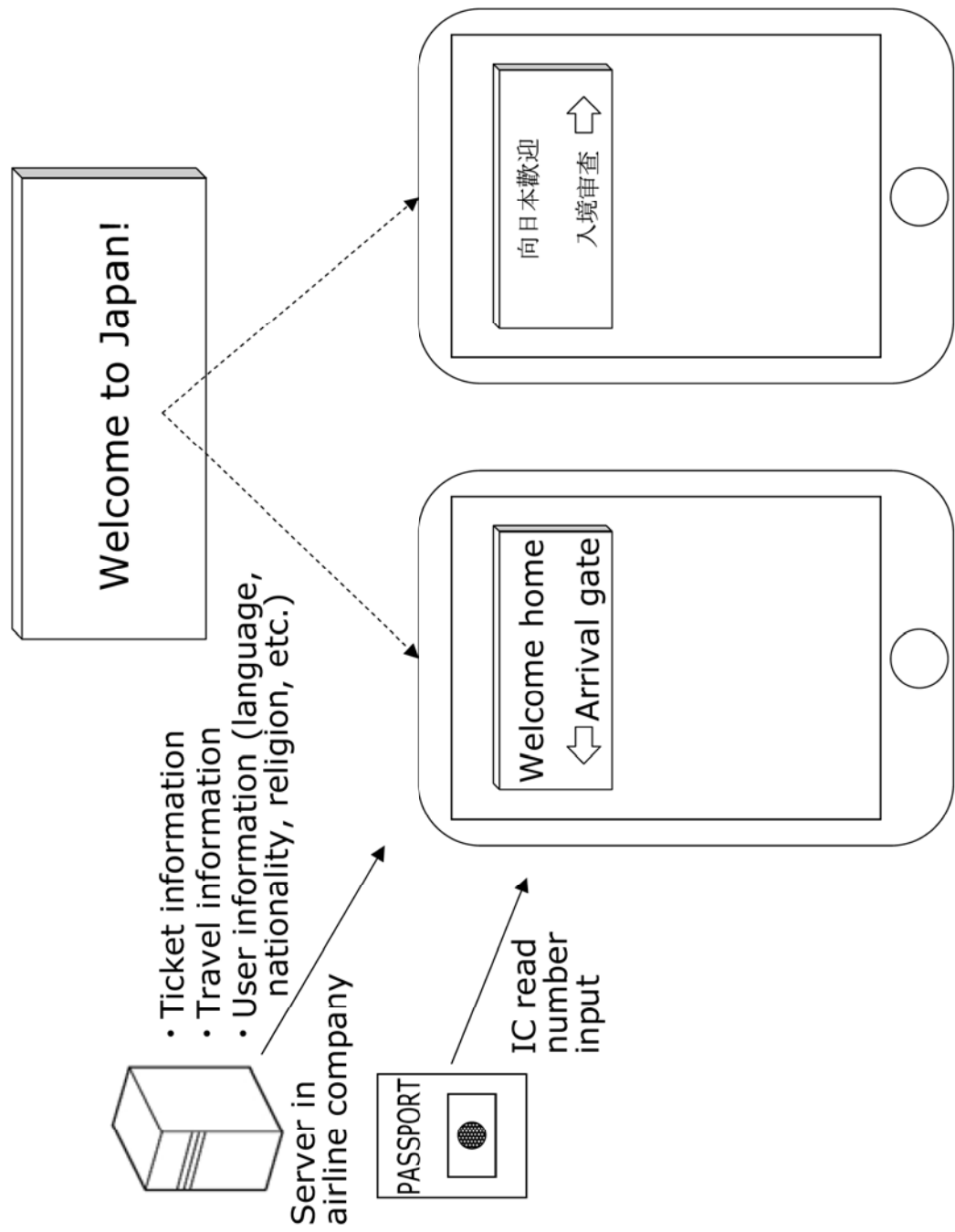


FIG. 461

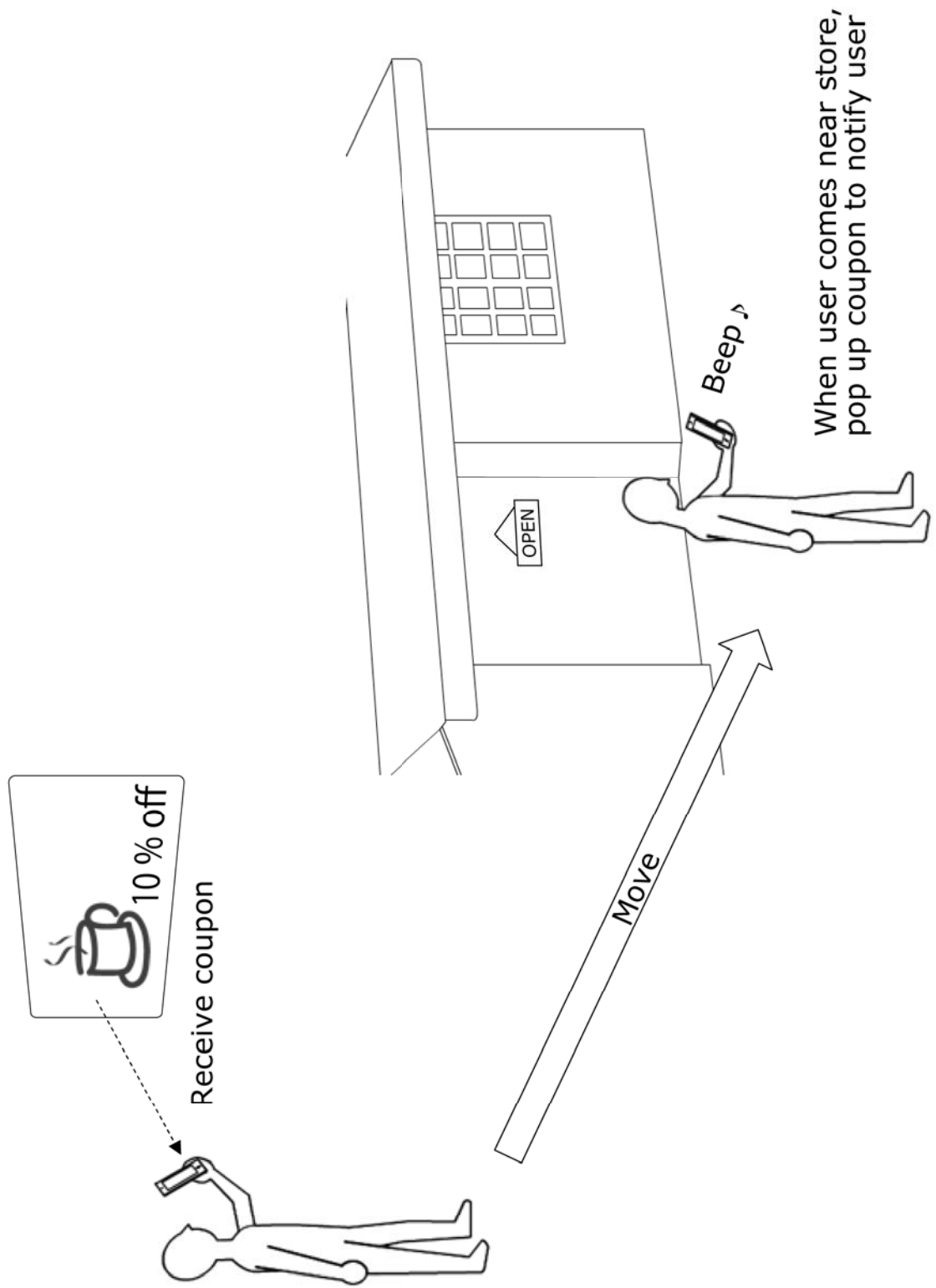


FIG. 462

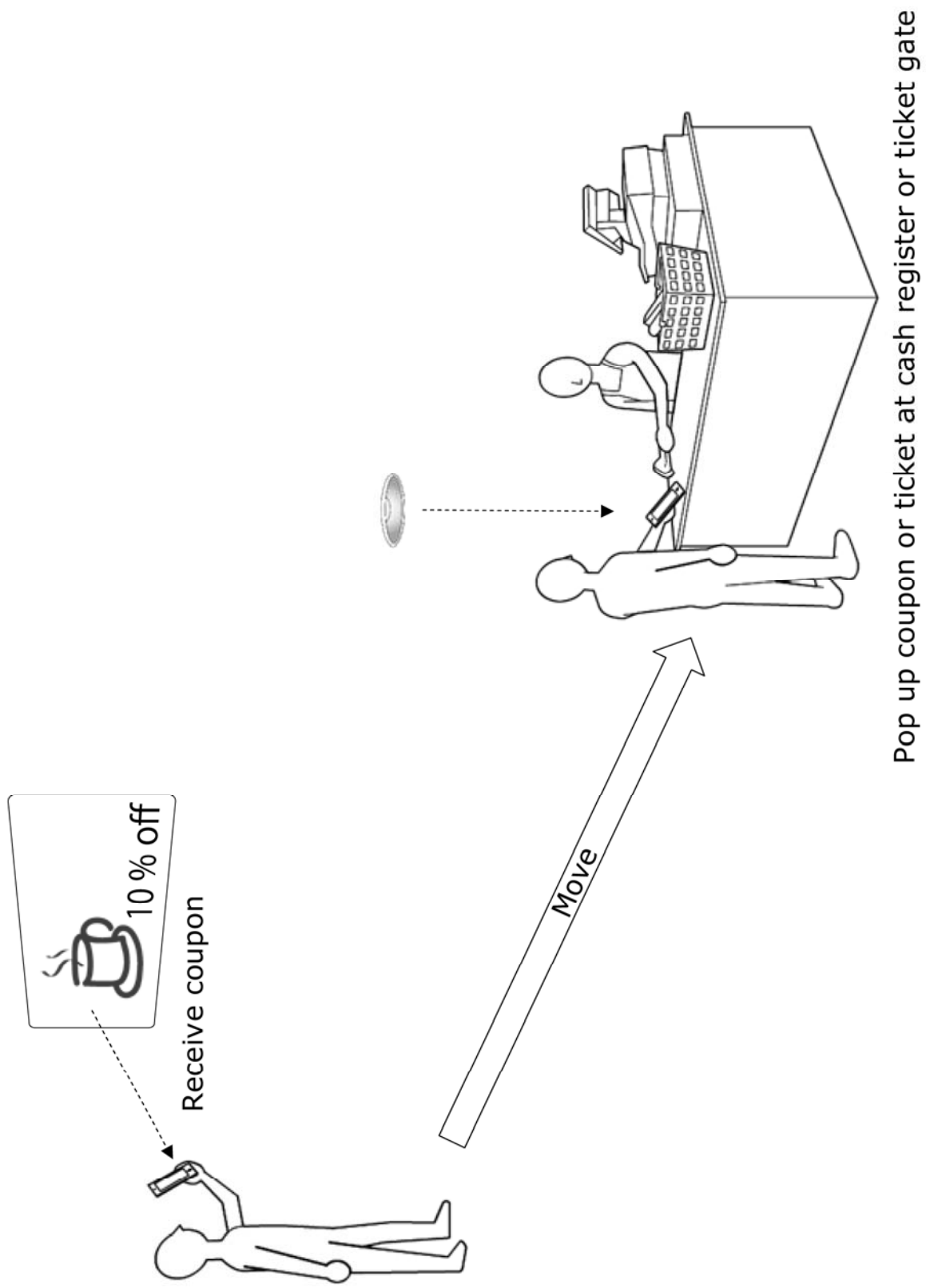


FIG. 463

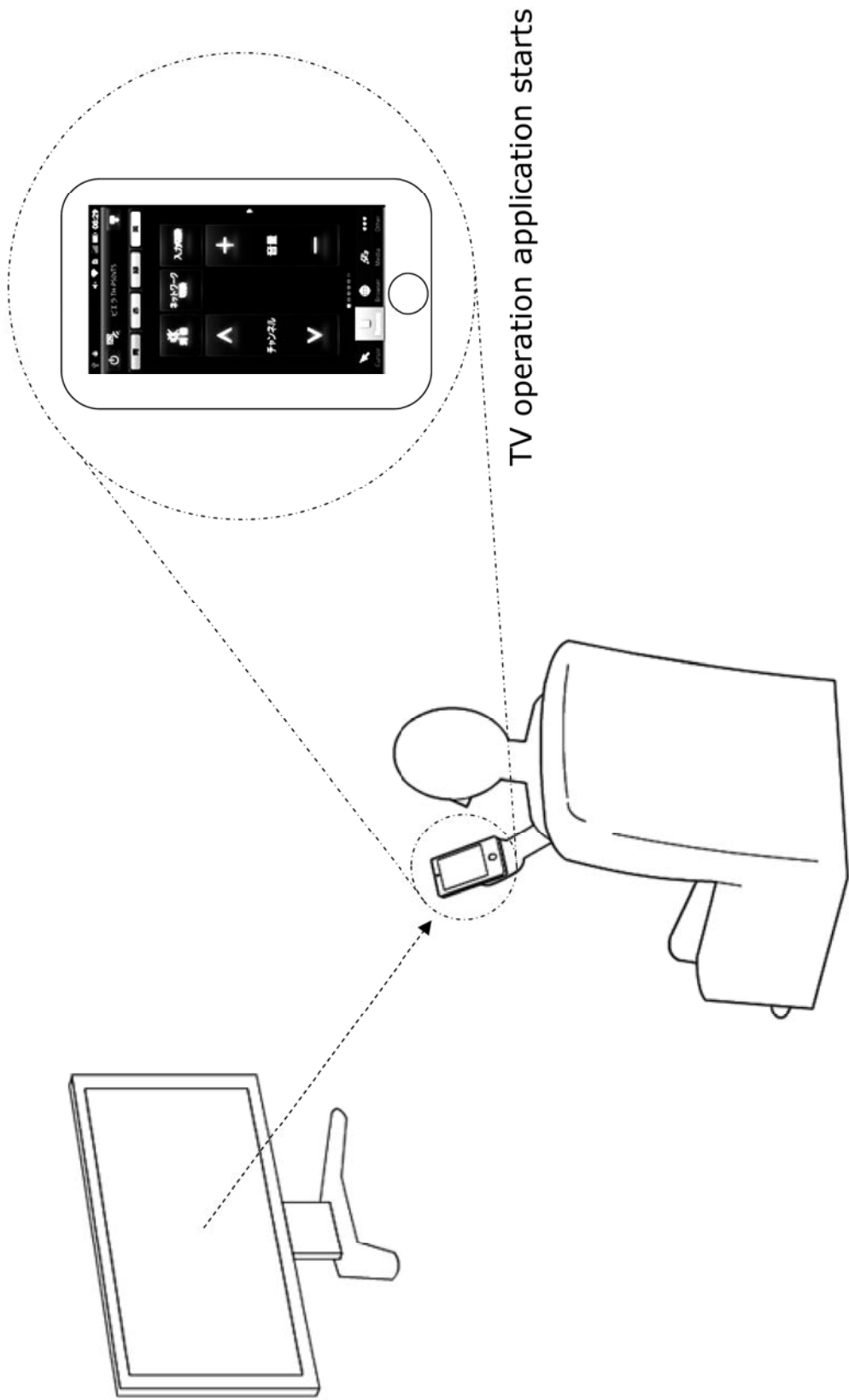


FIG. 464

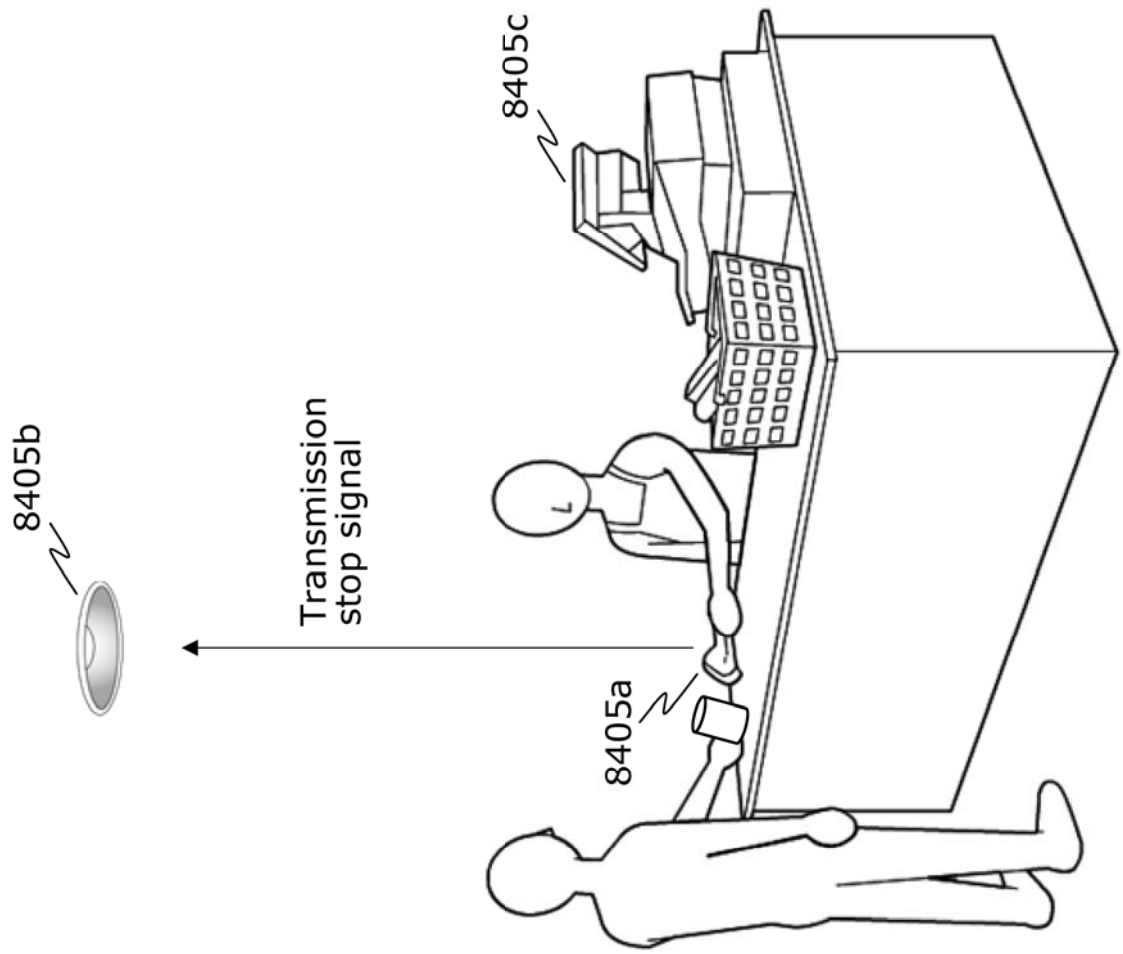


FIG. 465

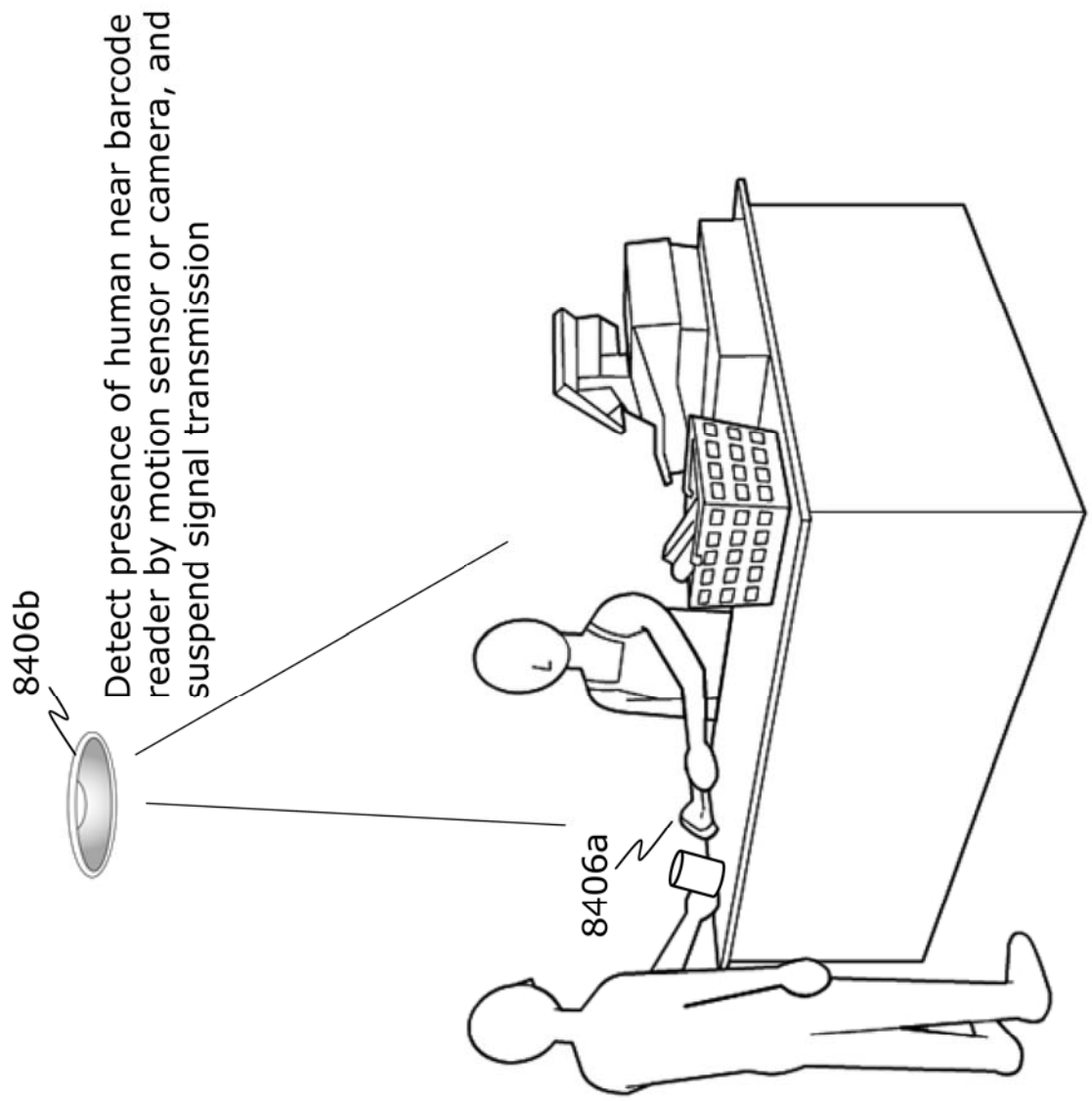


FIG. 466

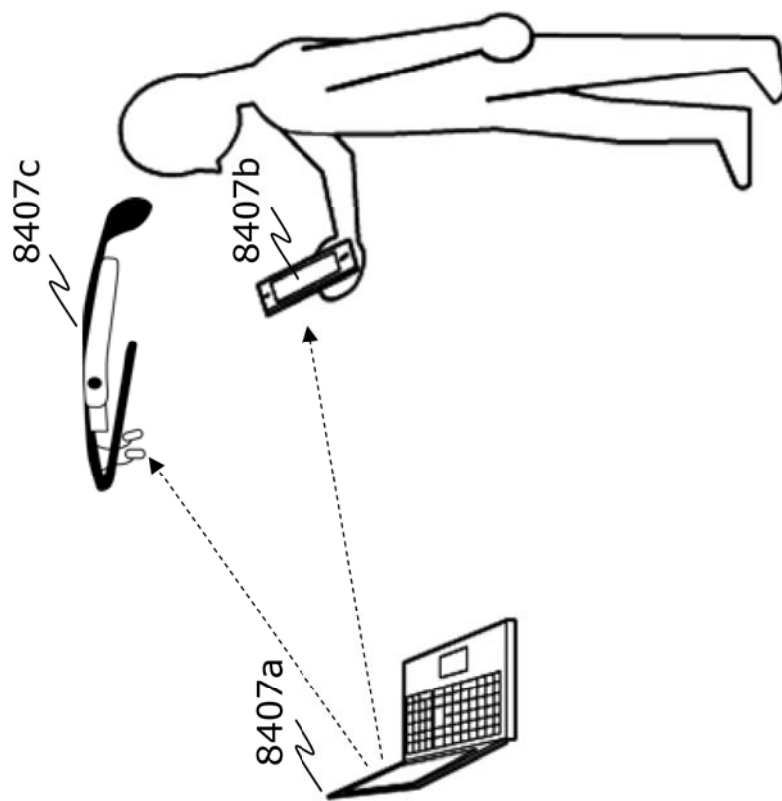
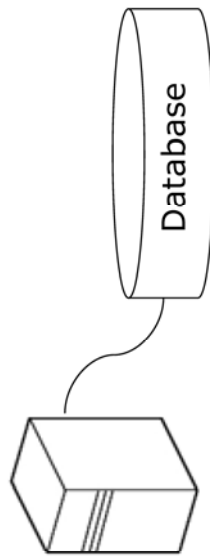


FIG. 467



ID	Data	Condition	Number of accesses	Number of successful accesses
1000	http://~~~	From 2013/10/10 09:00 to 2013/10/25 20:00	1234	567
2000	"Hello world"	Number of successful accesses is less than or equal to 100	153	100
3000	10% off	Female only	9999	666
4000	Position data (east longitude, north latitude, altitude, floor number, room number, etc.)	None	2	2

(a) ID-data table

ID	User ID	Time	Ancillary information	Whether or not data is provided
1000	35393	2013/10/25 19:11	Male, age 20, student ...	○ / http://~~~
1000	49282	2013/10/25 19:57	Female, age 30, housewife ...	○ / http://~~~
1000	222	2013/10/25 20:15	Male, age 40, civil servant ...	x / "Error"
2000	30455	2013/10/27 12:12	Female, age 50, unemployed ...	○ / "Hello world"

(b) Access log table

FIG. 468

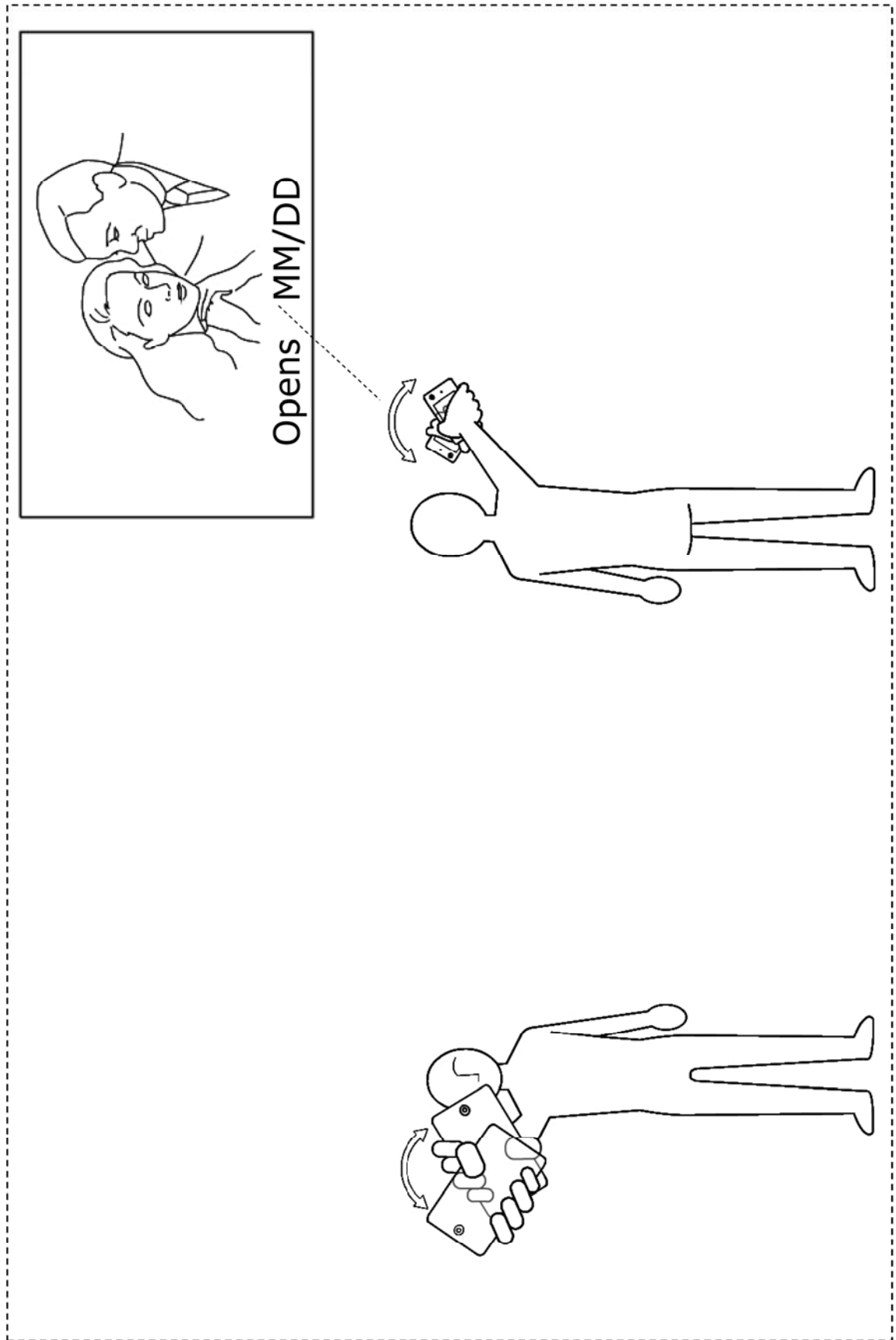


FIG. 469

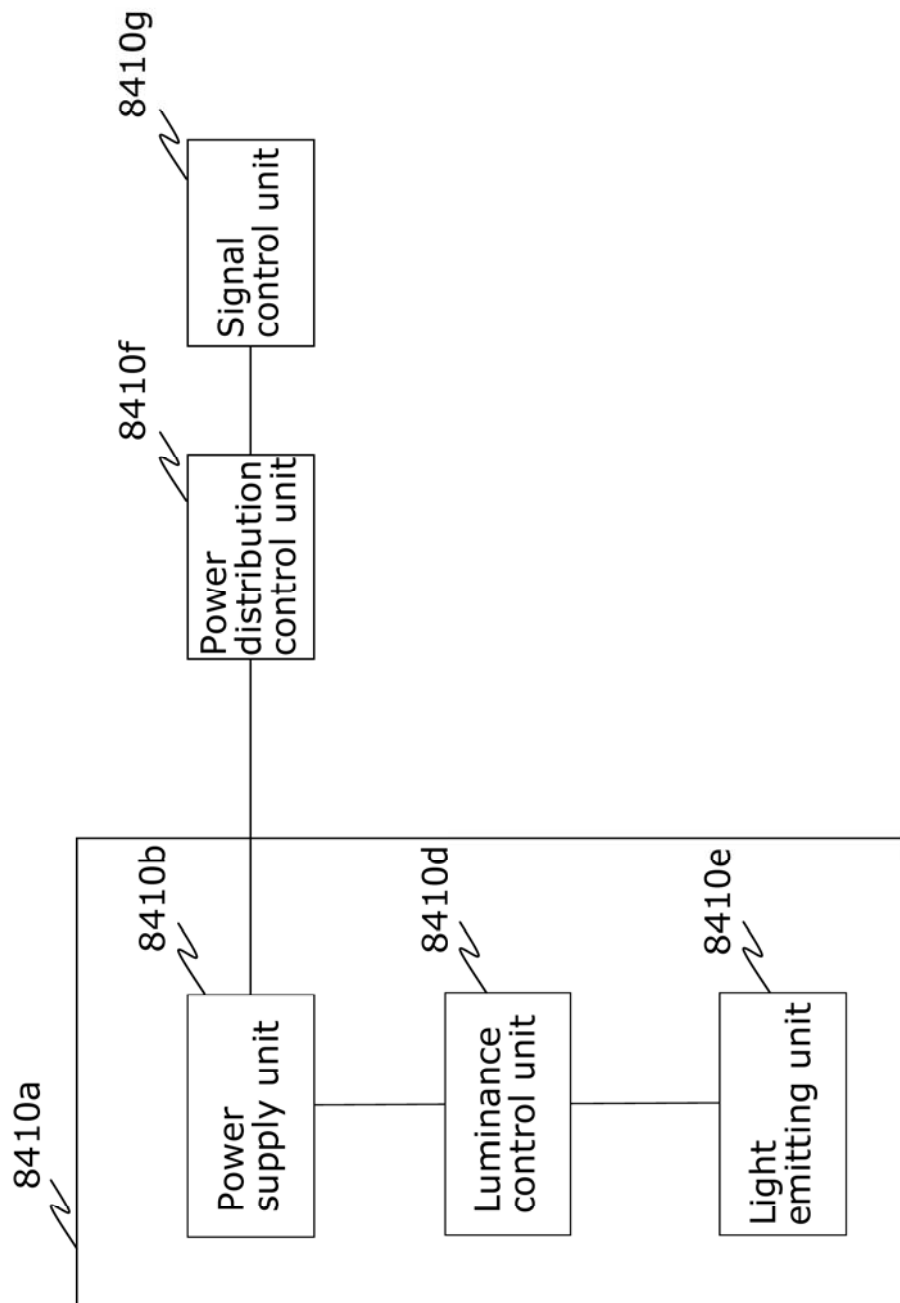
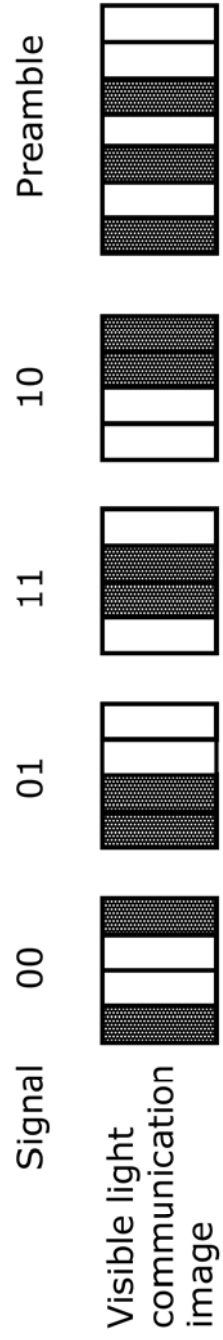


FIG. 470



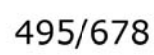


FIG. 472

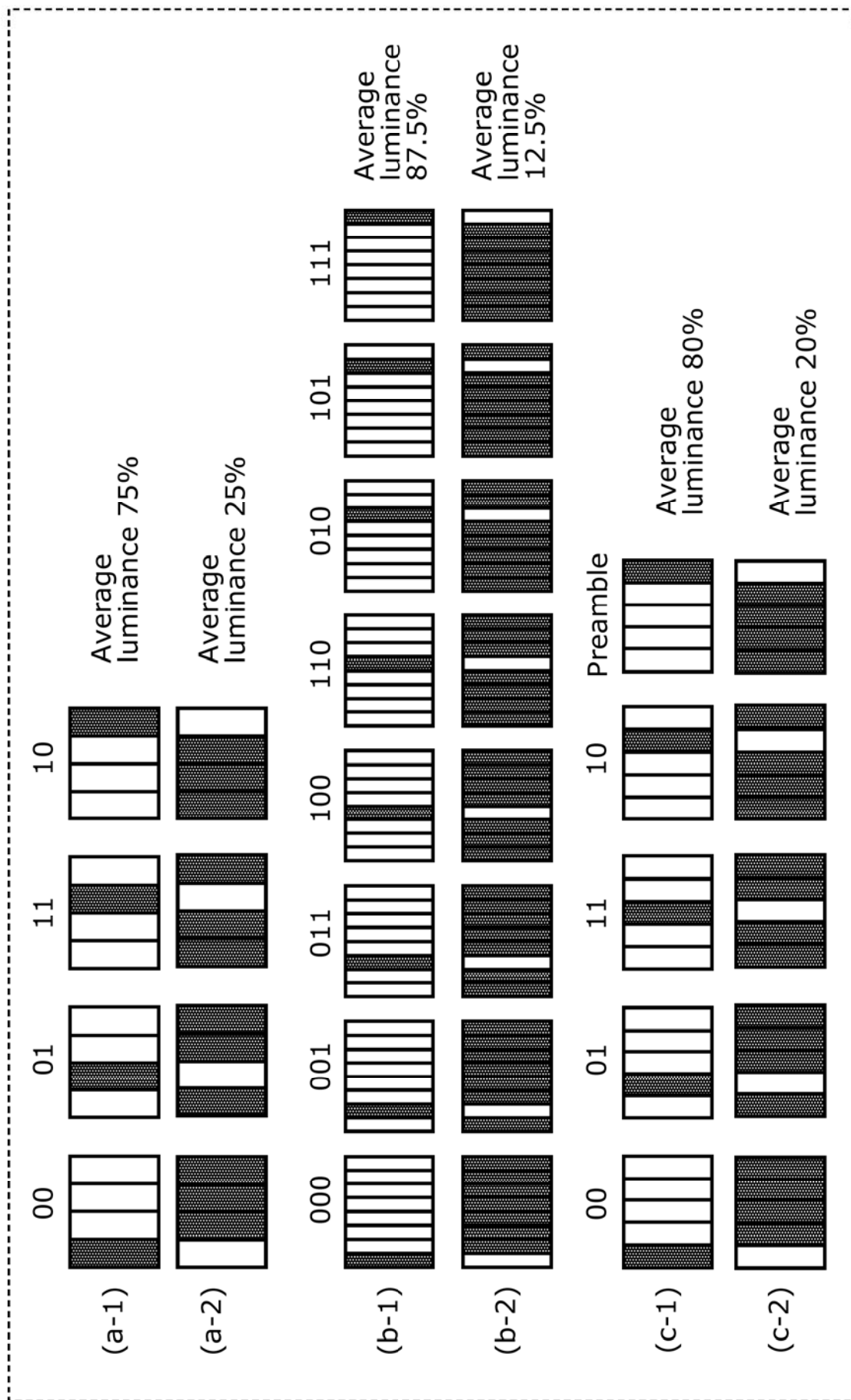


FIG. 473

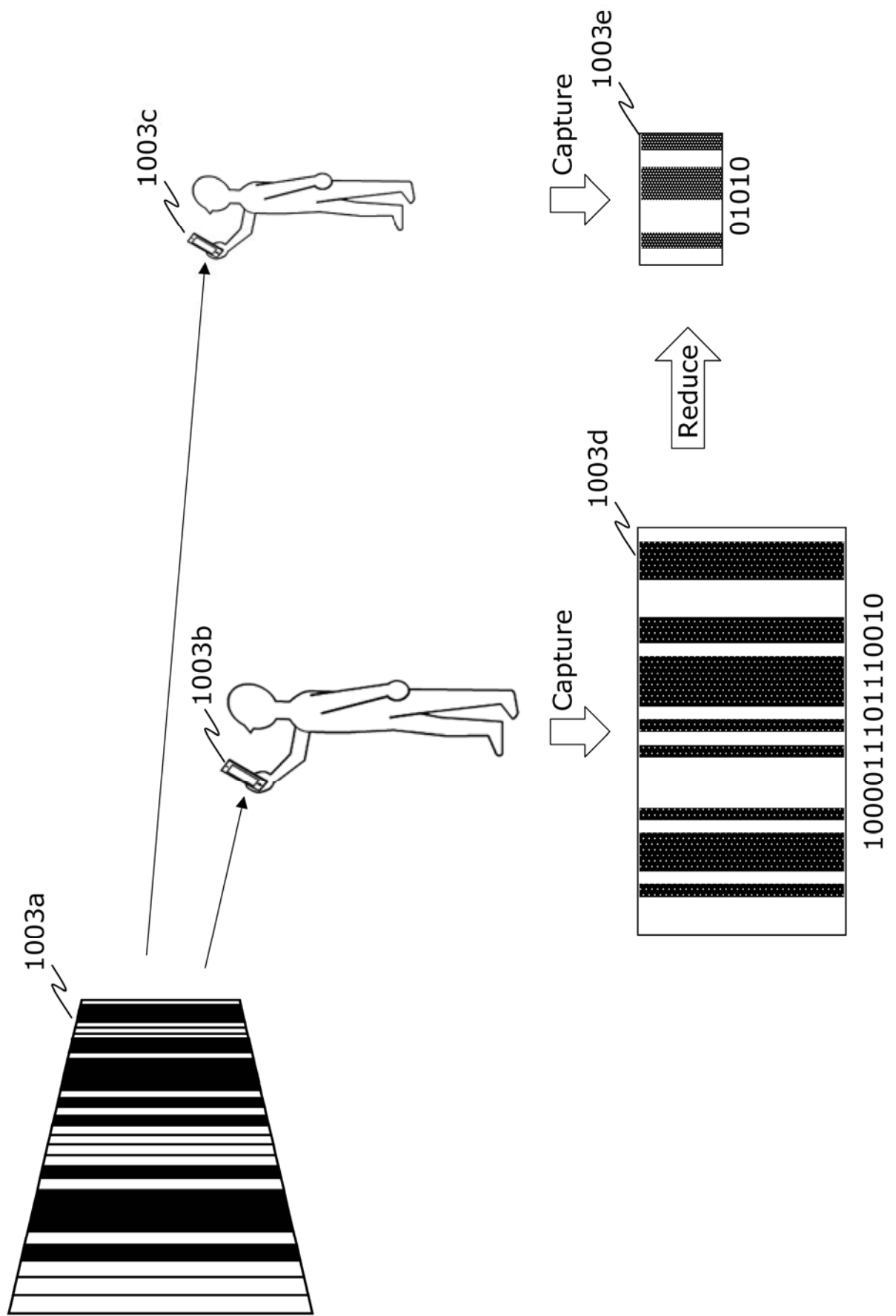


FIG. 474

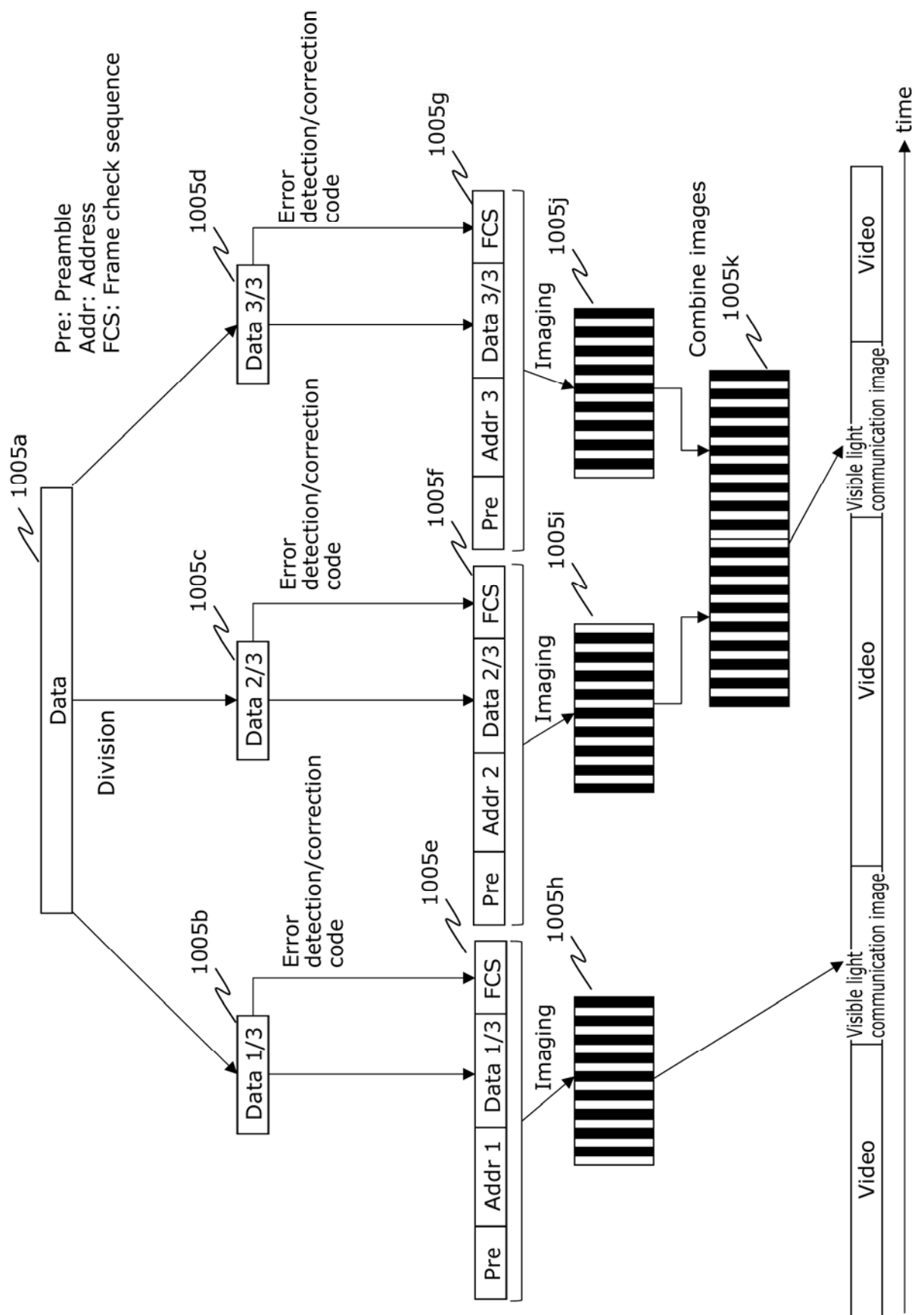


FIG. 475

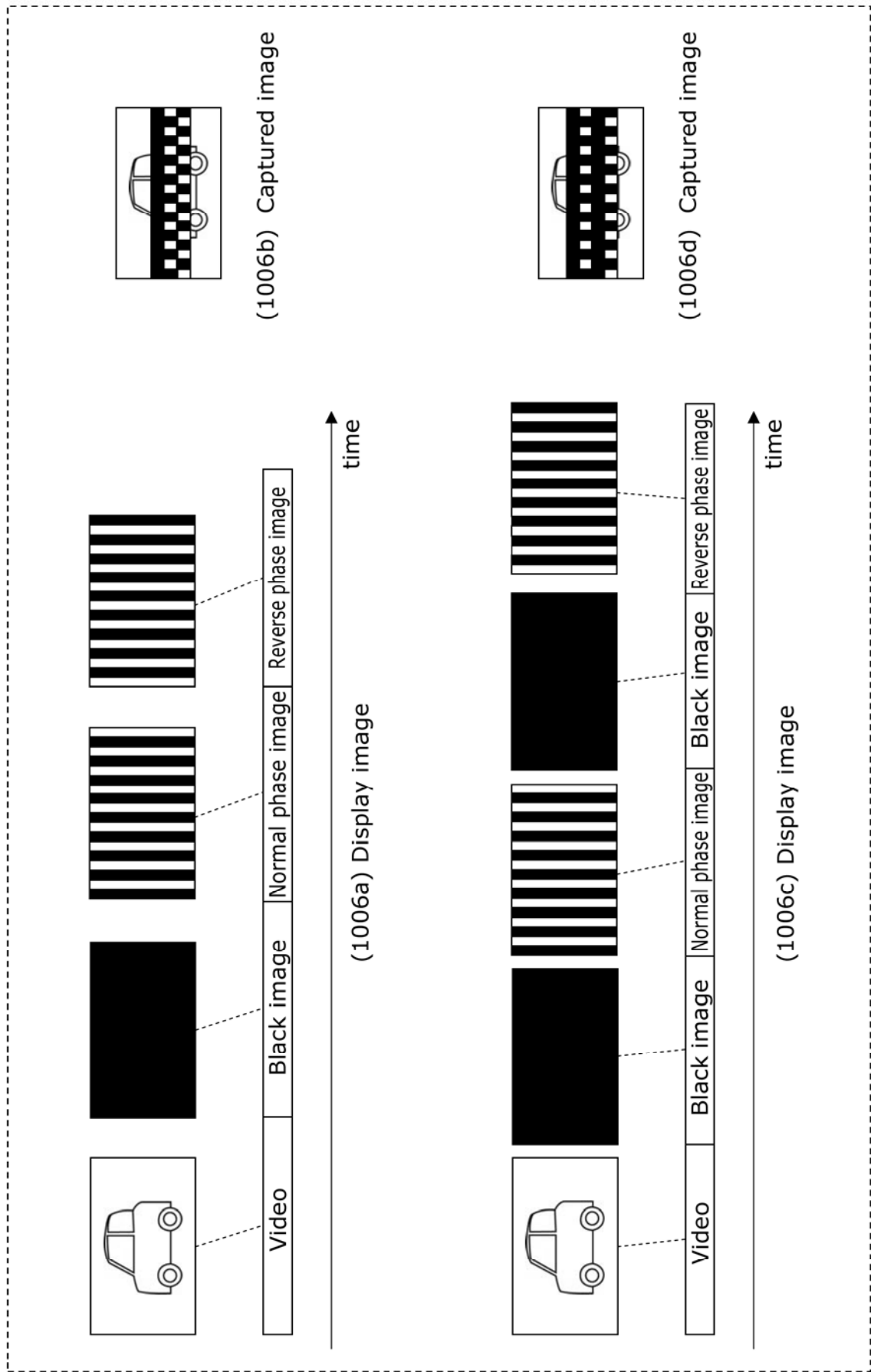


FIG. 476

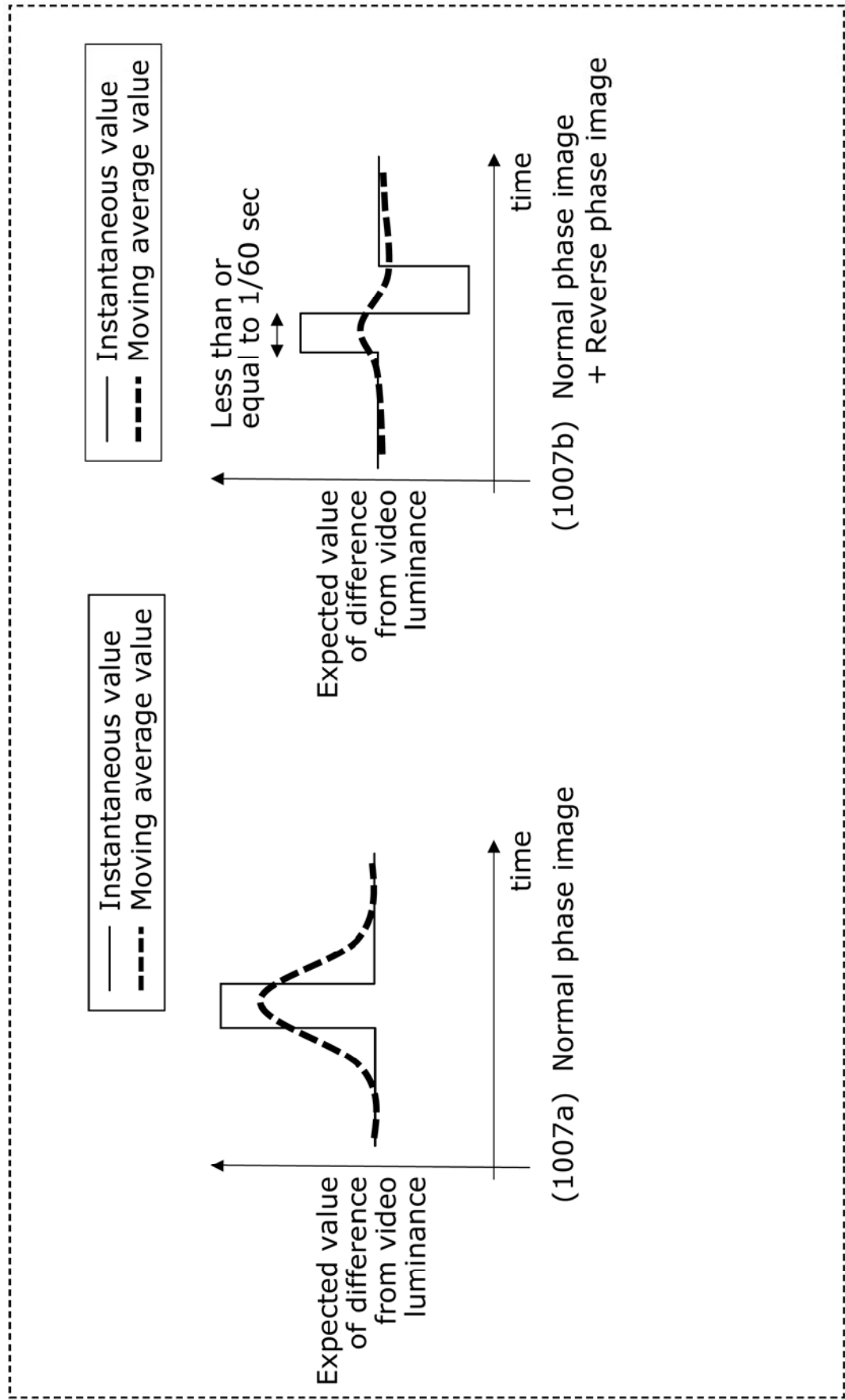


FIG. 477

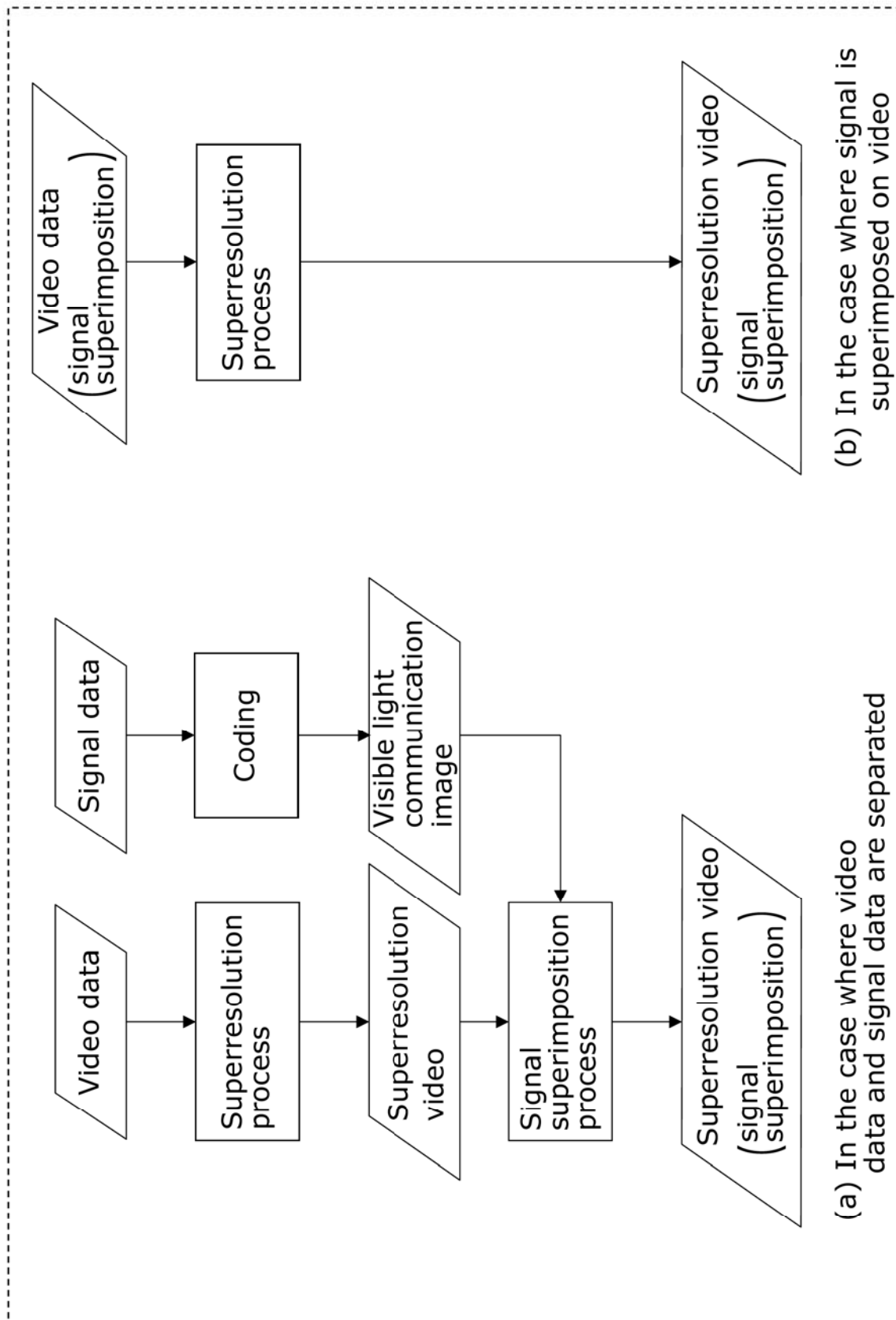


FIG. 478

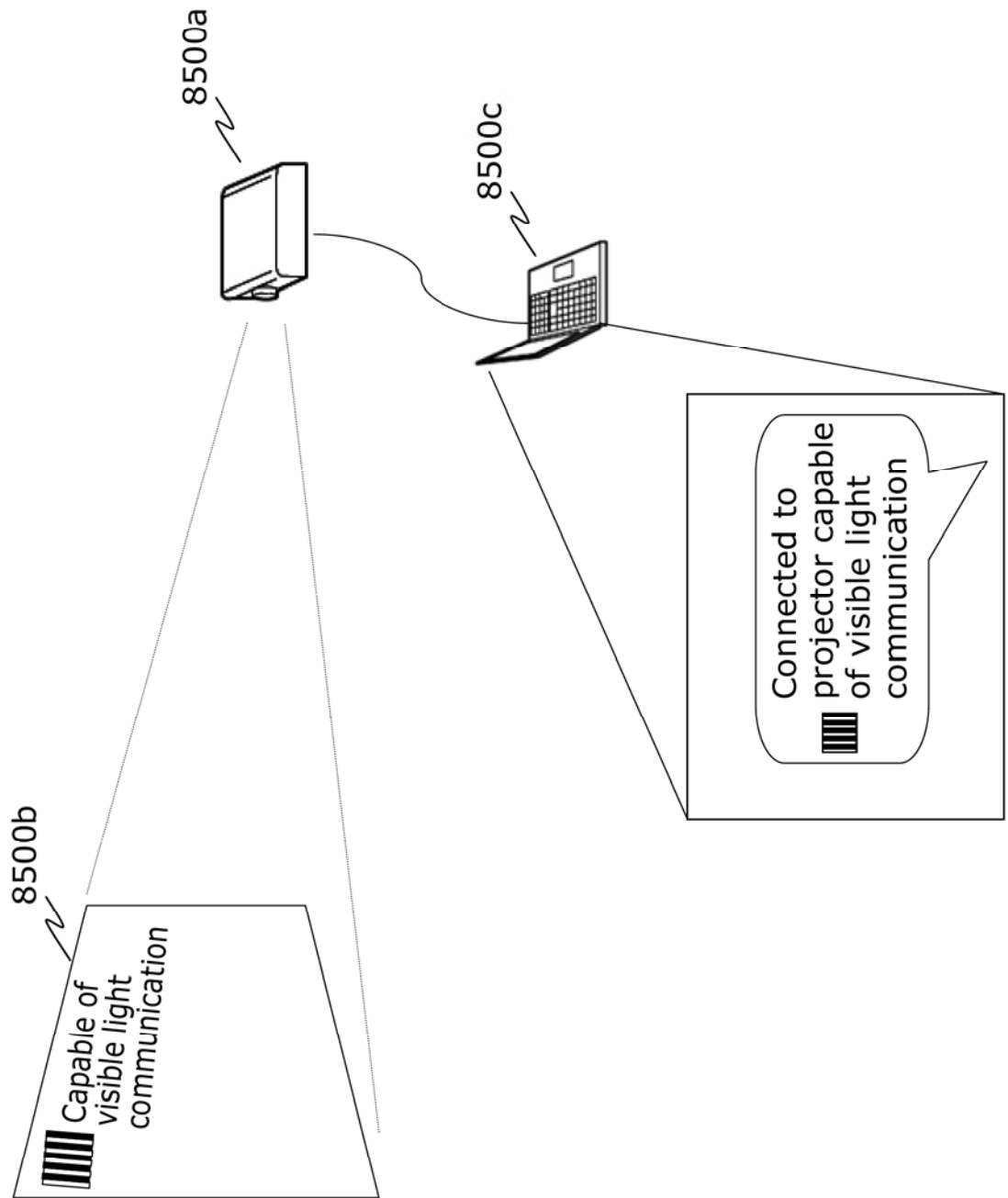


FIG. 479

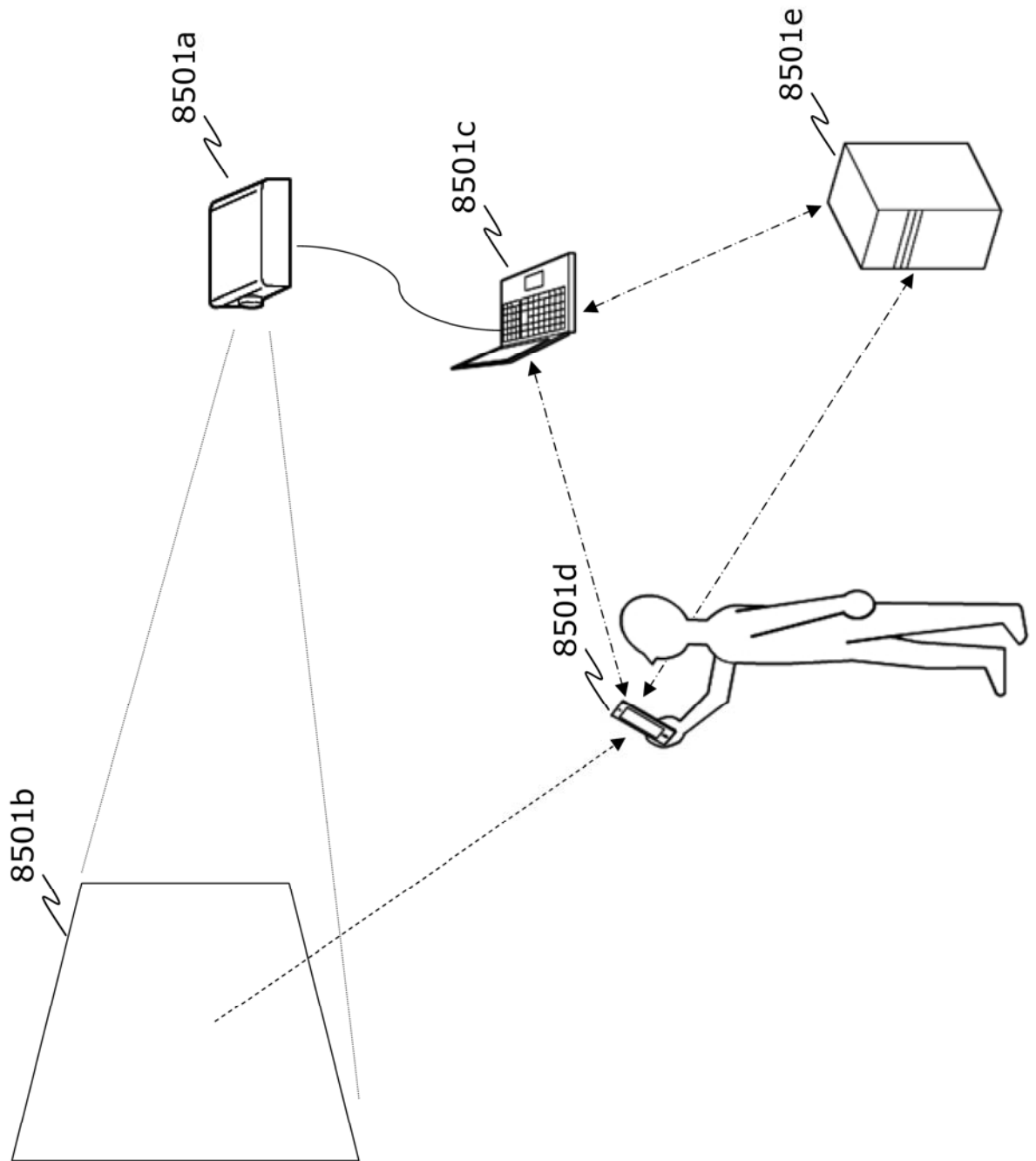


FIG. 480

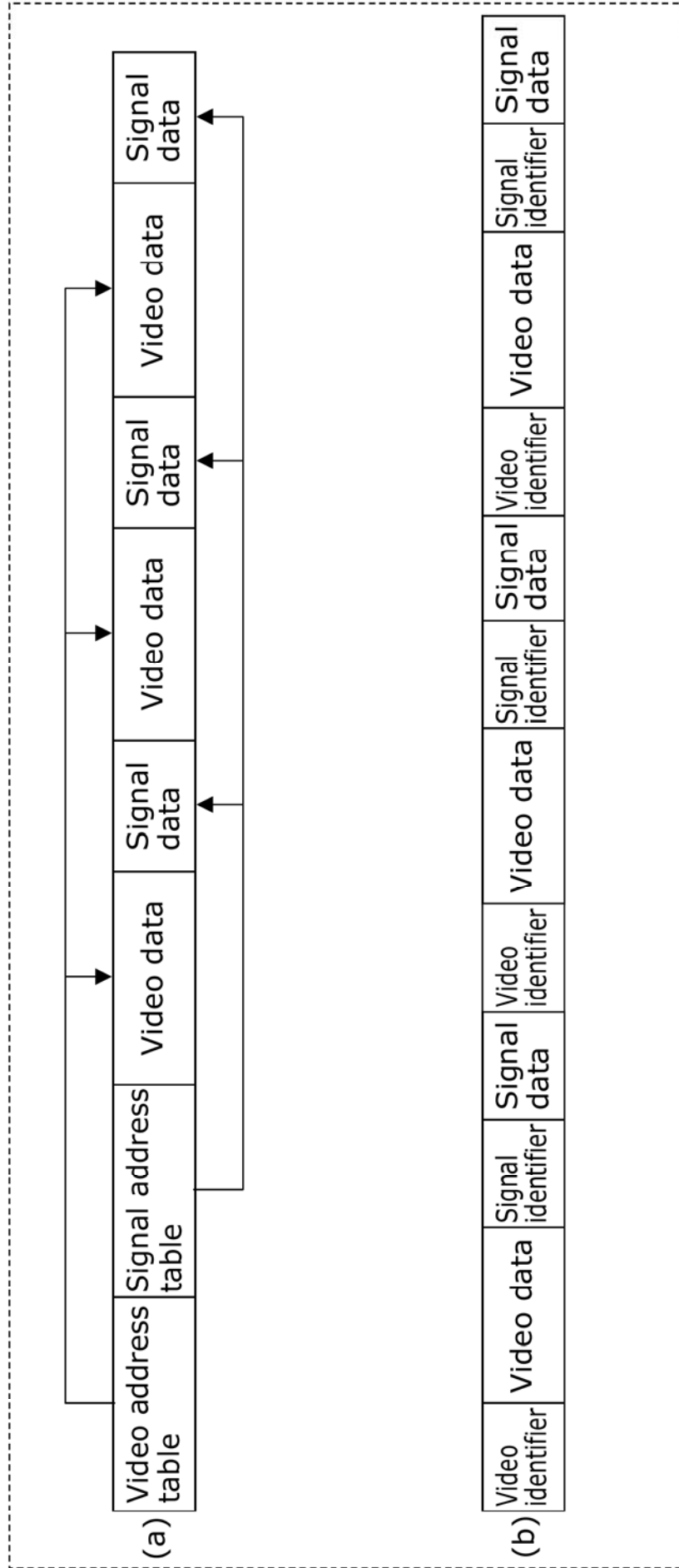


FIG. 481

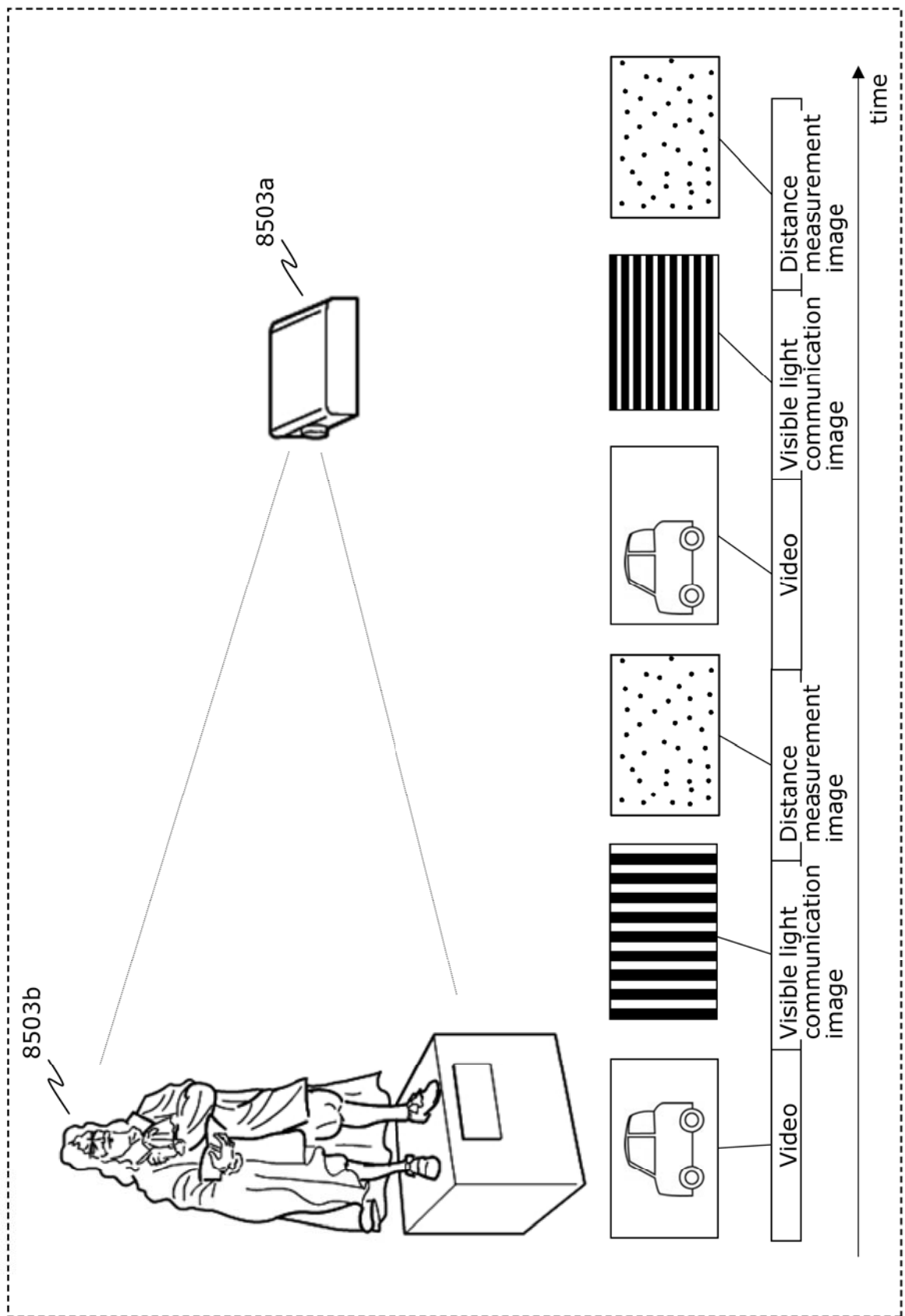


FIG. 482

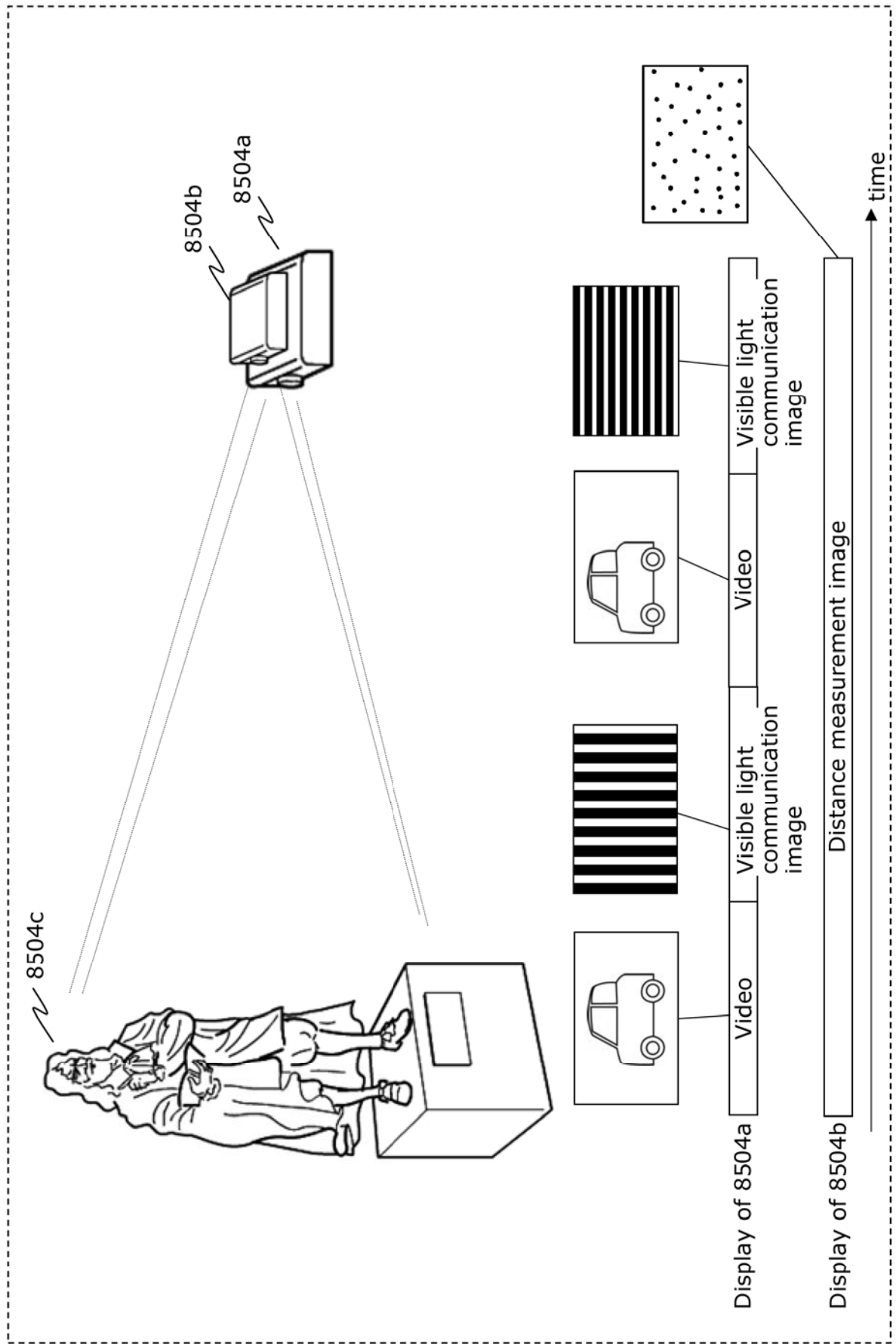


FIG. 483

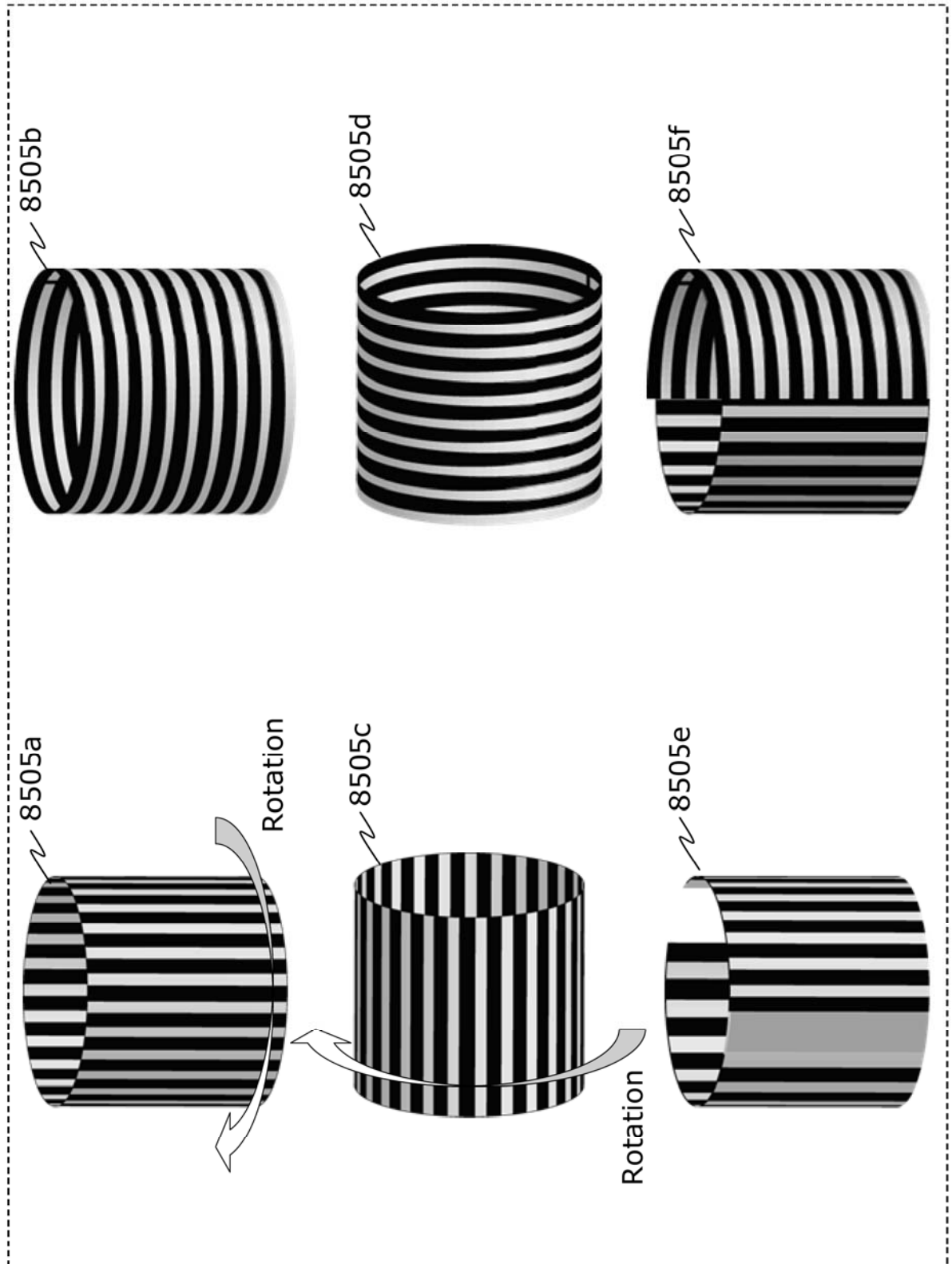


FIG. 484

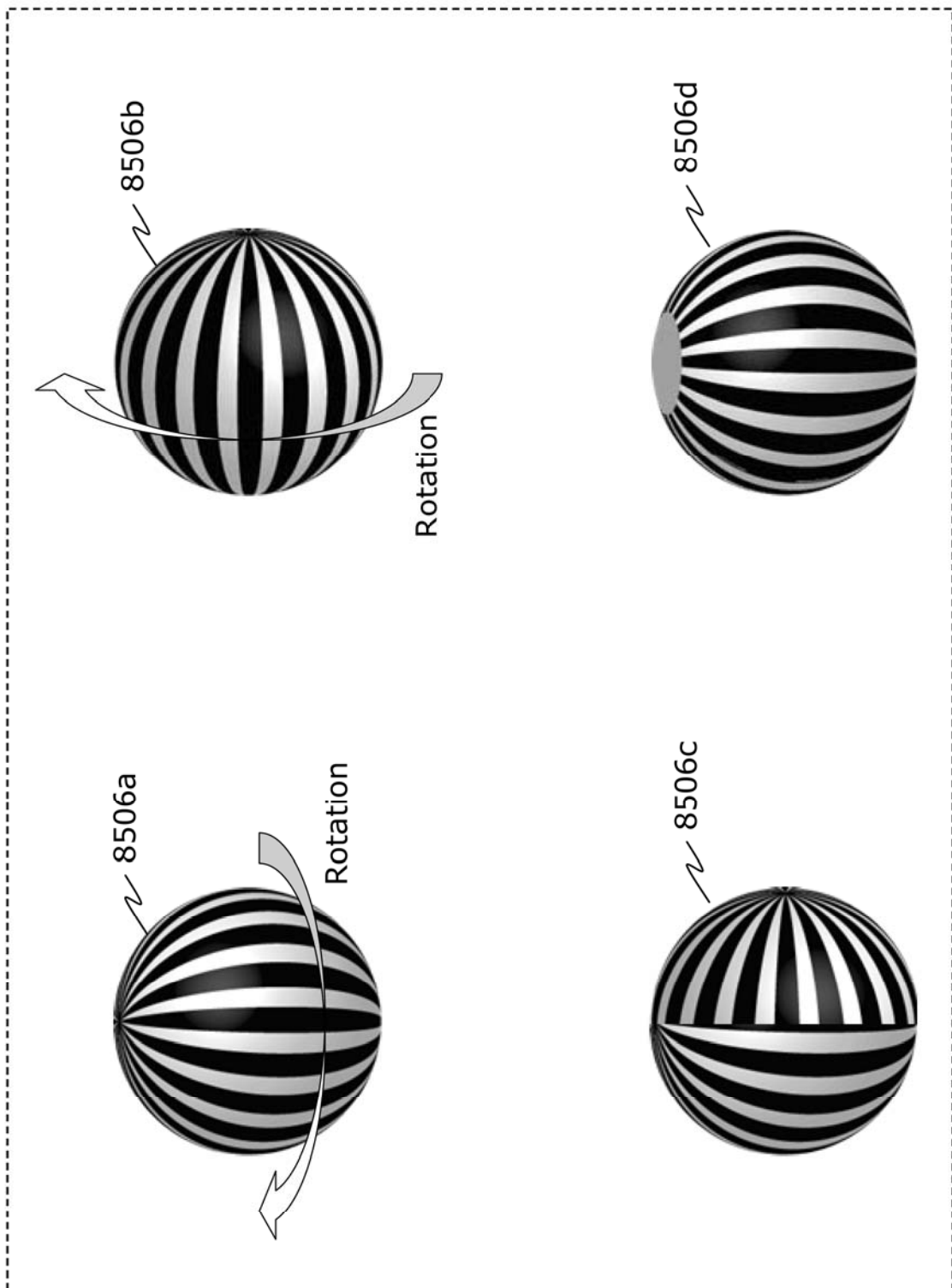


FIG. 10B

FIG. 486

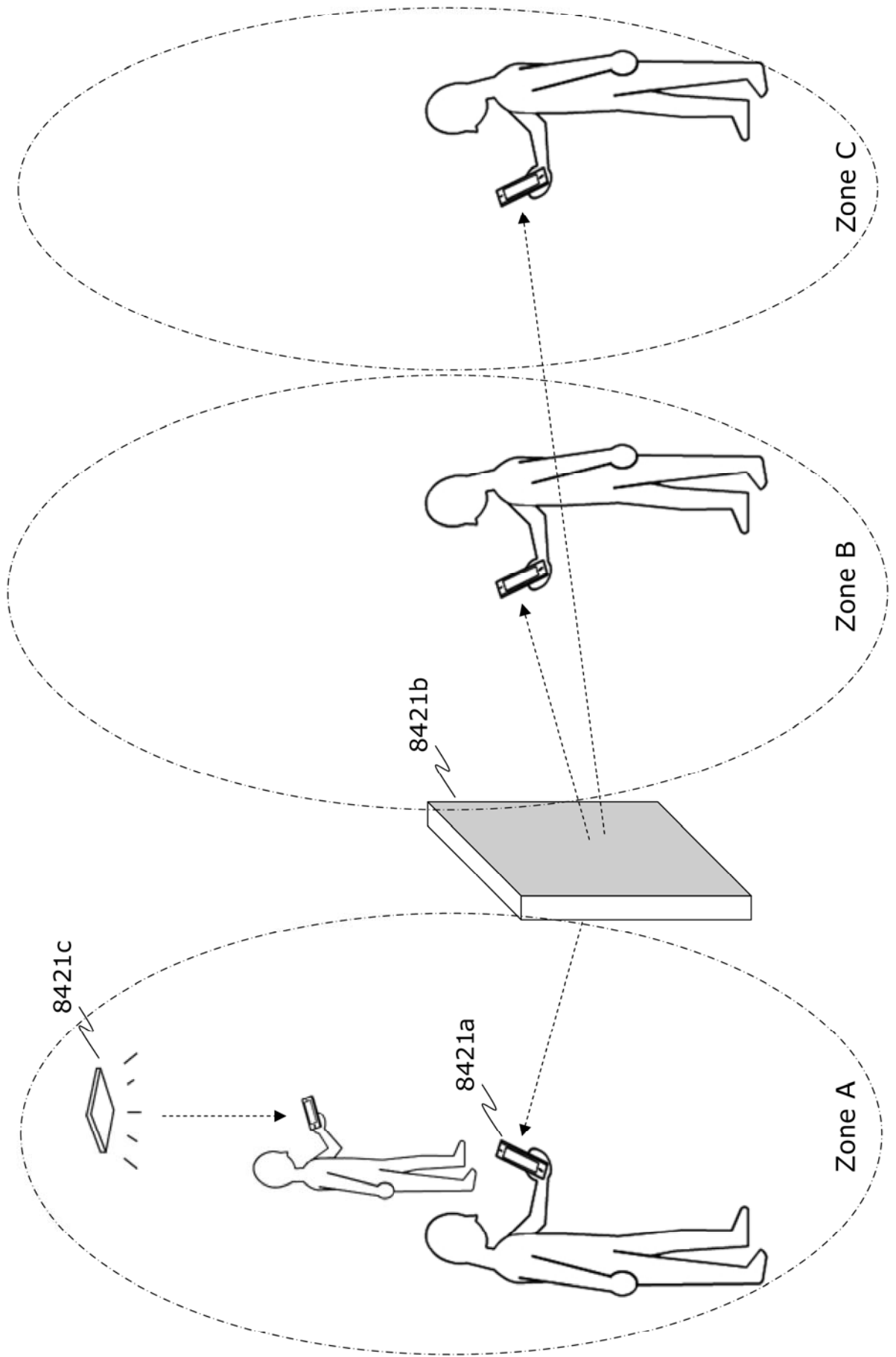


FIG. 487

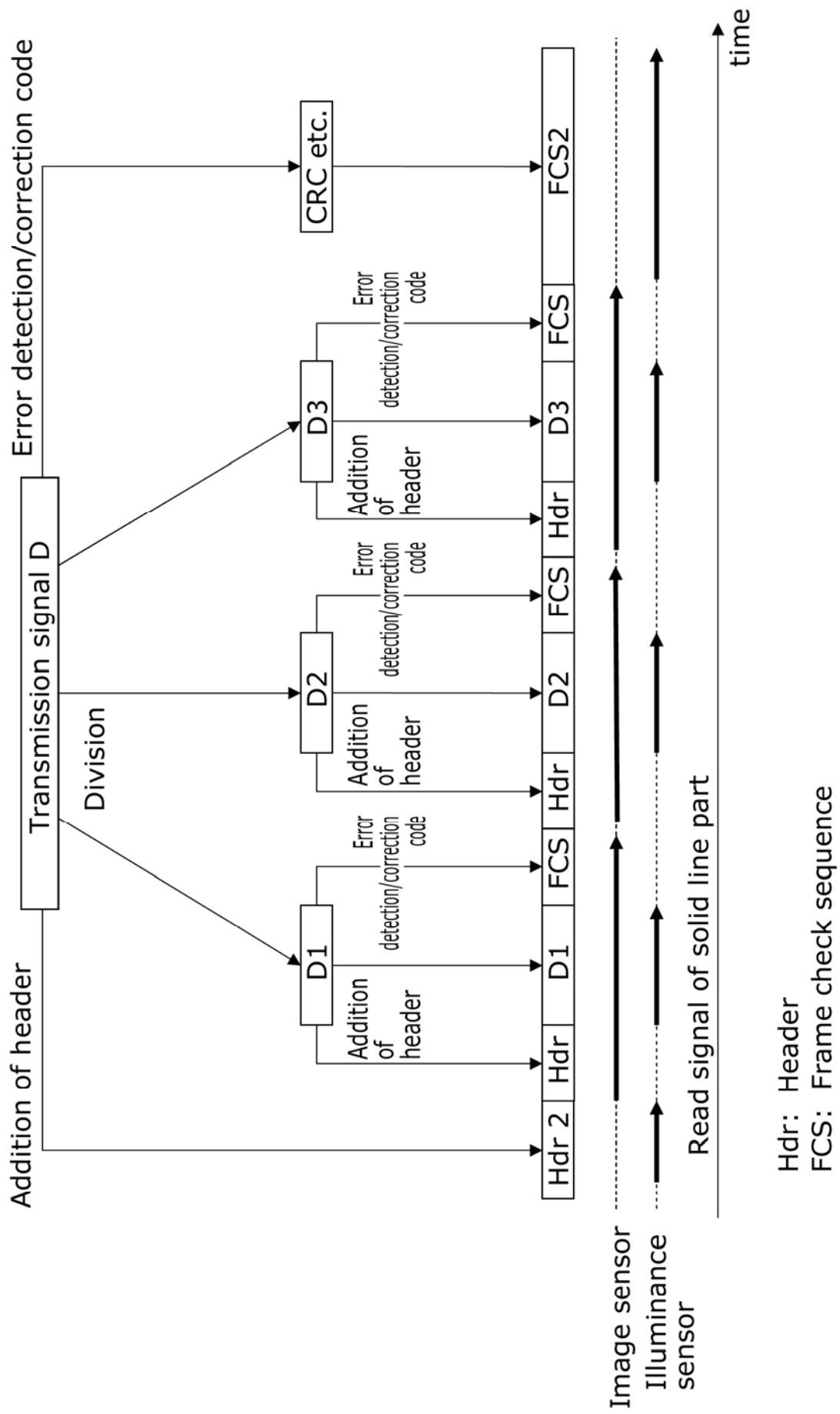


FIG. 488

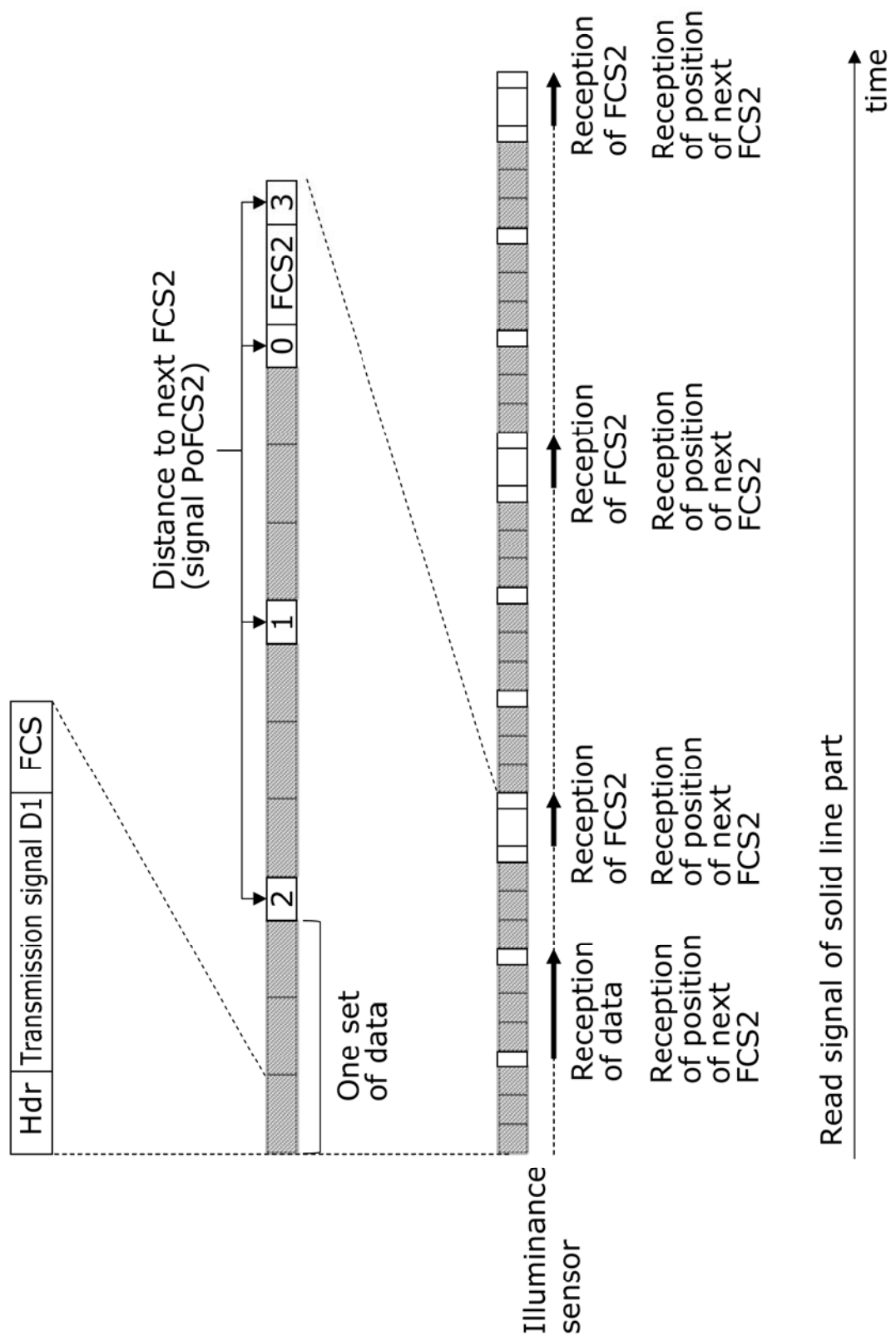


FIG. 489A

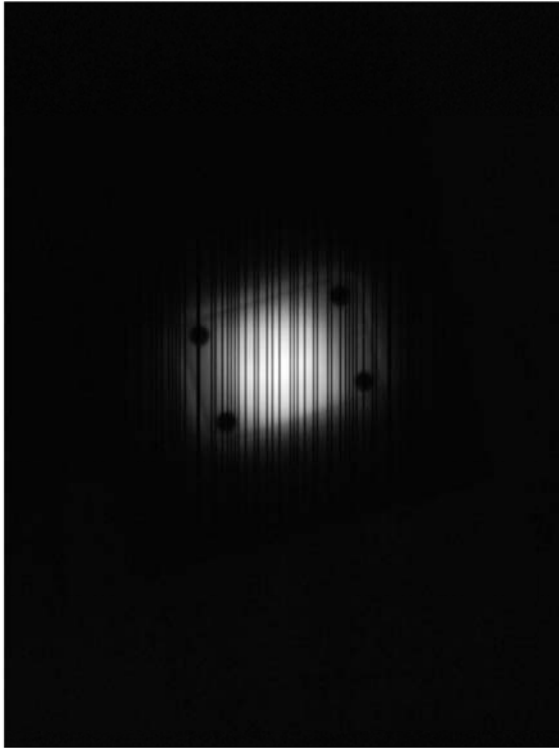


FIG. 489B

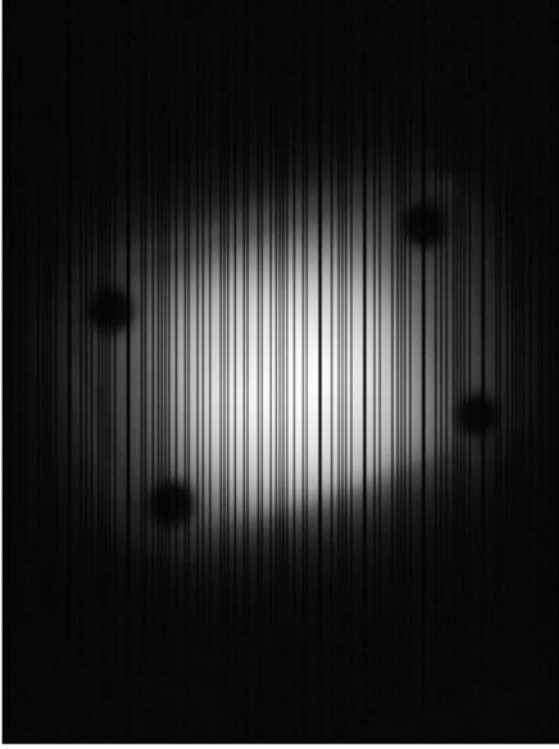


FIG. 489C

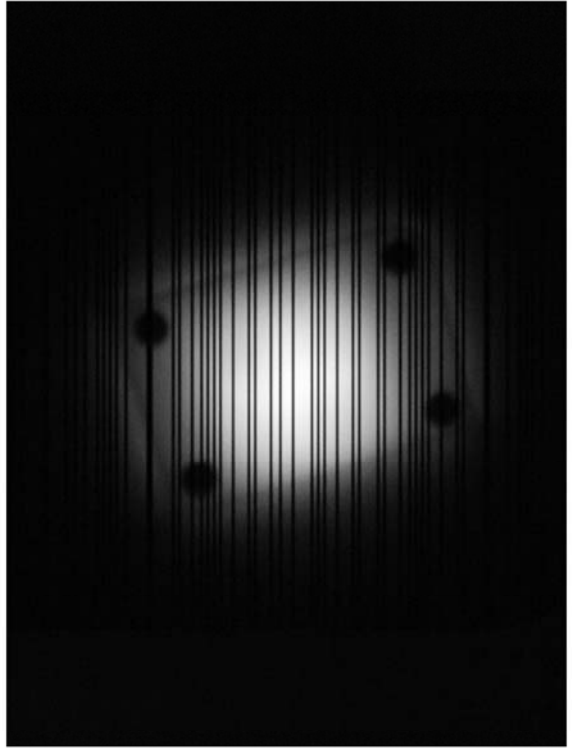


FIG. 490B

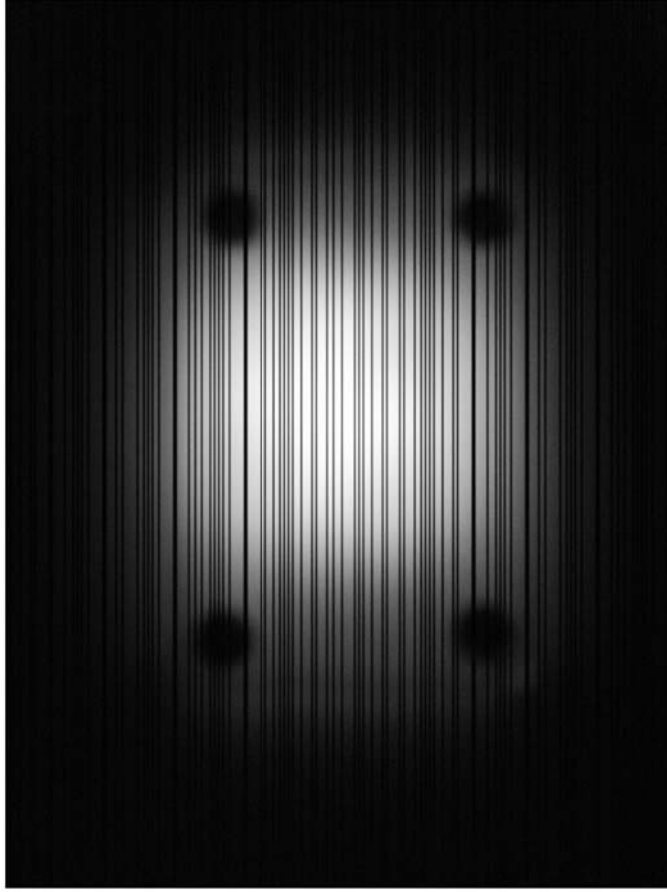


FIG. 490A

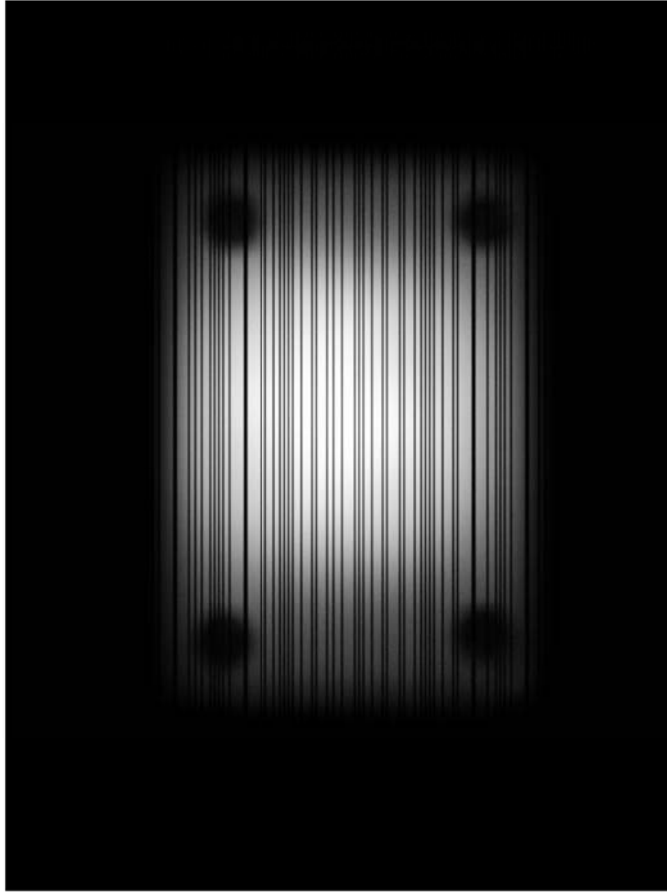


FIG. 491C

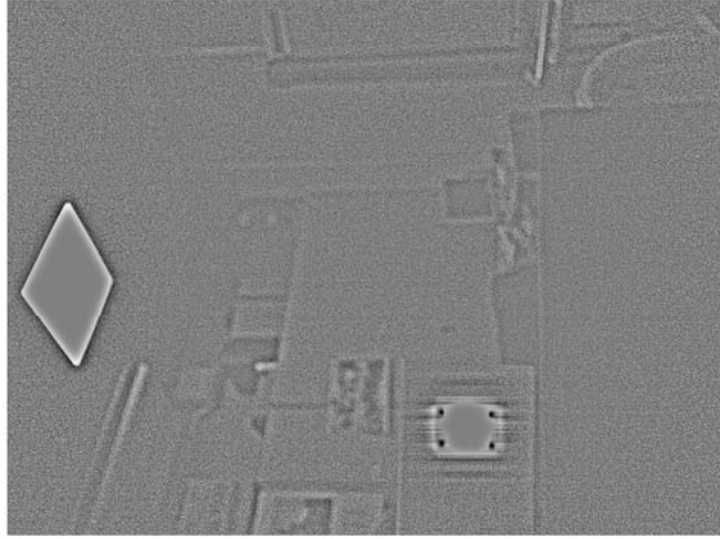


FIG. 491B

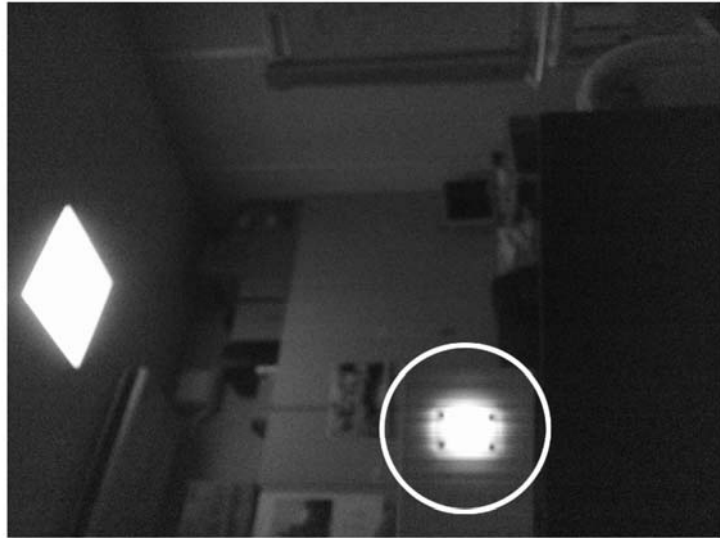


FIG. 491A

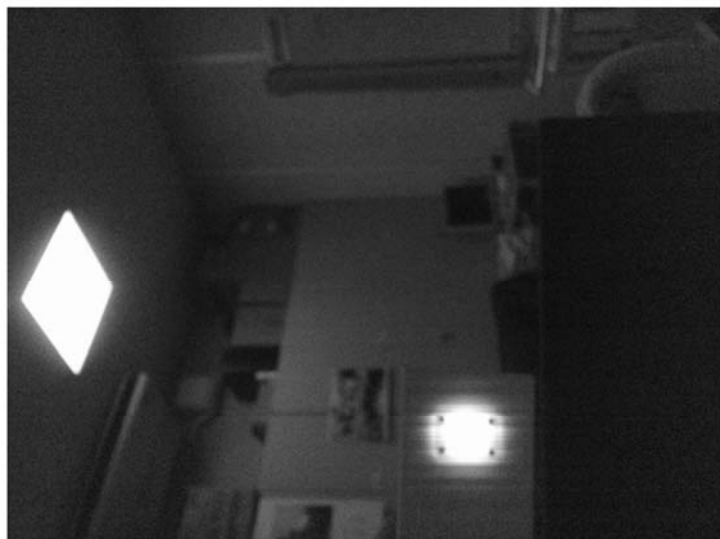


FIG. 492

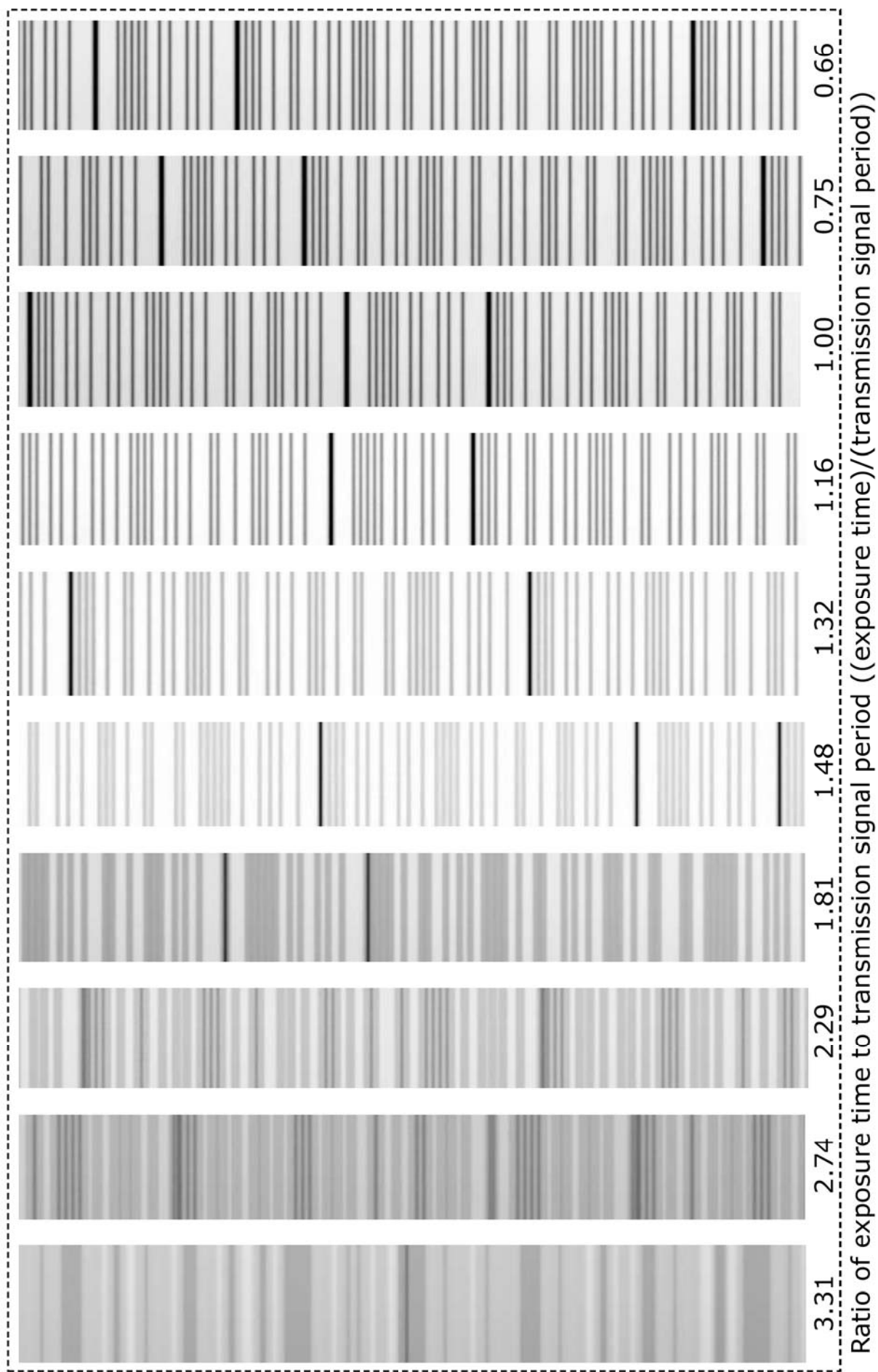


FIG. 493

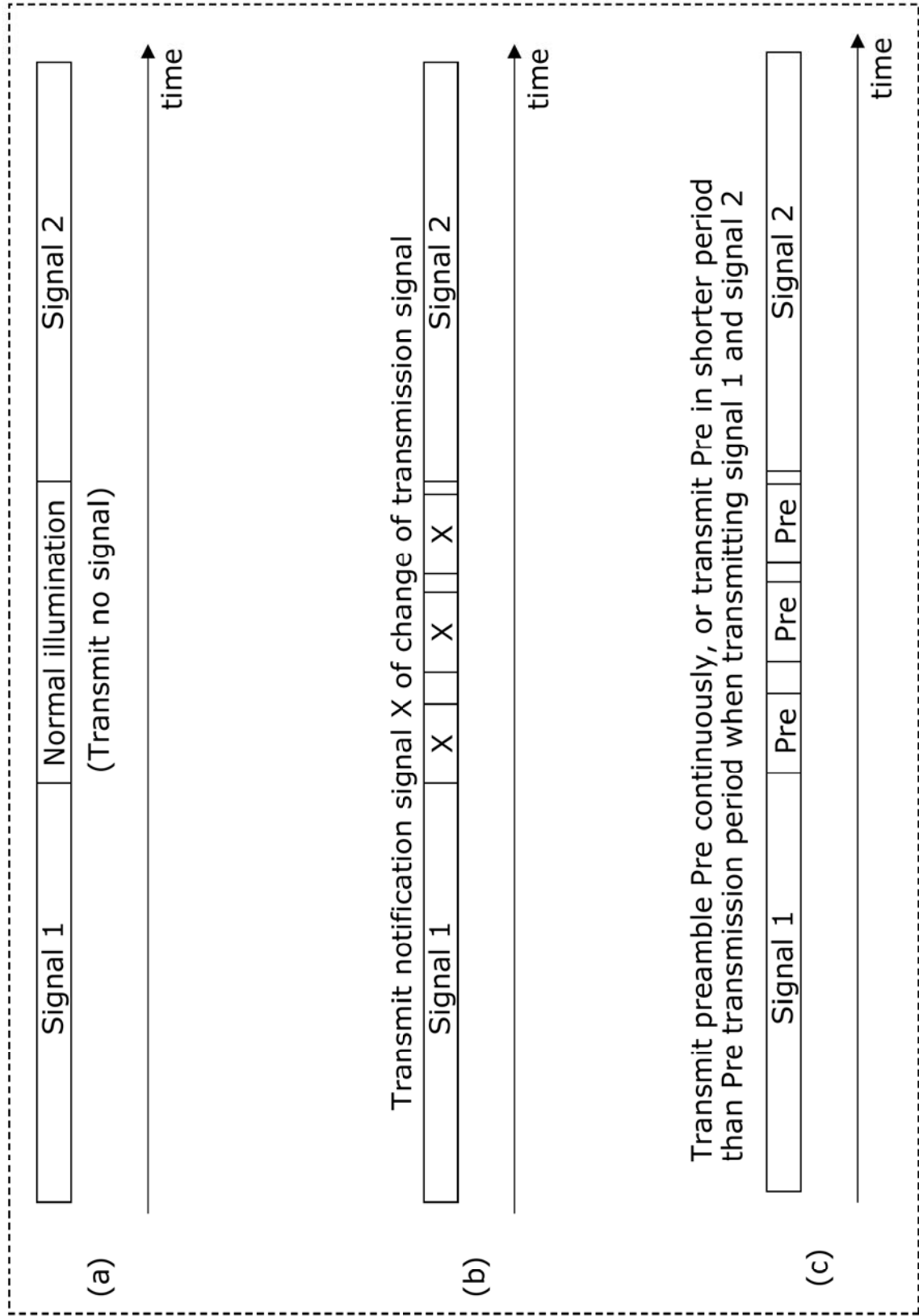
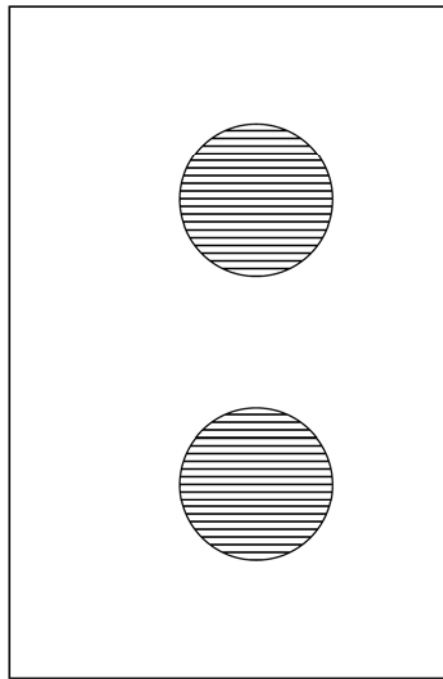
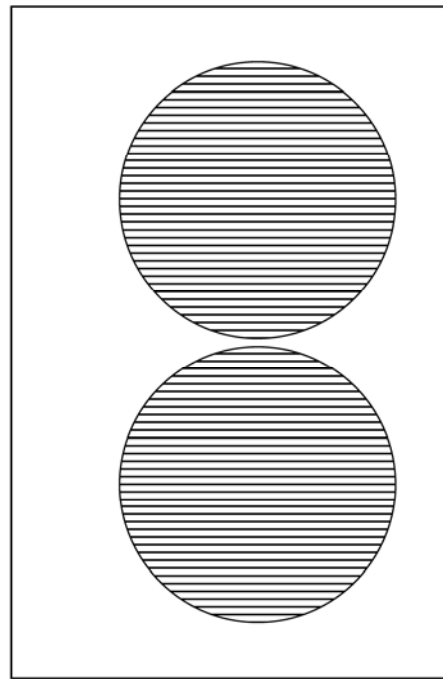


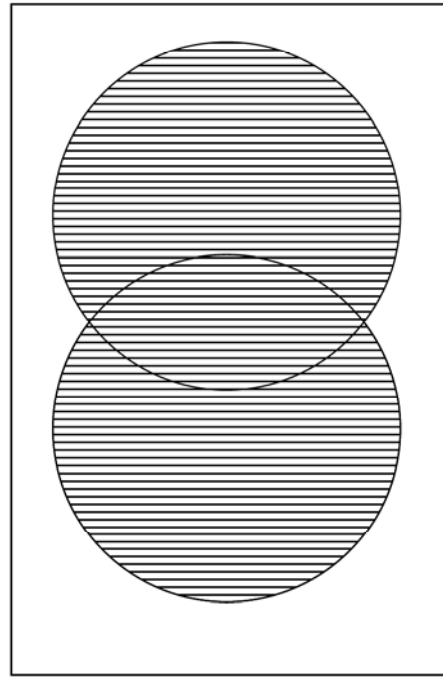
FIG. 494



(a)



(b)



(c)

FIG. 495

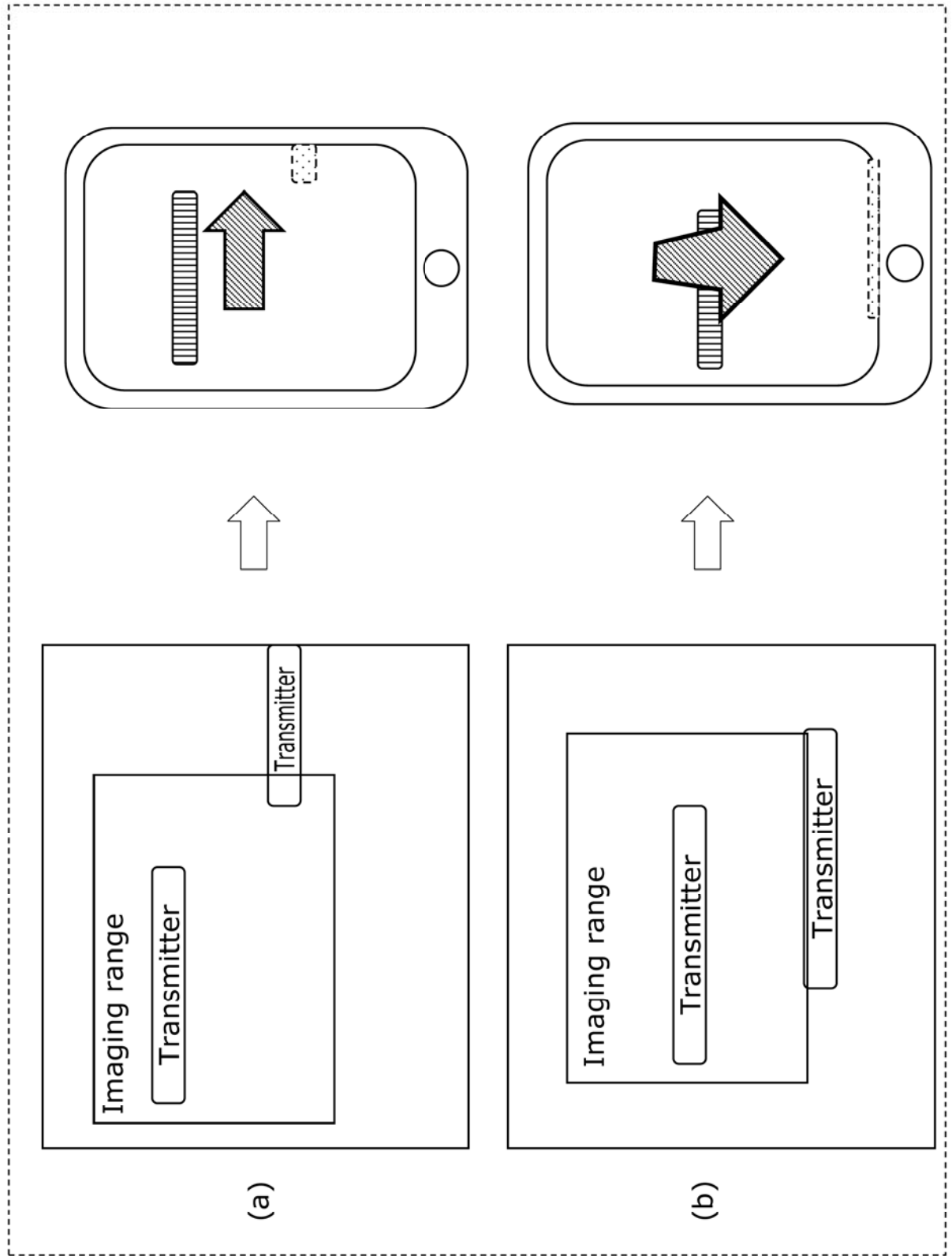


FIG. 496

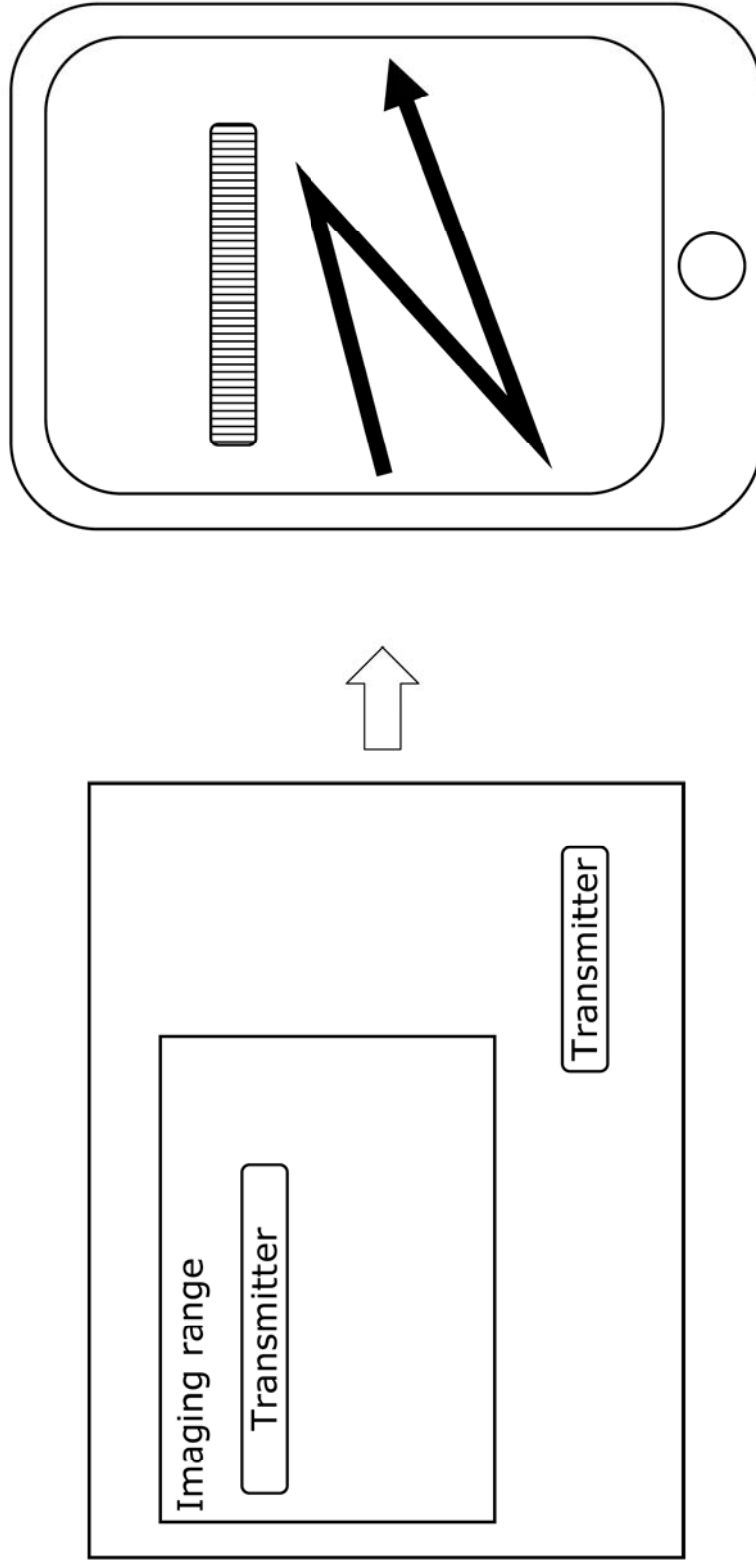


FIG. 497

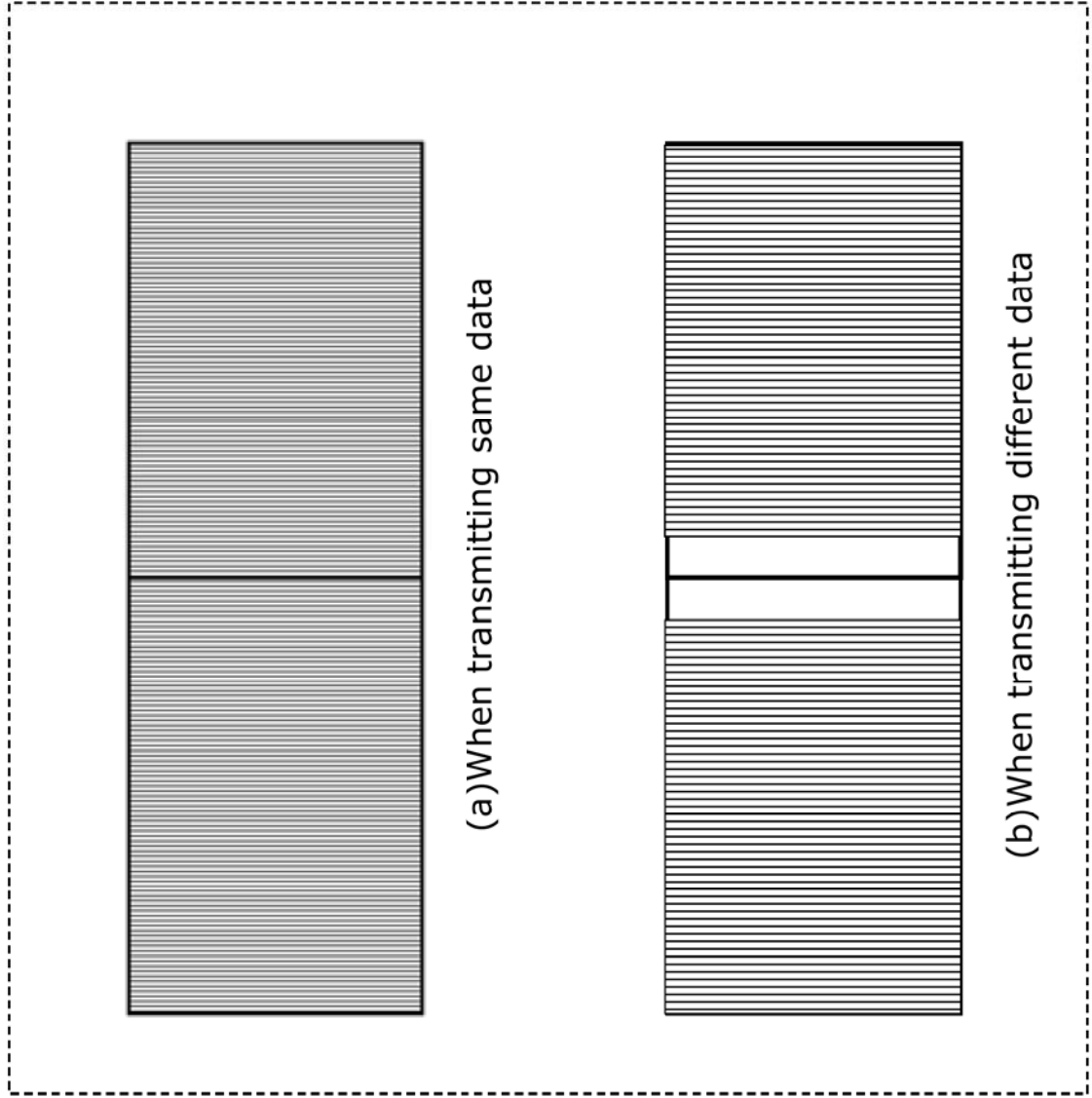


FIG. 498

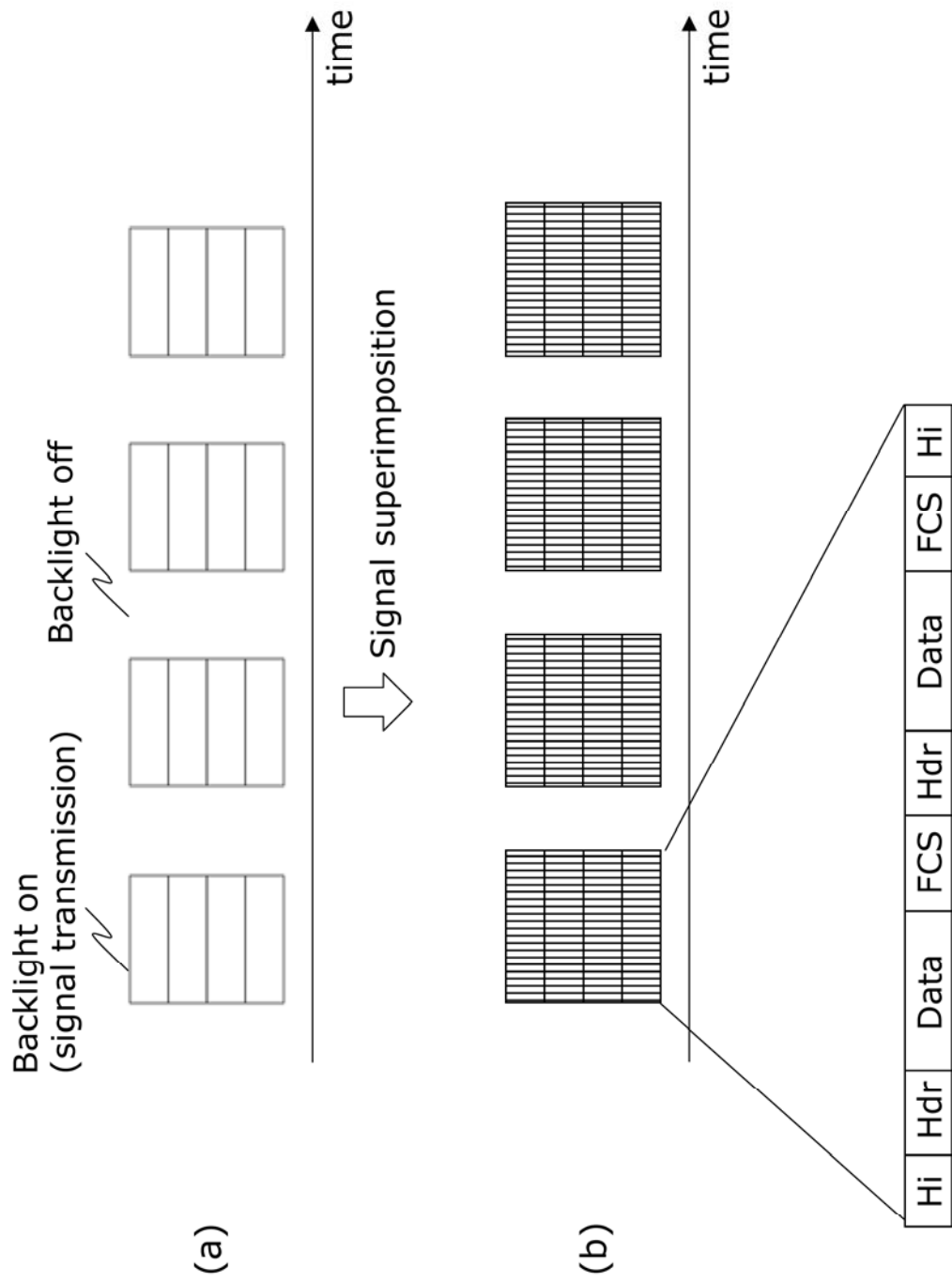


FIG. 499

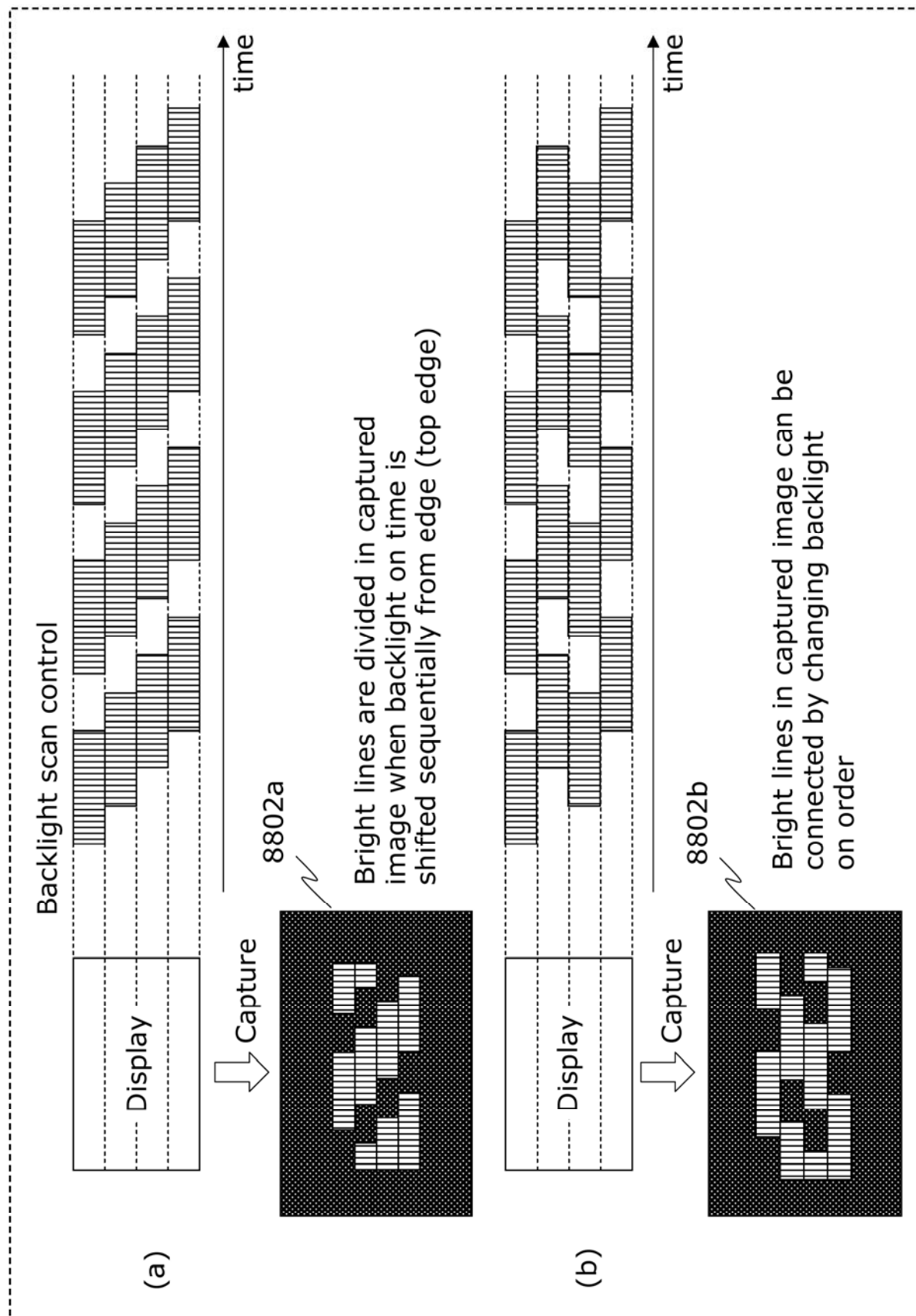


FIG. 500

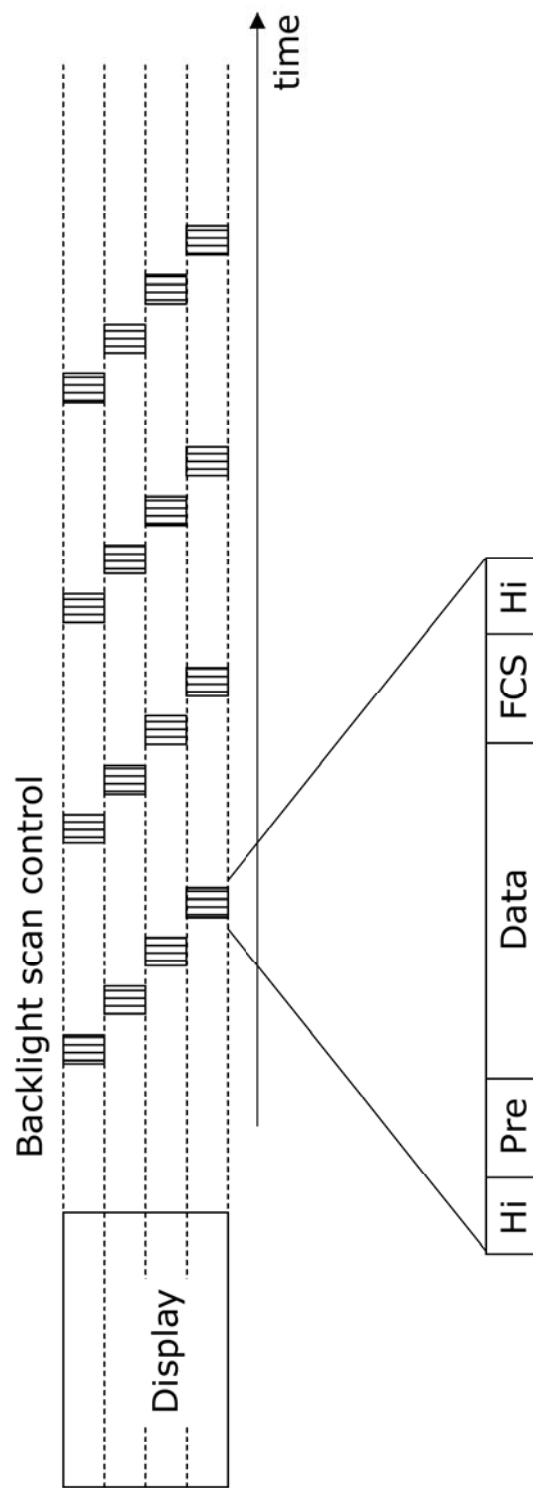


FIG. 501

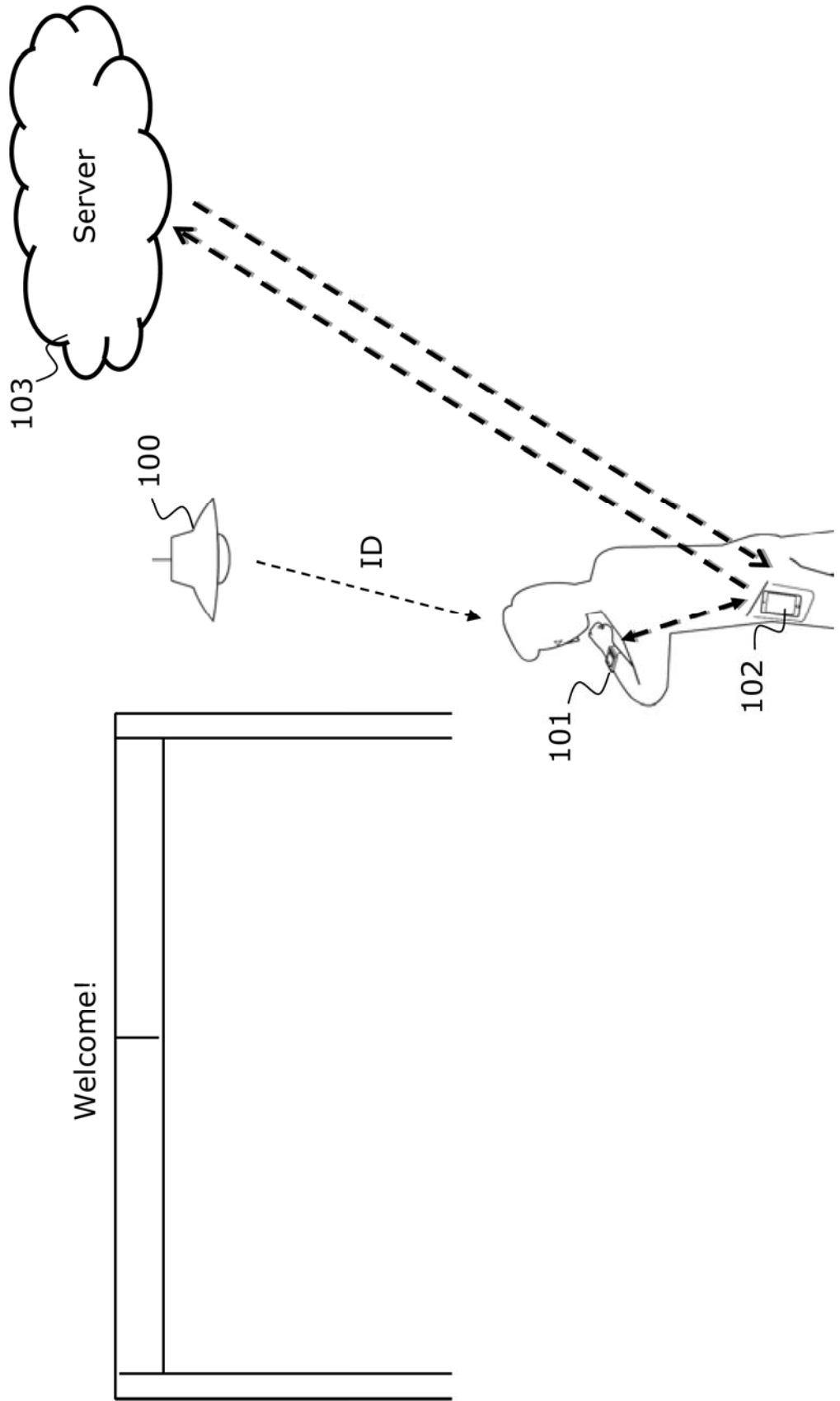


FIG. 502

Membership number	Store ID	Time	Position information
User preference information	User biological information		
User search history	User behavior history		

FIG. 503

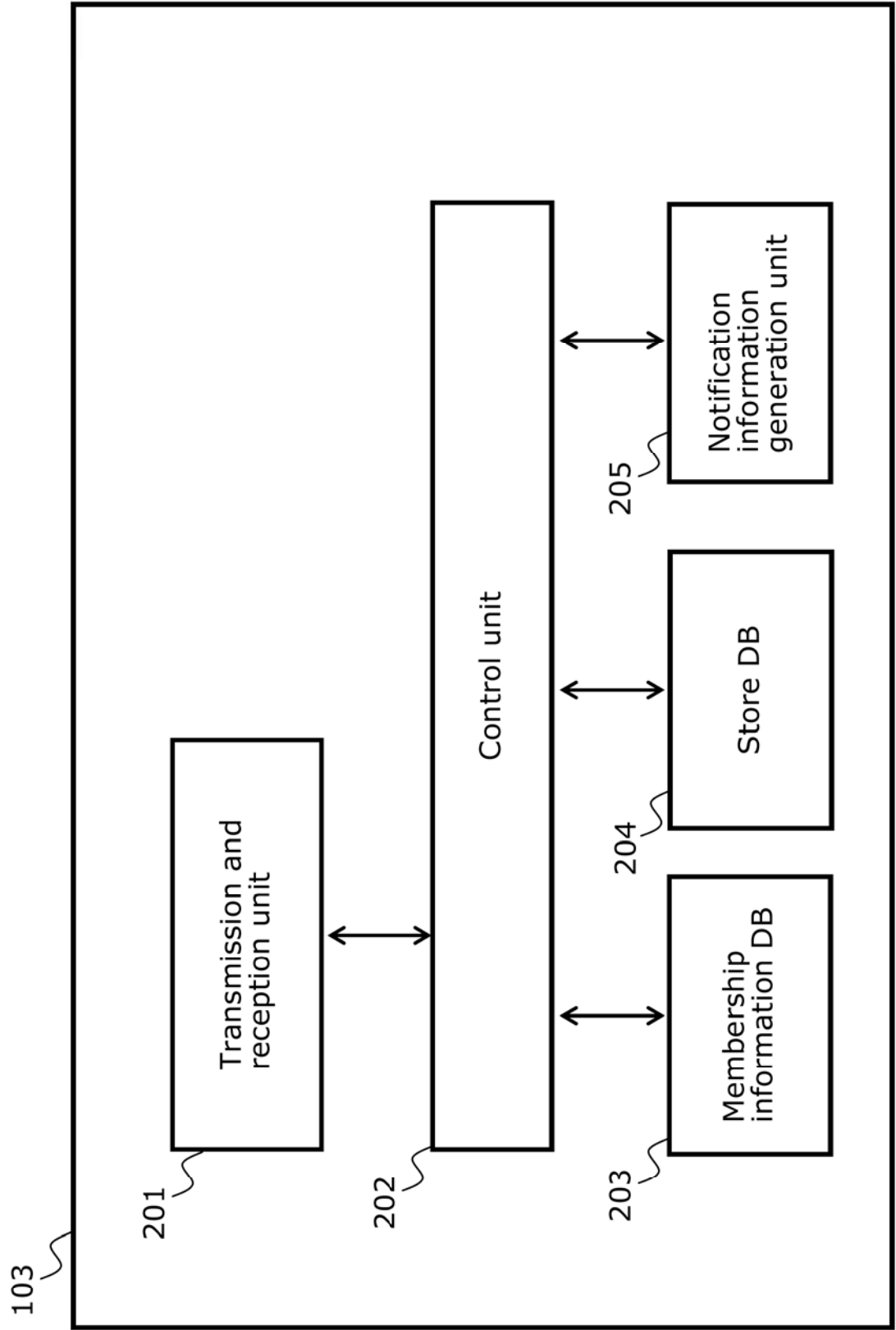


FIG. 504

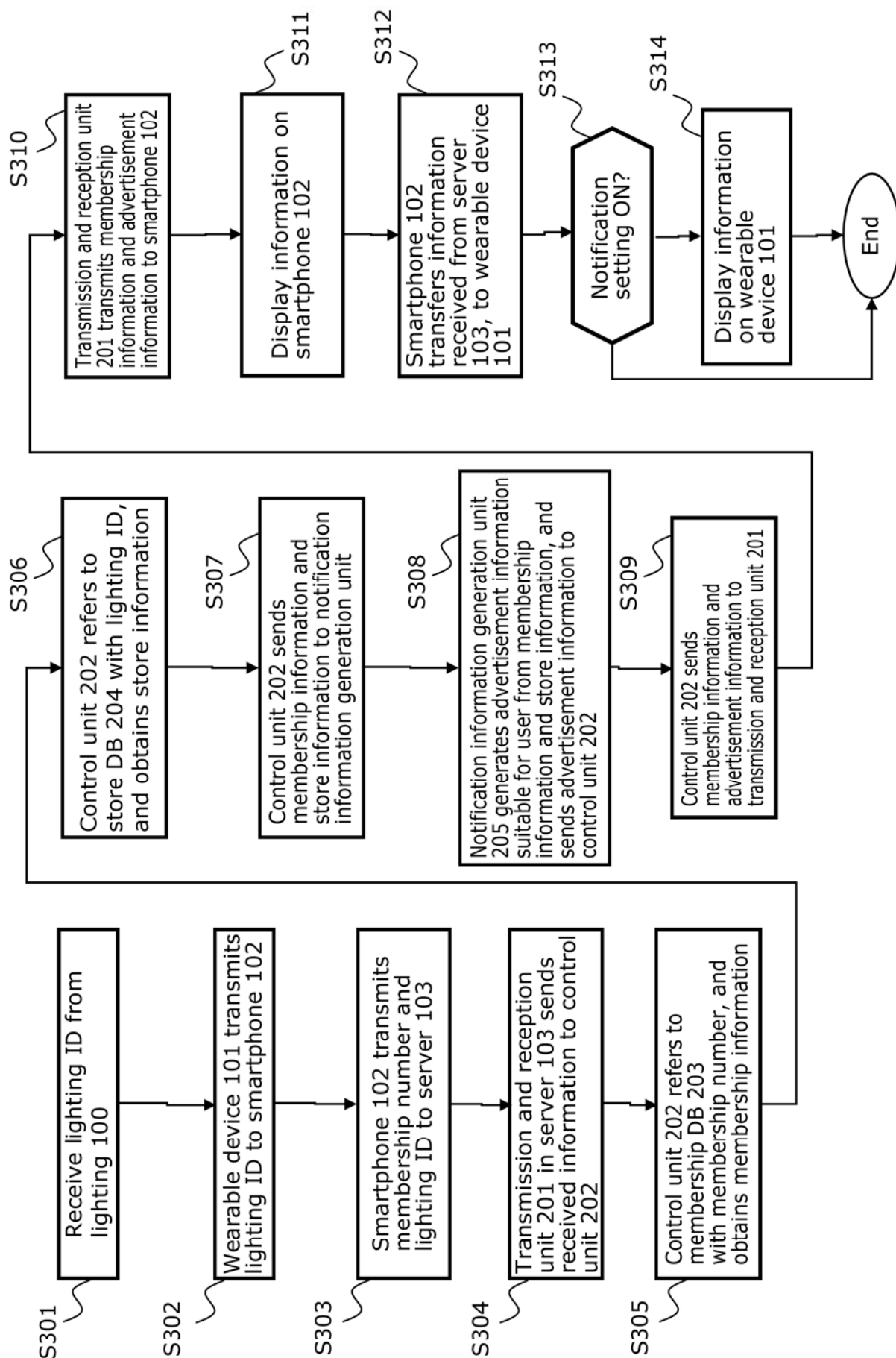


FIG. 505

Membership number	Store ID	Time	Store map DB
Coupon information Store product information	User membership information (points, expiration date, etc.)		

FIG. 506

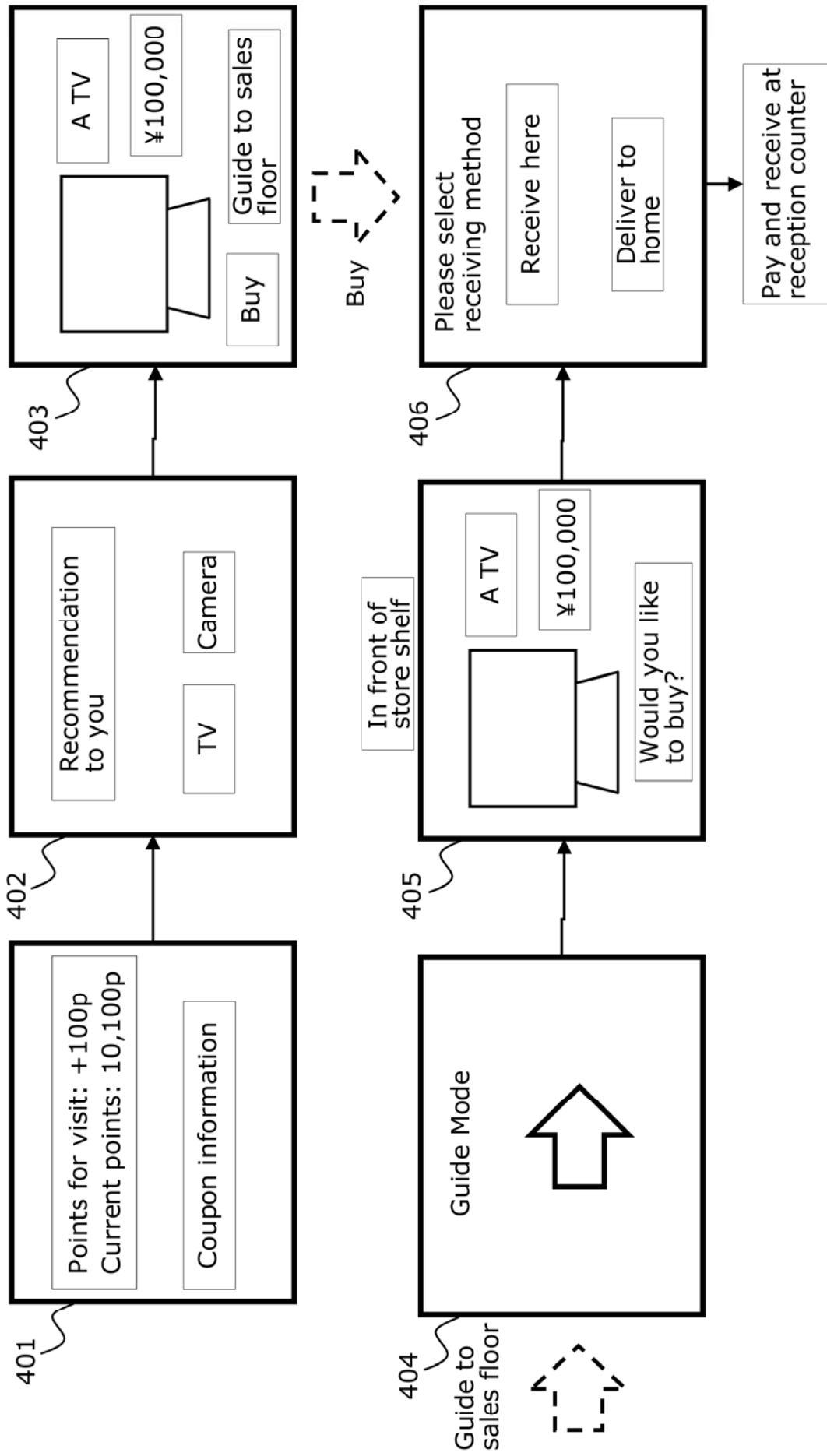


FIG. 507

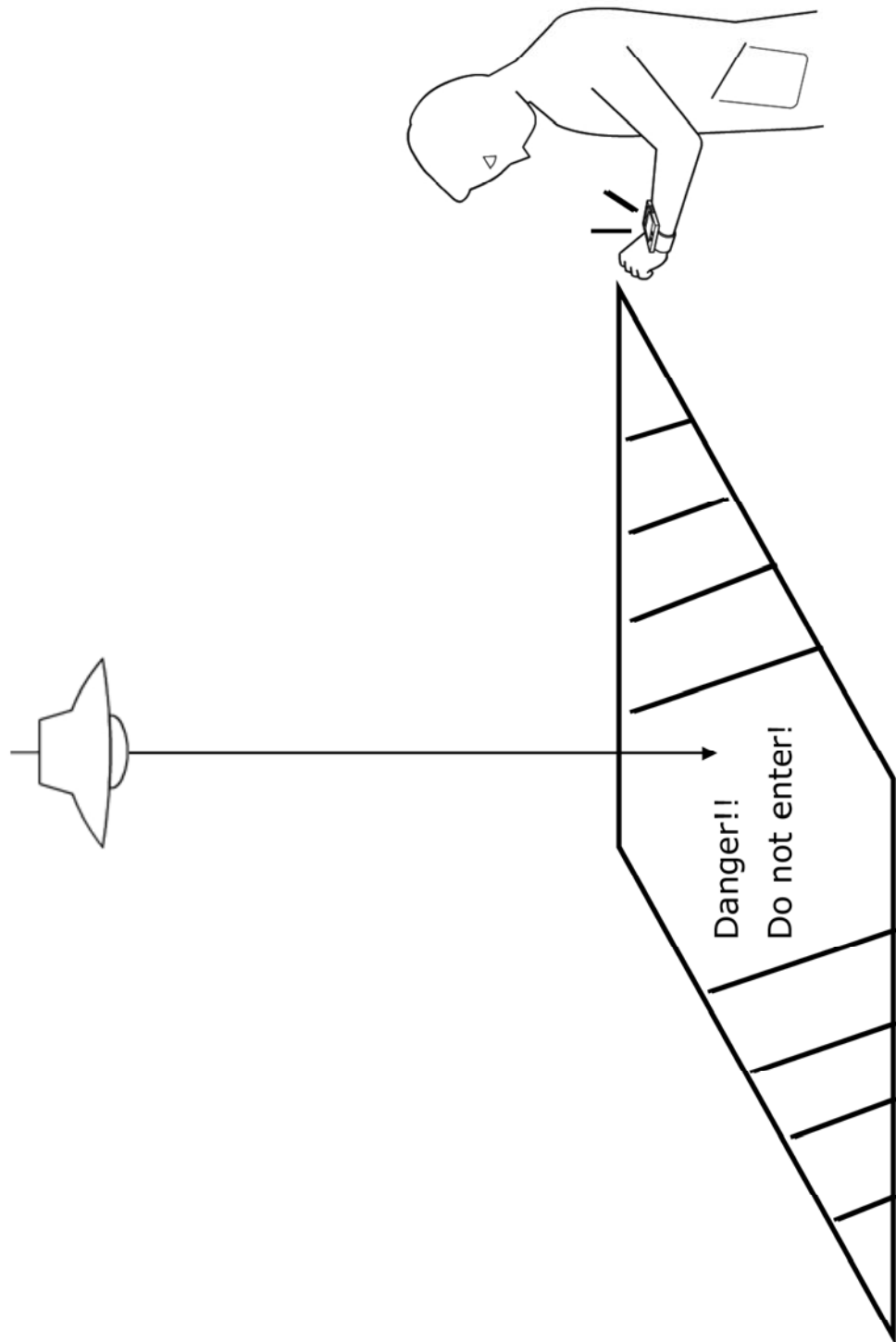


FIG. 508

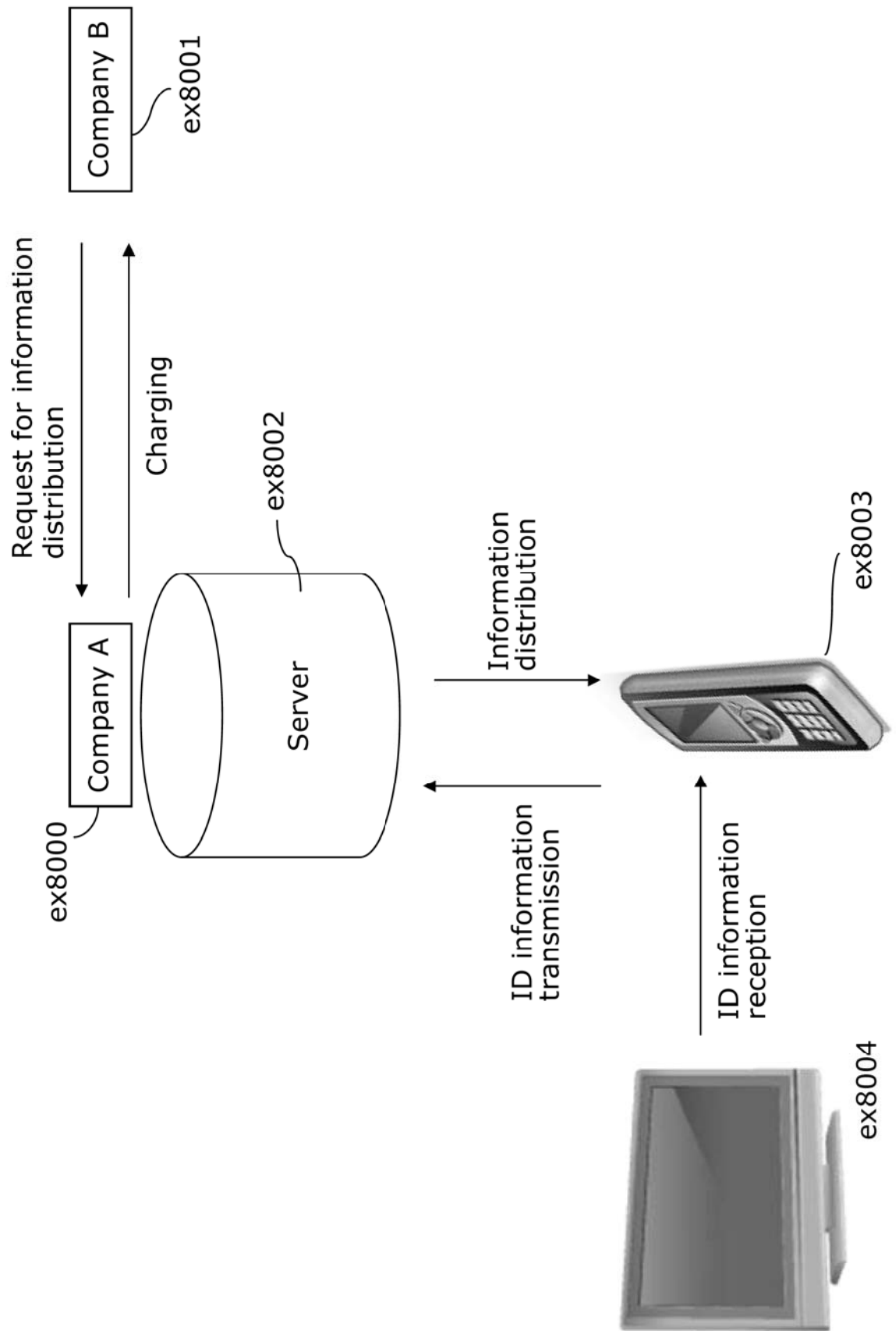


FIG. 509

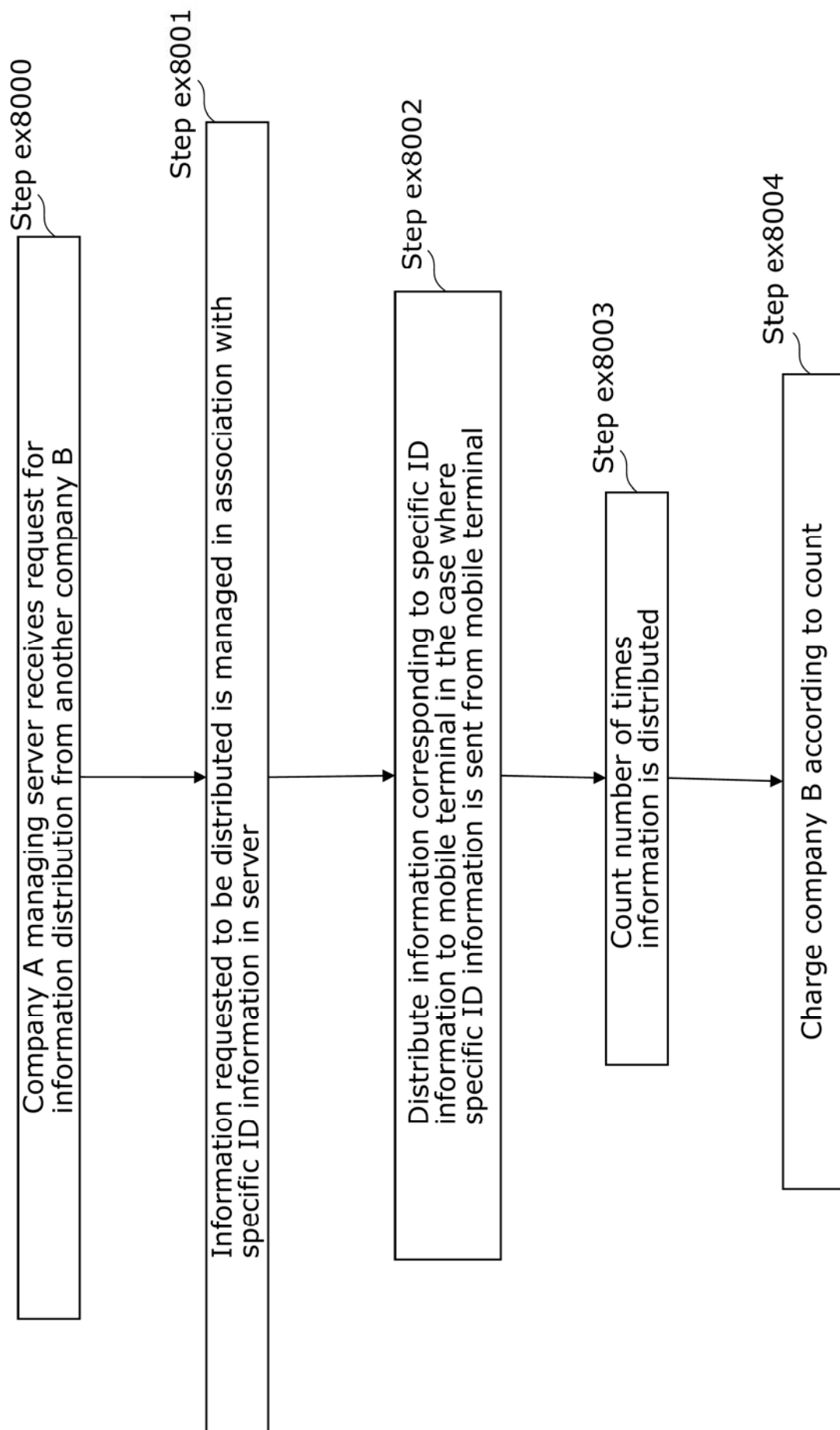


FIG. 510

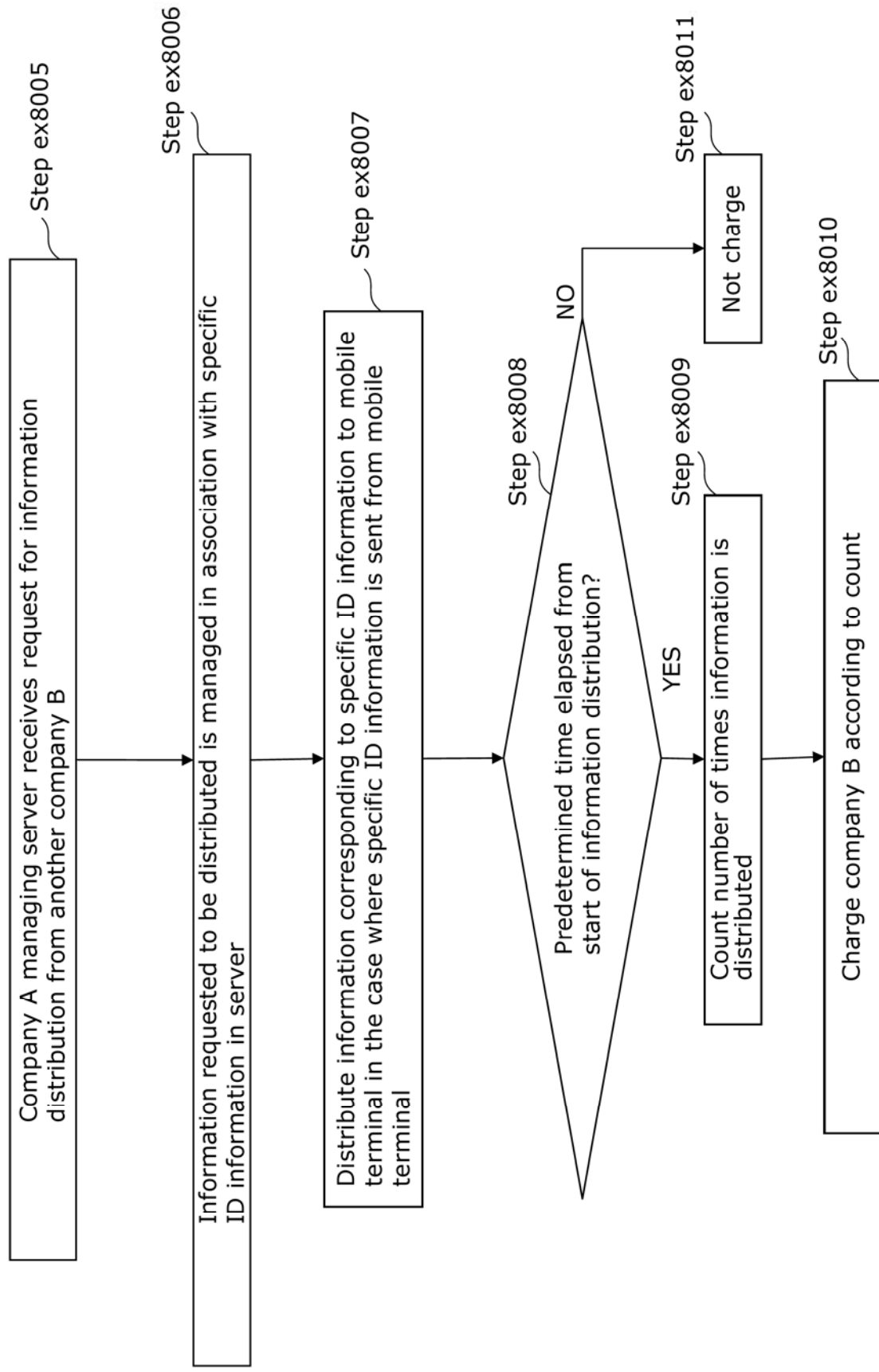


FIG. 511

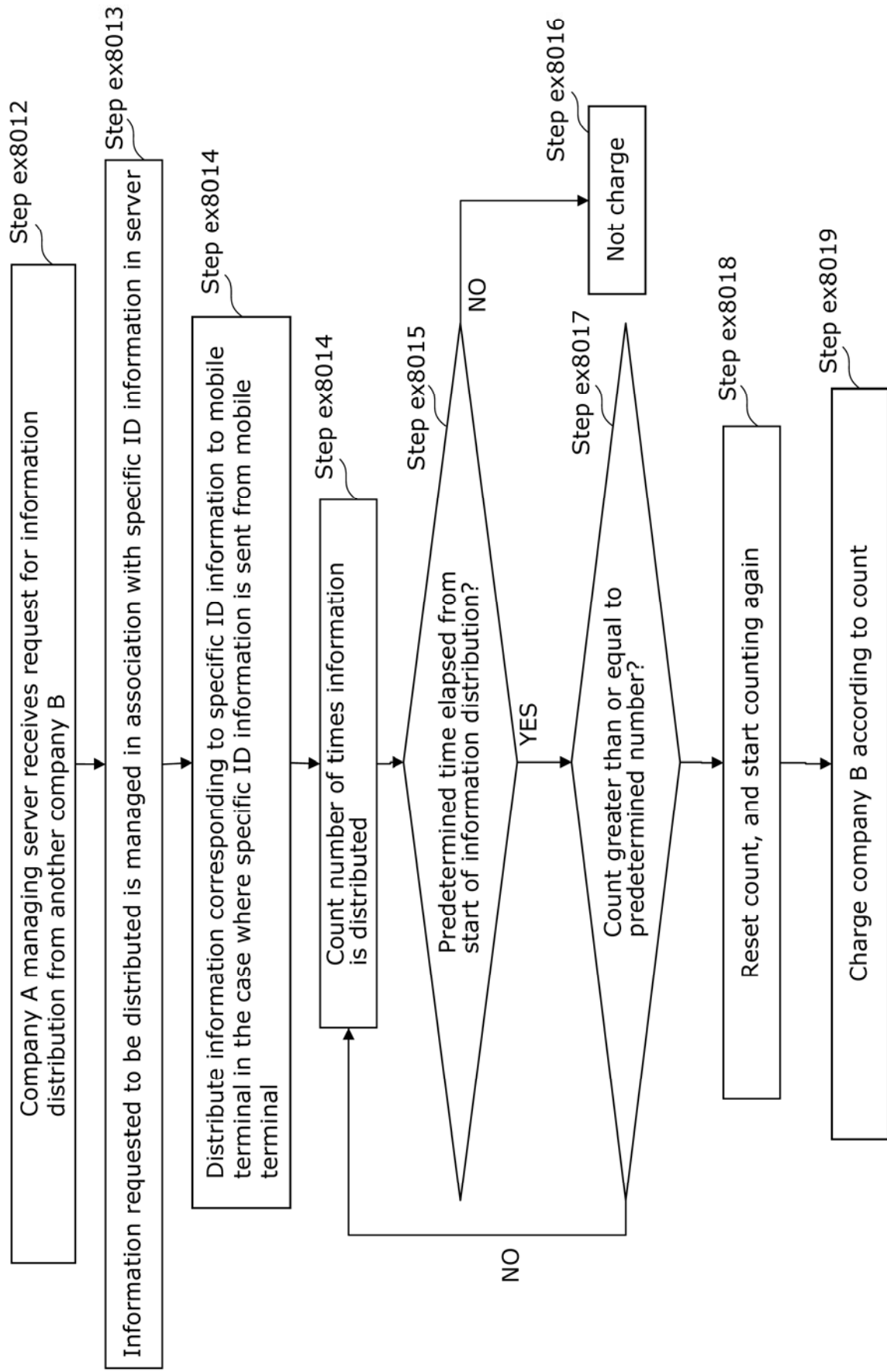


FIG. 512A

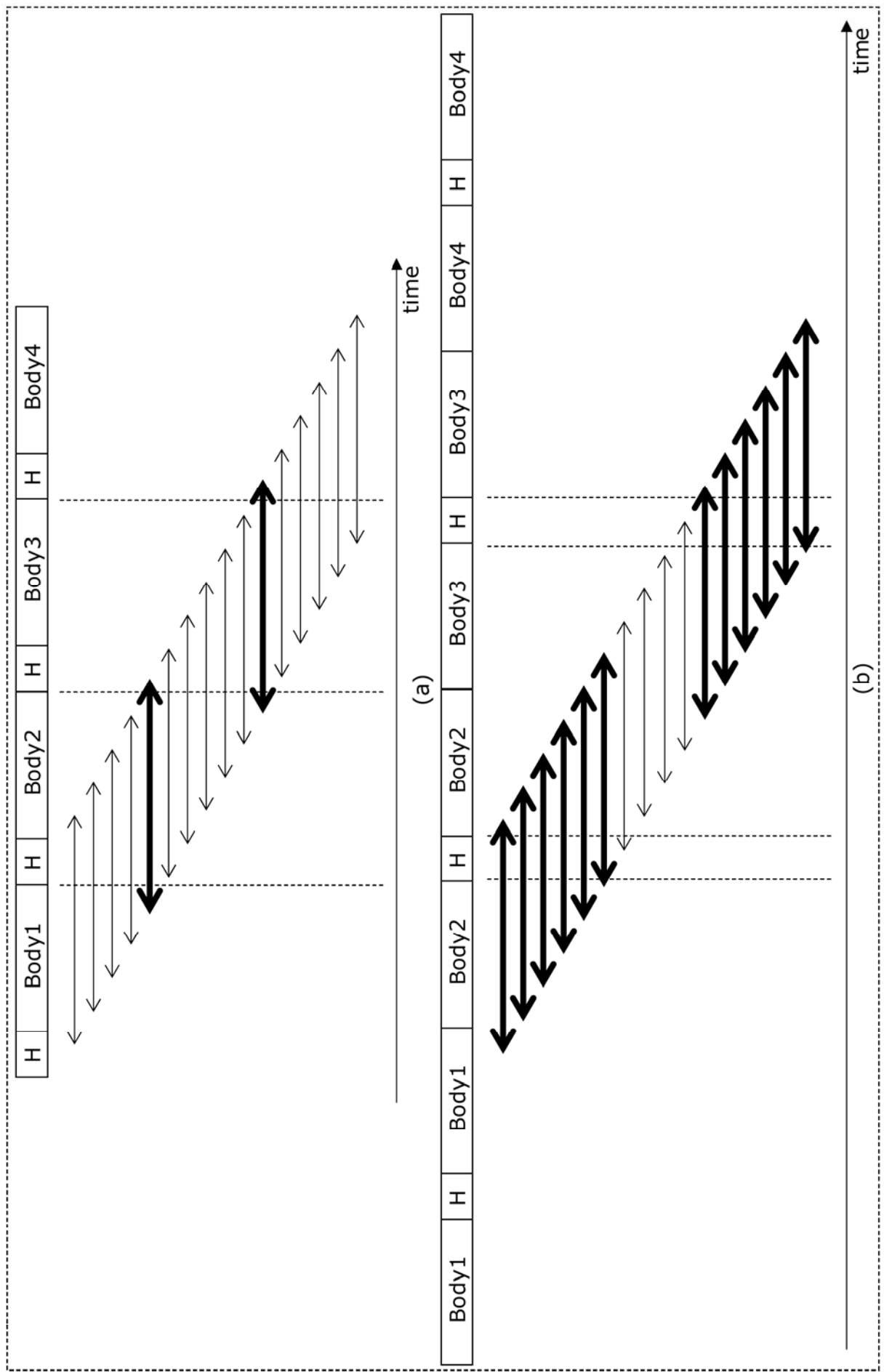


FIG. 512B

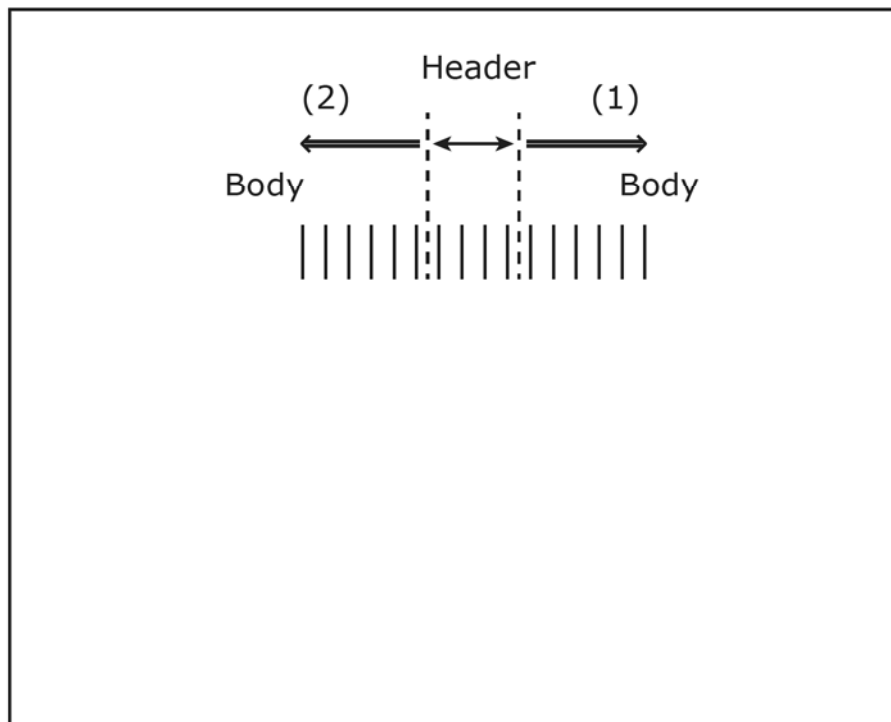


FIG. 513

Body1	H	Body1	H2	Body2	H	Body2	H2	Body3	H	Body3	H2
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FIG. 514

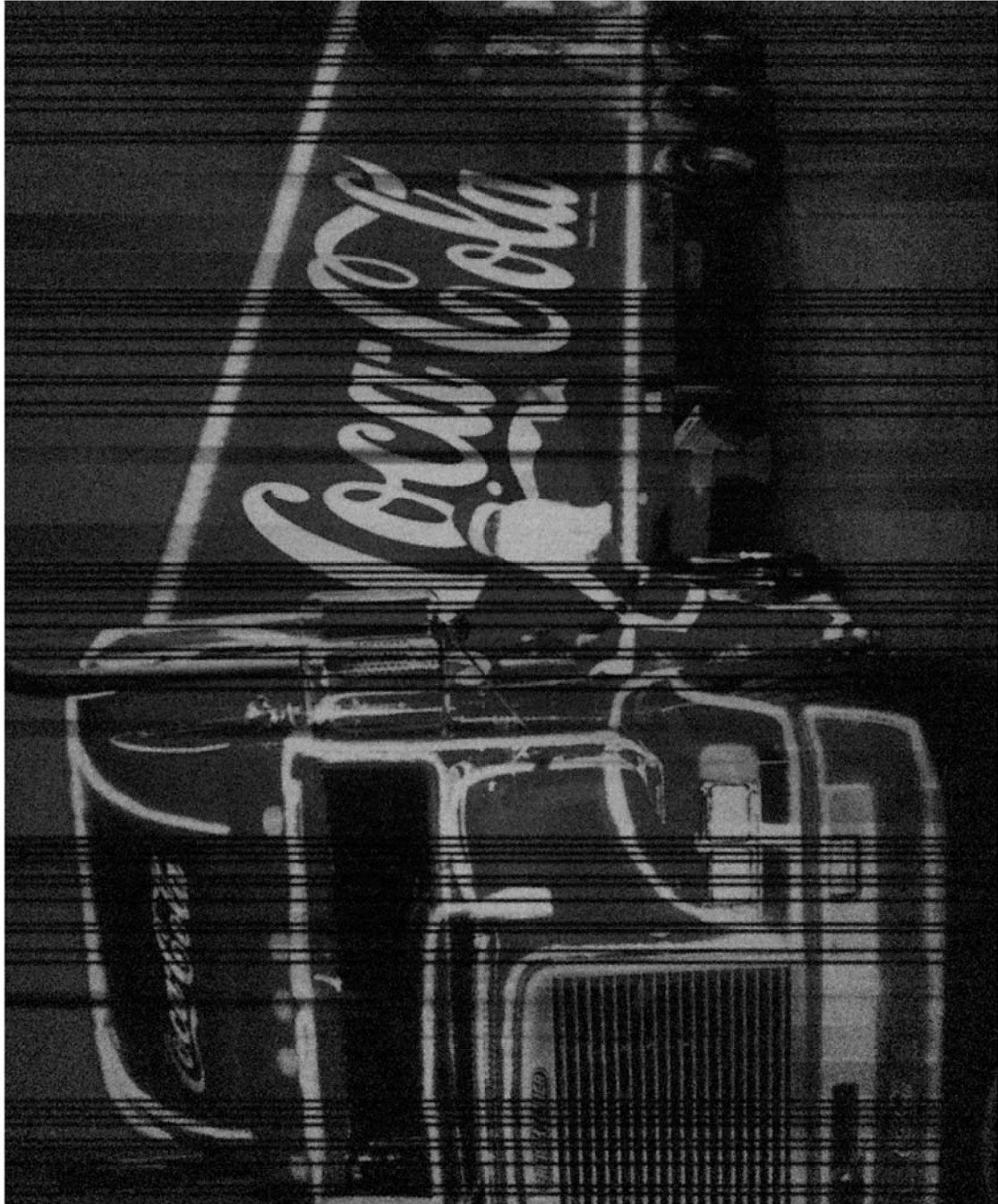


FIG. 515A

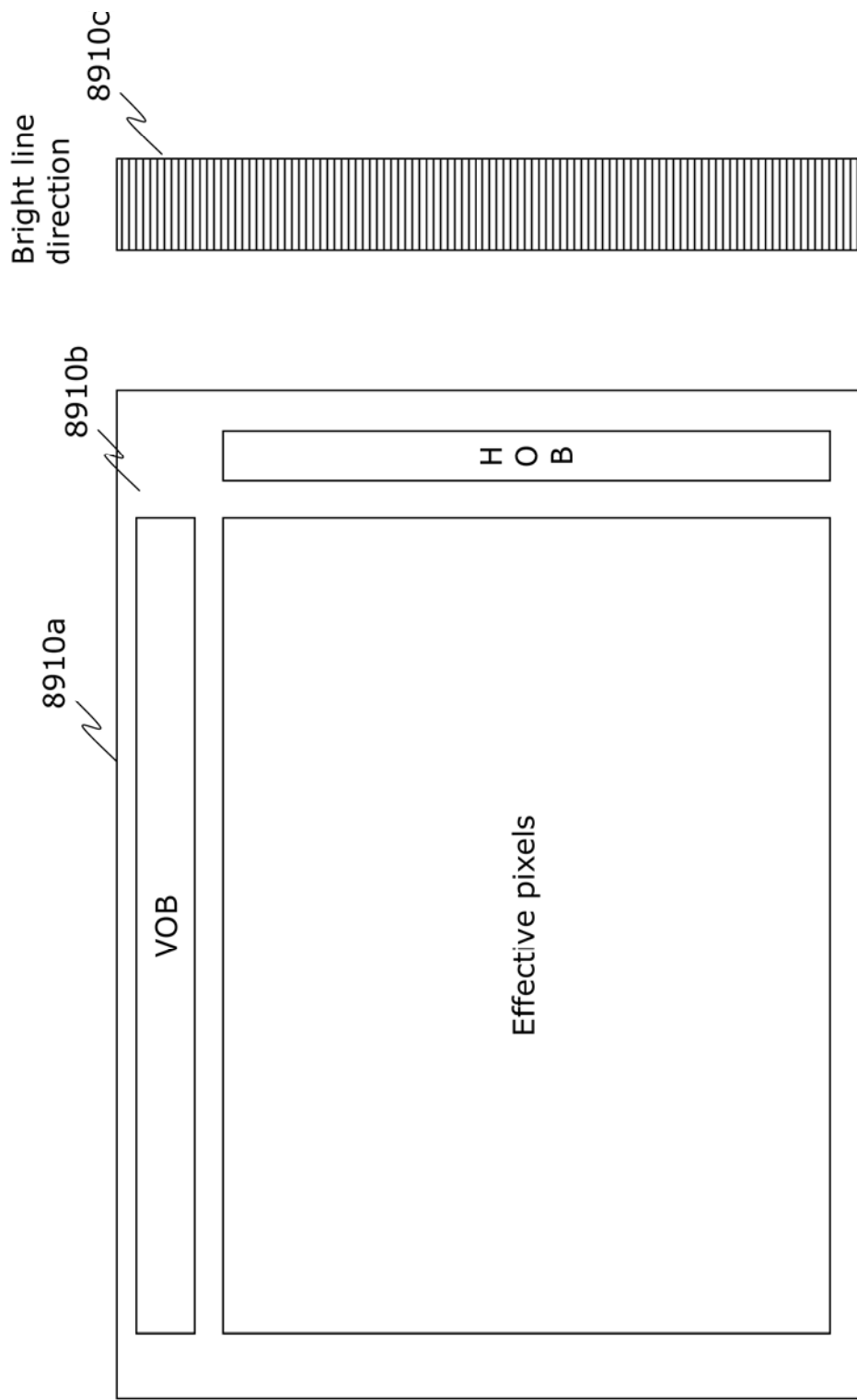


FIG. 515B

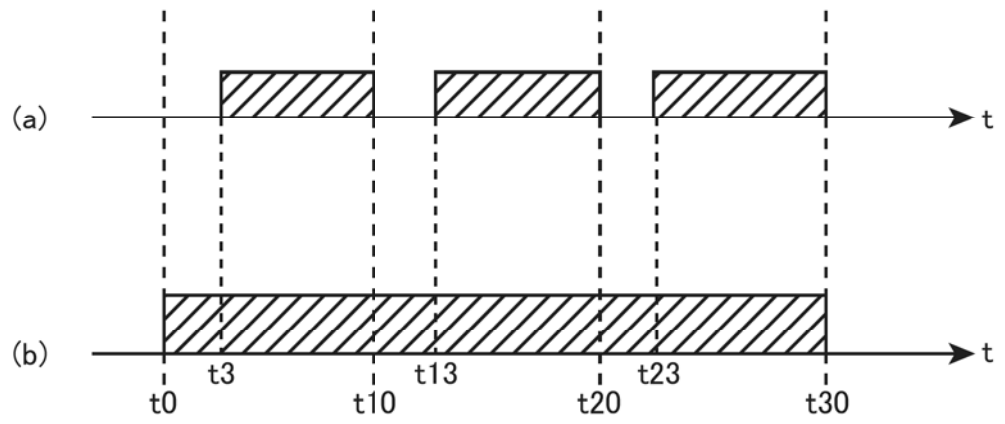
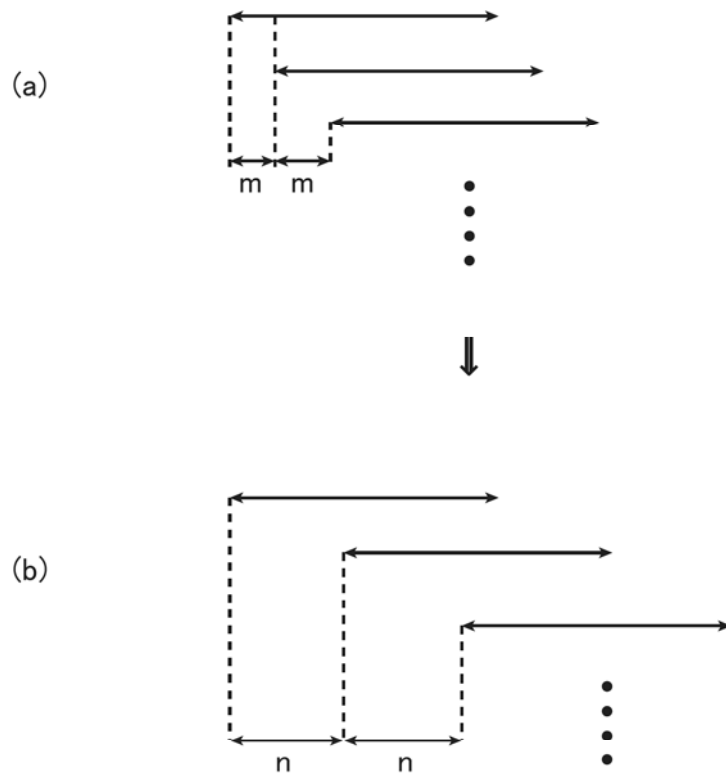


FIG. 515C



($n > m$)

FIG. 515D

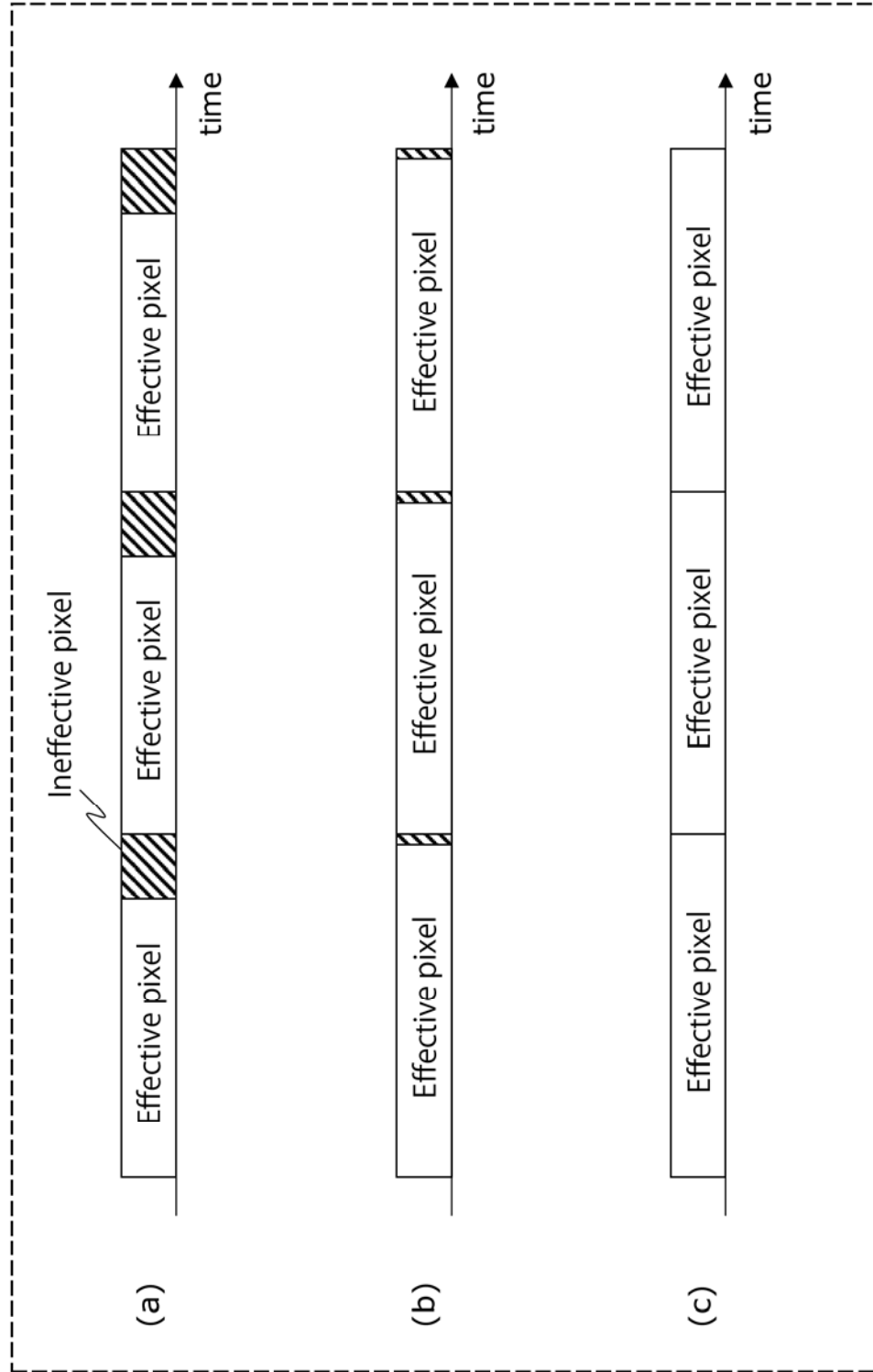


FIG. 515E

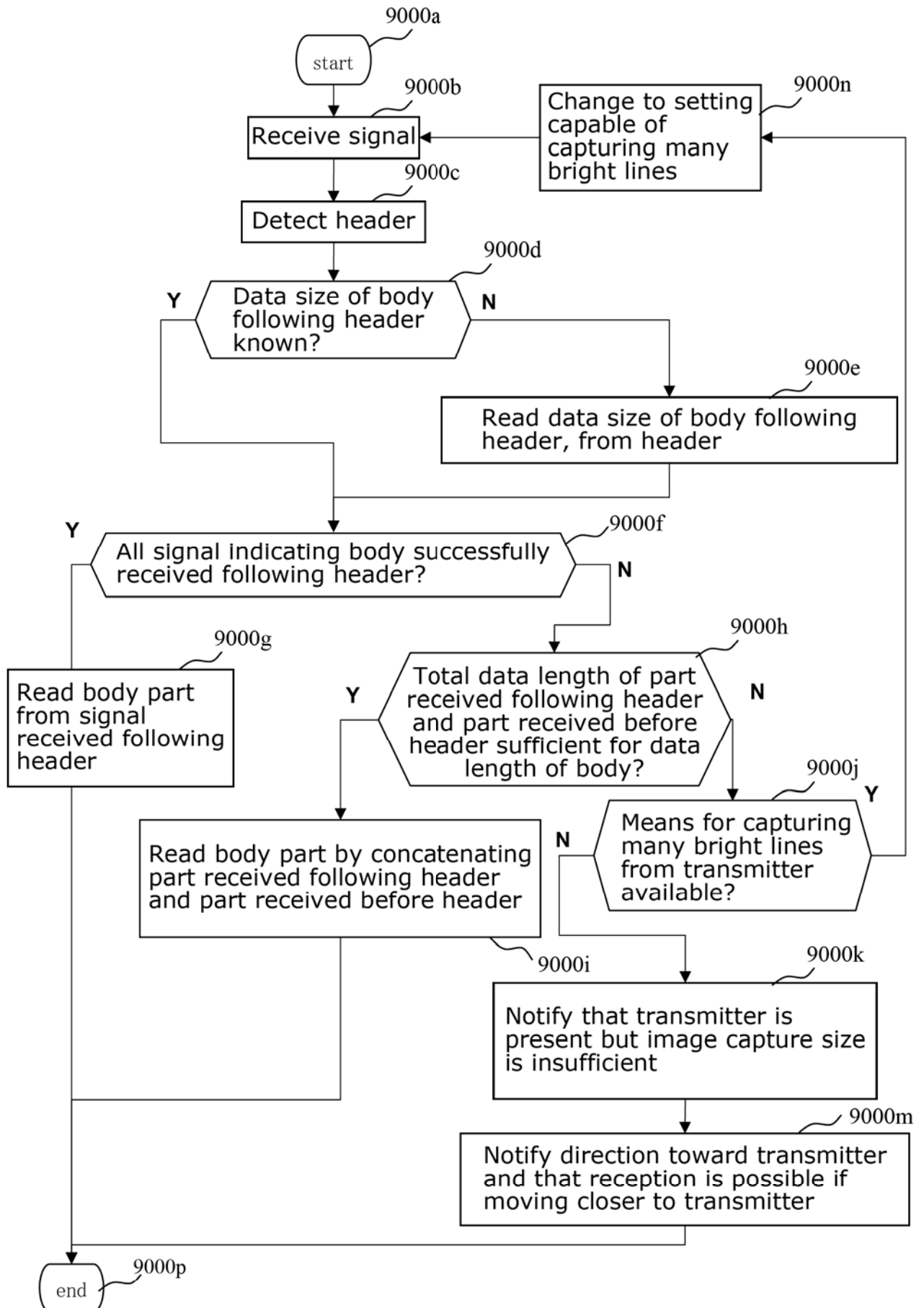
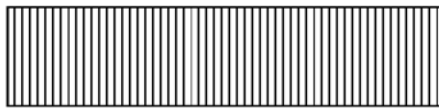
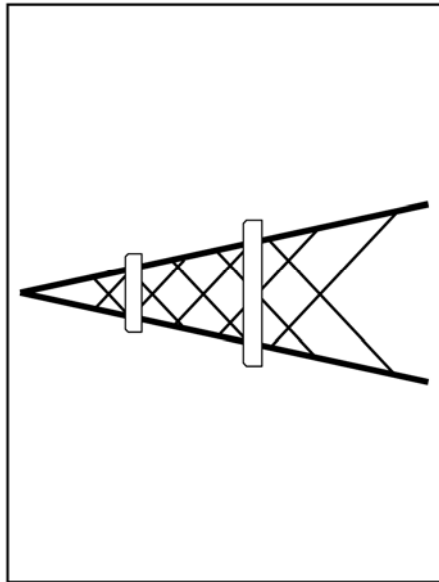
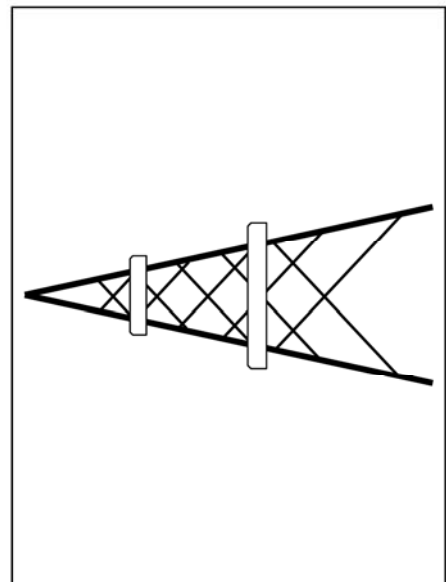


FIG. 516

Bright line direction



Capture at 4:3



Capture at 16:9

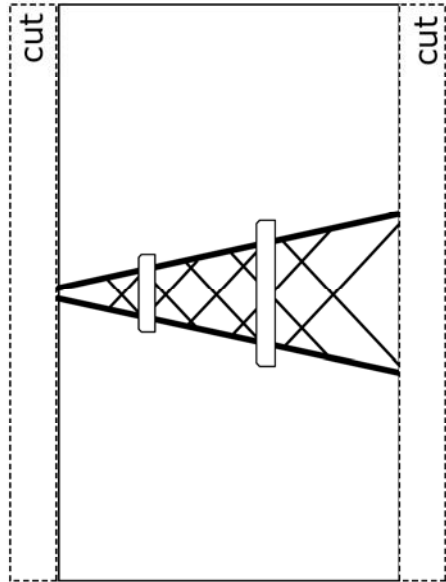


FIG. 517A

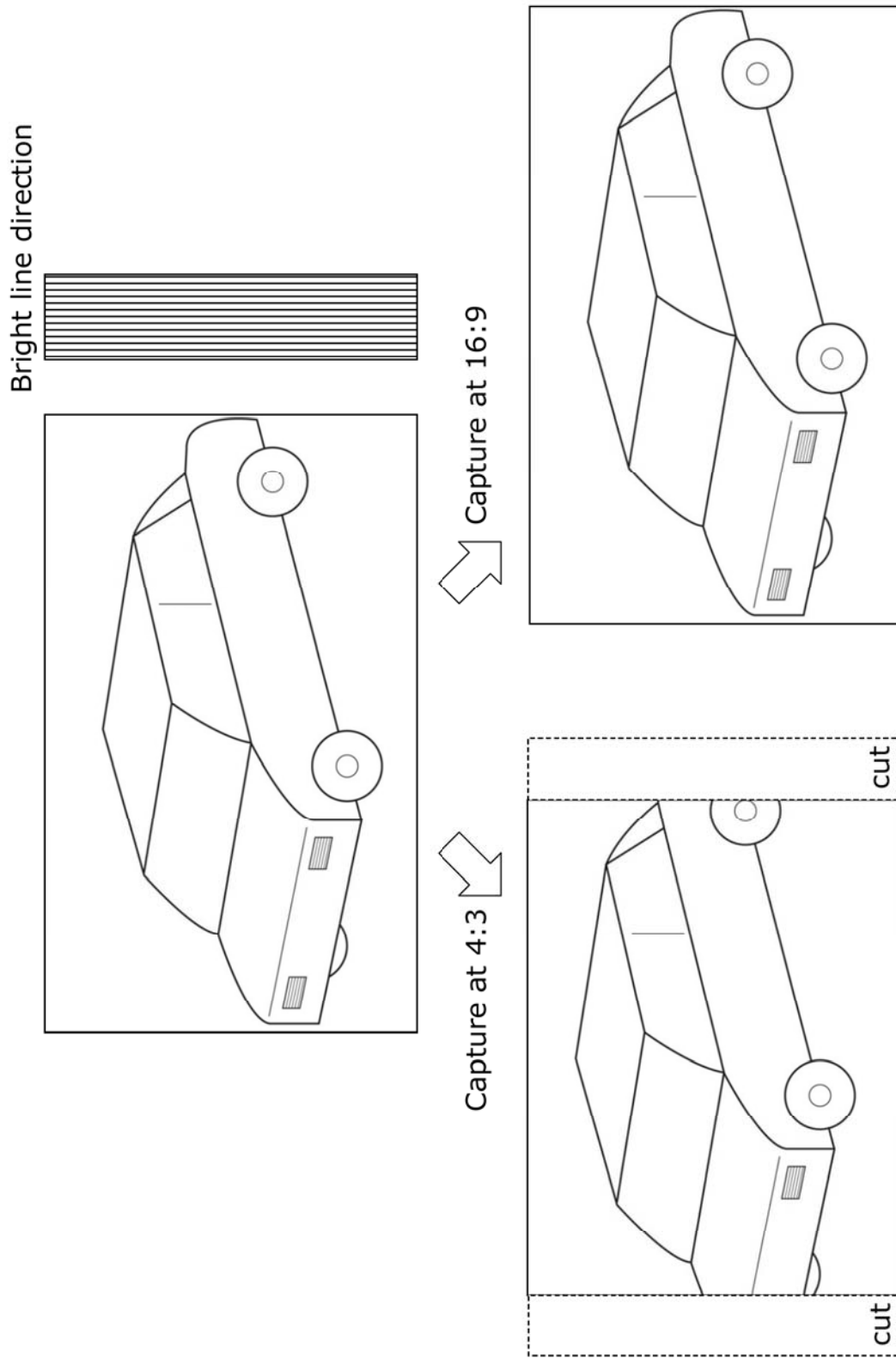


FIG. 517B

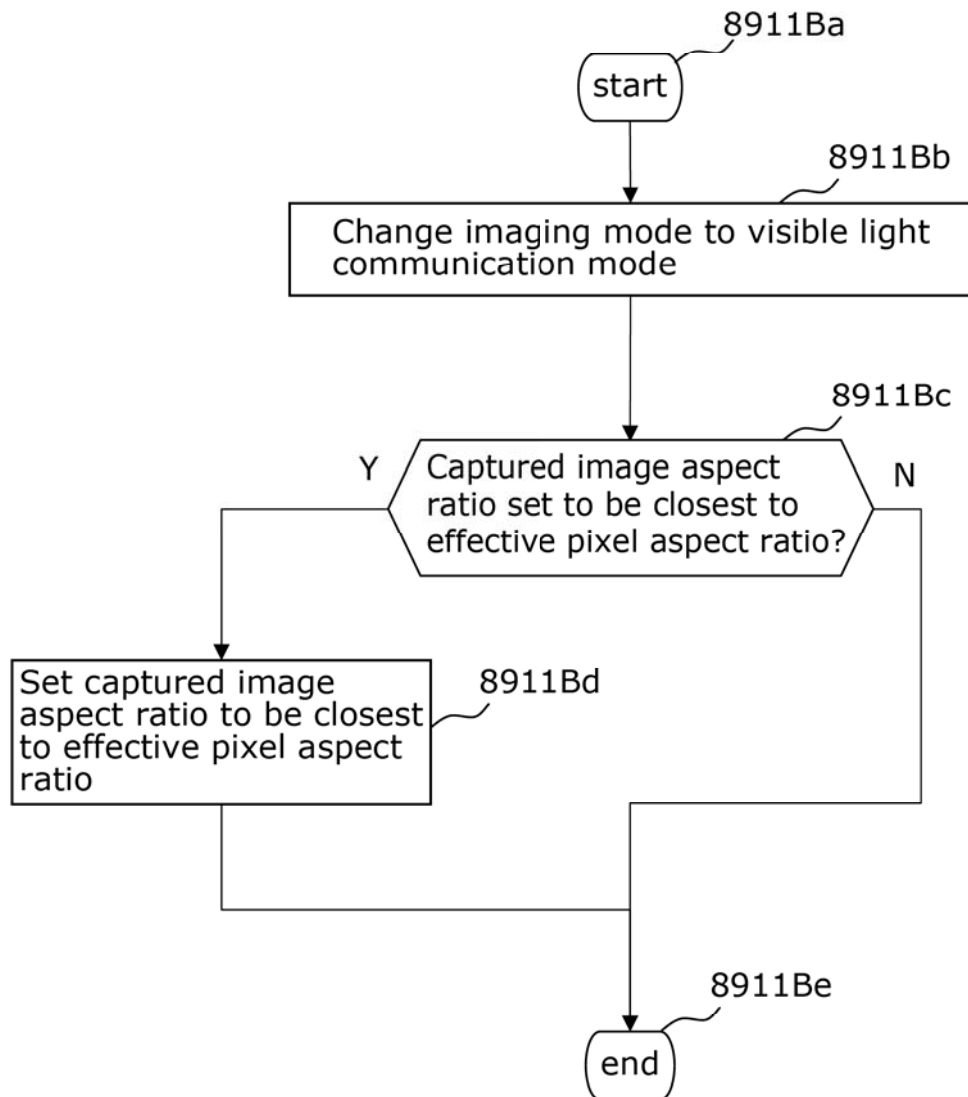


FIG. 517C

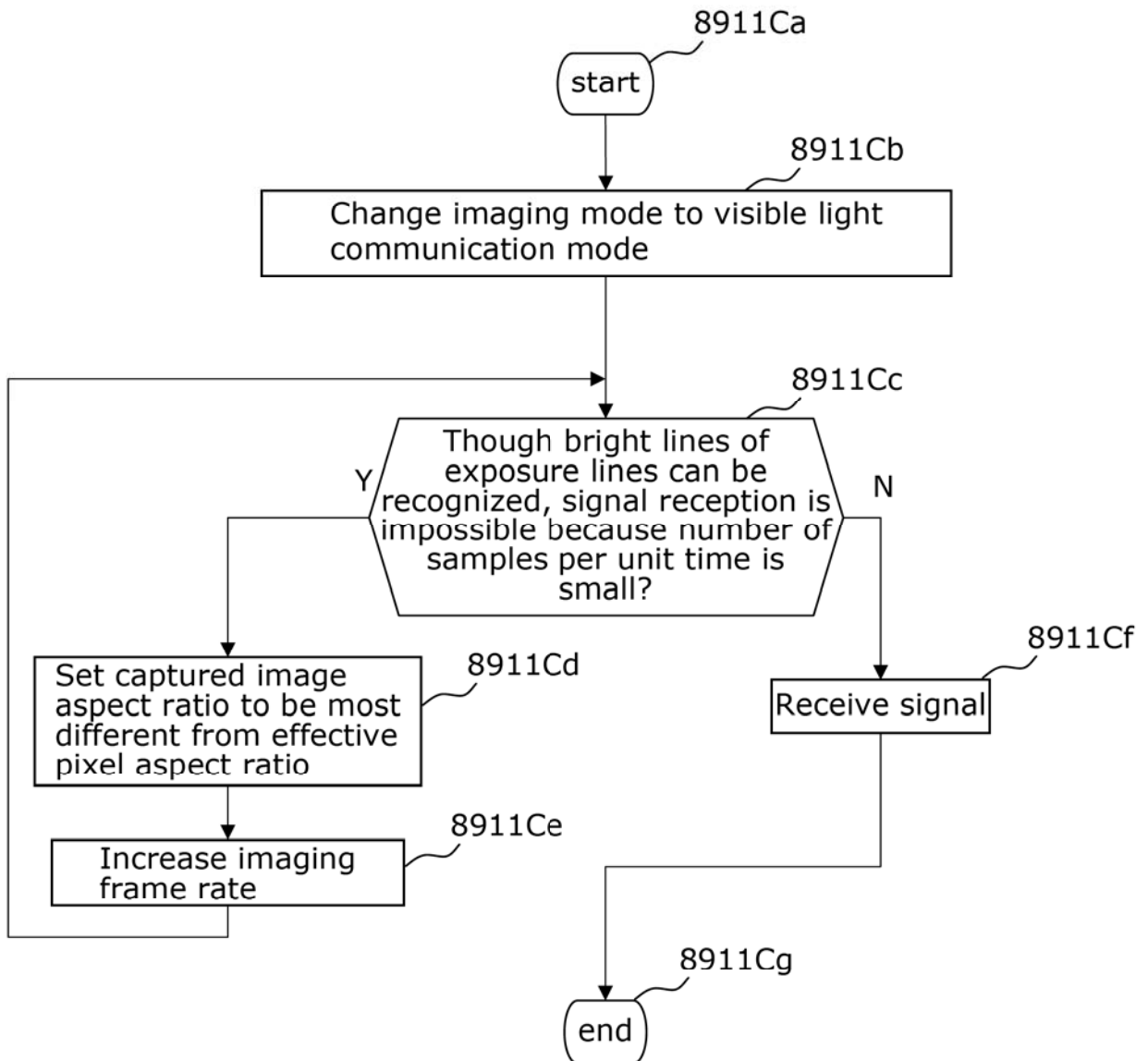


FIG. 518

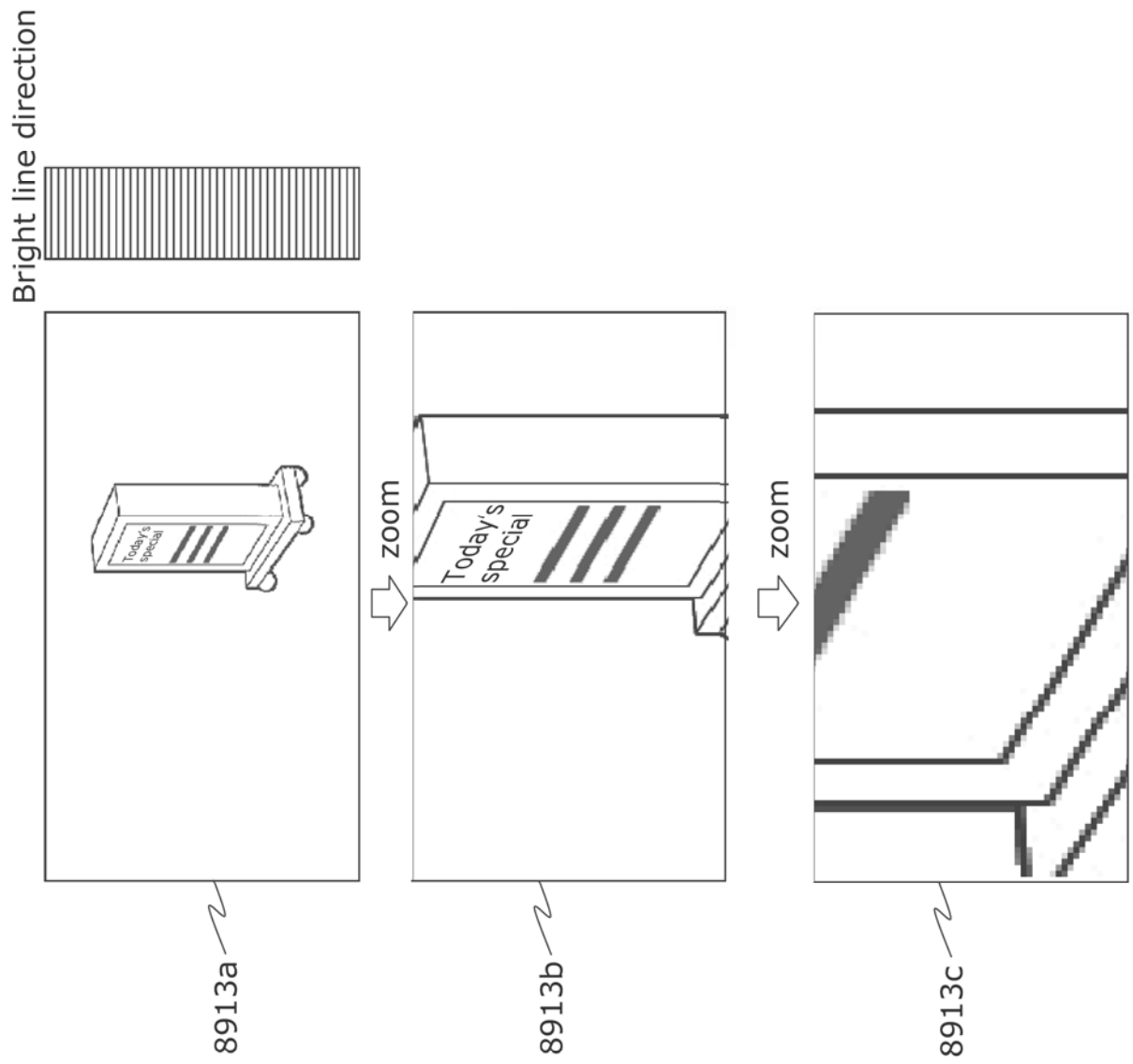


FIG. 519

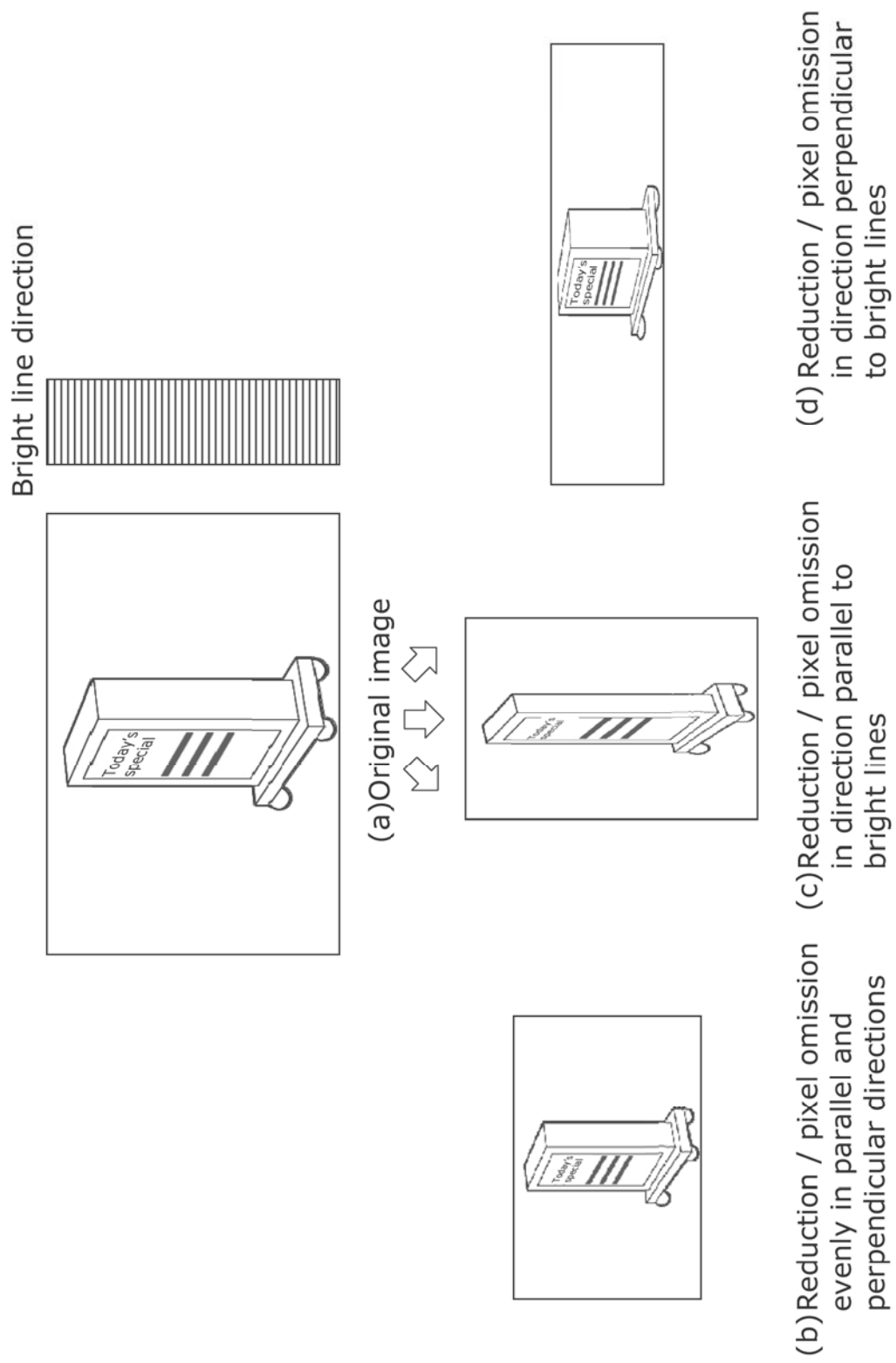


FIG. 520

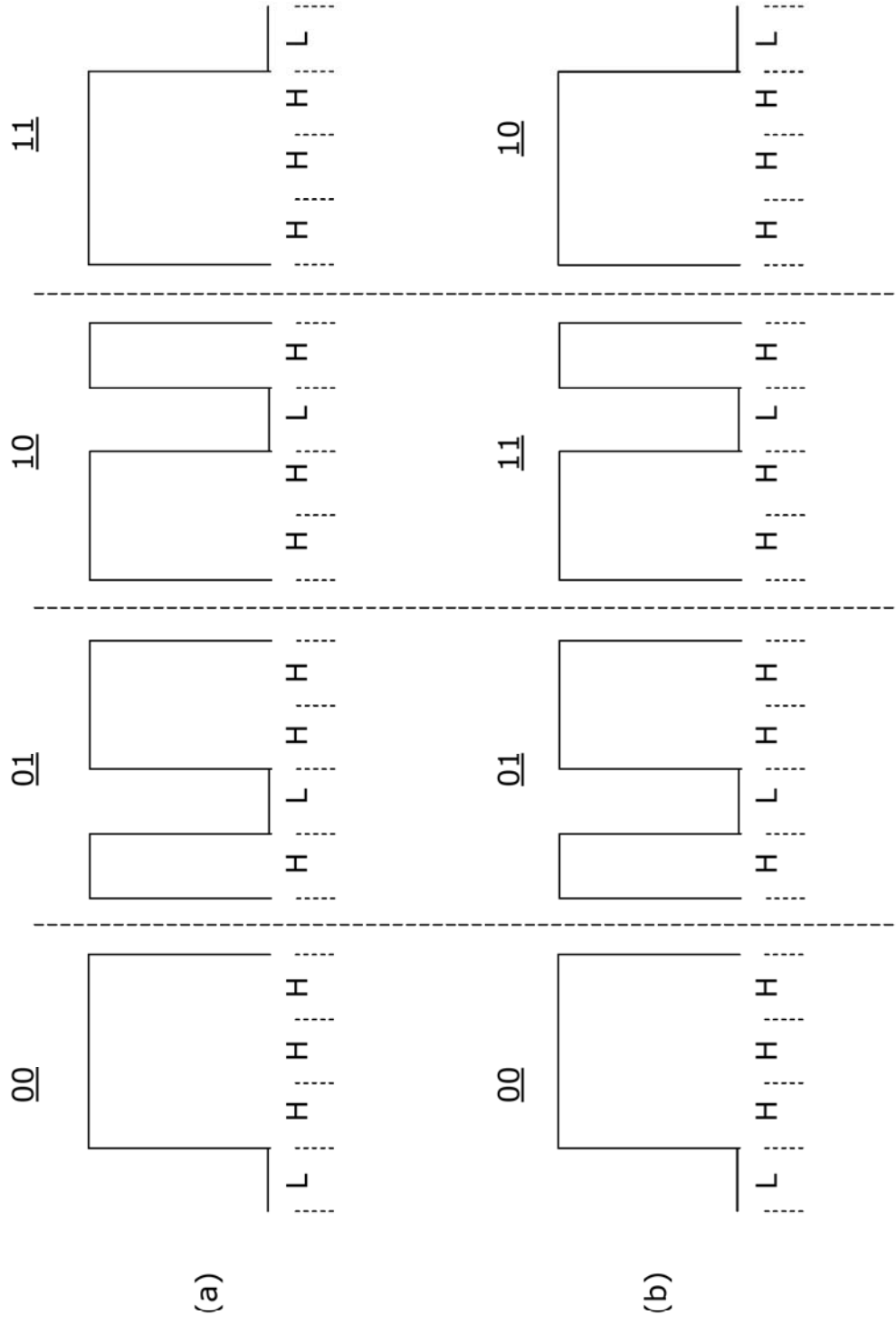


FIG. 521

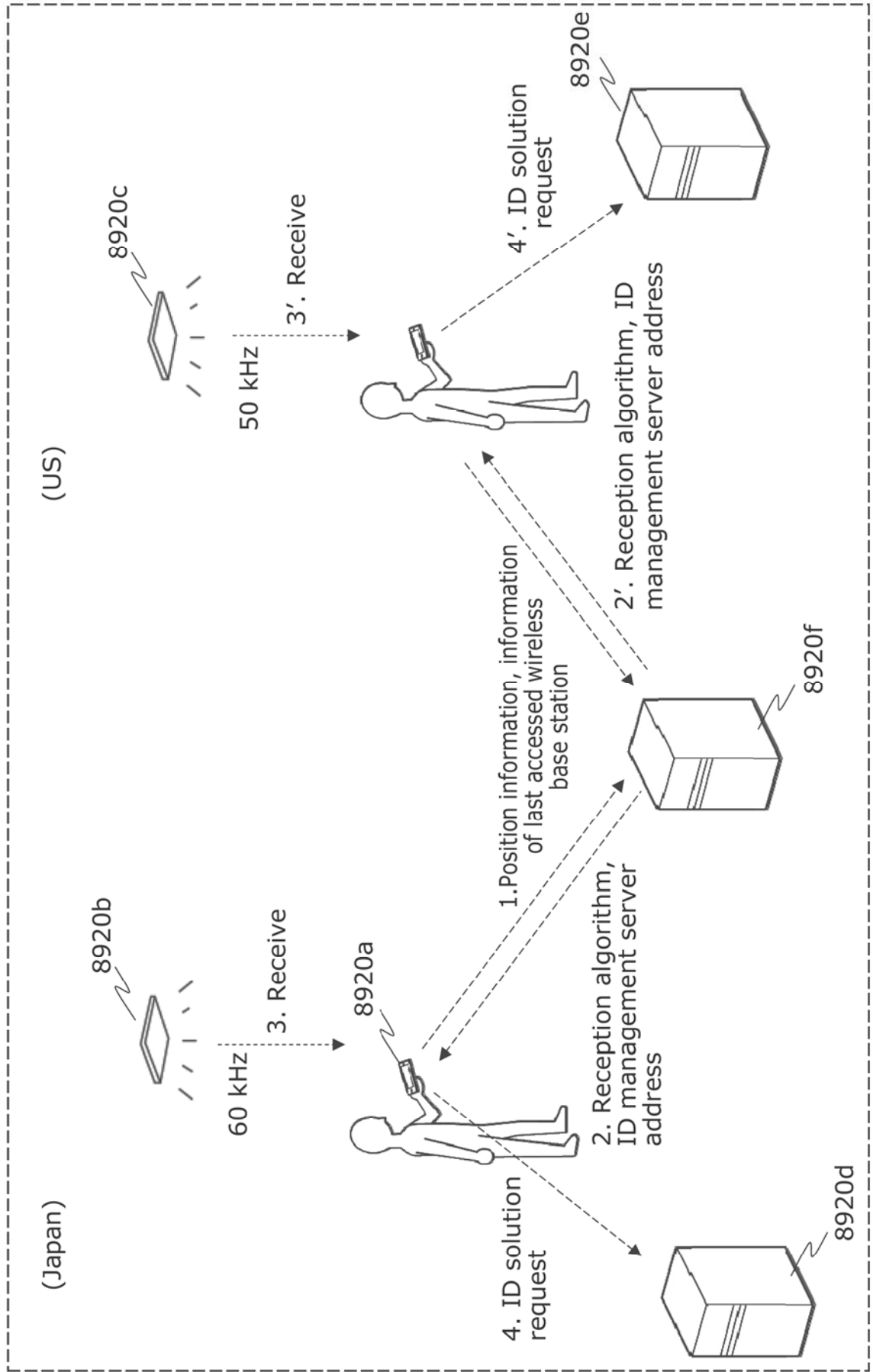


FIG. 522

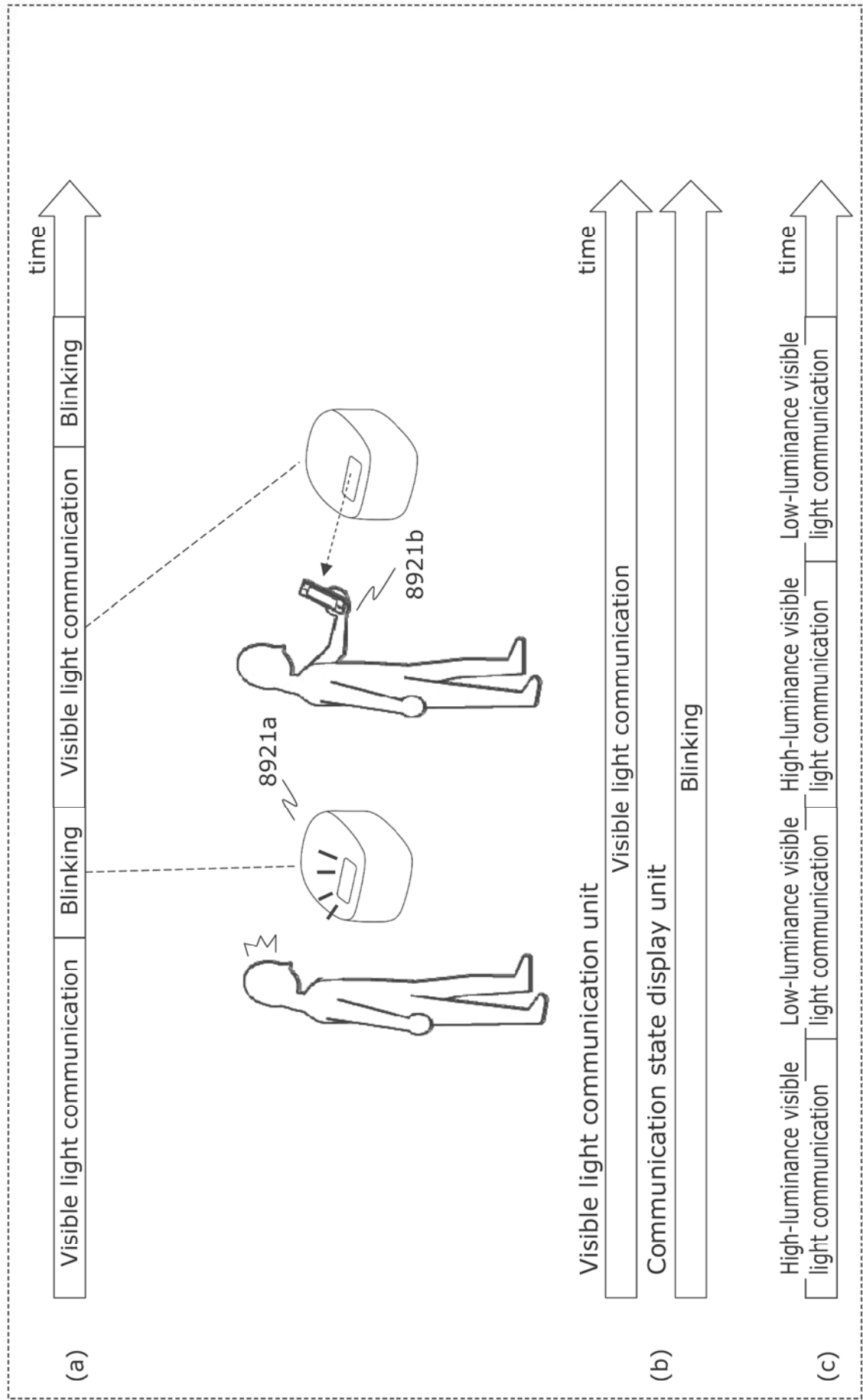


FIG. 523

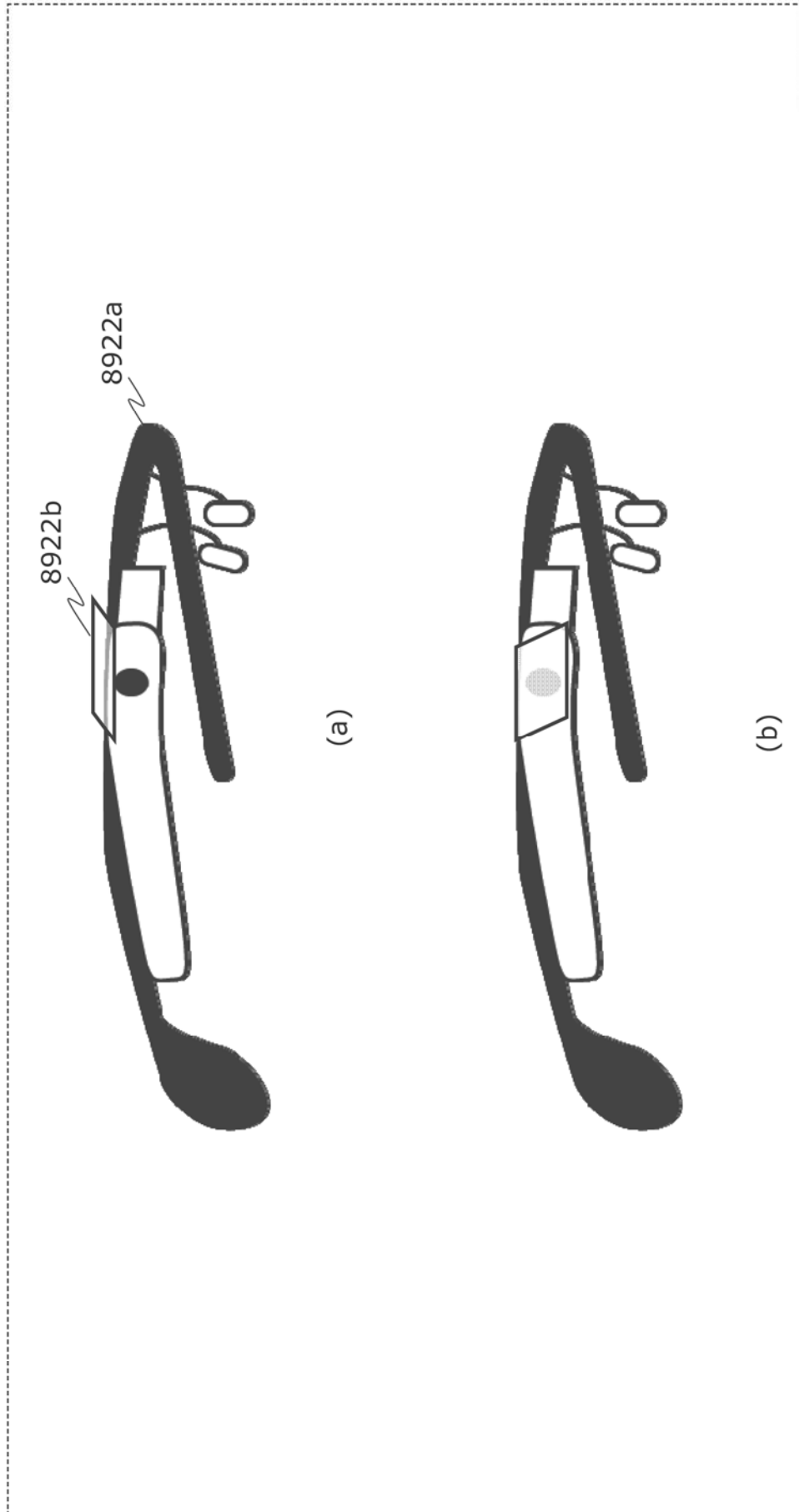


FIG. 524

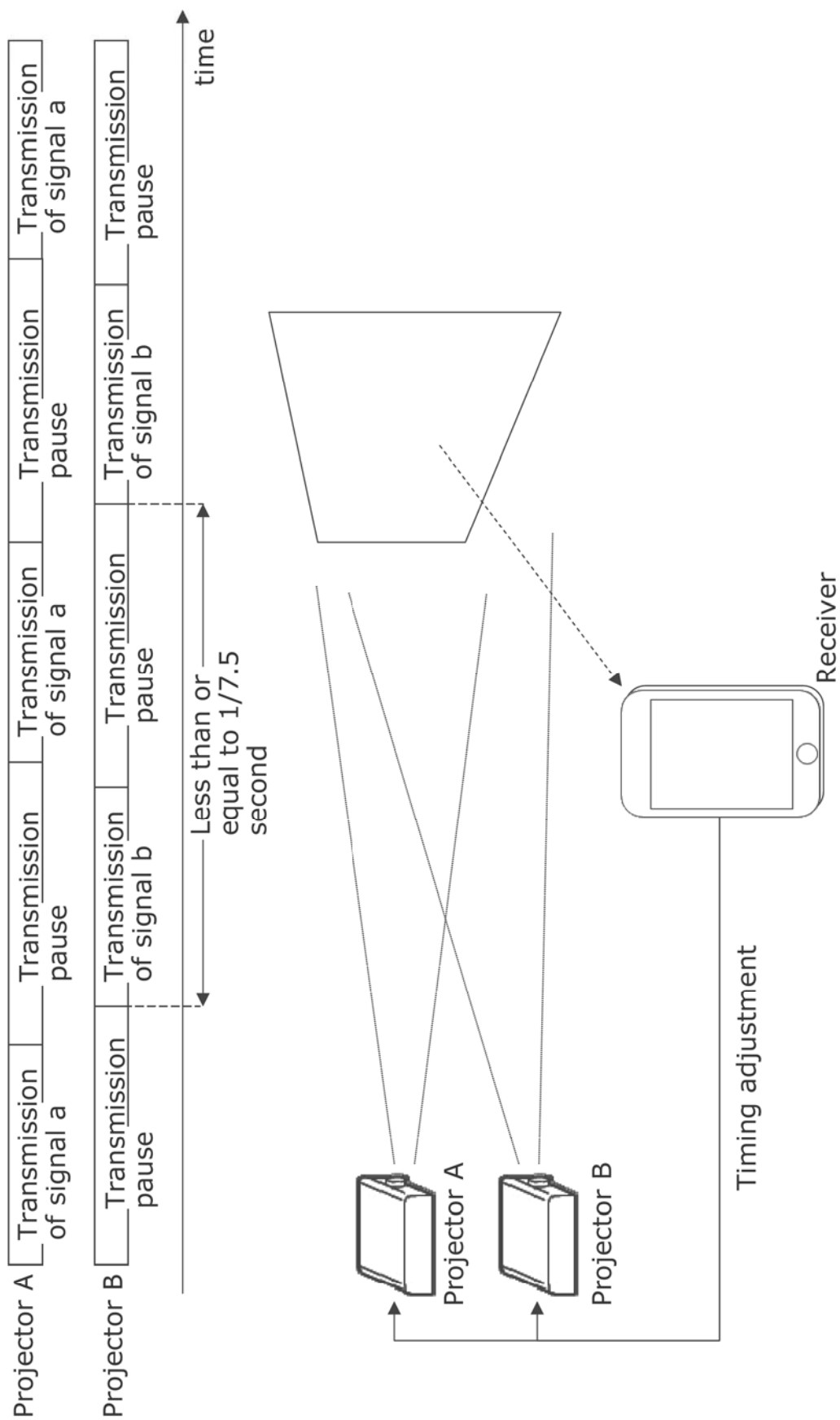


FIG. 525

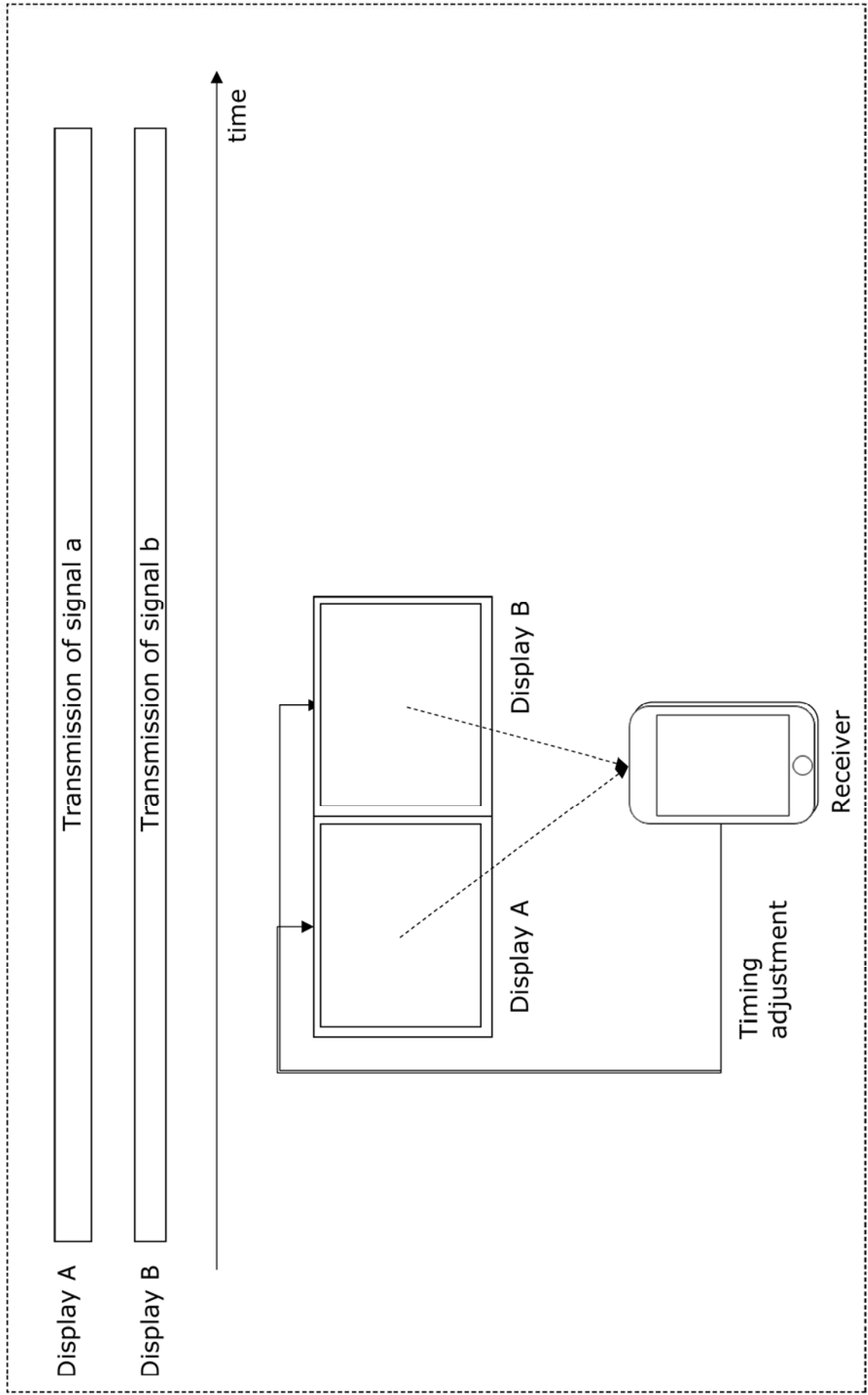


FIG. 526

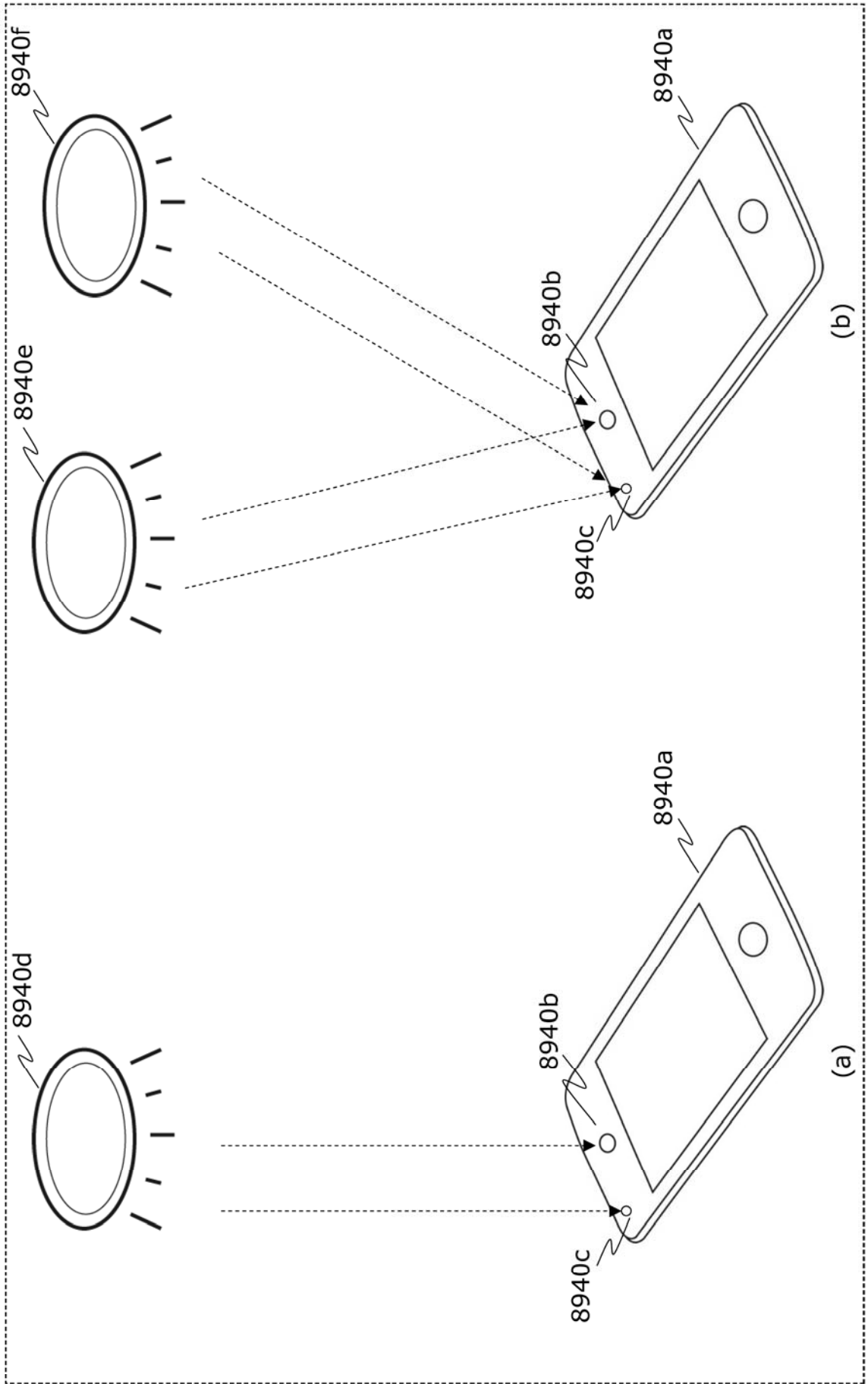


FIG. 527

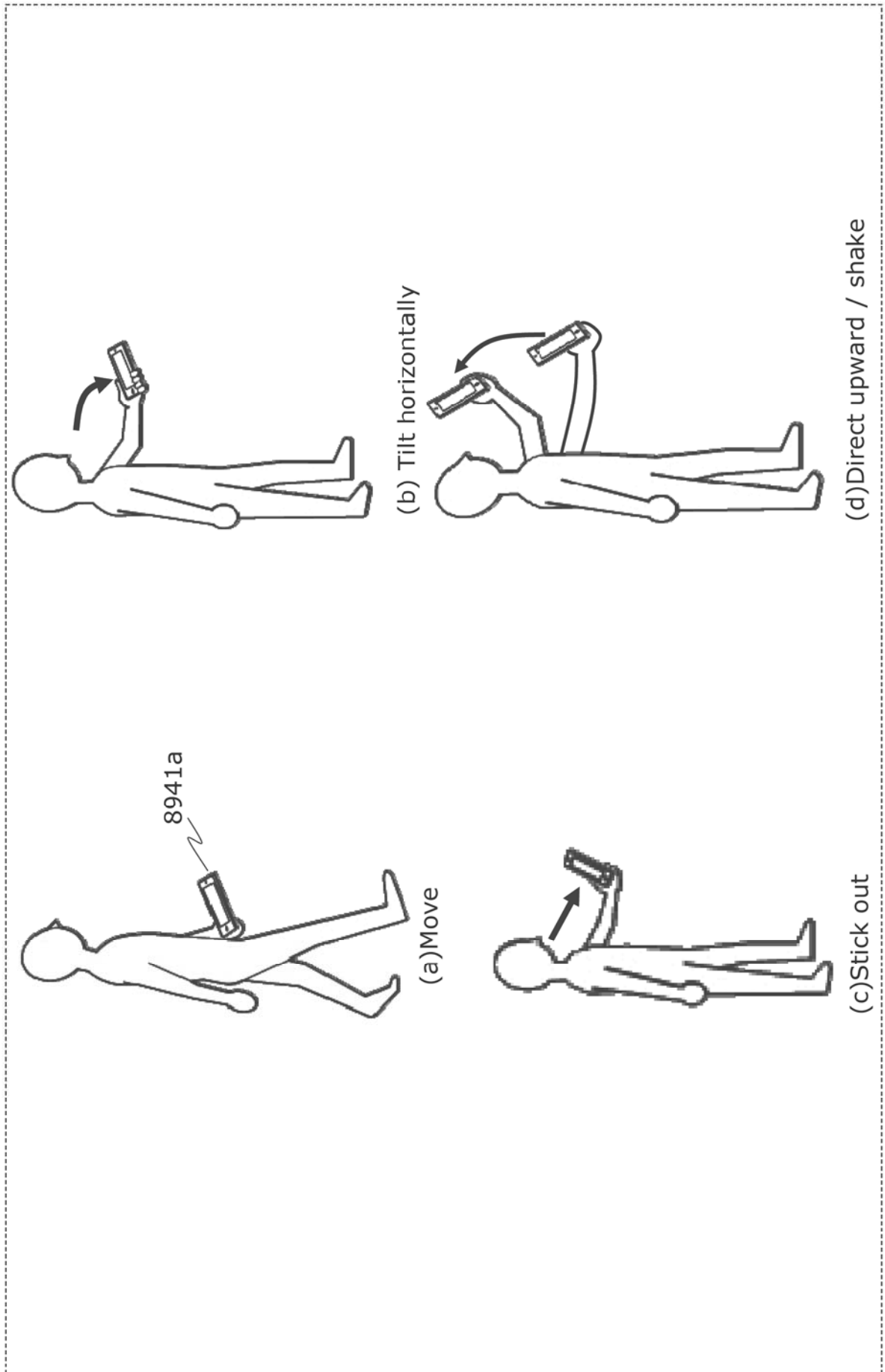


FIG. 528

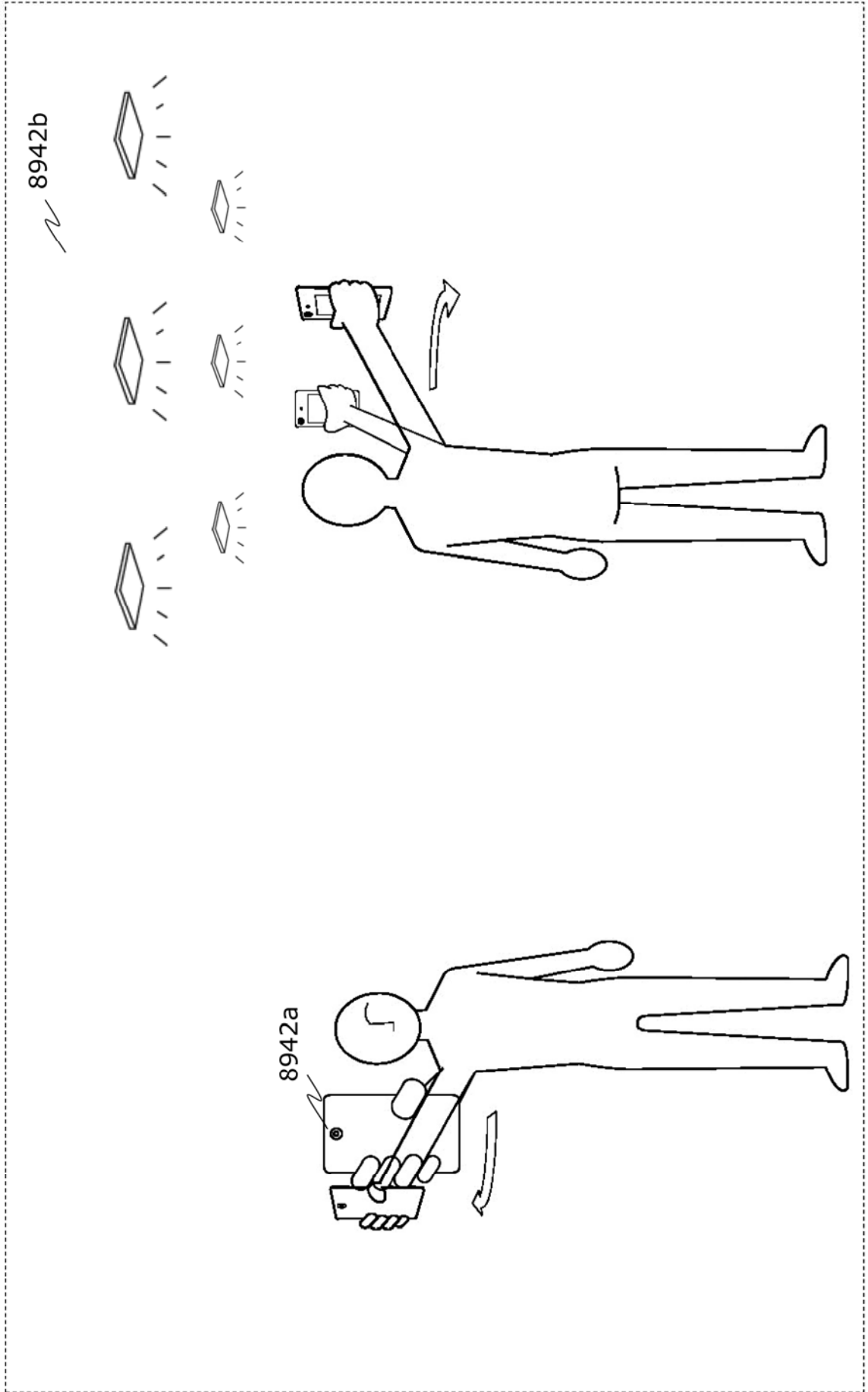


FIG. 529

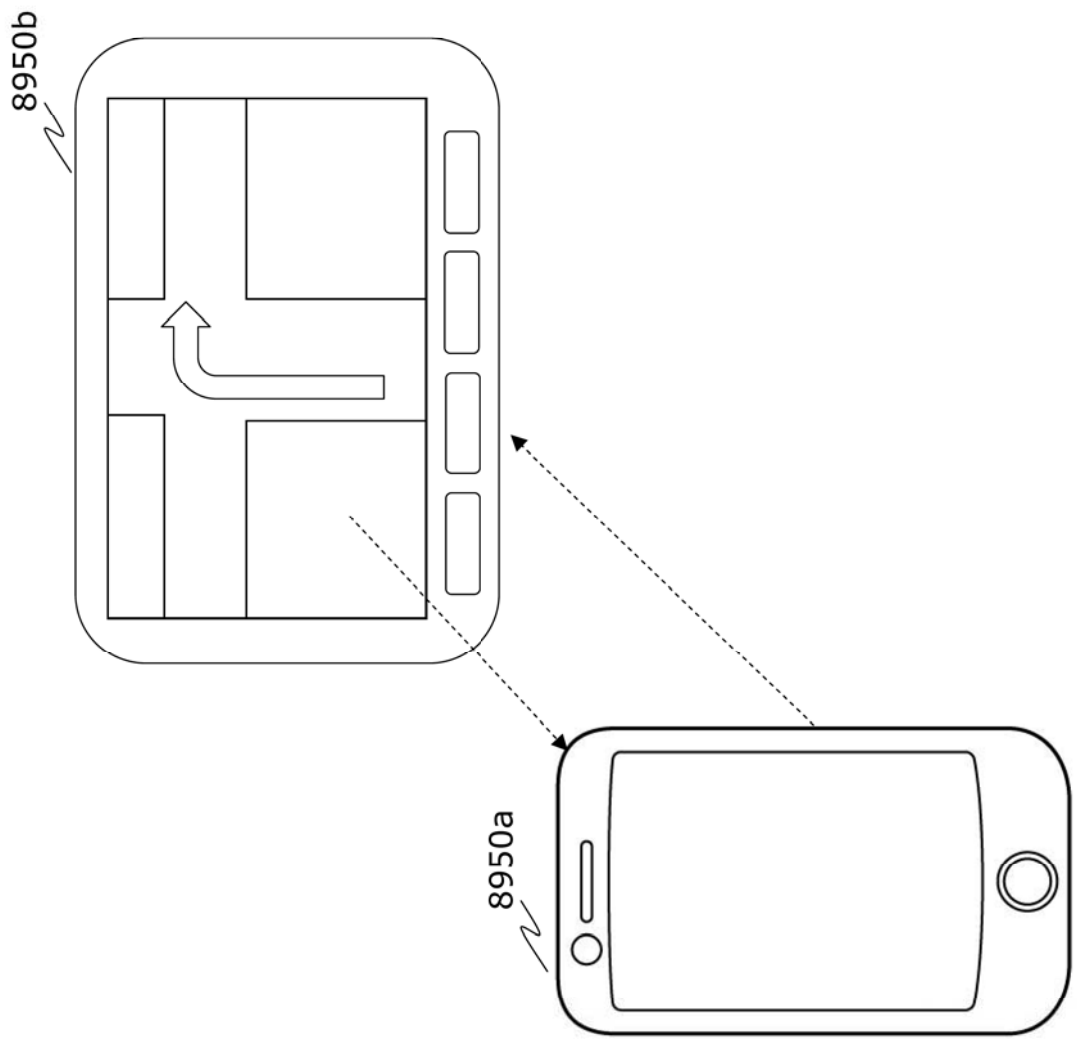


FIG. 530

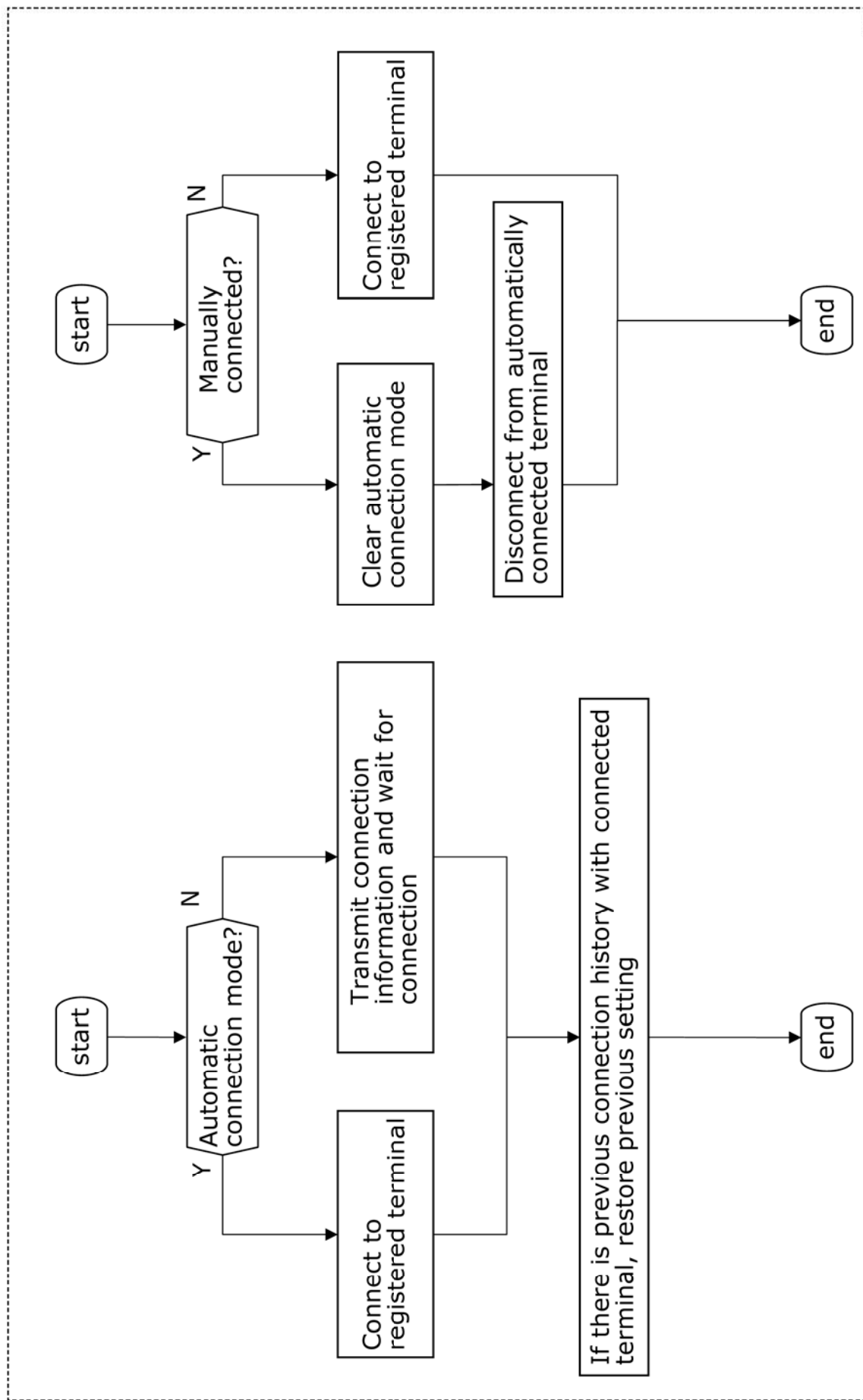
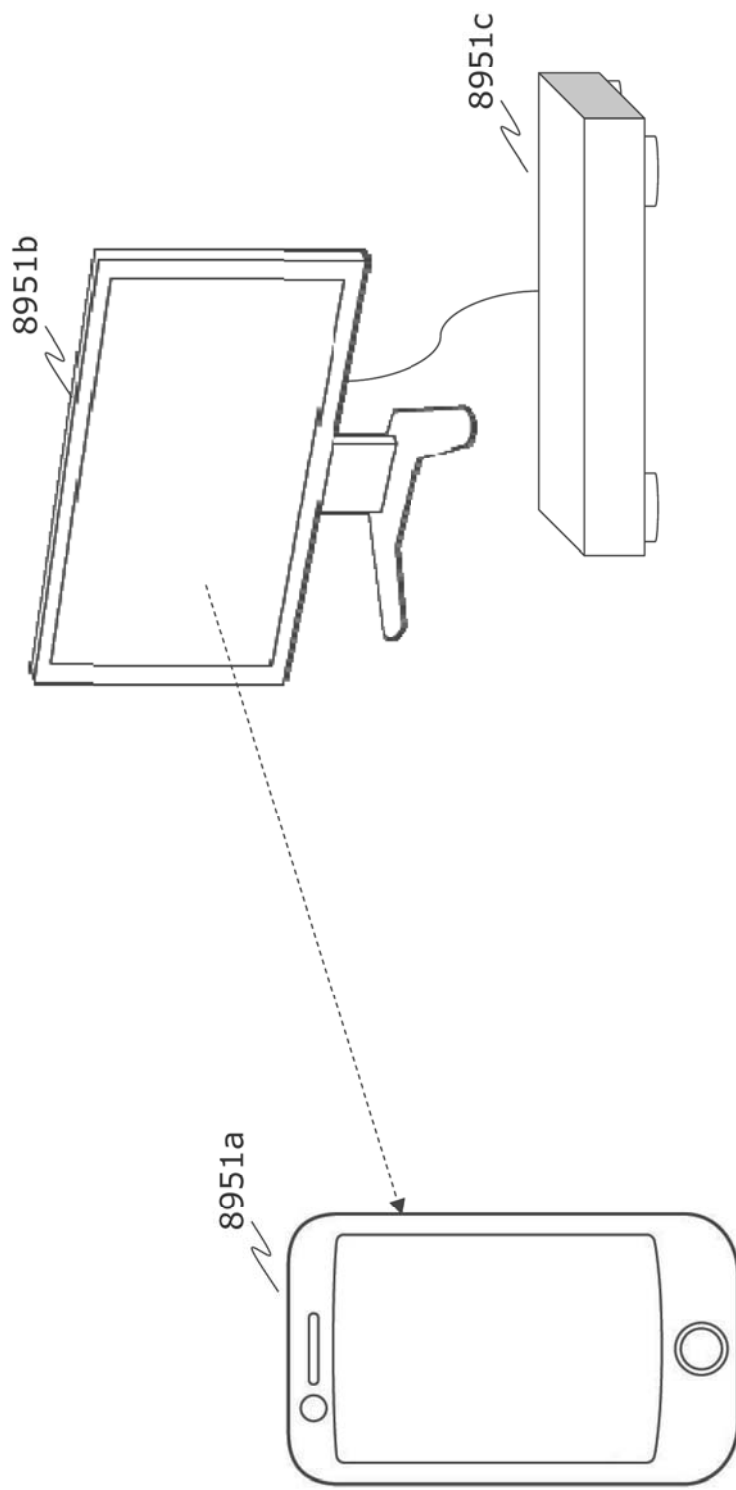


FIG. 531



CPRM can be cleared in predetermined time after light reception

FIG. 532

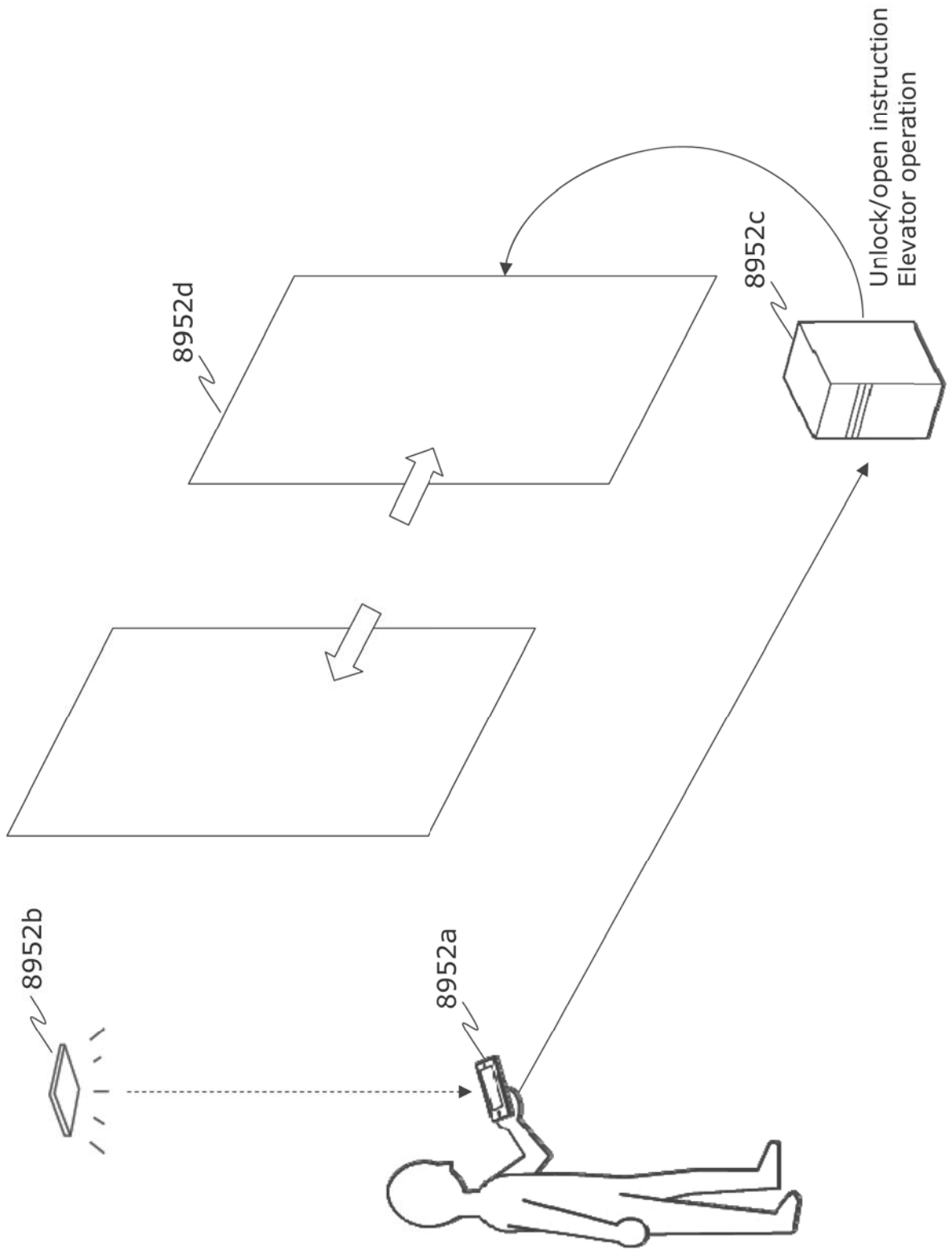


FIG. 533

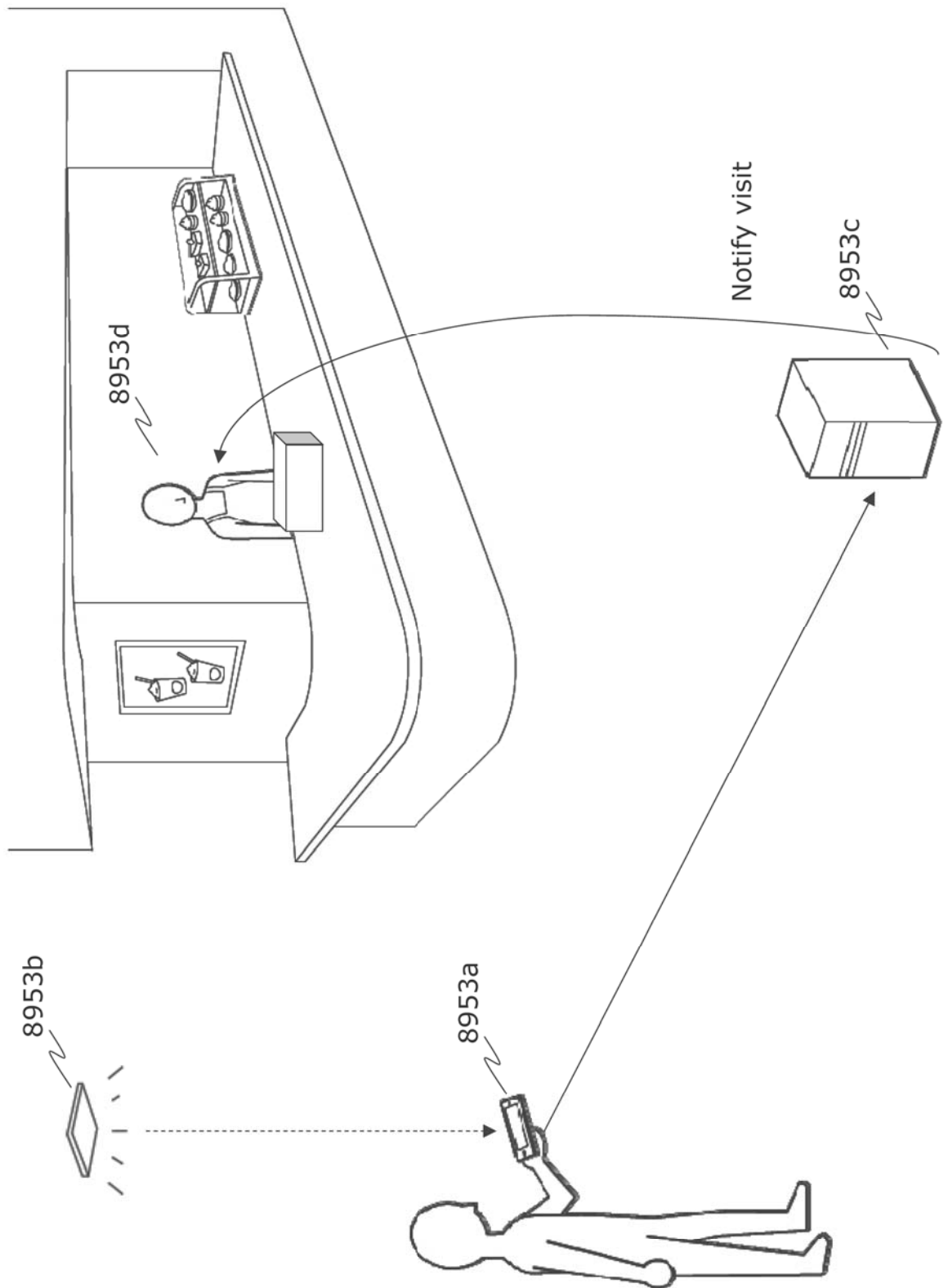


FIG. 534

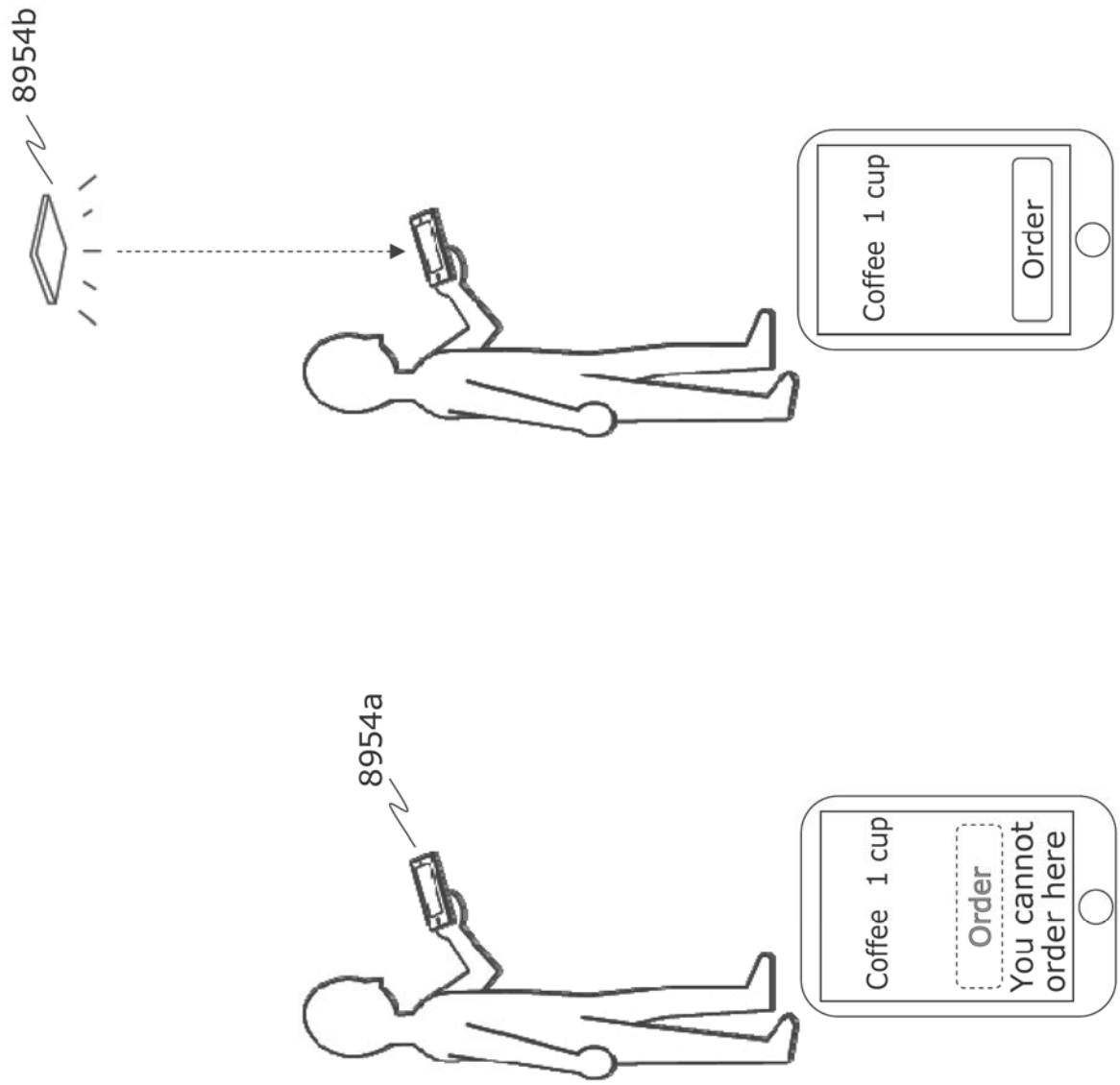


FIG. 535

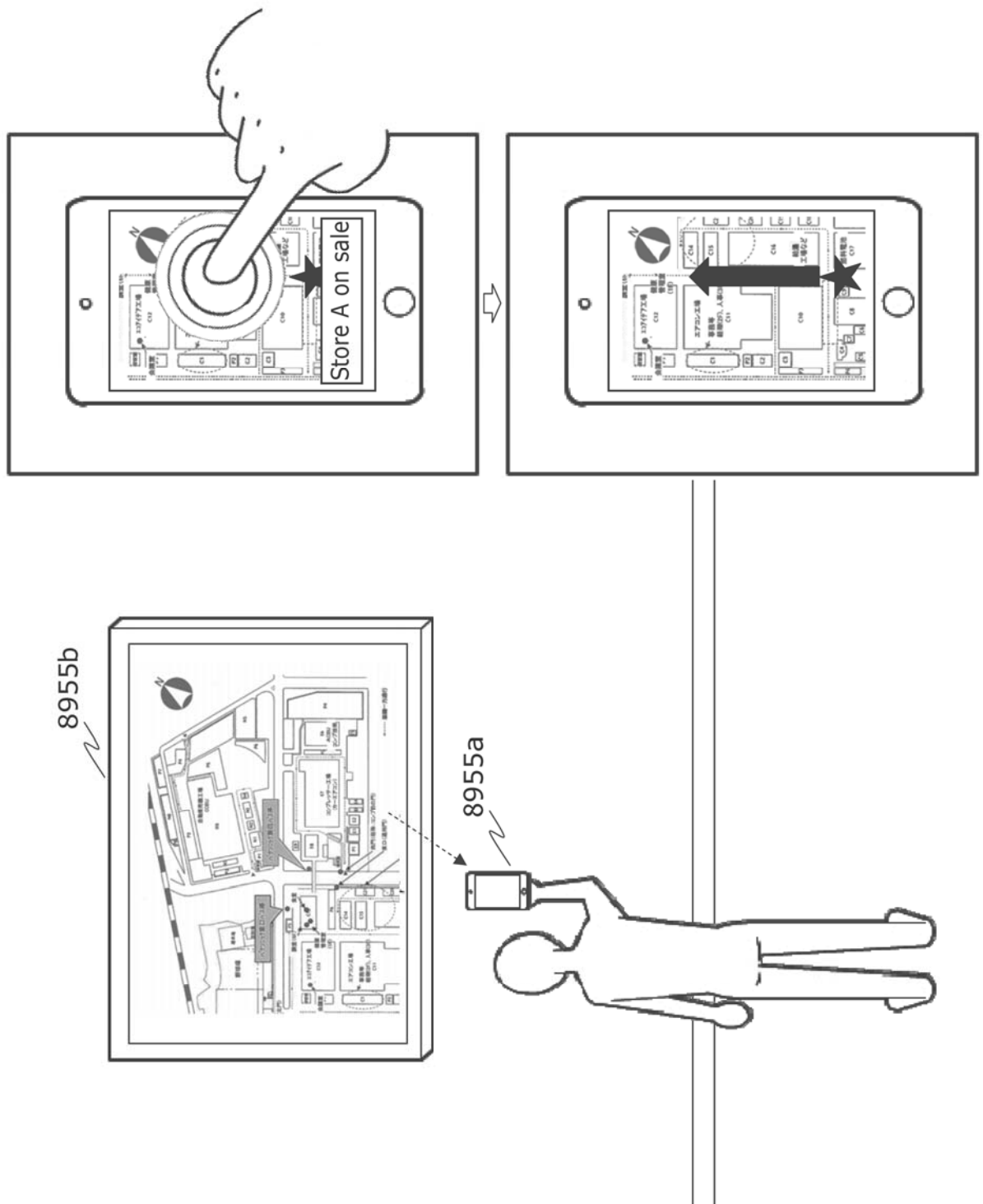


FIG. 536

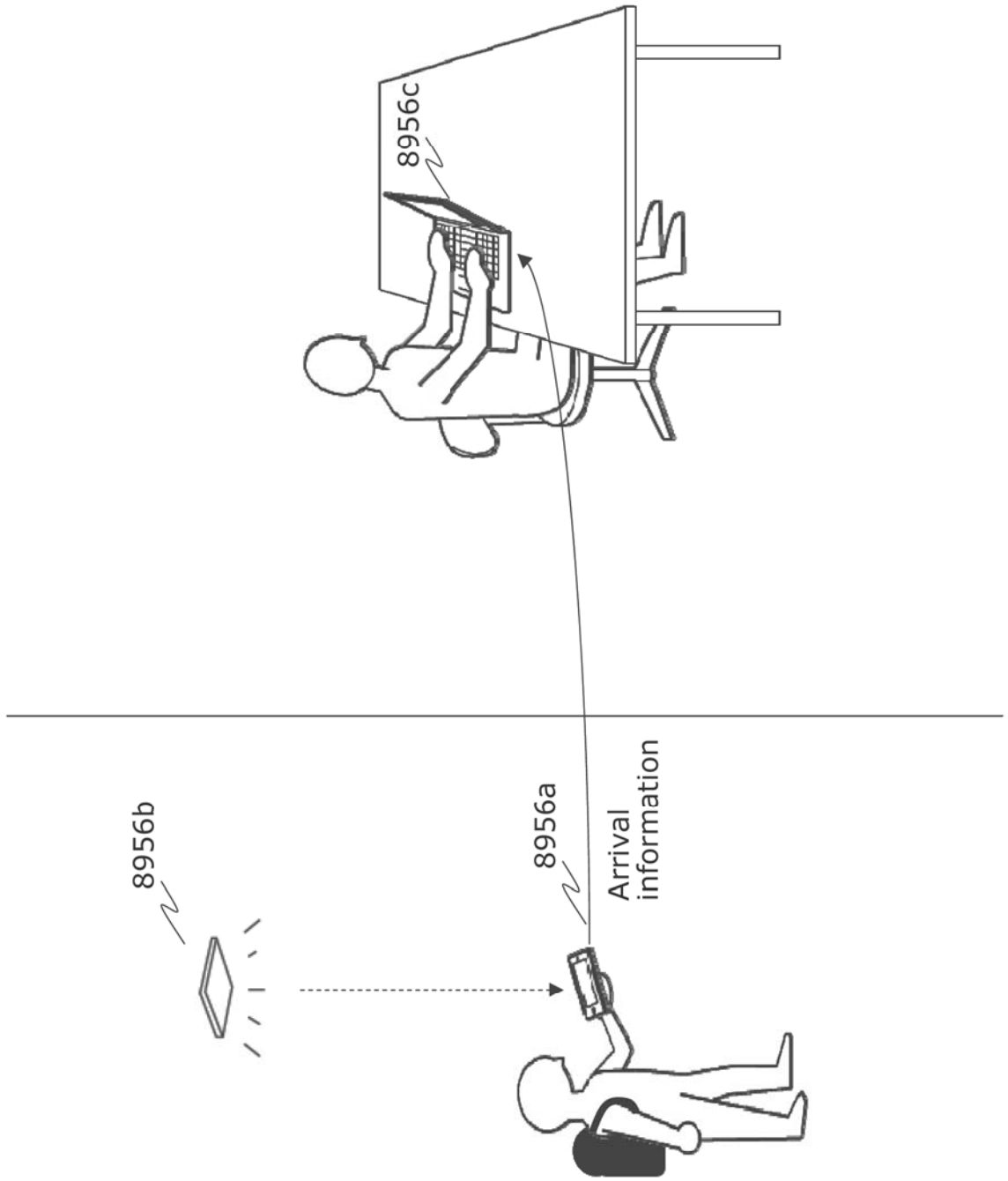


FIG. 537

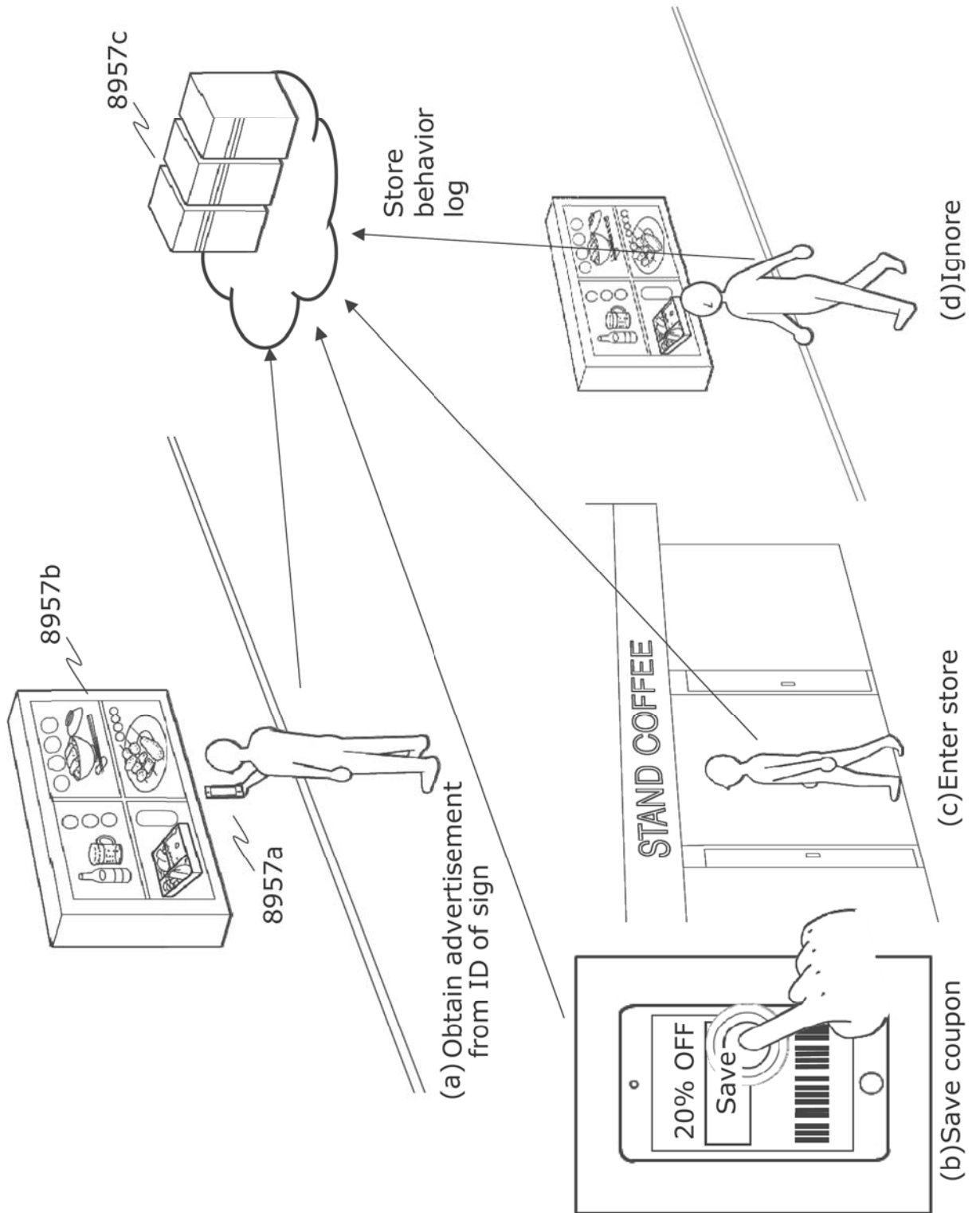


FIG. 538

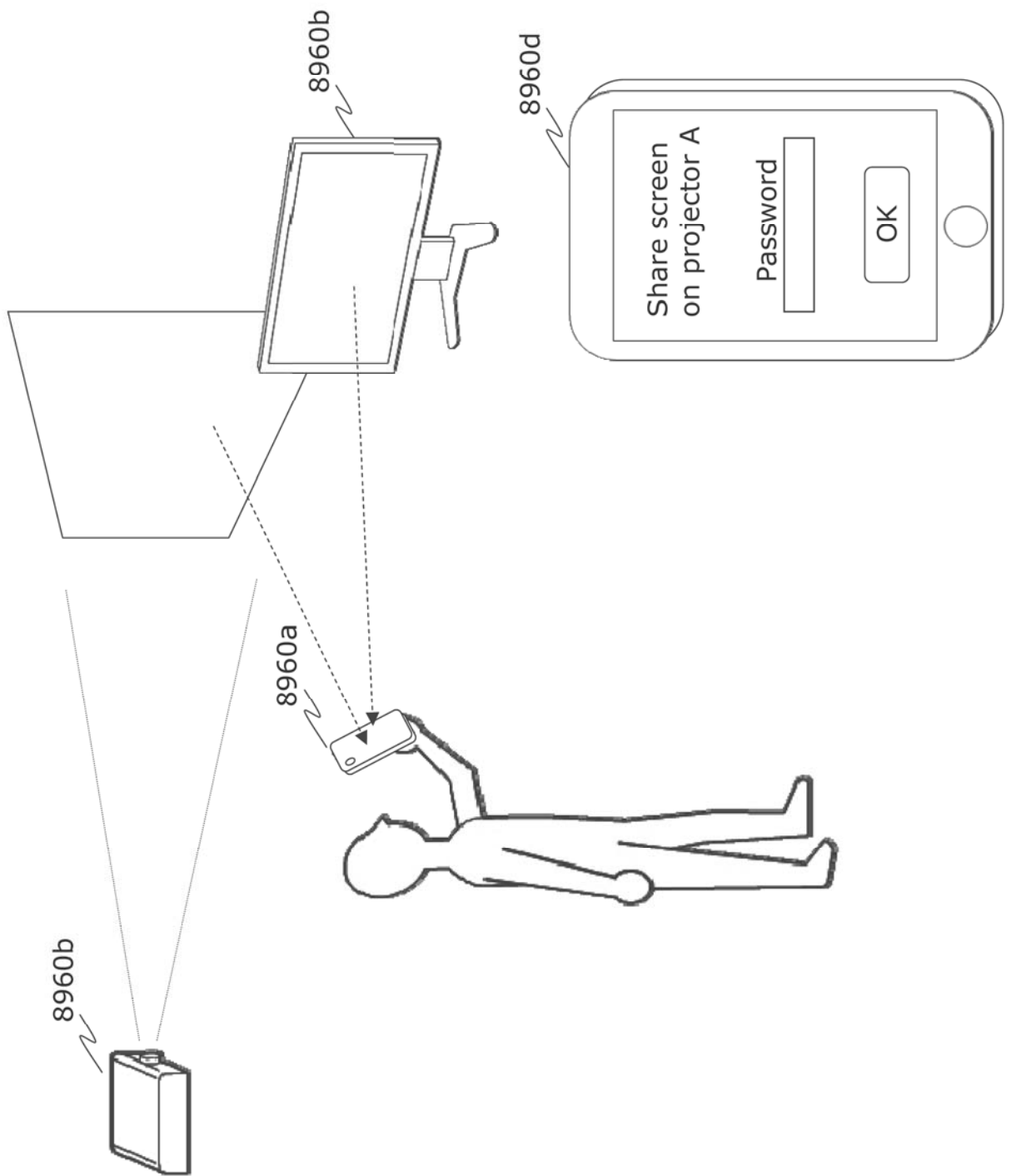


FIG. 539

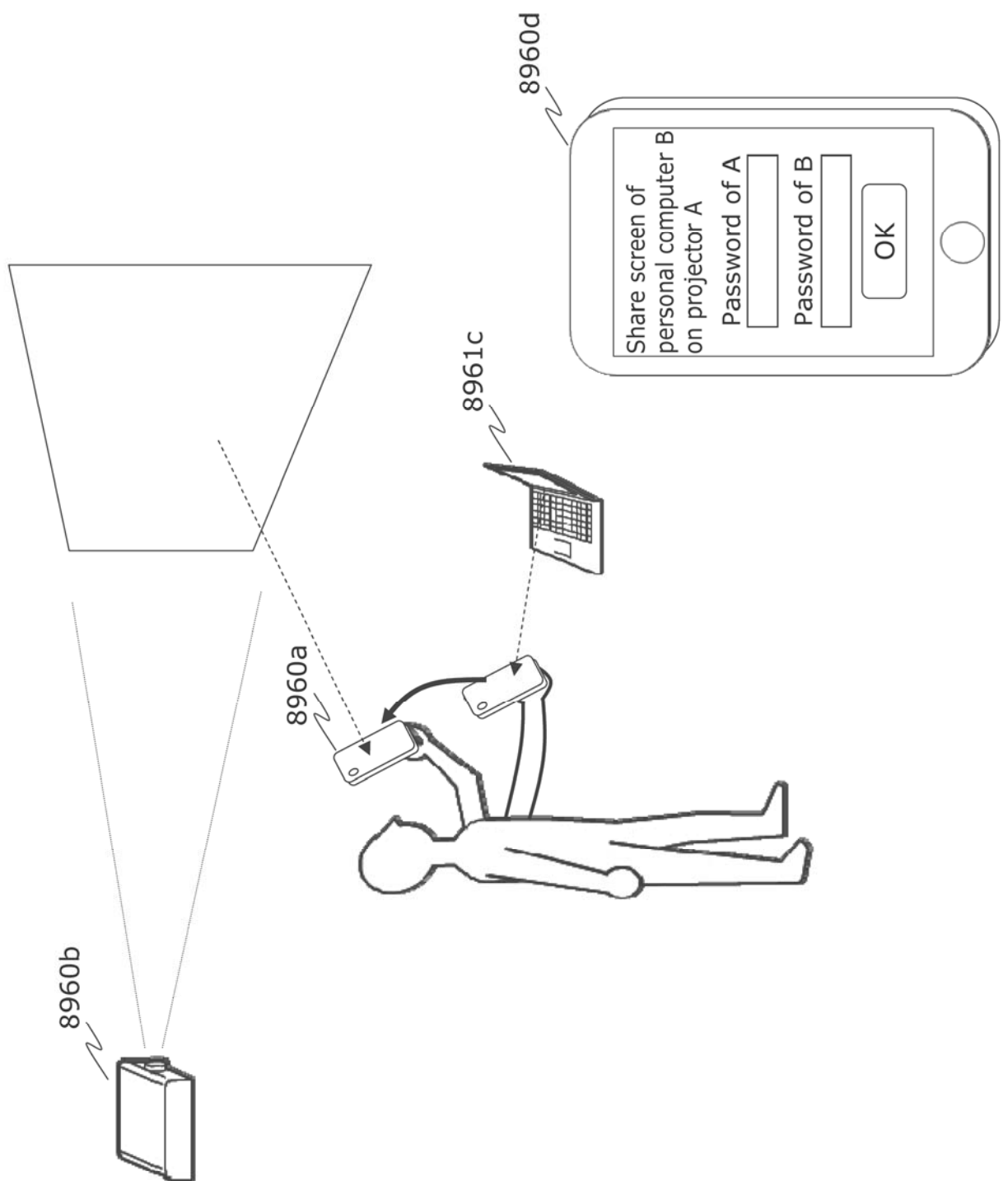


FIG. 540

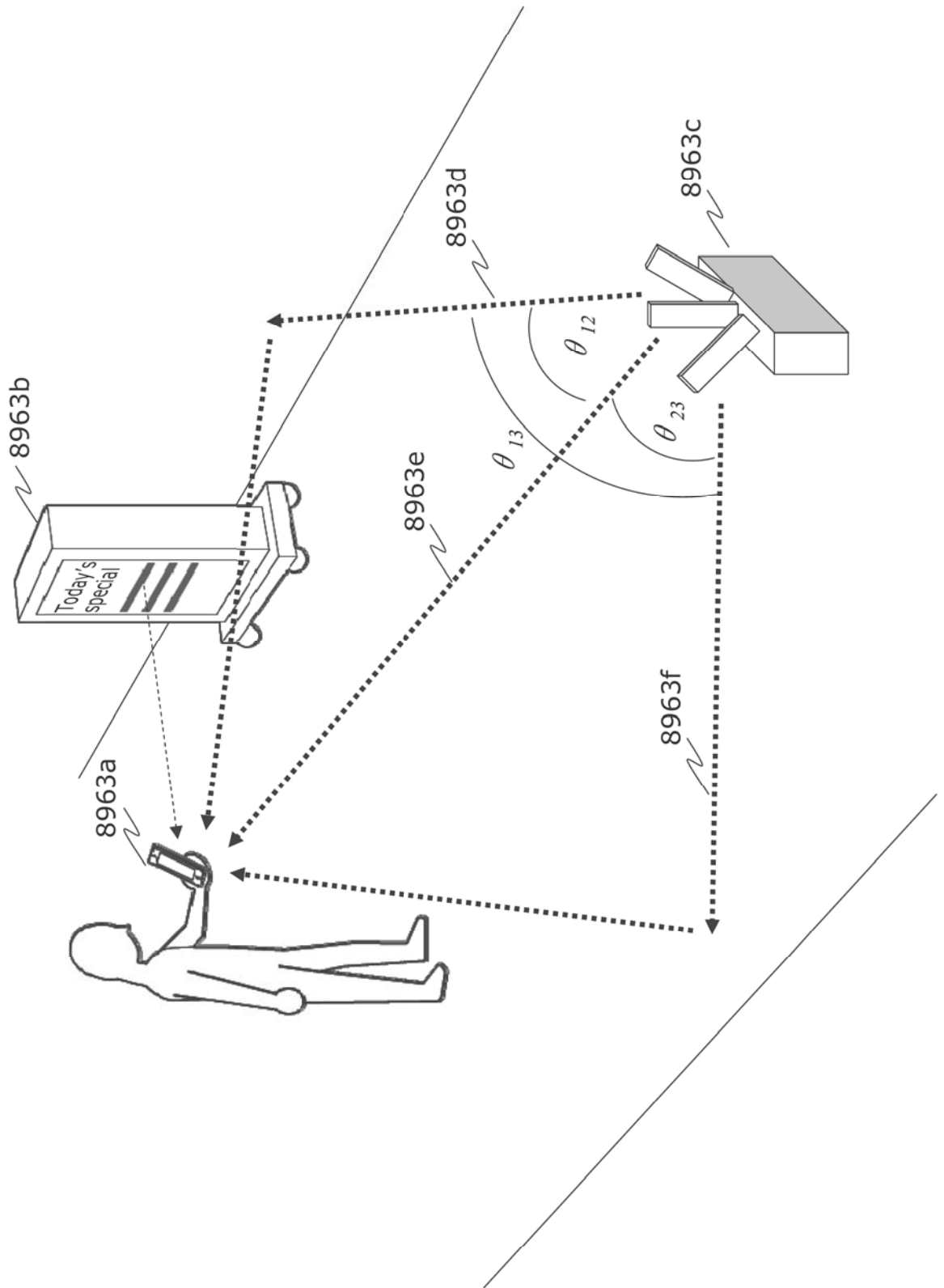


FIG. 541

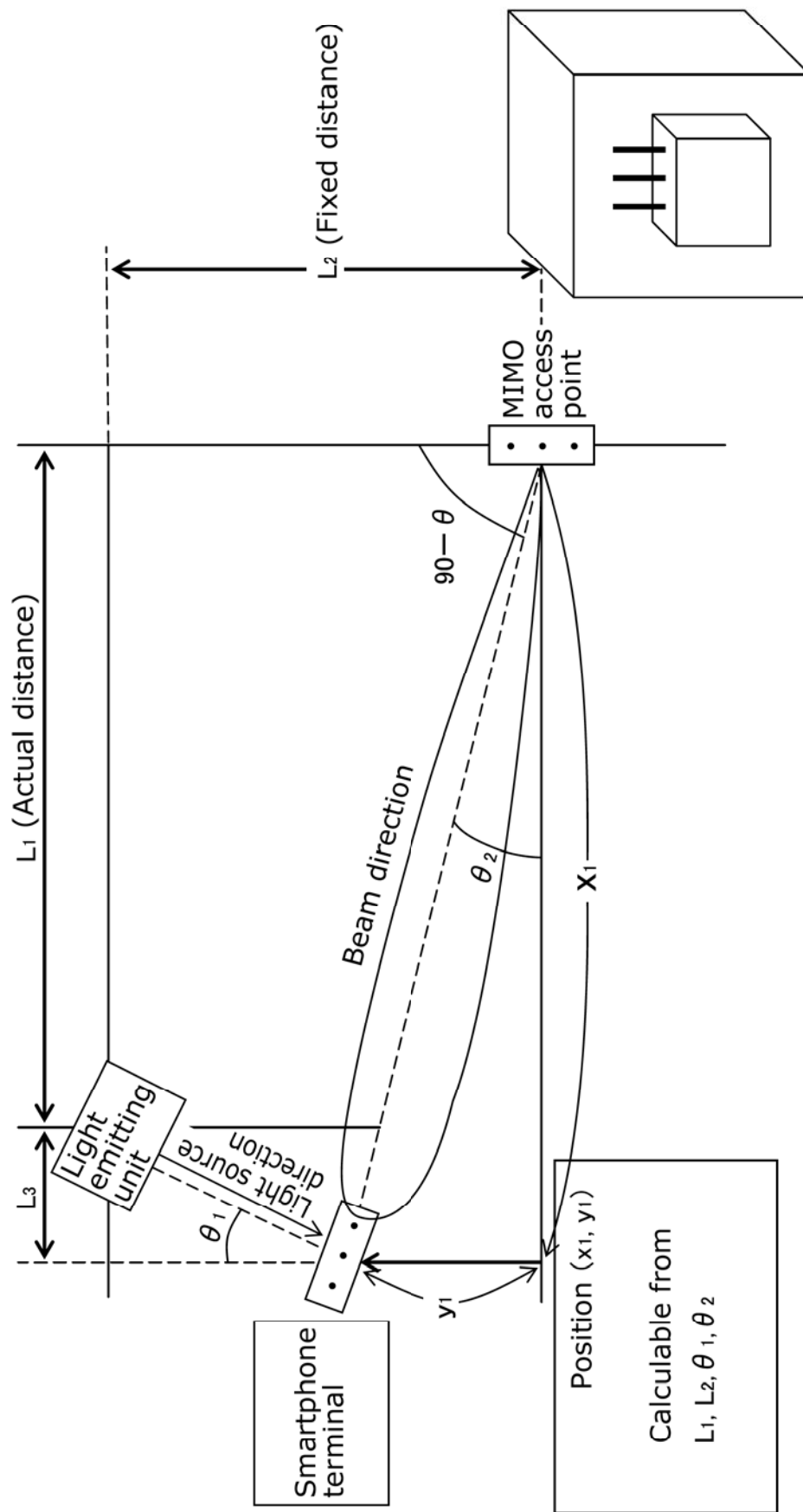


FIG. 542A

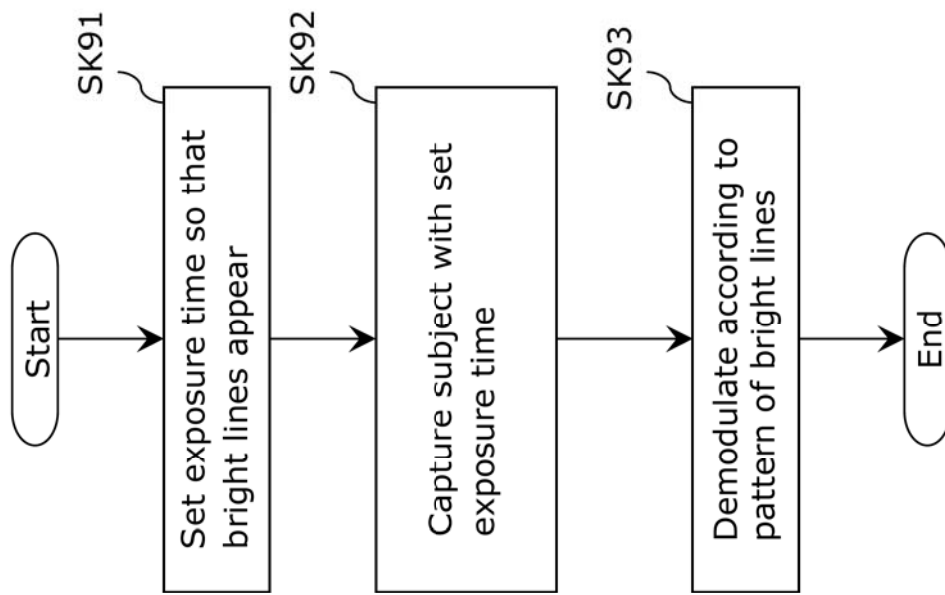
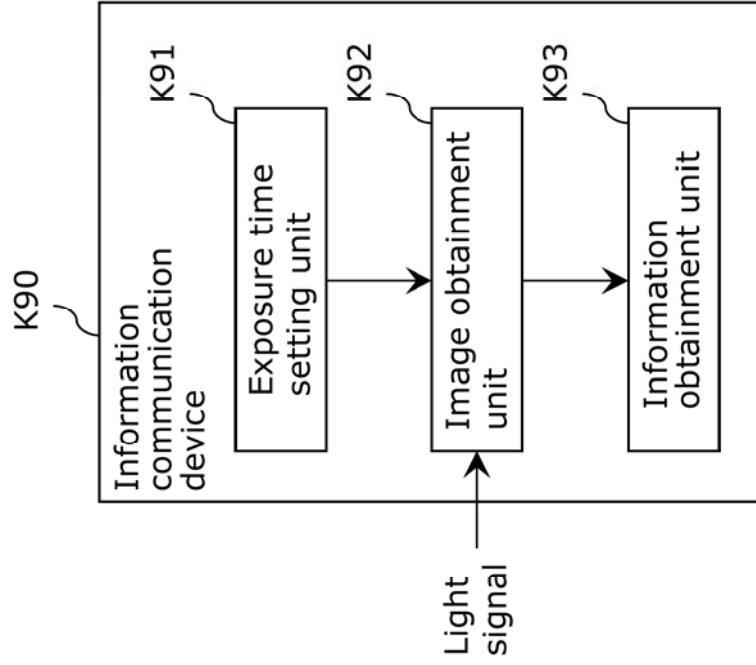


FIG. 542B



Surface view

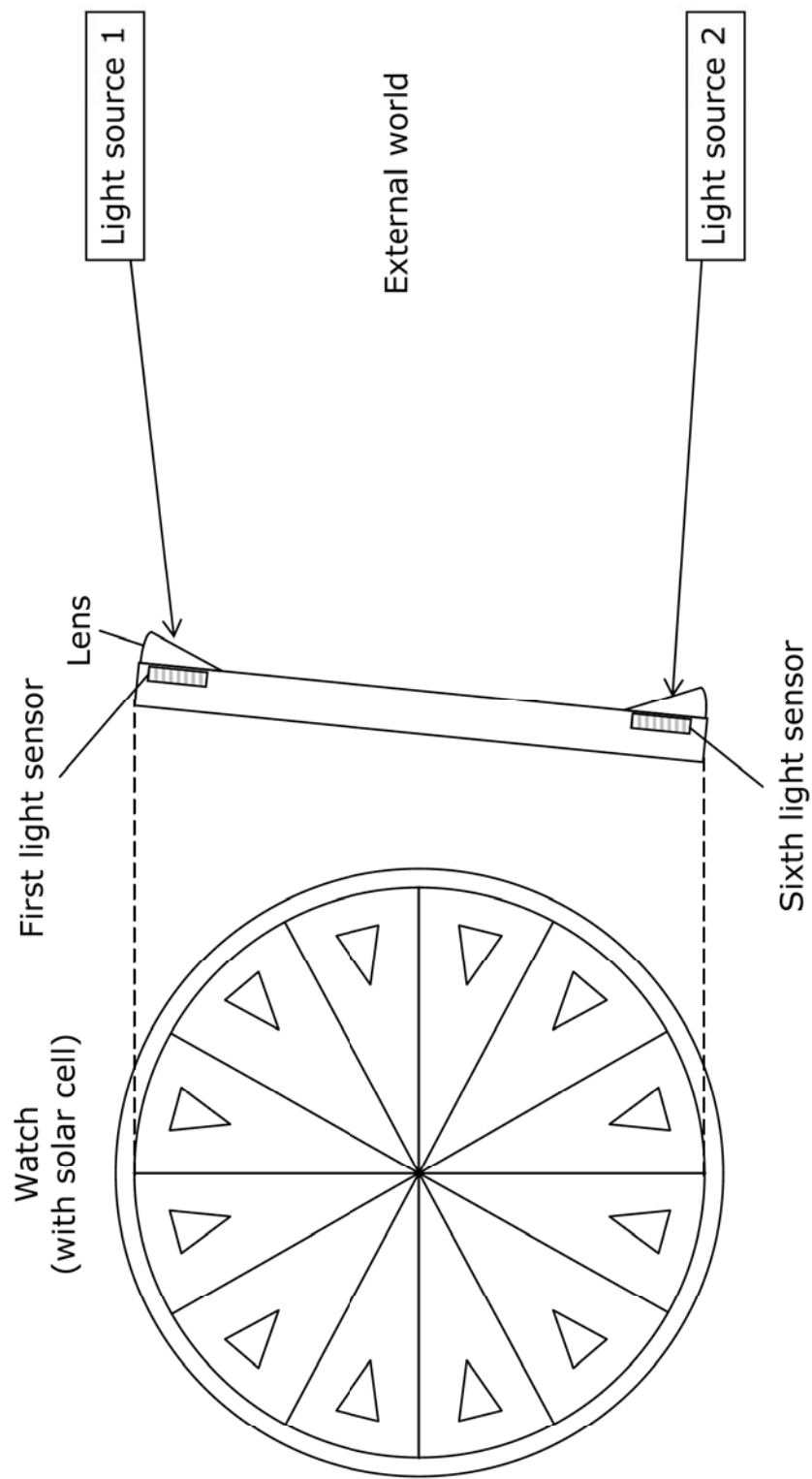


FIG. 544

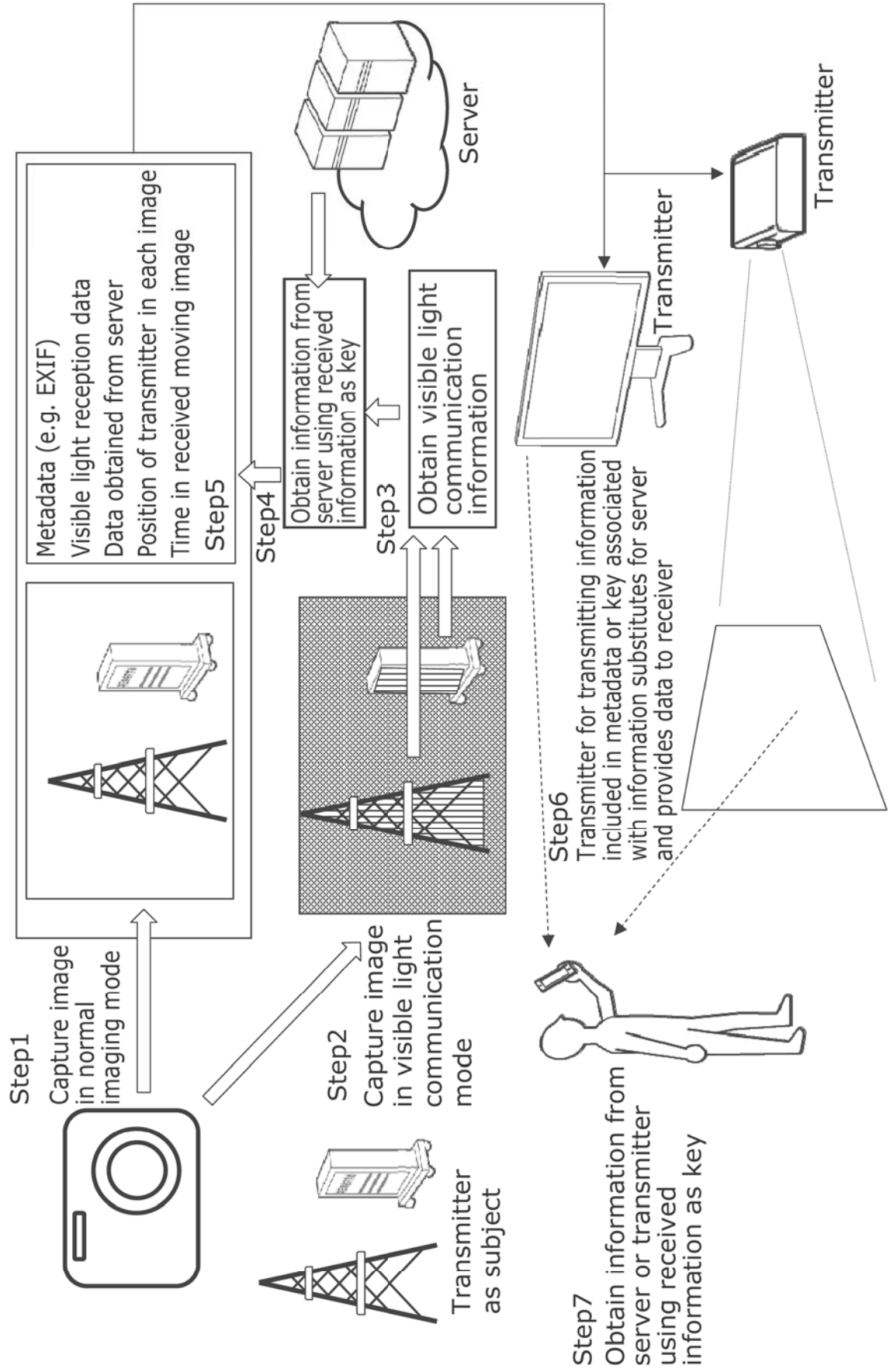


FIG. 545

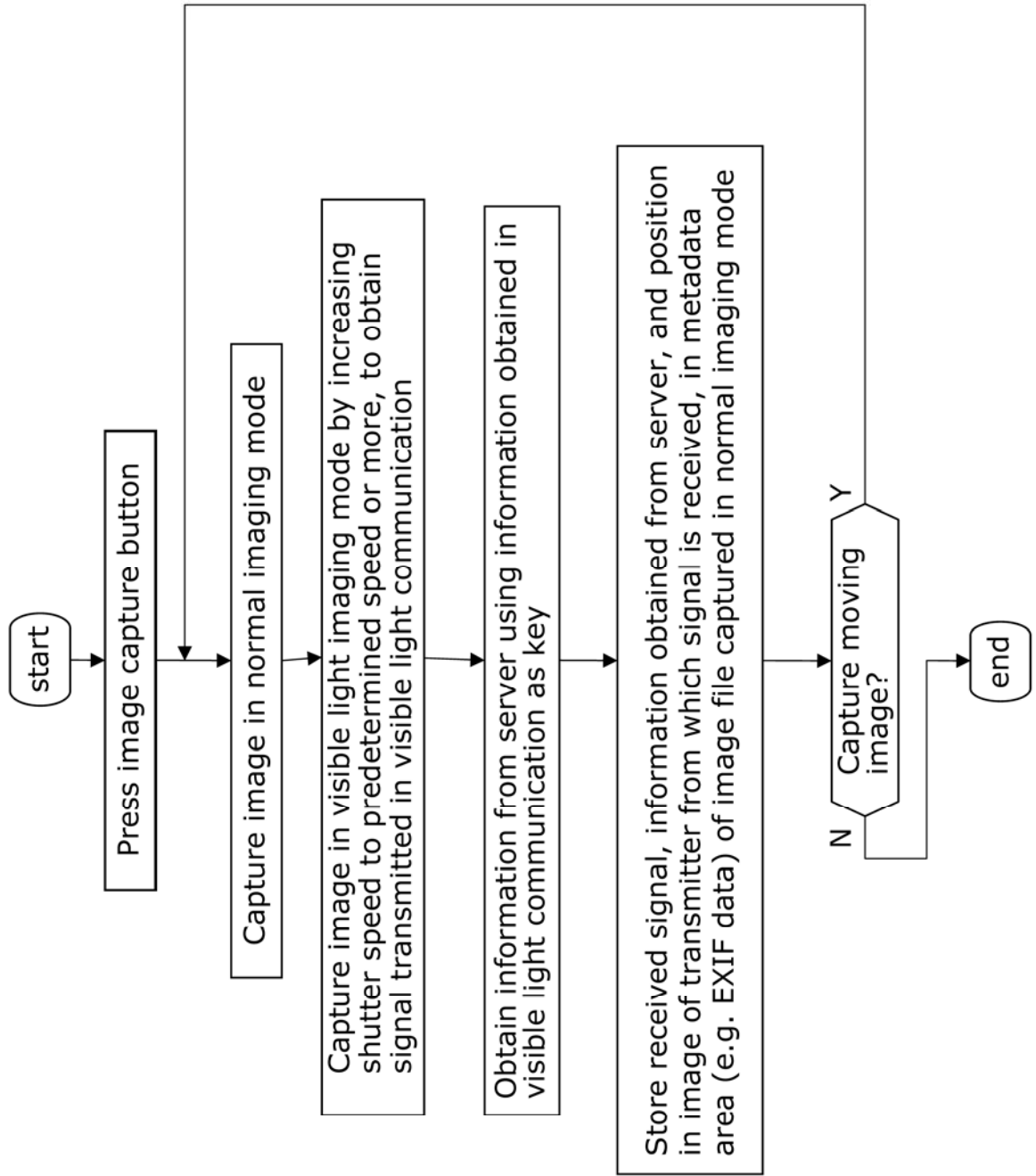


FIG. 546

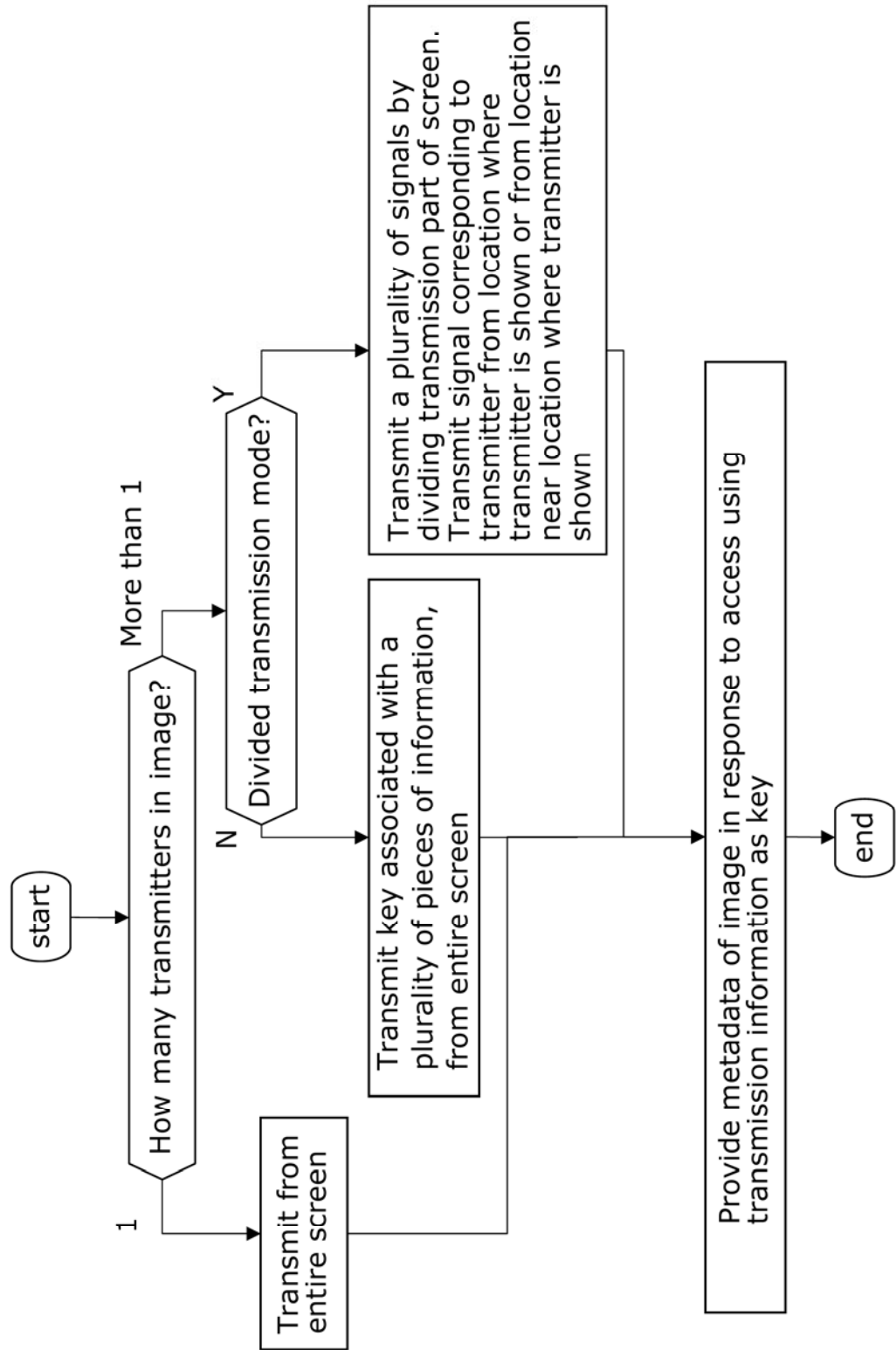
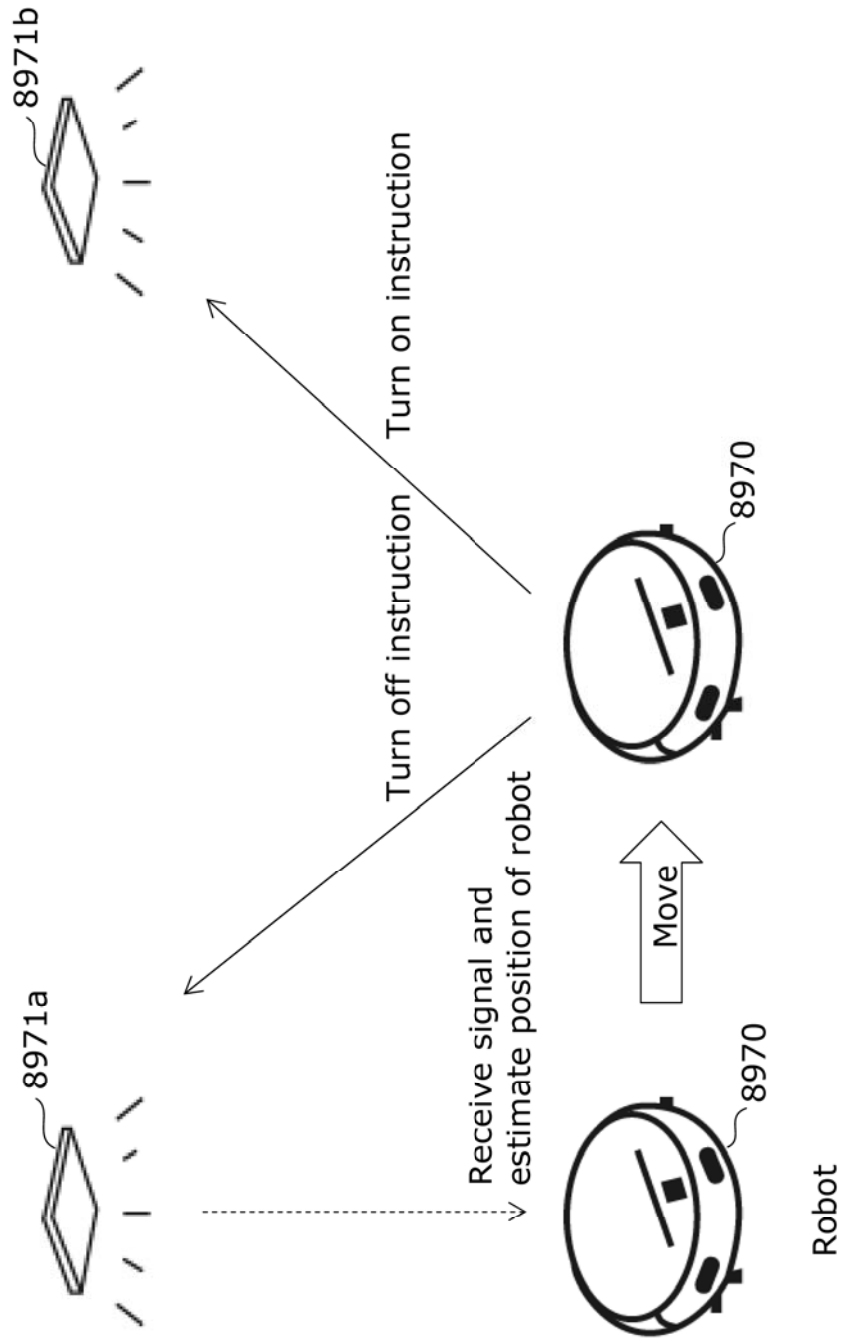


FIG. 547



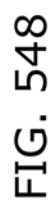


FIG. 549A

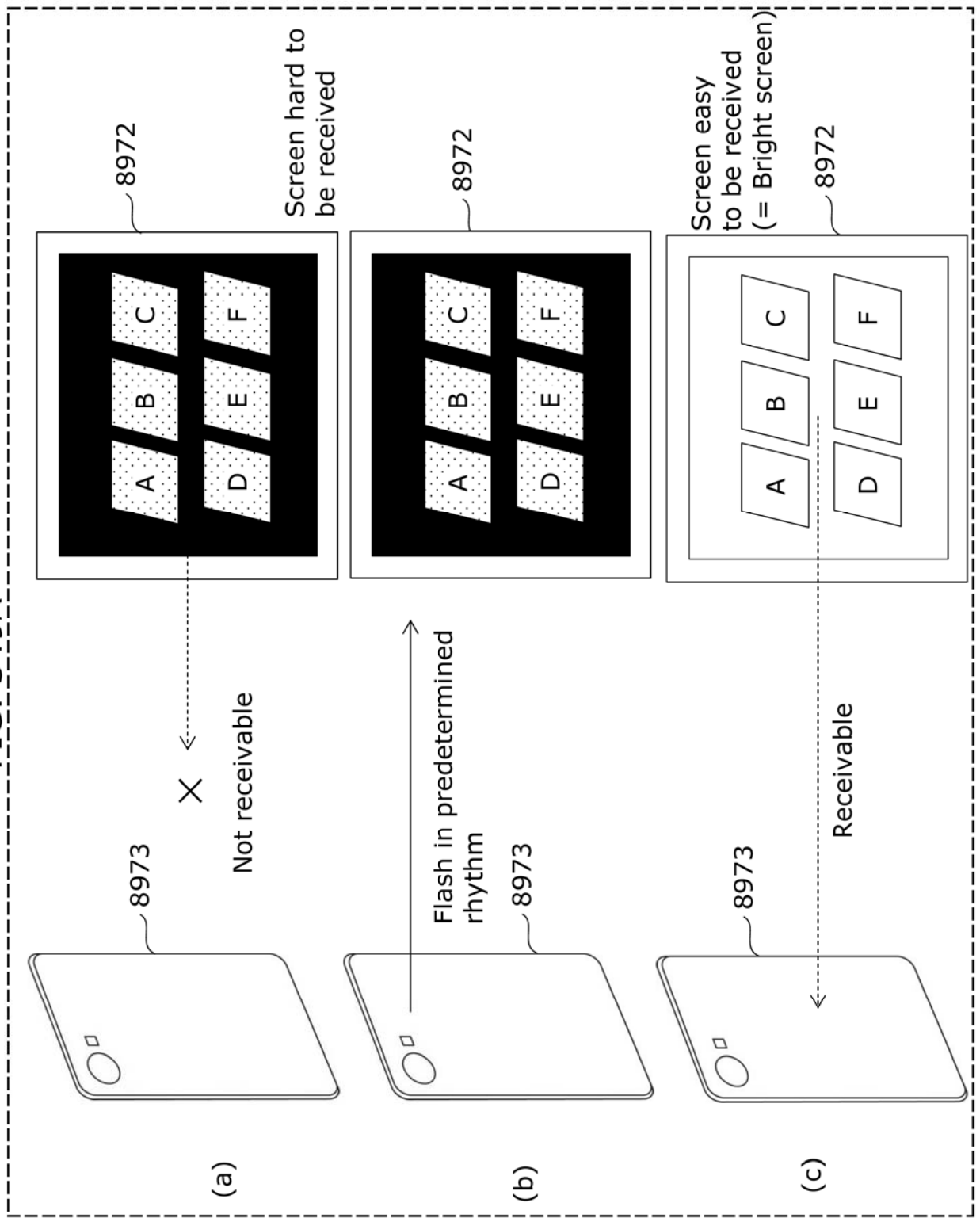


FIG. 549B

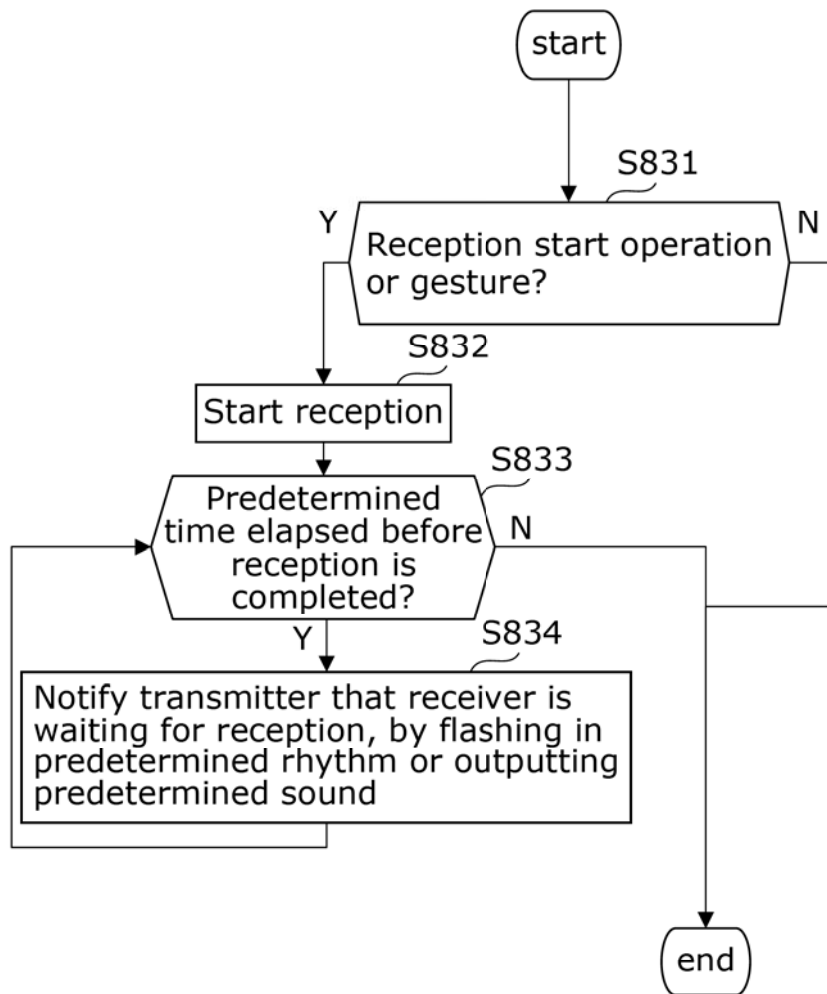


FIG. 550

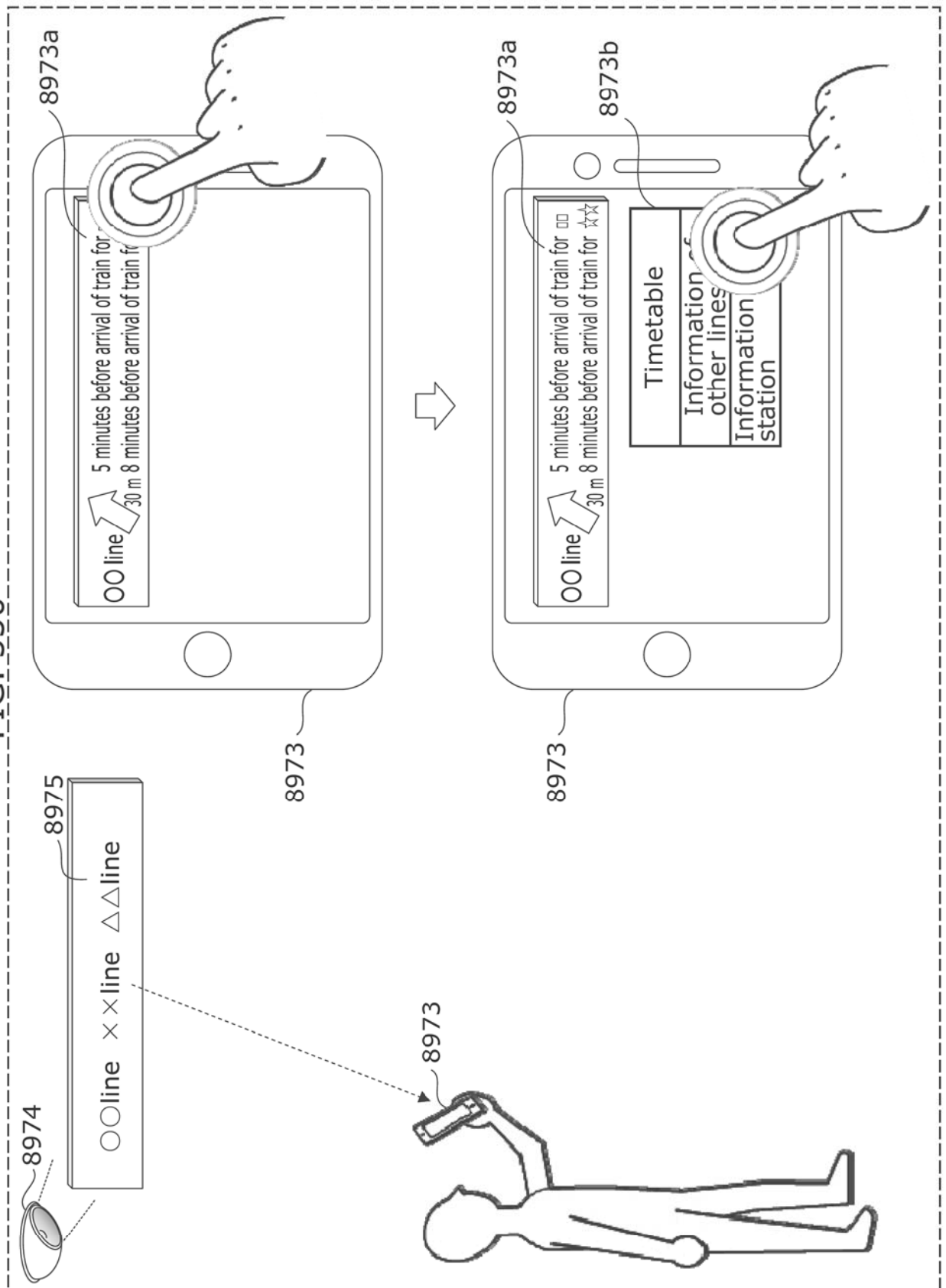


FIG. 551

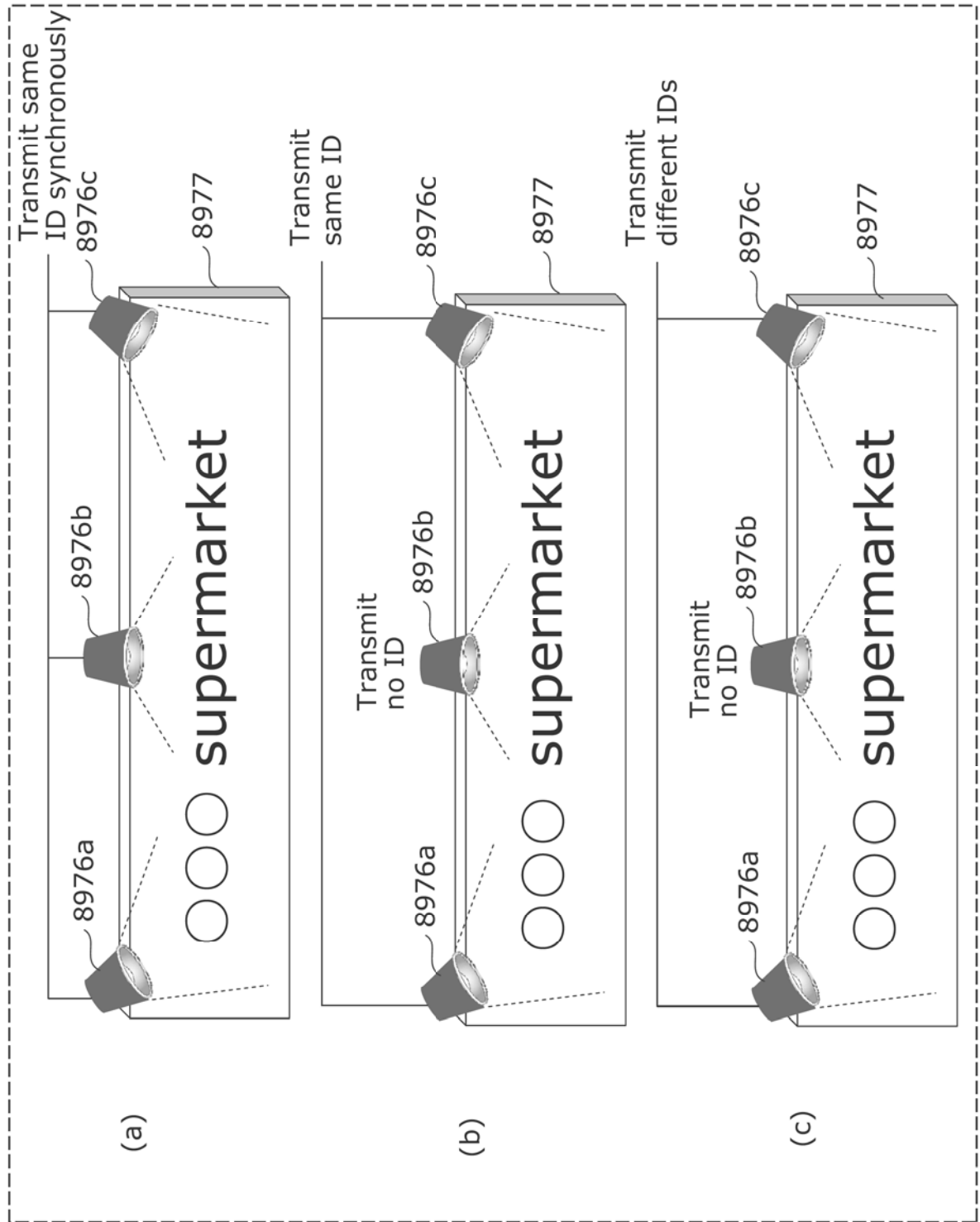


FIG. 552A

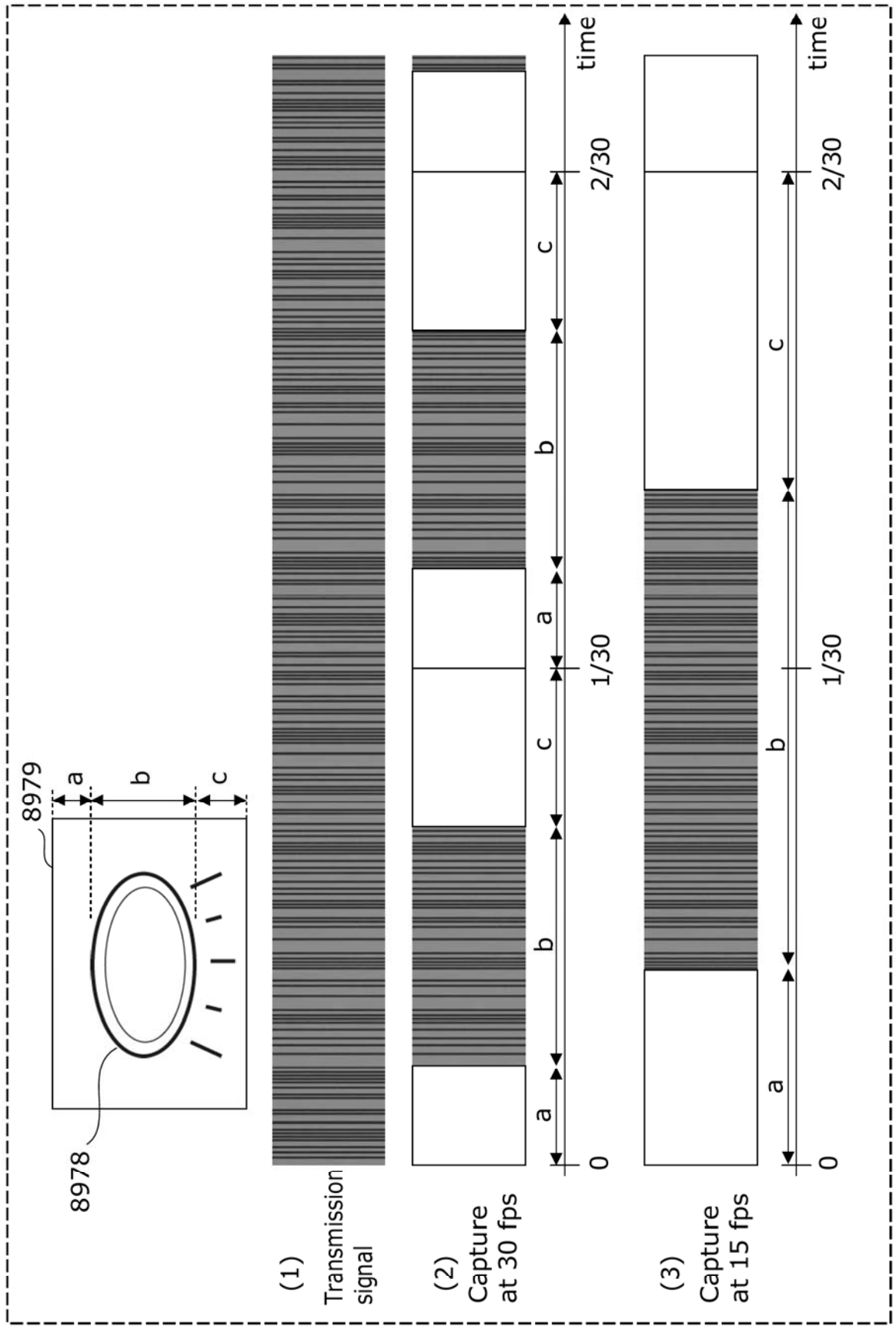


FIG. 552B

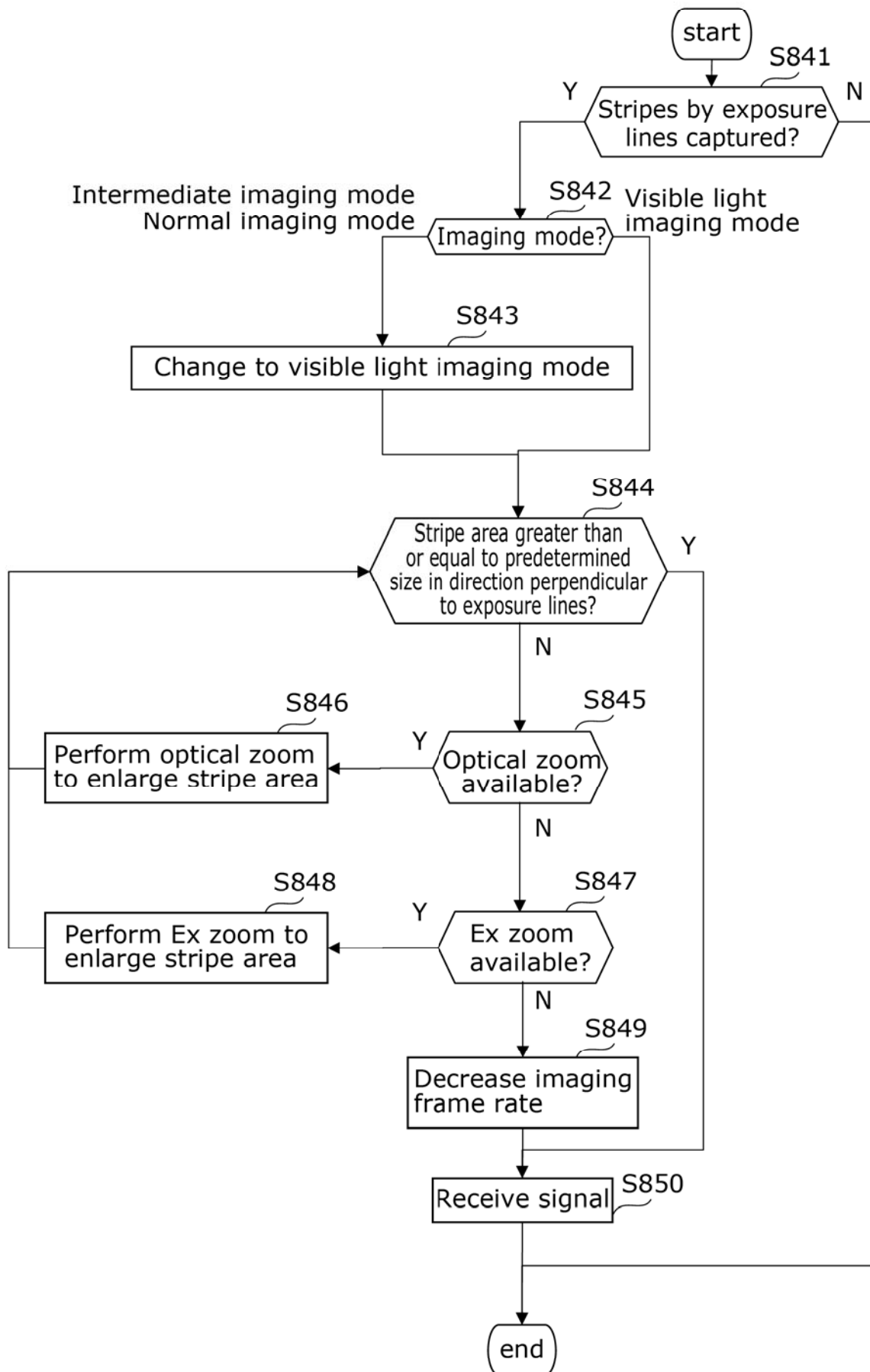


FIG. 553

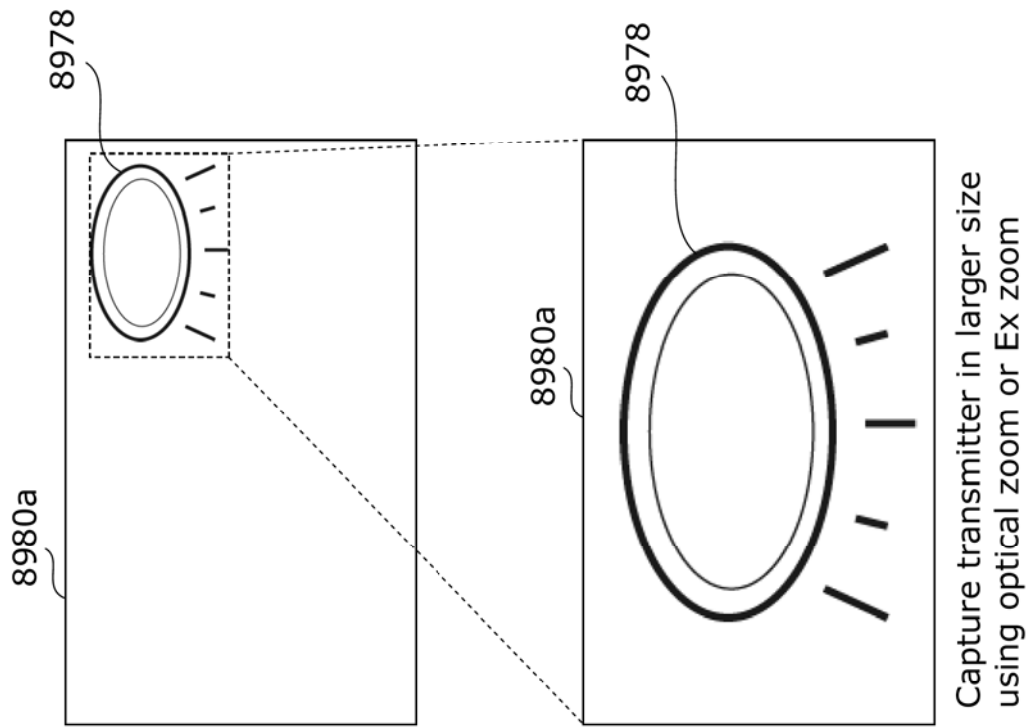


FIG. 554

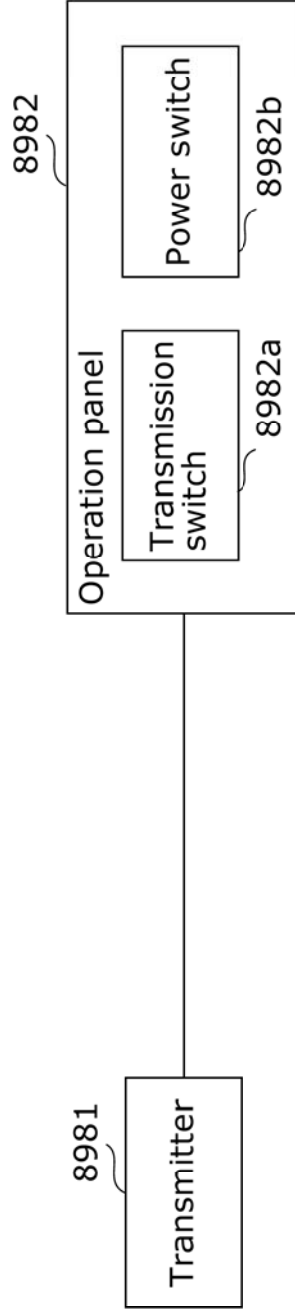


FIG. 555

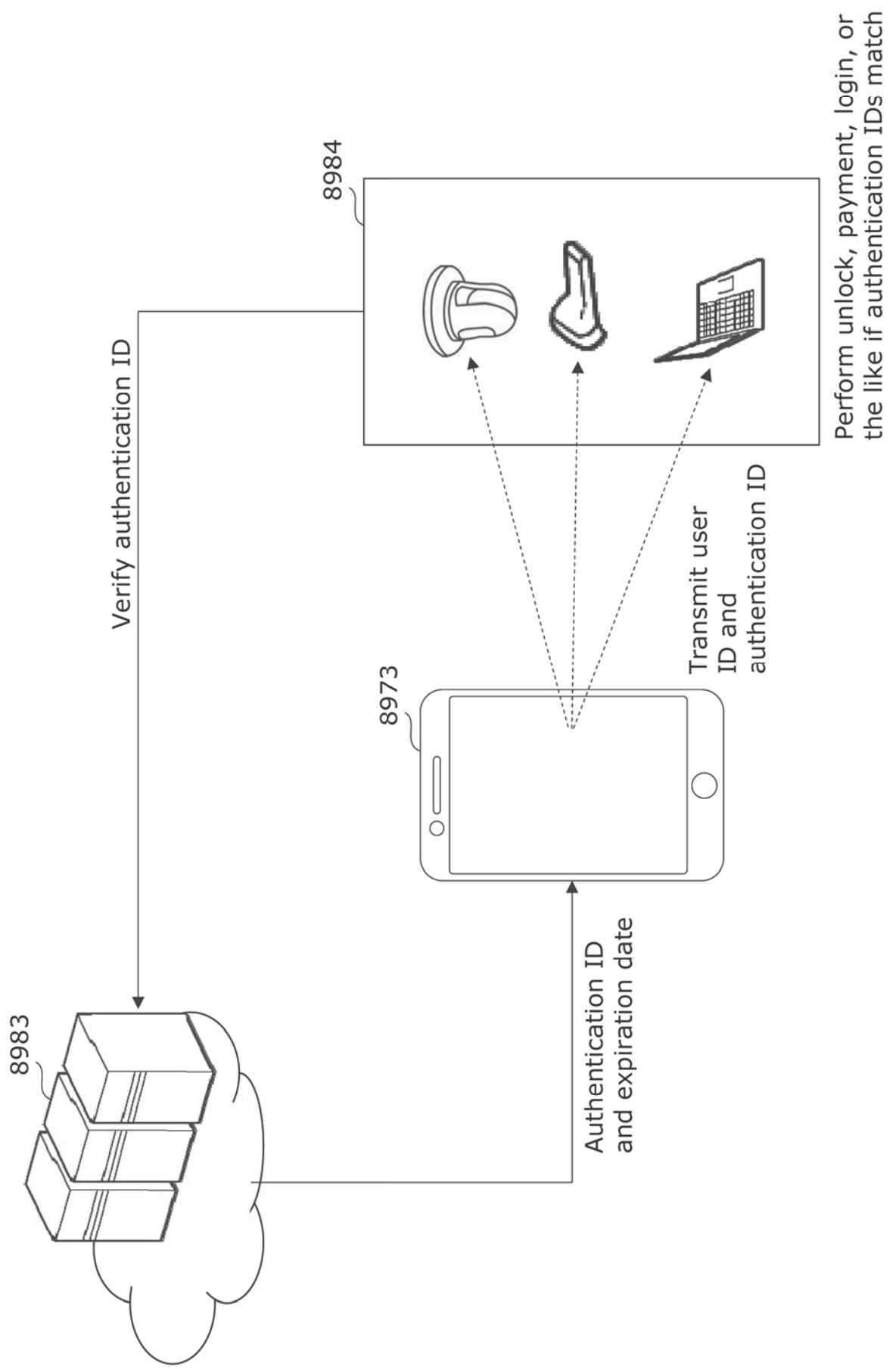


FIG. 556A

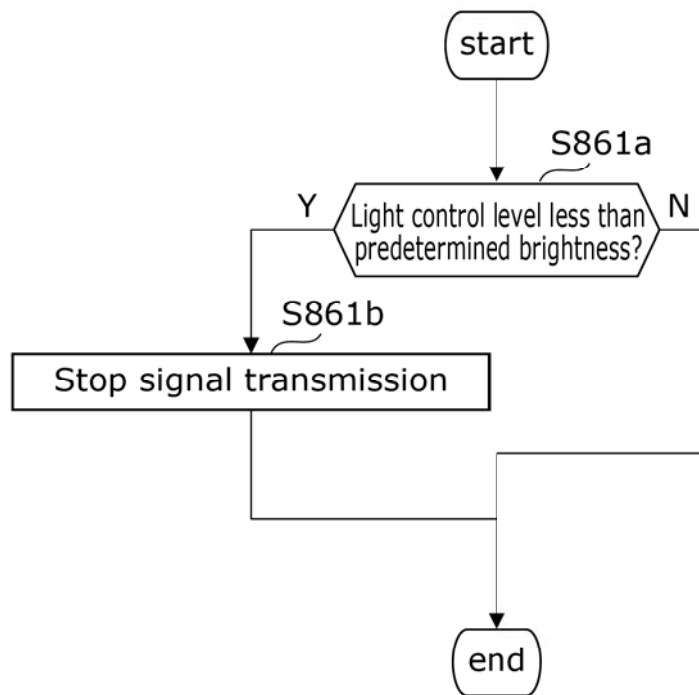


FIG. 556B

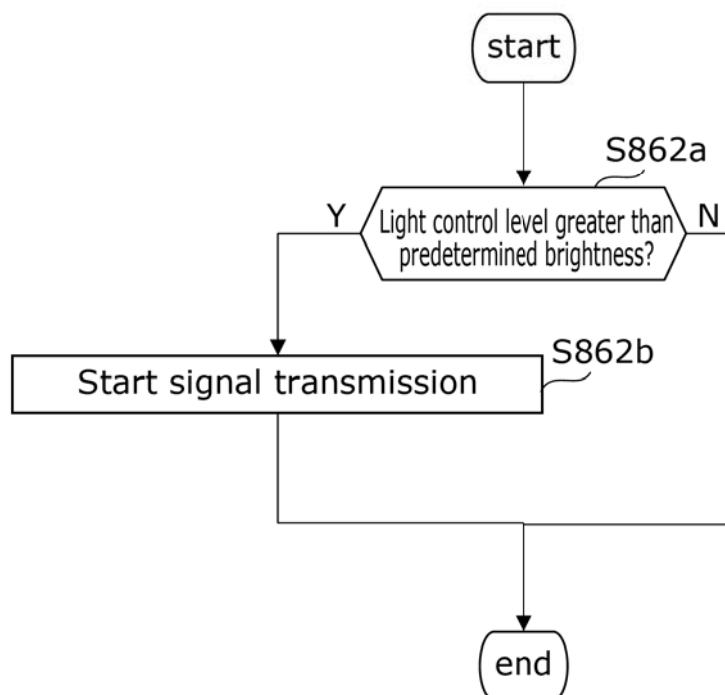


FIG. 557

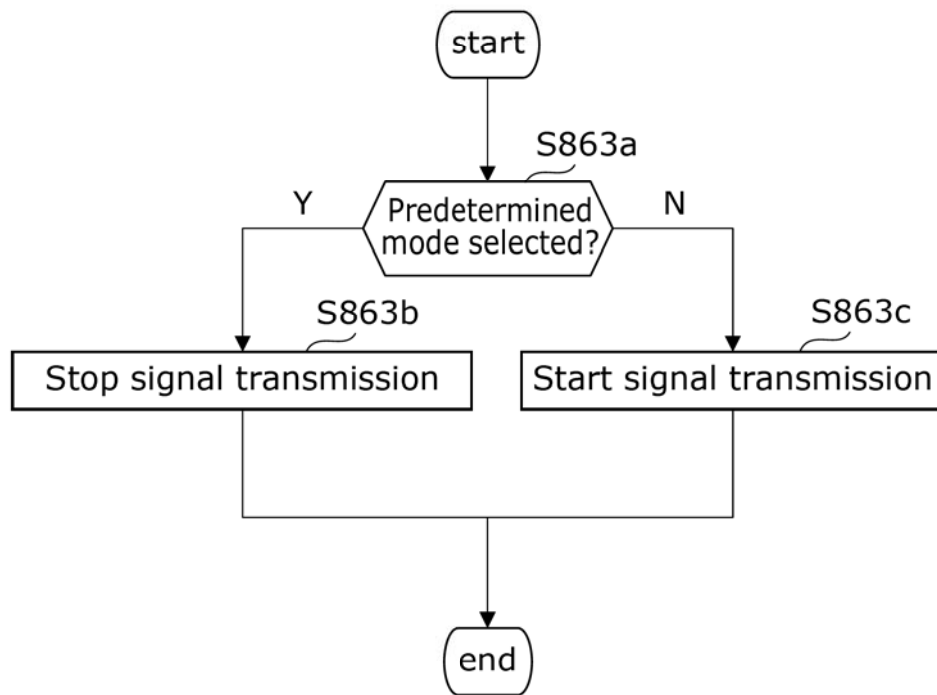


FIG. 558

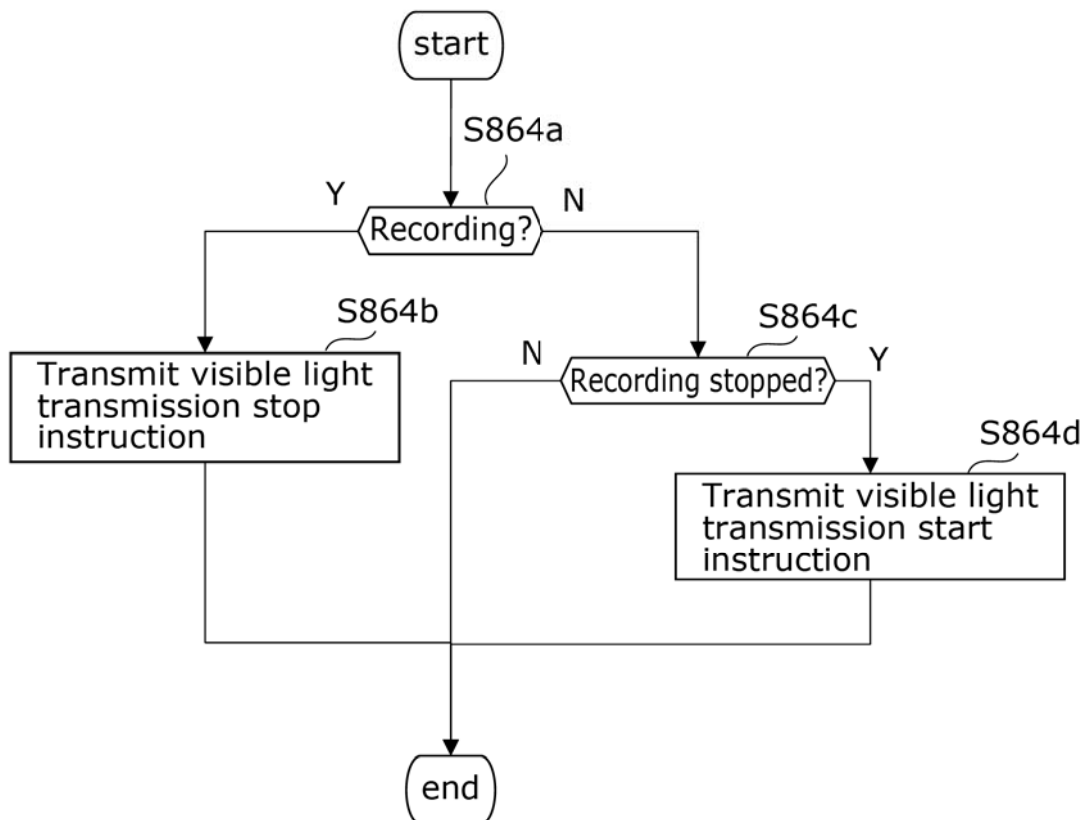


FIG. 559

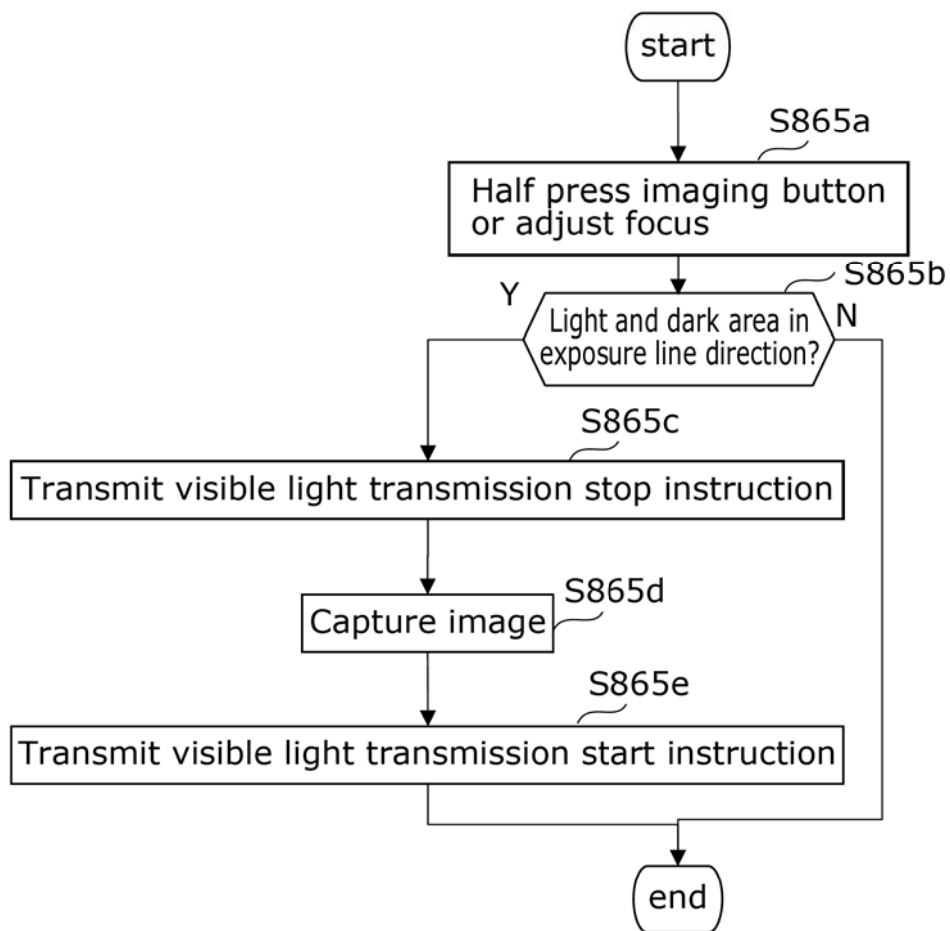


FIG. 560

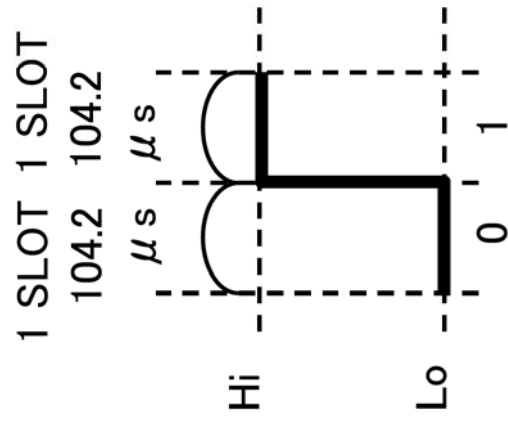


FIG. 561

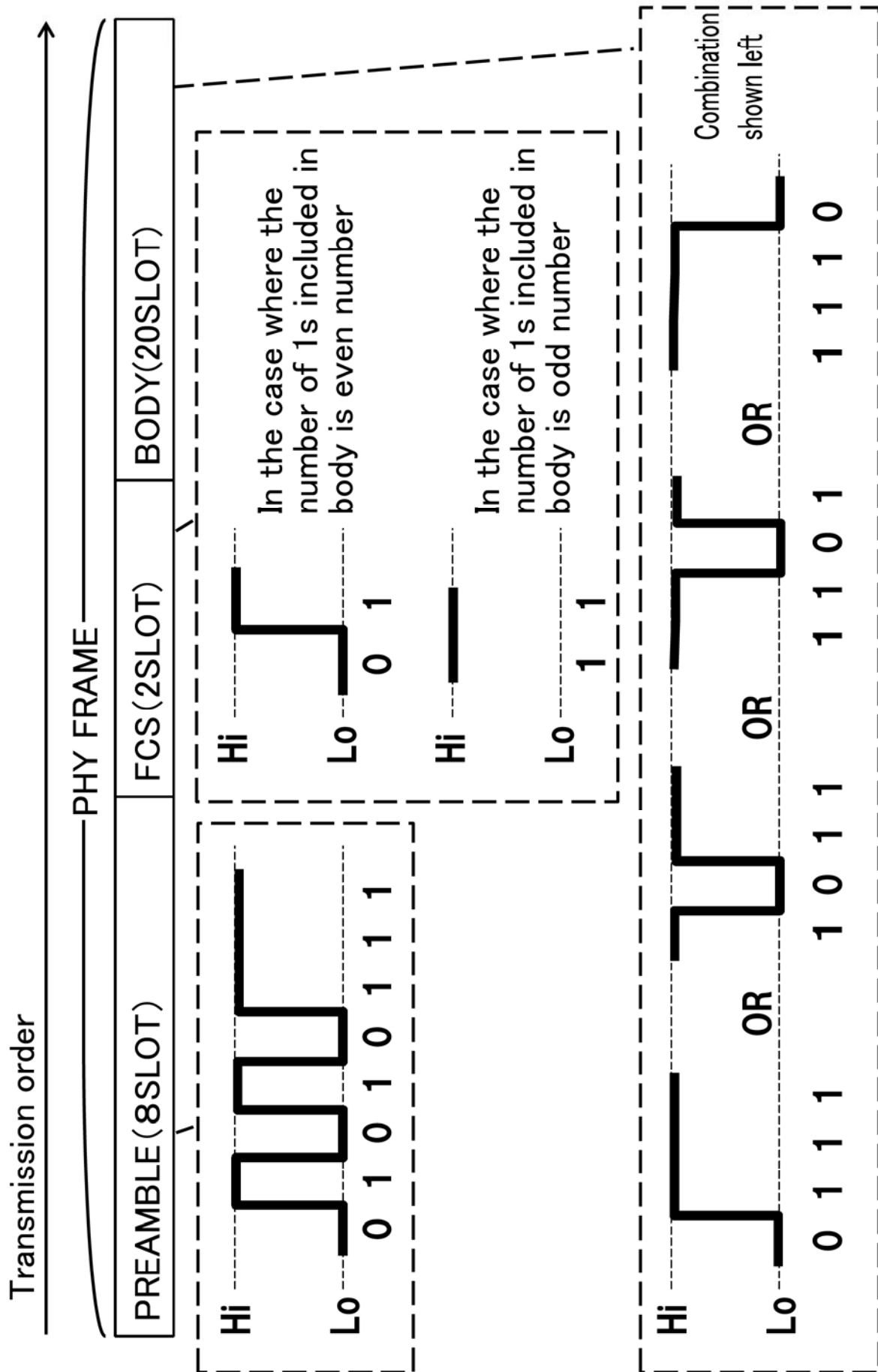


FIG. 562

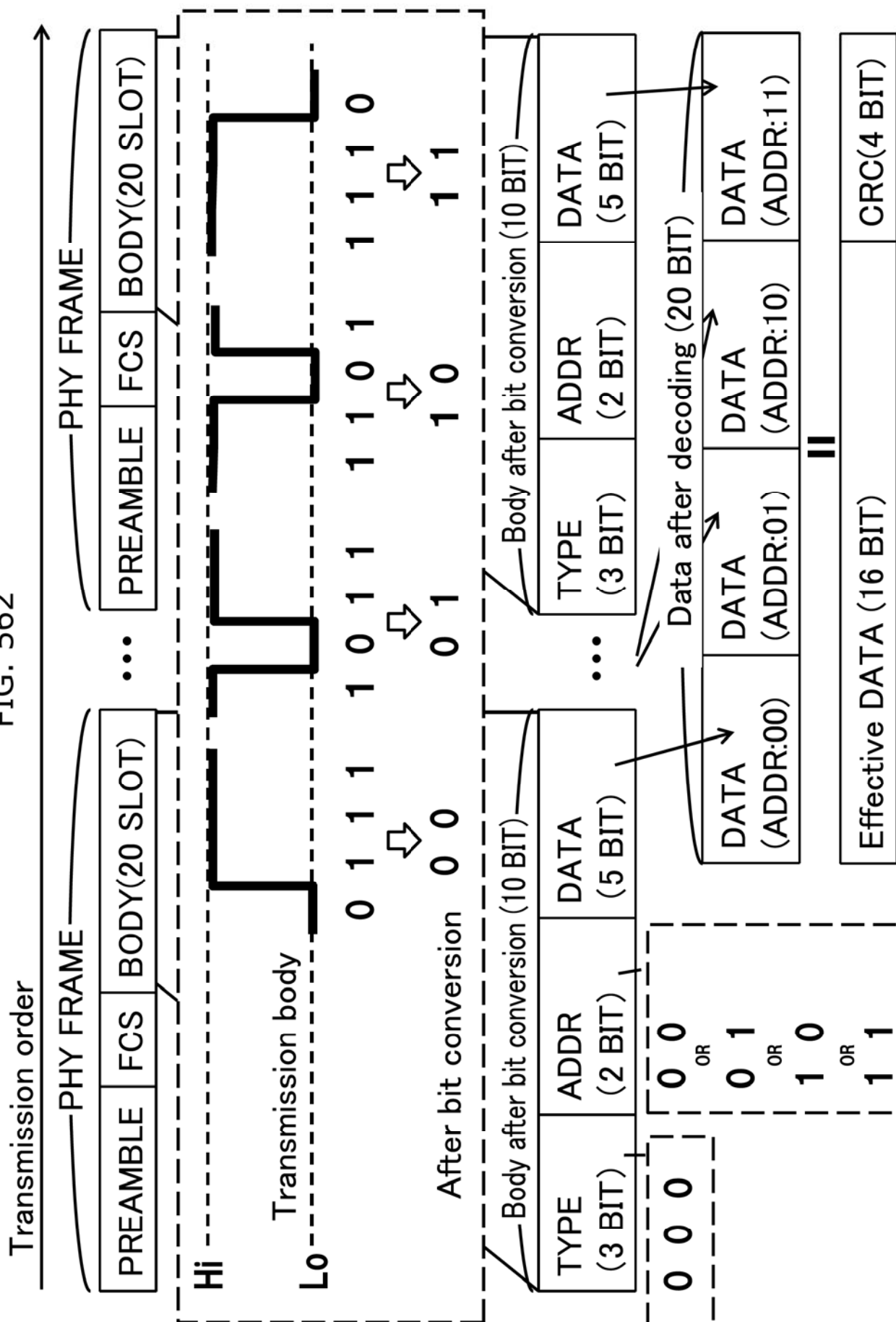


FIG. 563

TYPE definition	TYPEBIT	BODY length	ADDR length	DATA length	Concatenation number	Effective DATA length	CRC type
TYPE1	000	20 SLOT	2 BIT	5 BIT	4	16 BIT	CRC-4
TYPE2	001	24 SLOT	4 BIT	5 BIT	8	32 BIT	CRC-8
TYPE3	010	24 SLOT	5 BIT	4 BIT	19	64 BIT	CRC-12
TYPE4	011	28 SLOT	5 BIT	6 BIT	24	128 BIT	CRC-16

FIG. 564

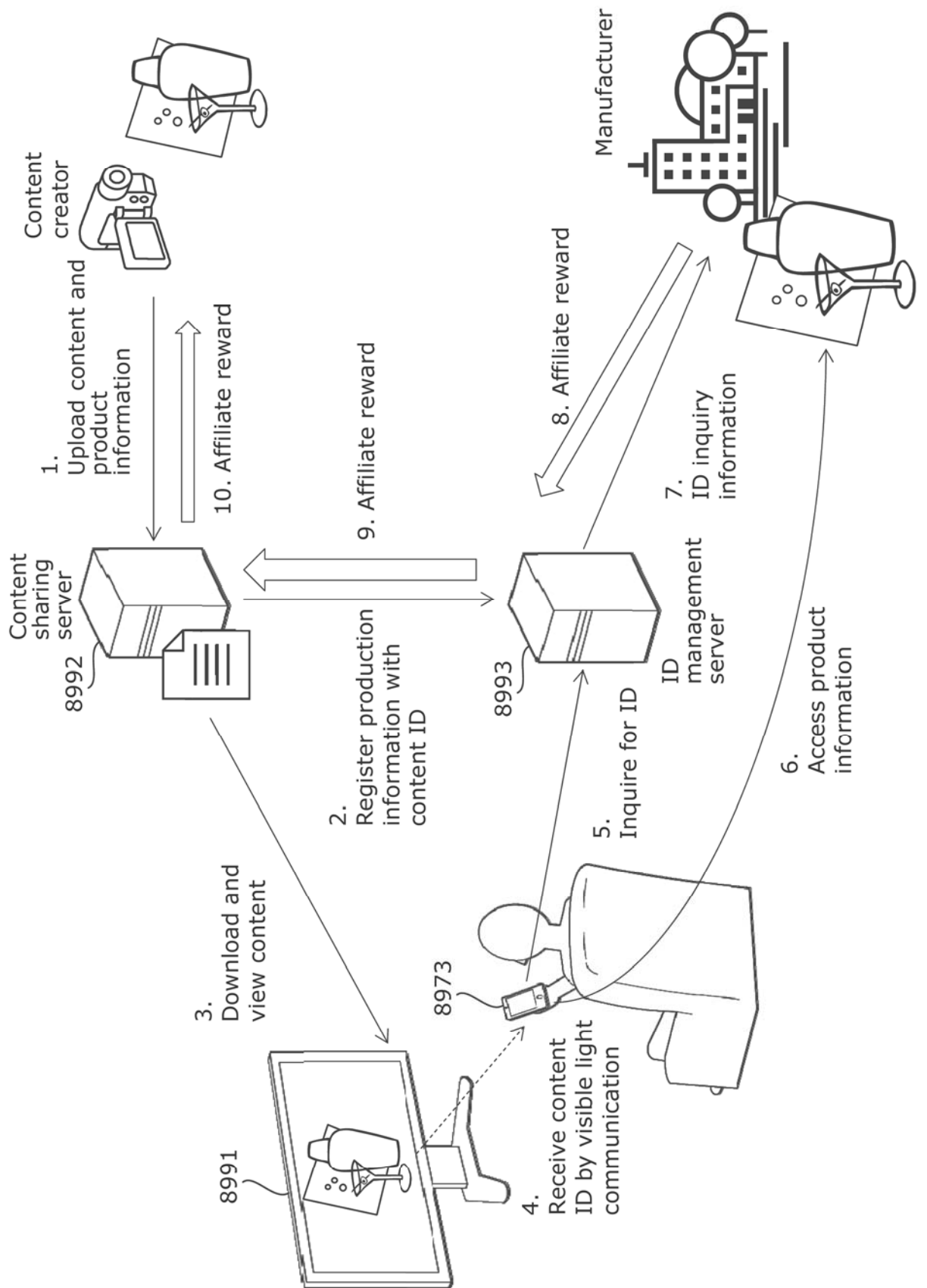


FIG. 565

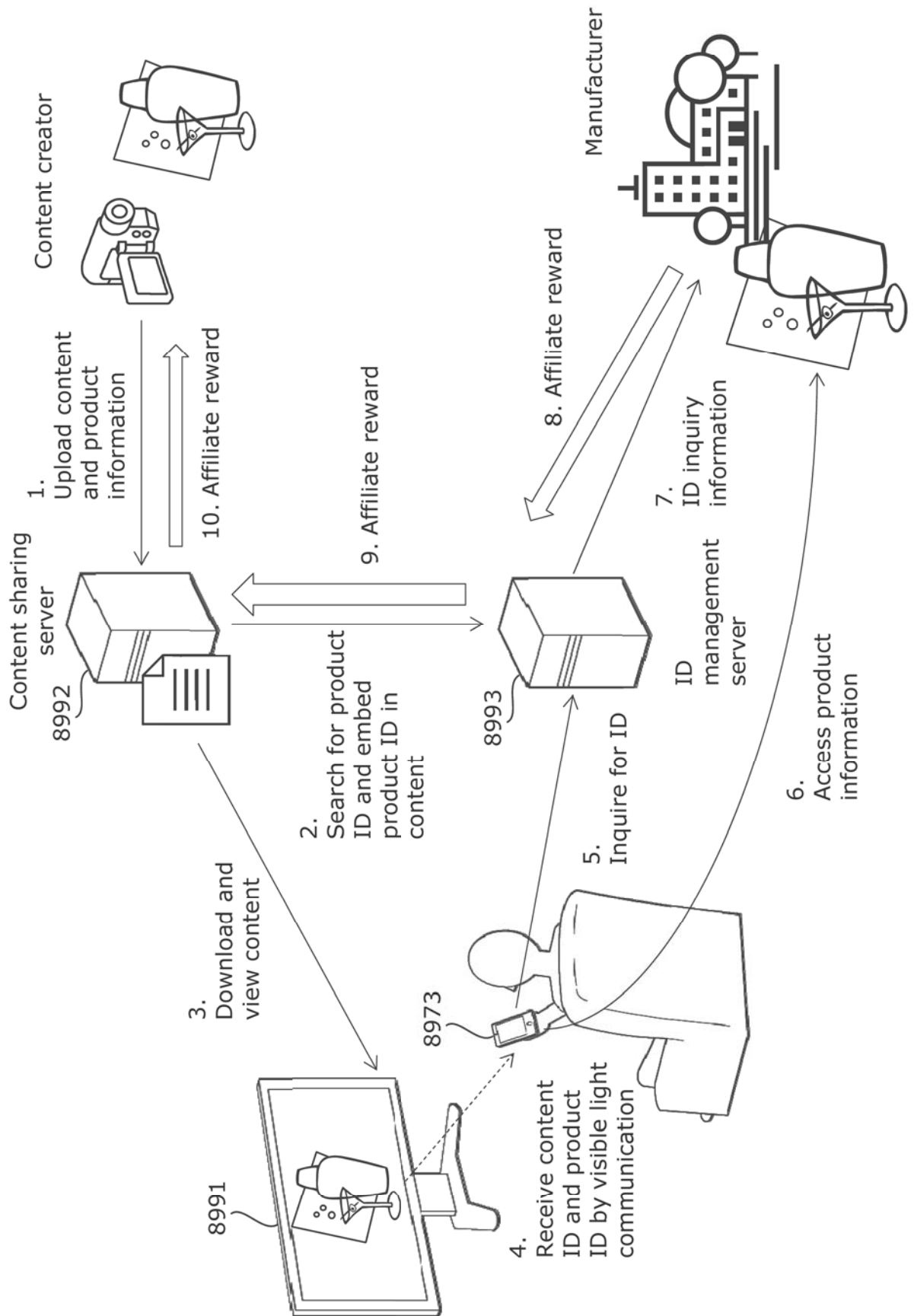


FIG. 566

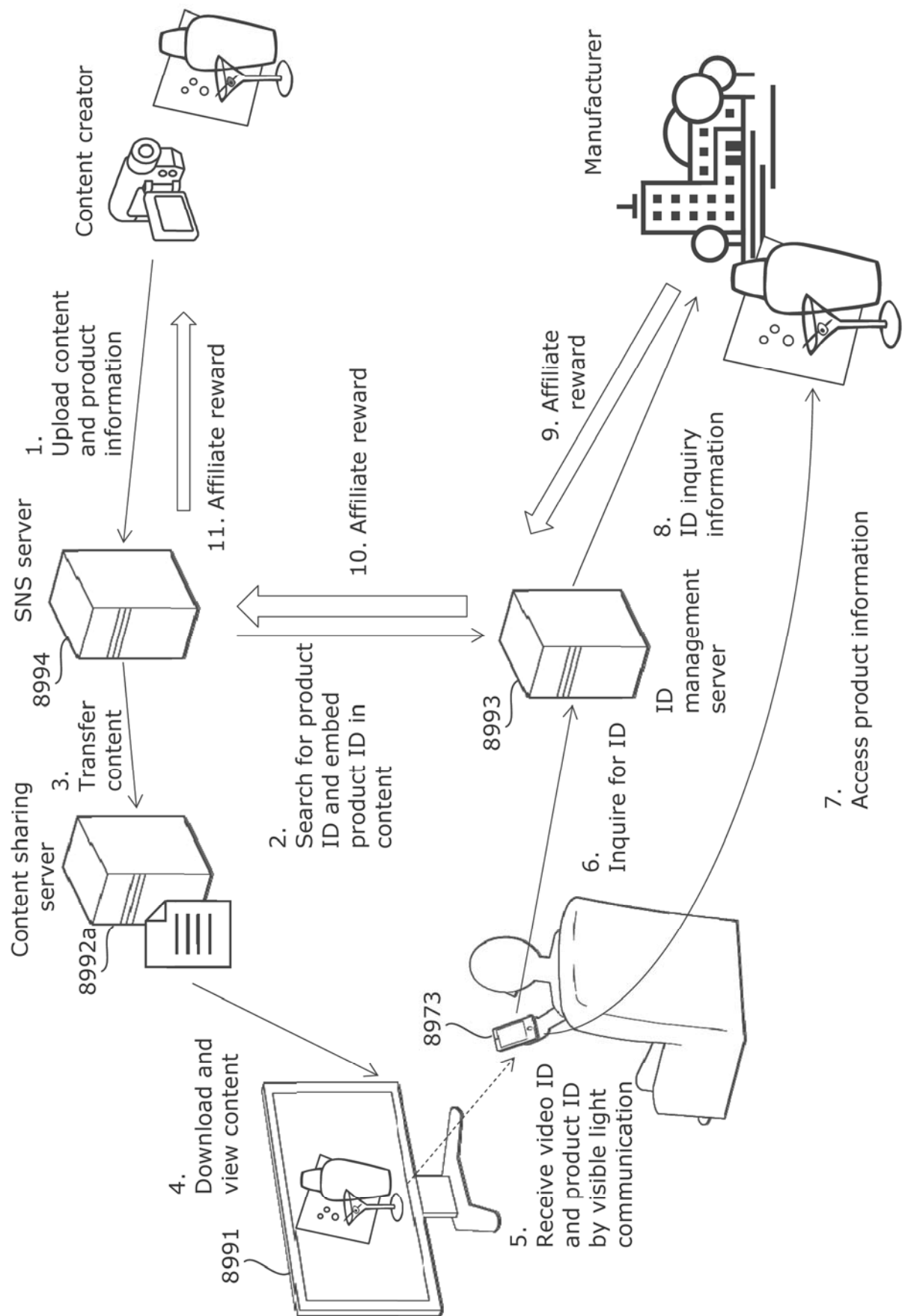


FIG. 567A

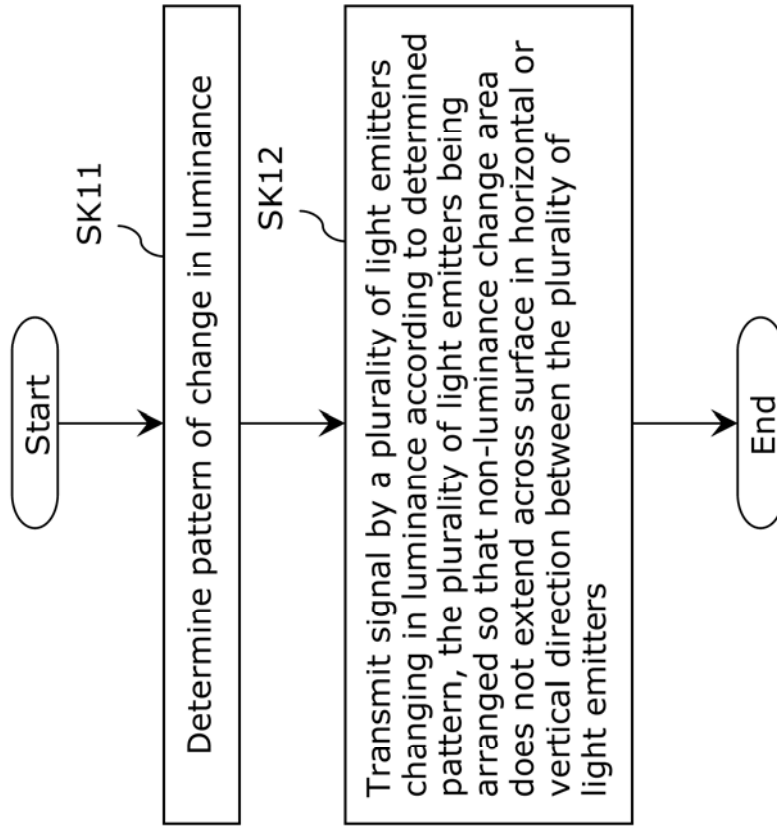


FIG. 567B

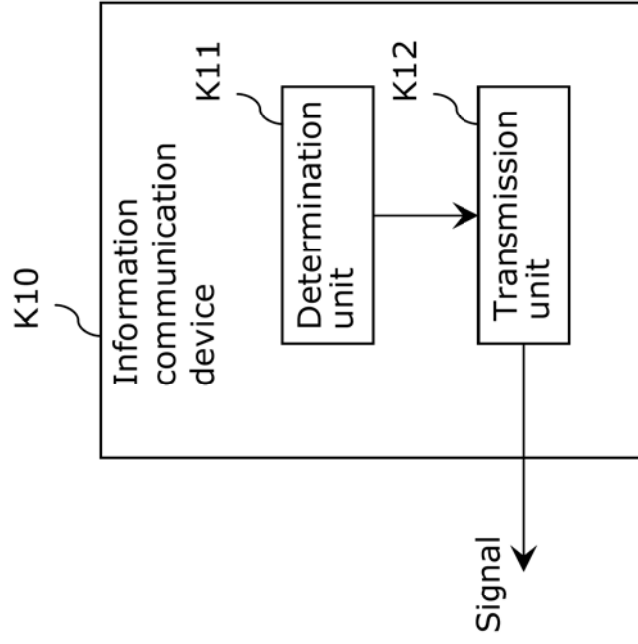


FIG. 568A

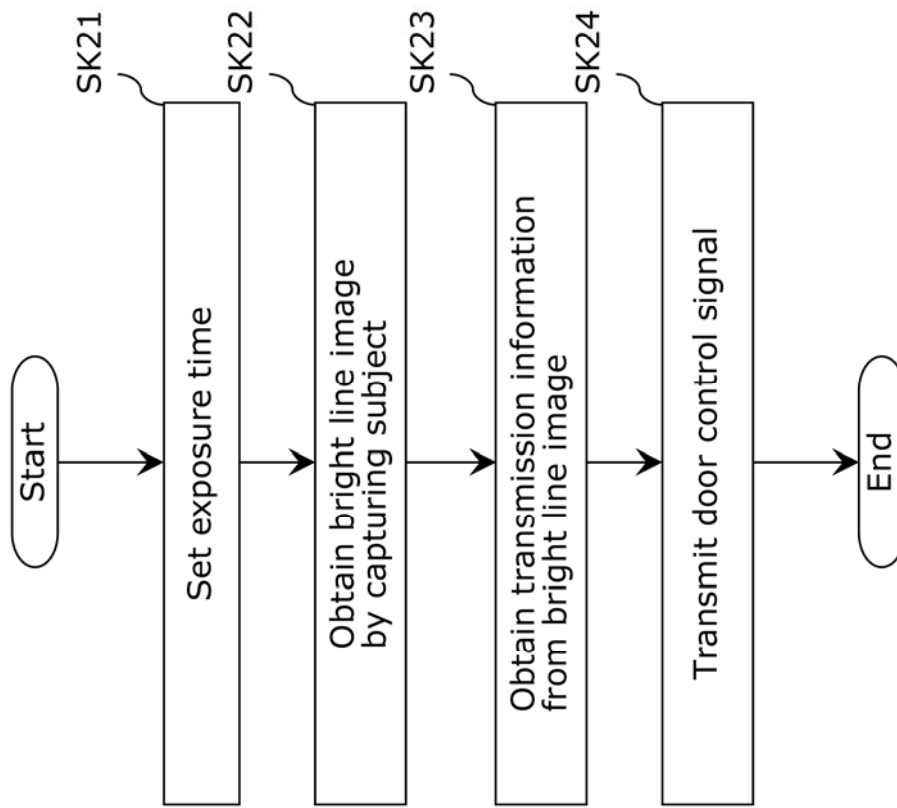


FIG. 568B

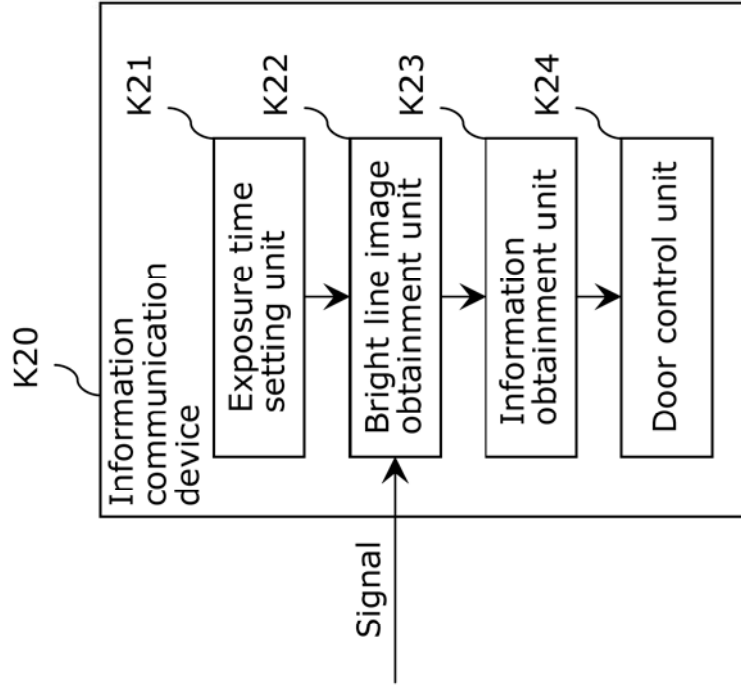


FIG. 569

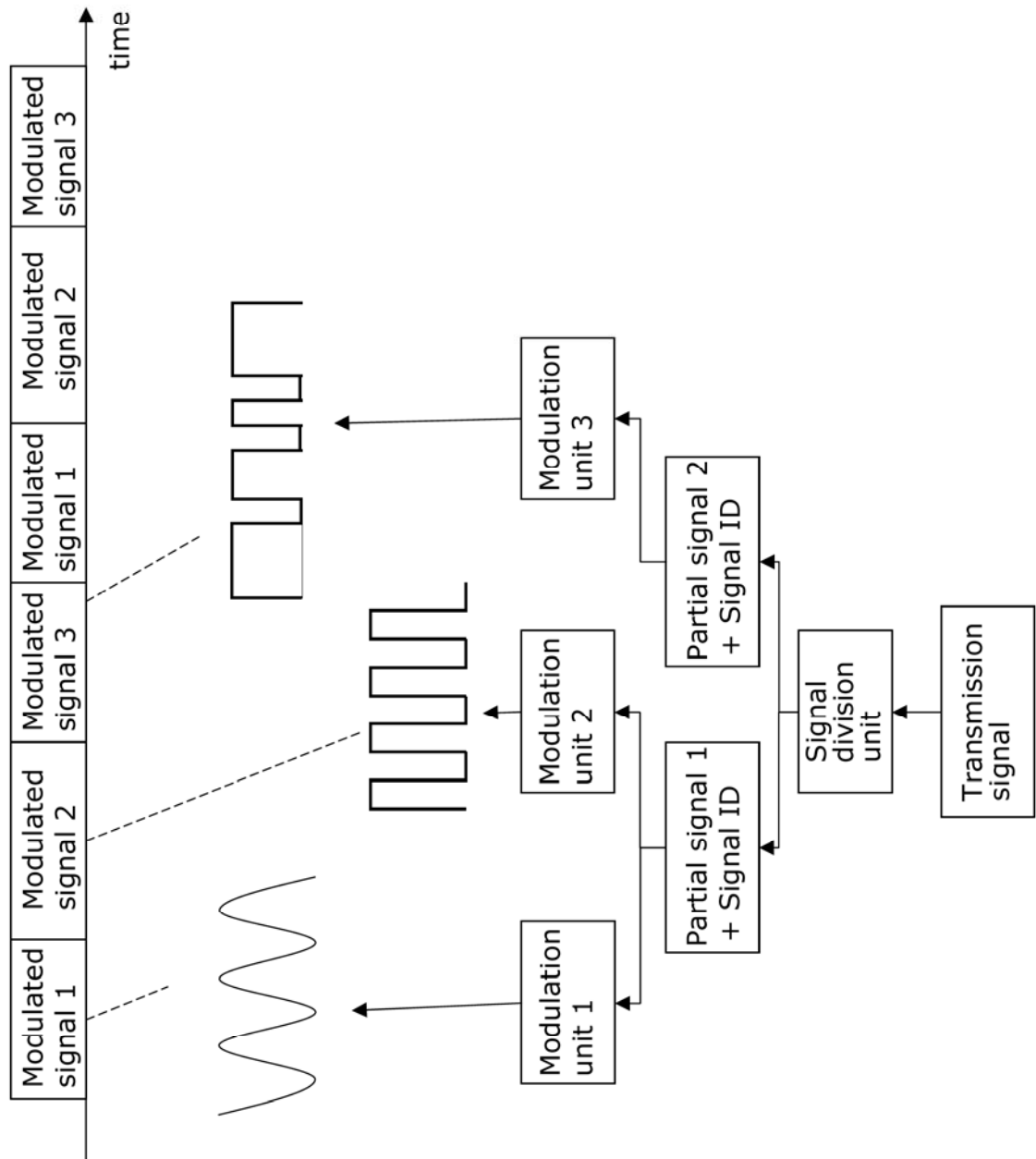


FIG. 570

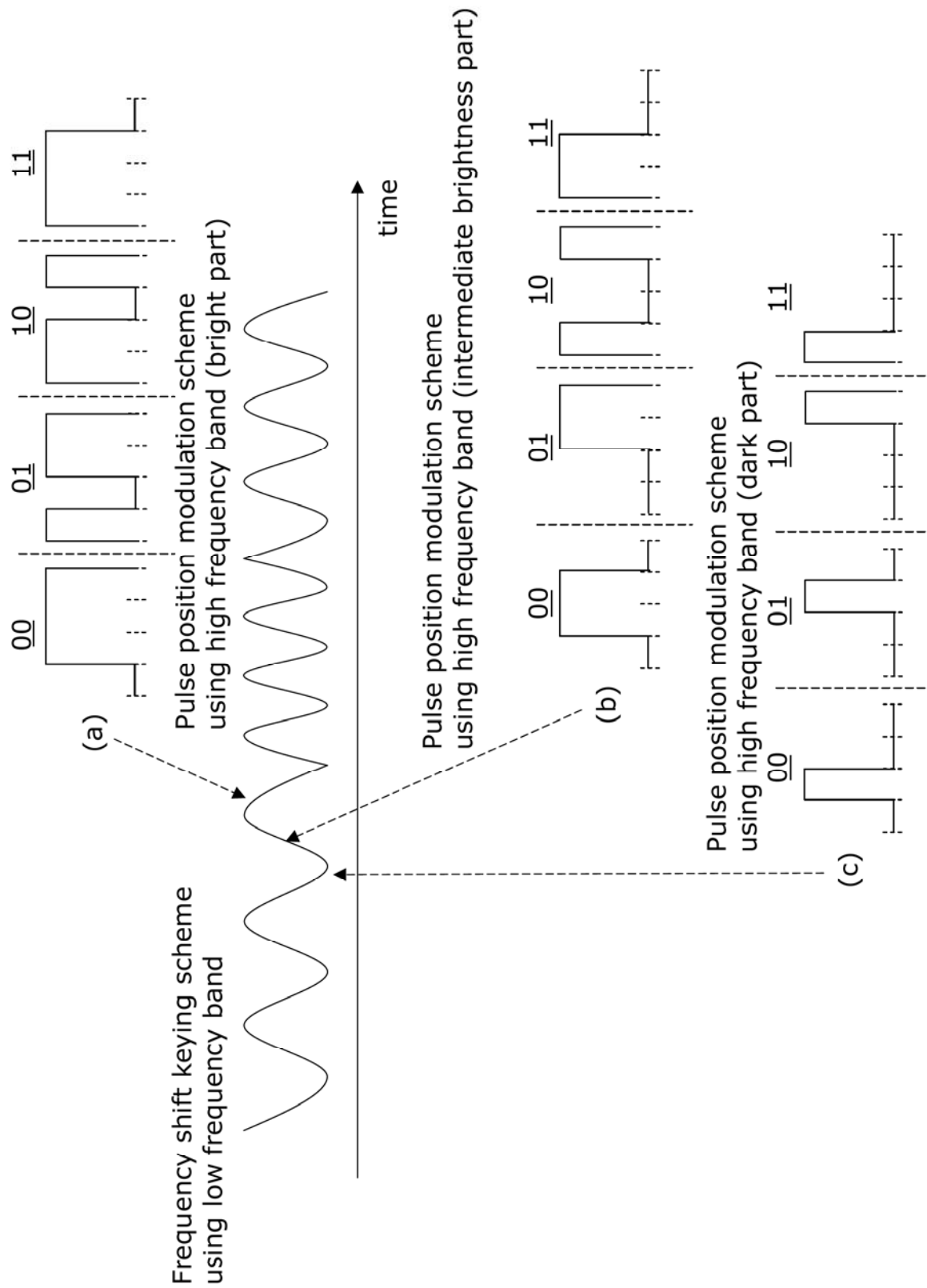


FIG. 571

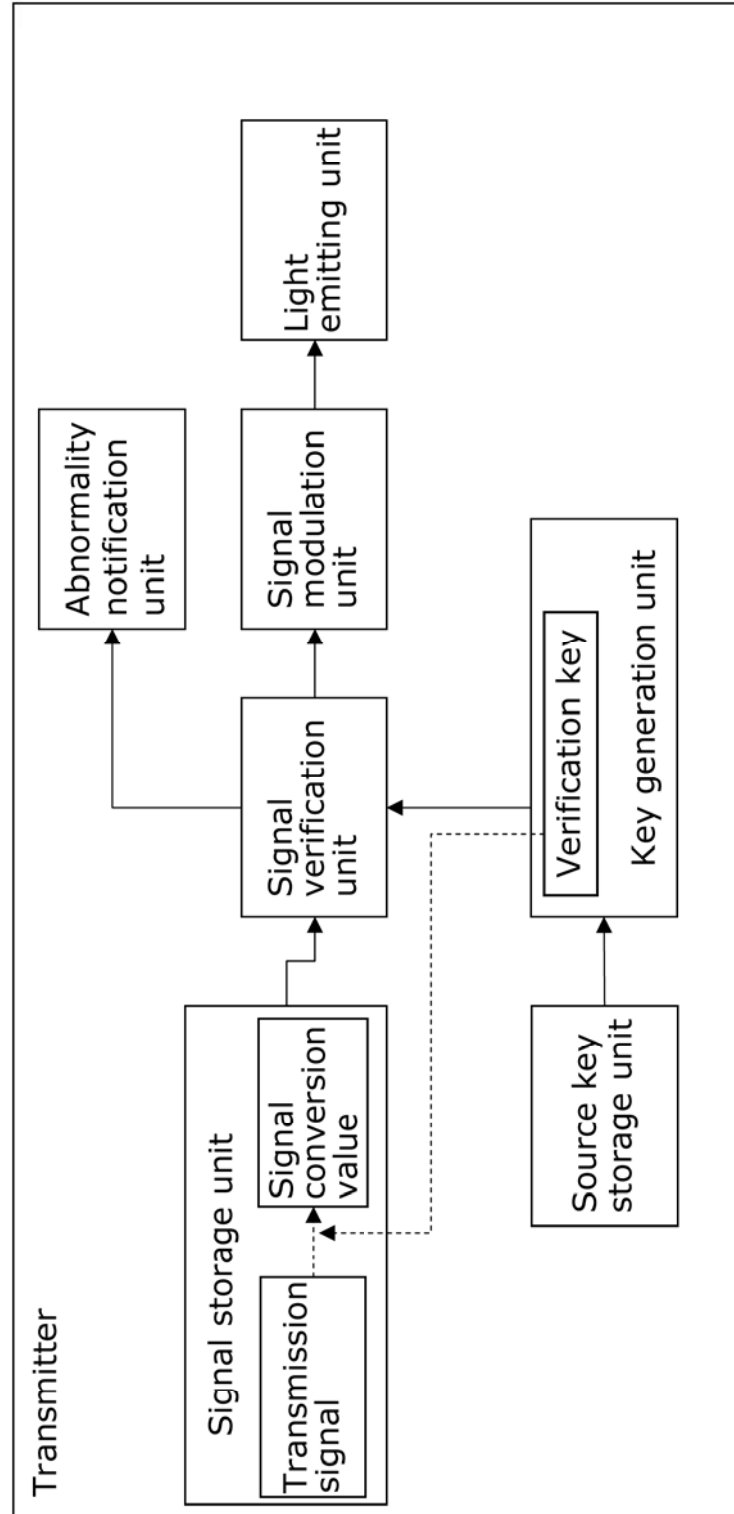


FIG. 572

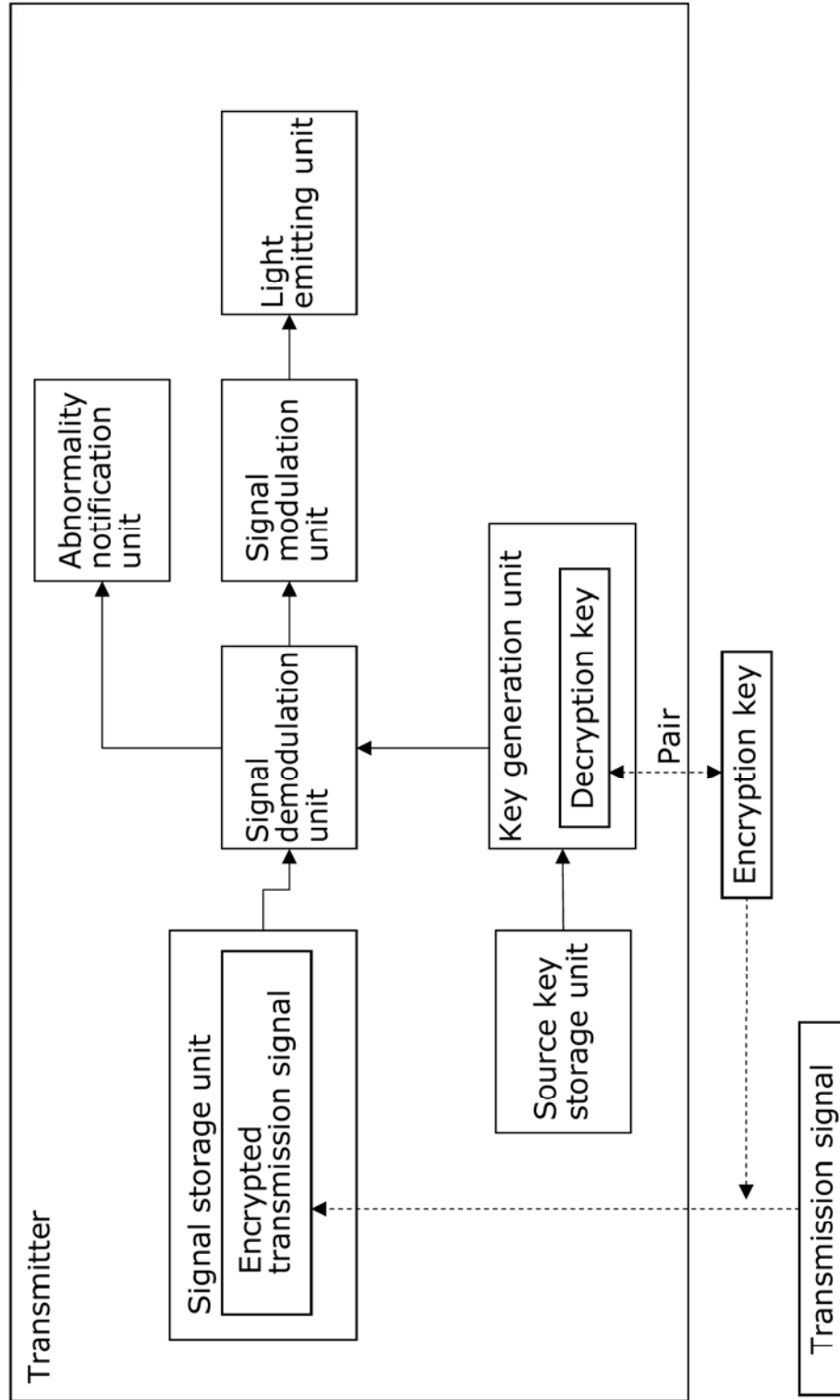


FIG. 573

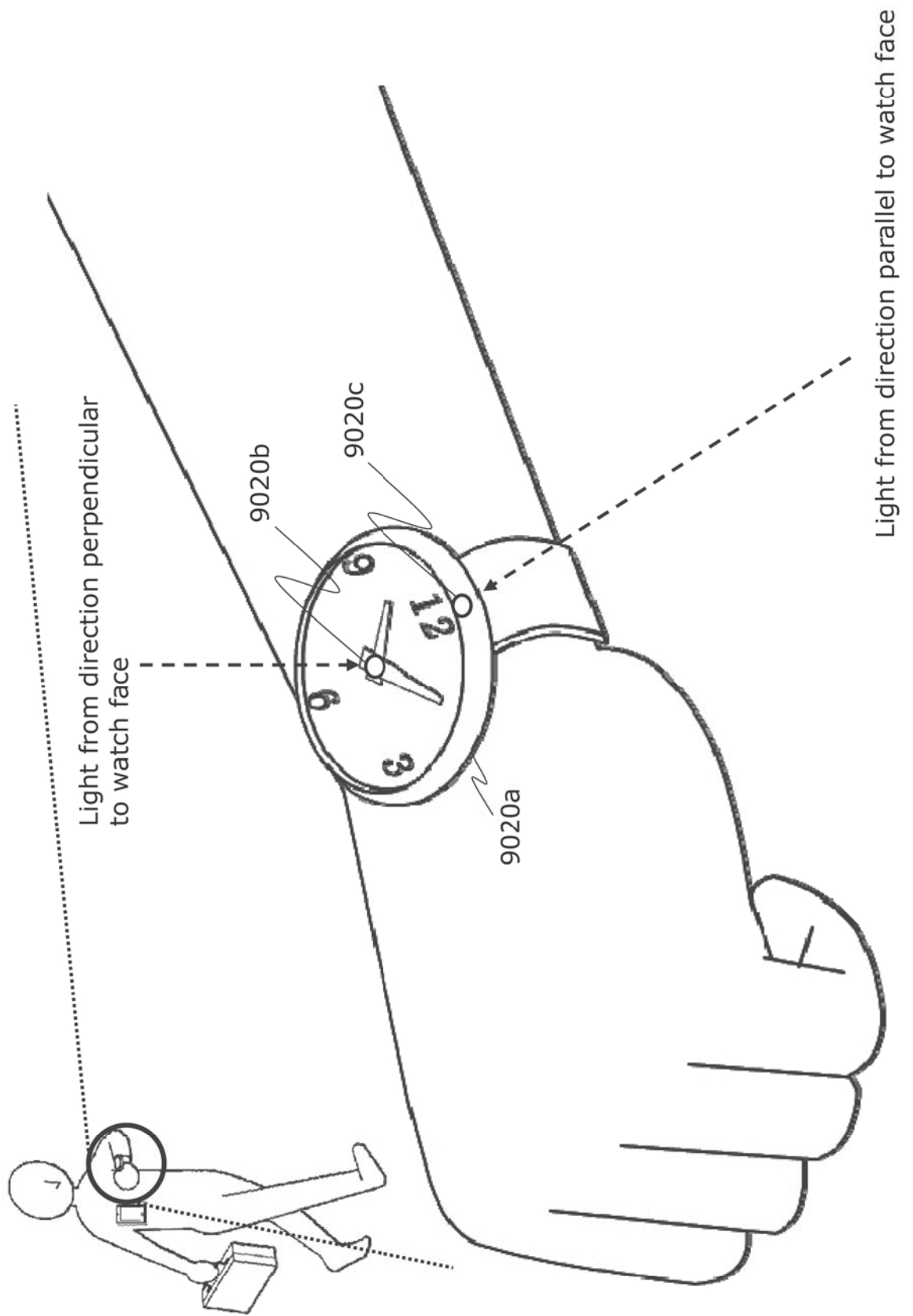


FIG. 574

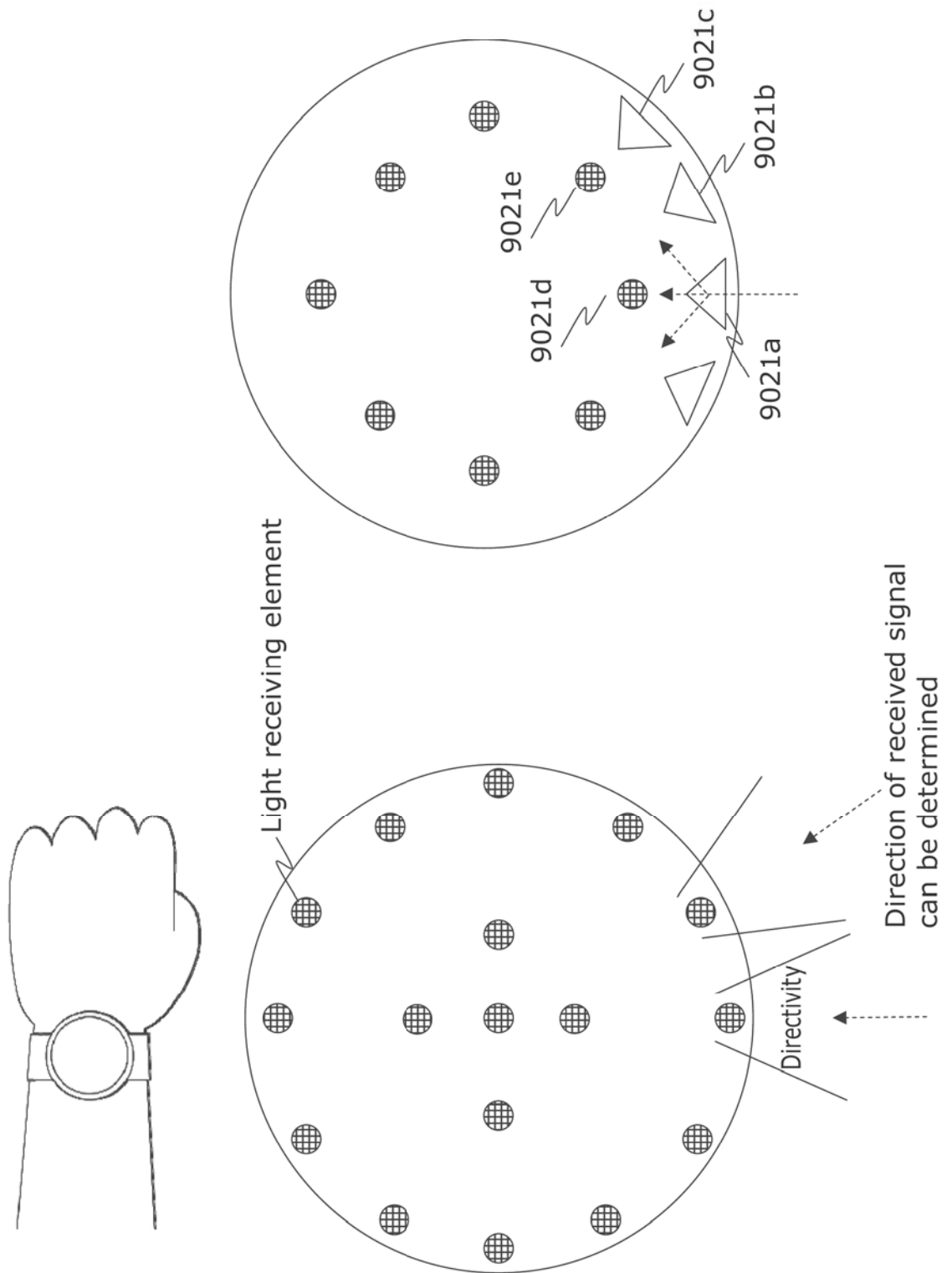


FIG. 575

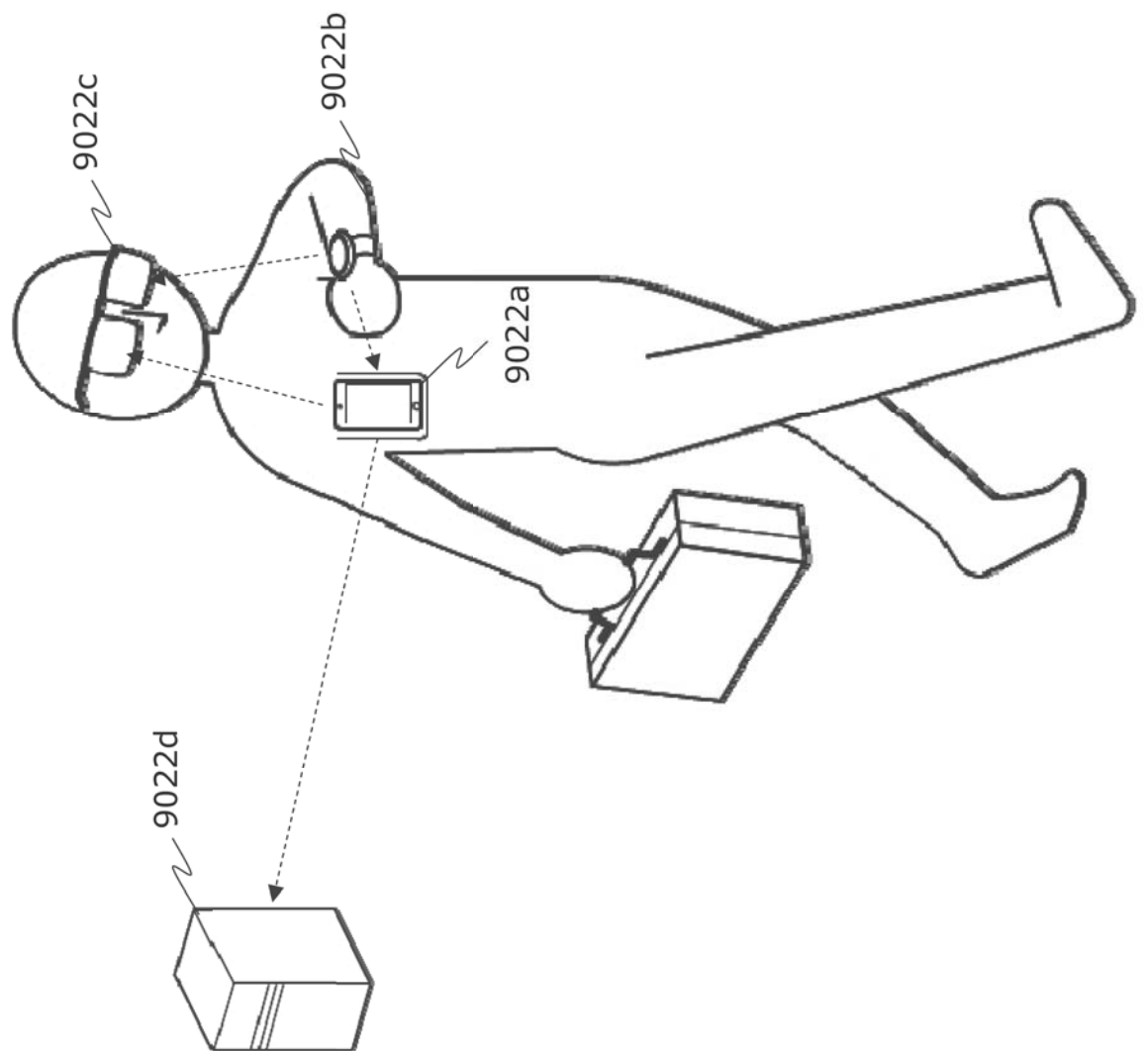


FIG. 576

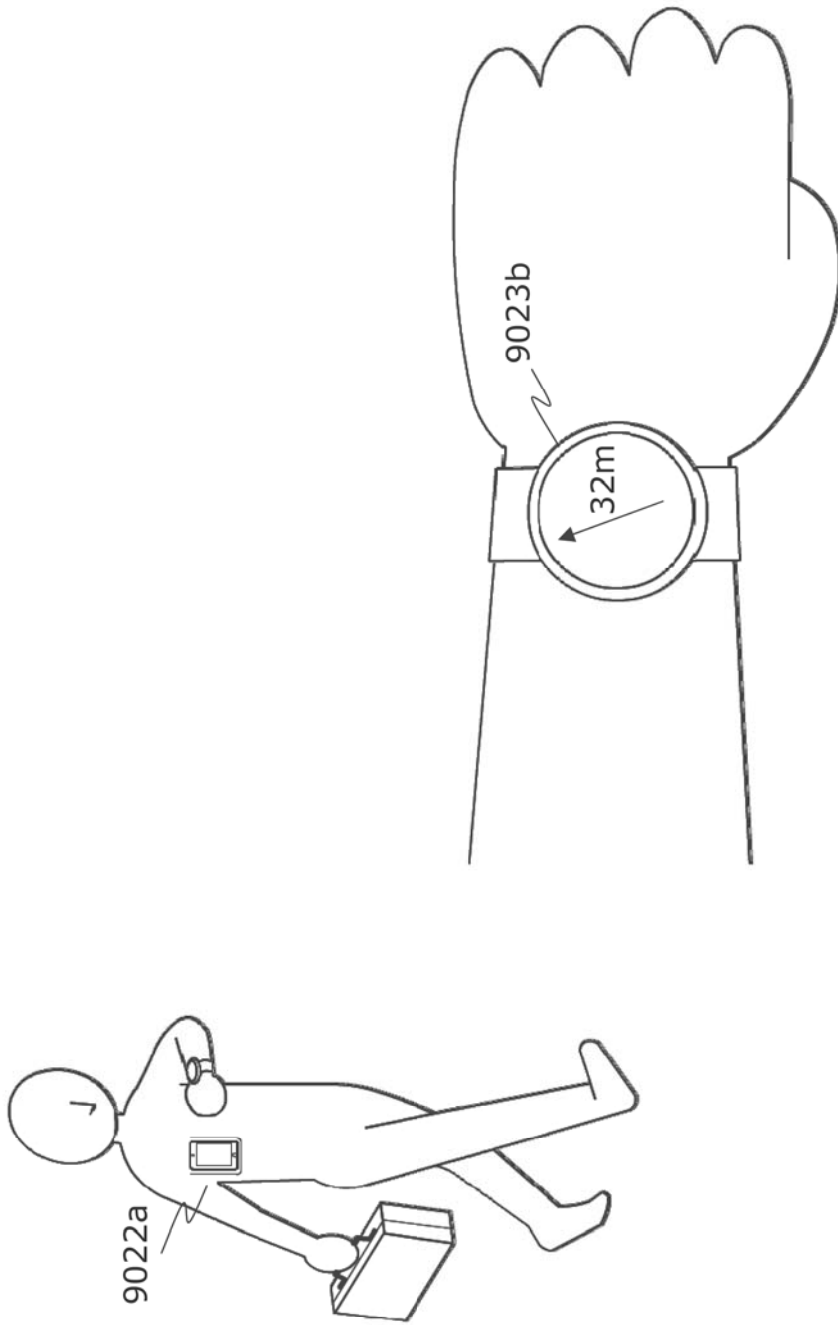


FIG. 577A

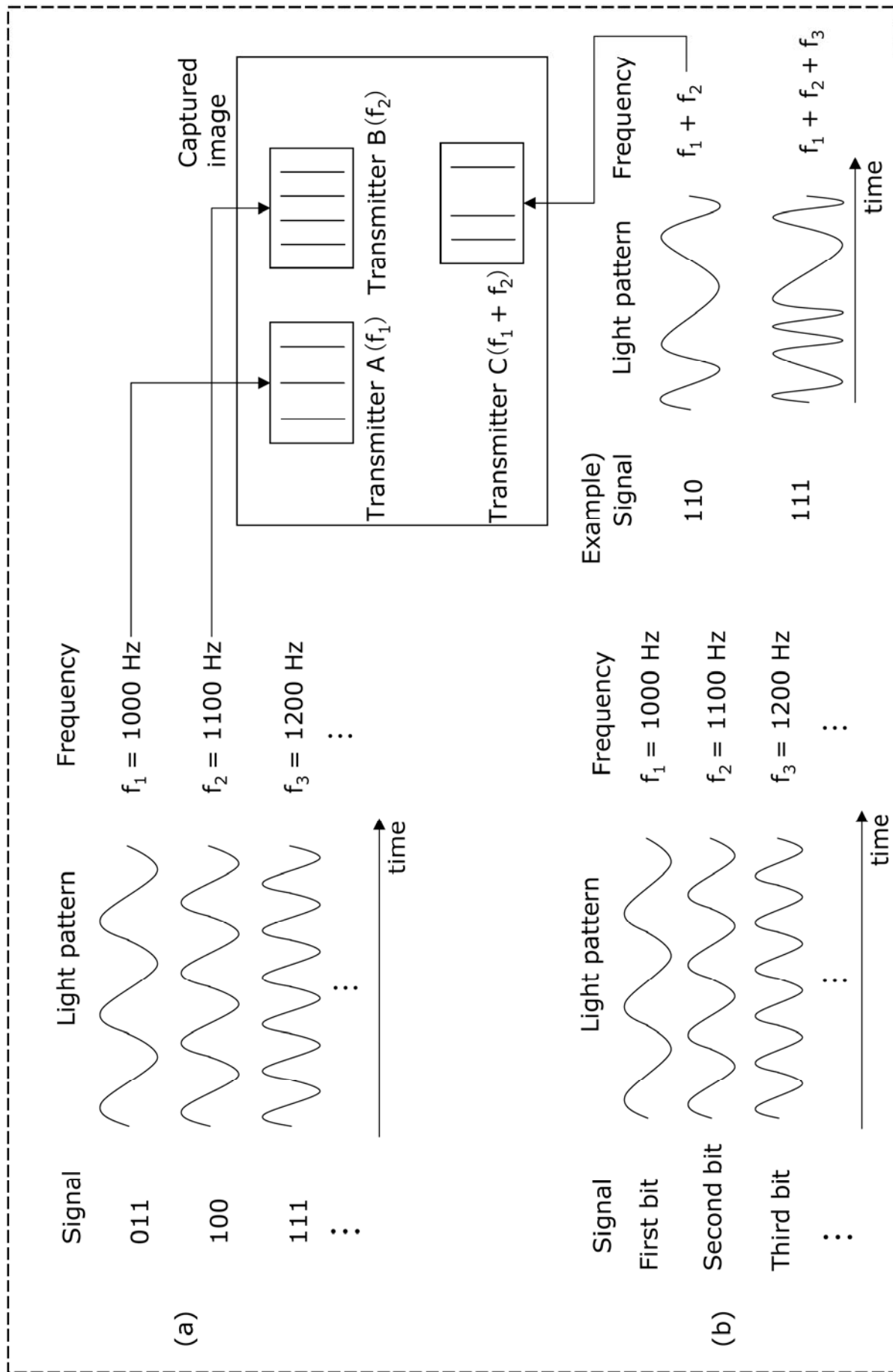


FIG. 577B

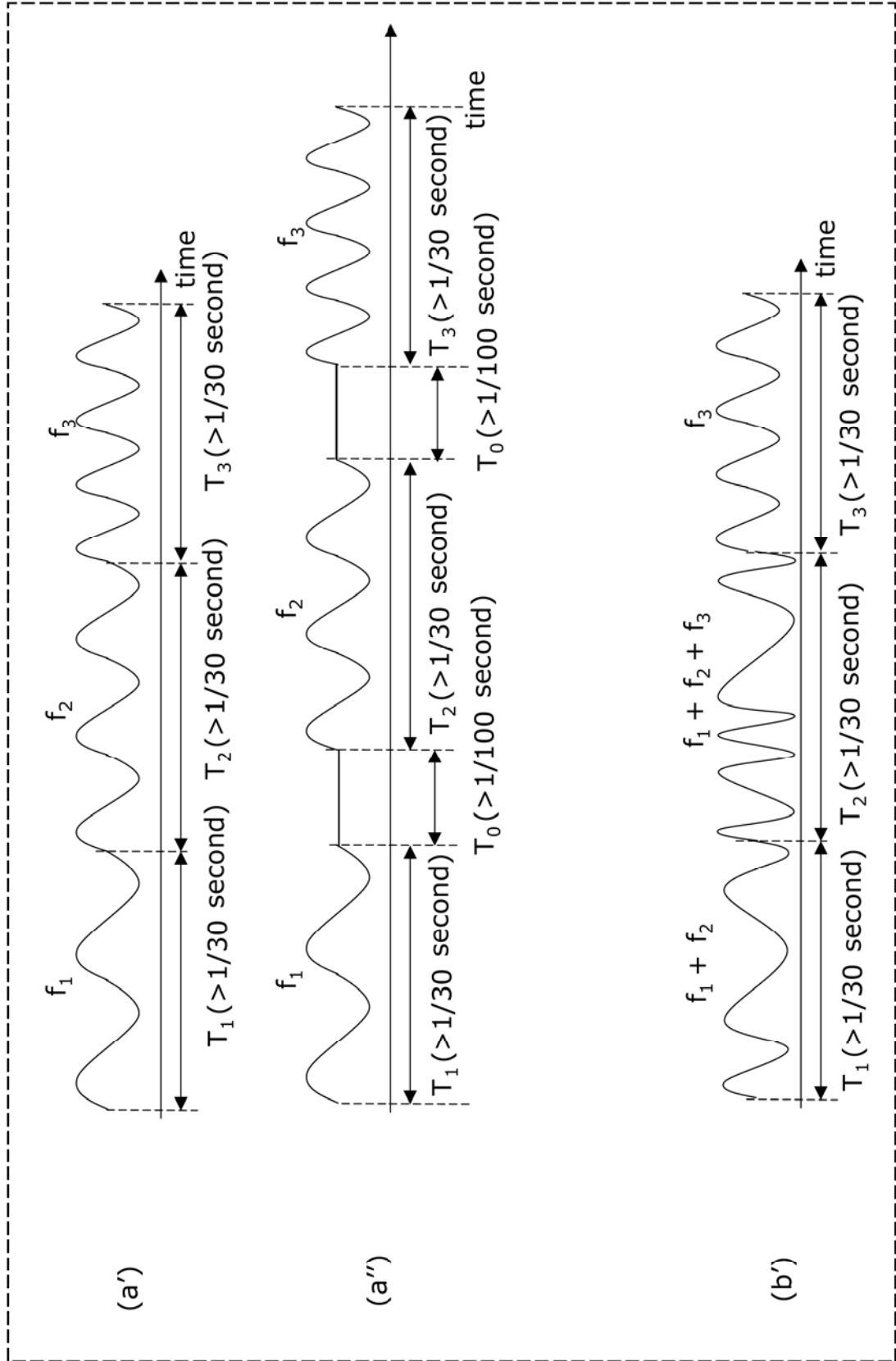


FIG. 577C

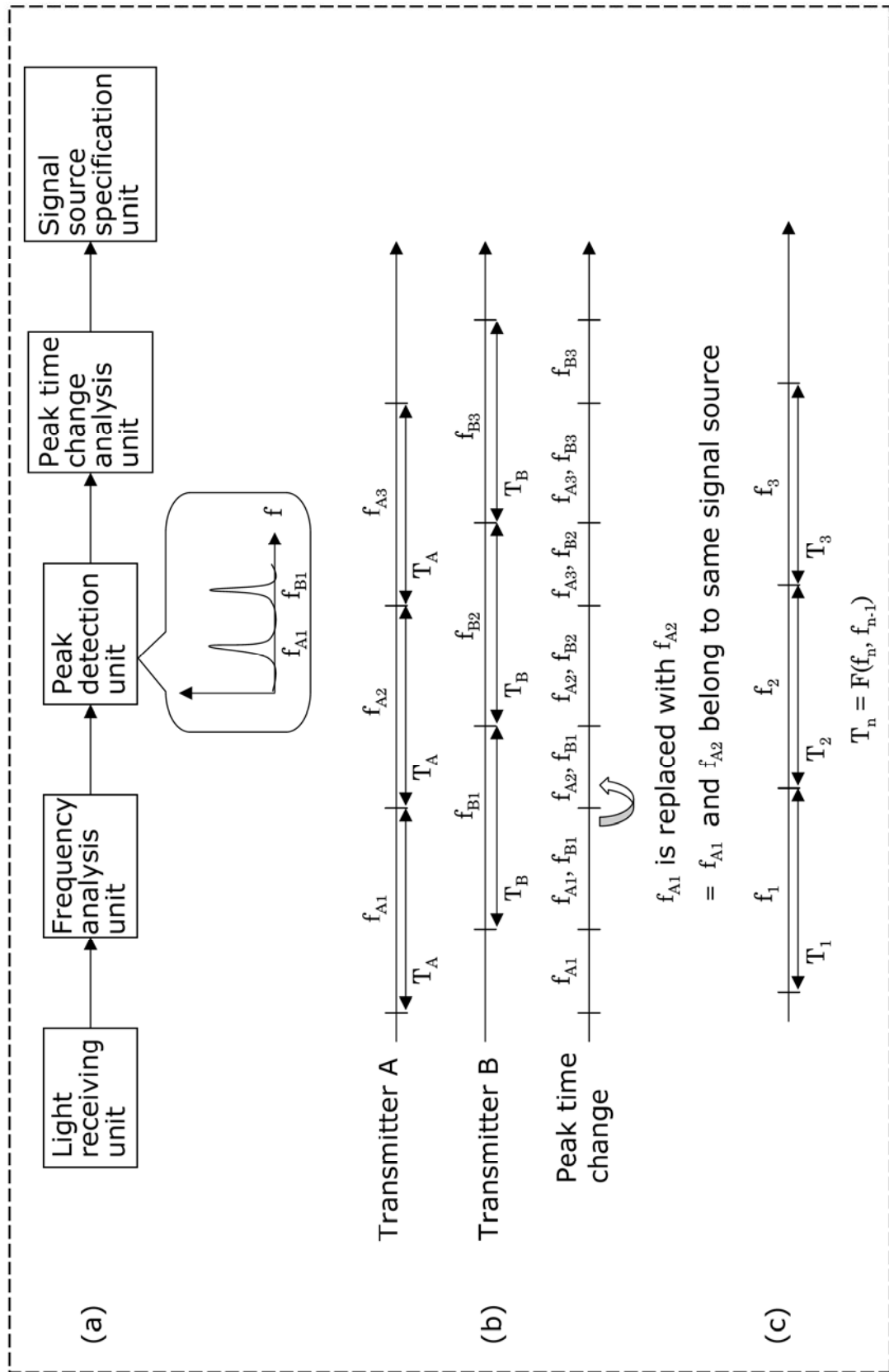


FIG. 577D

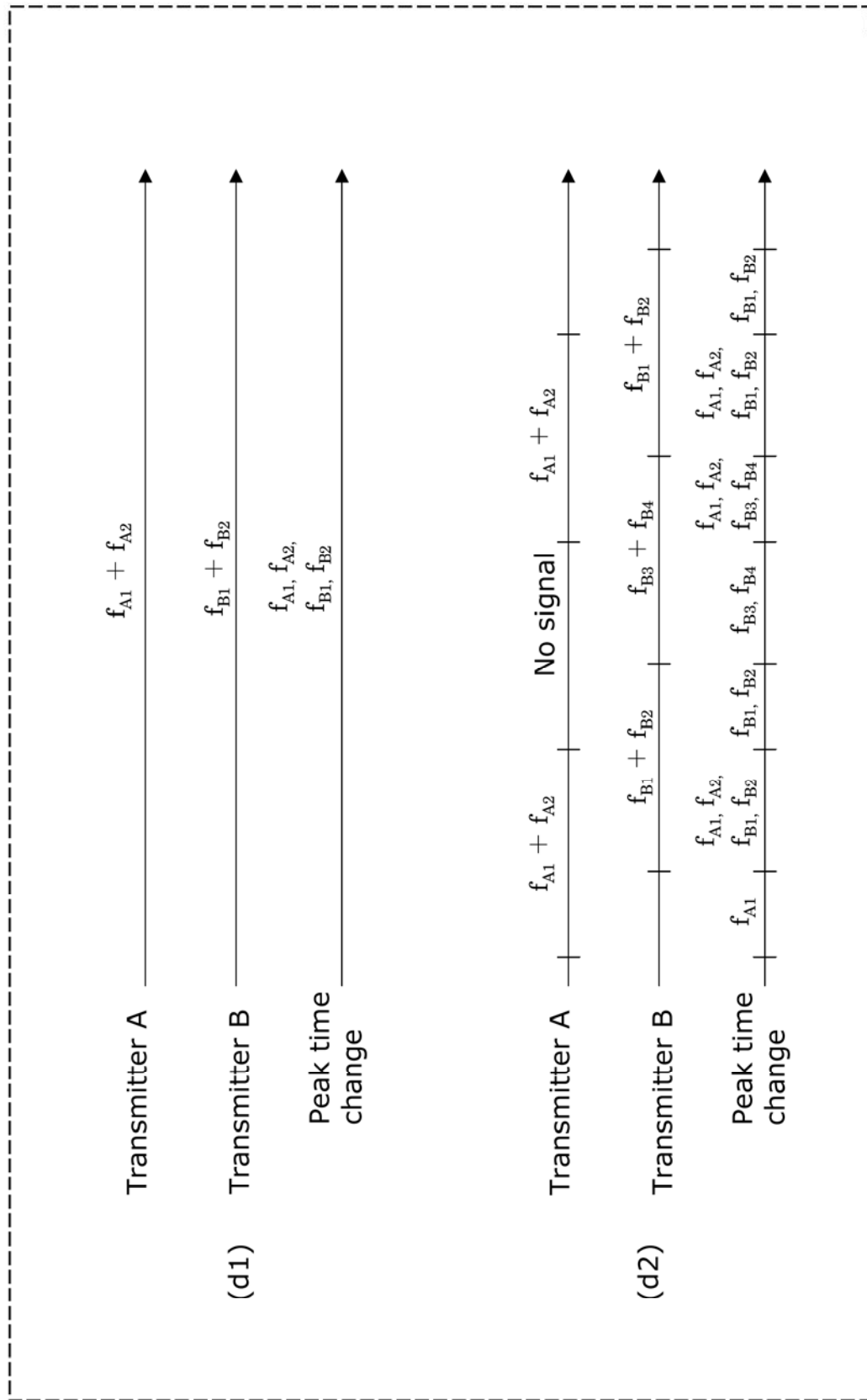


FIG. 578

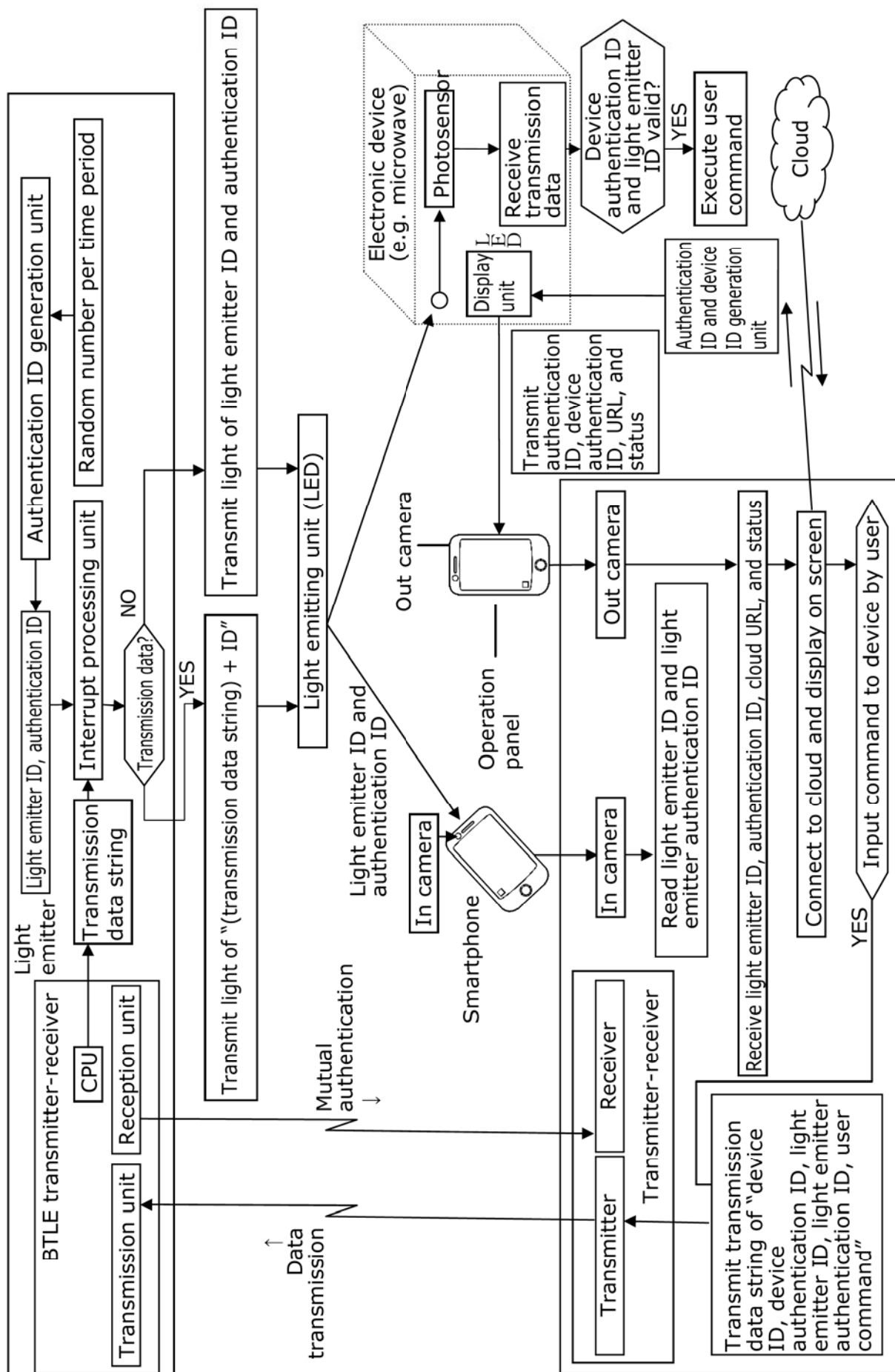


FIG. 579

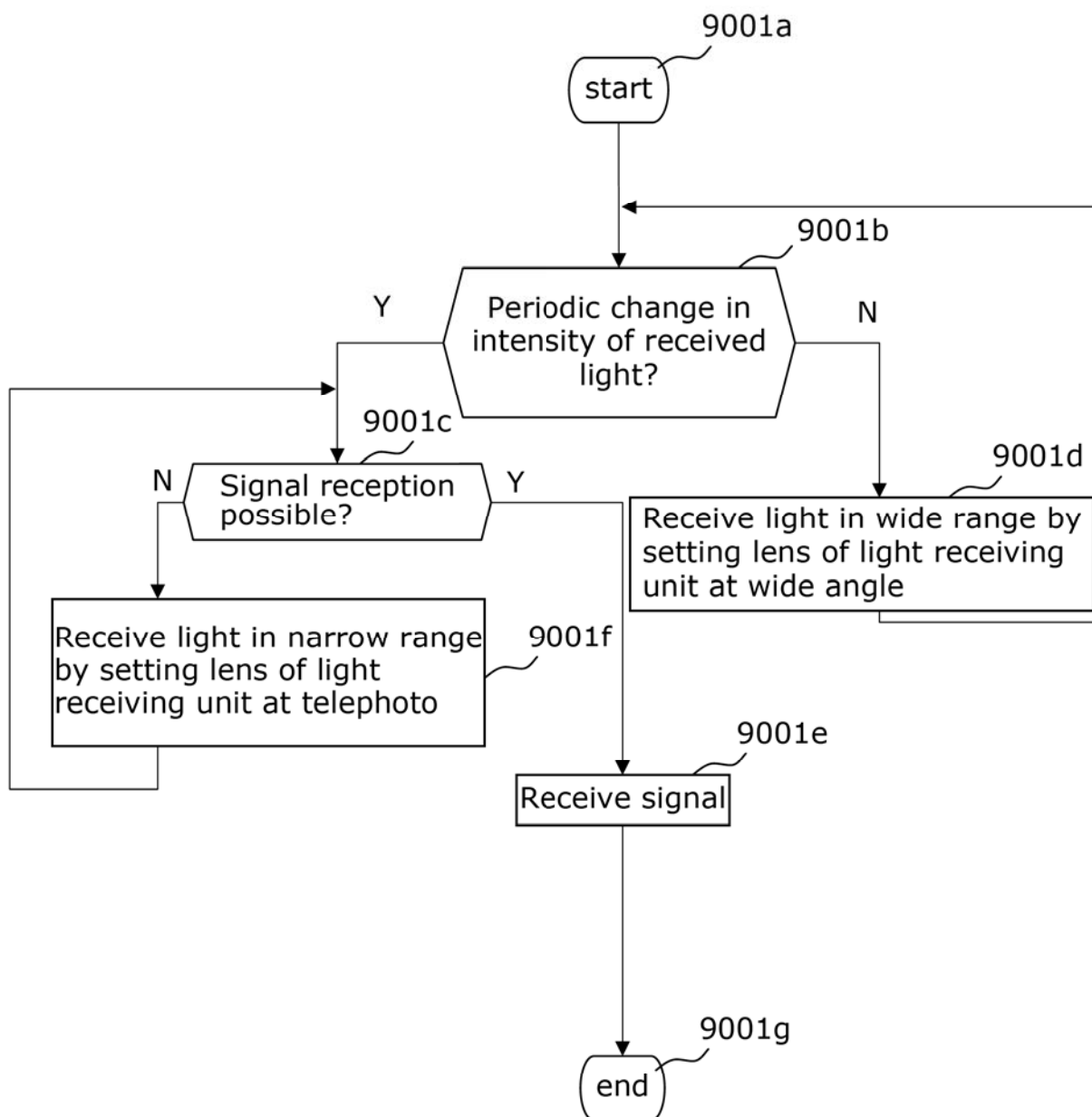


FIG. 580

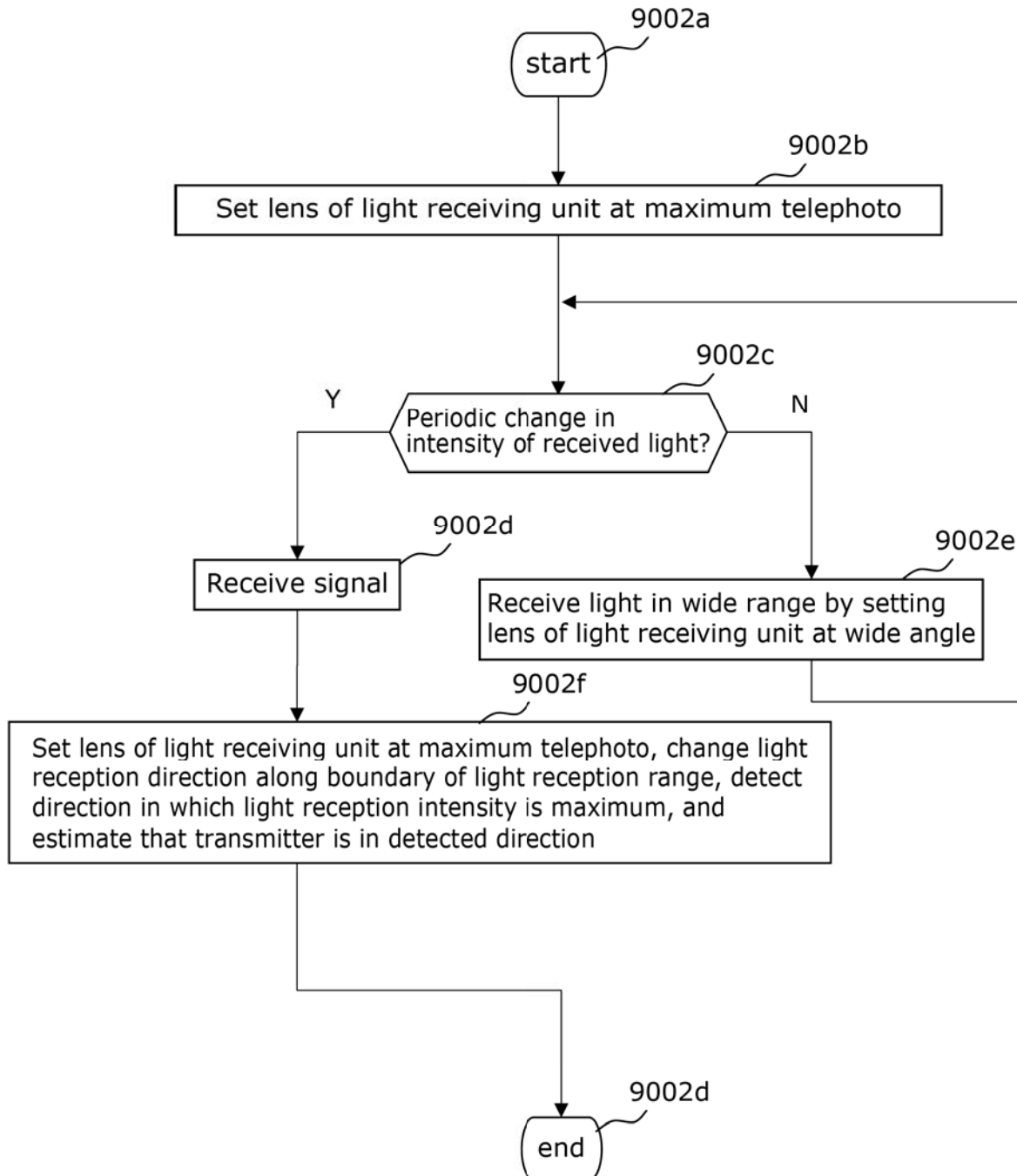


FIG. 581

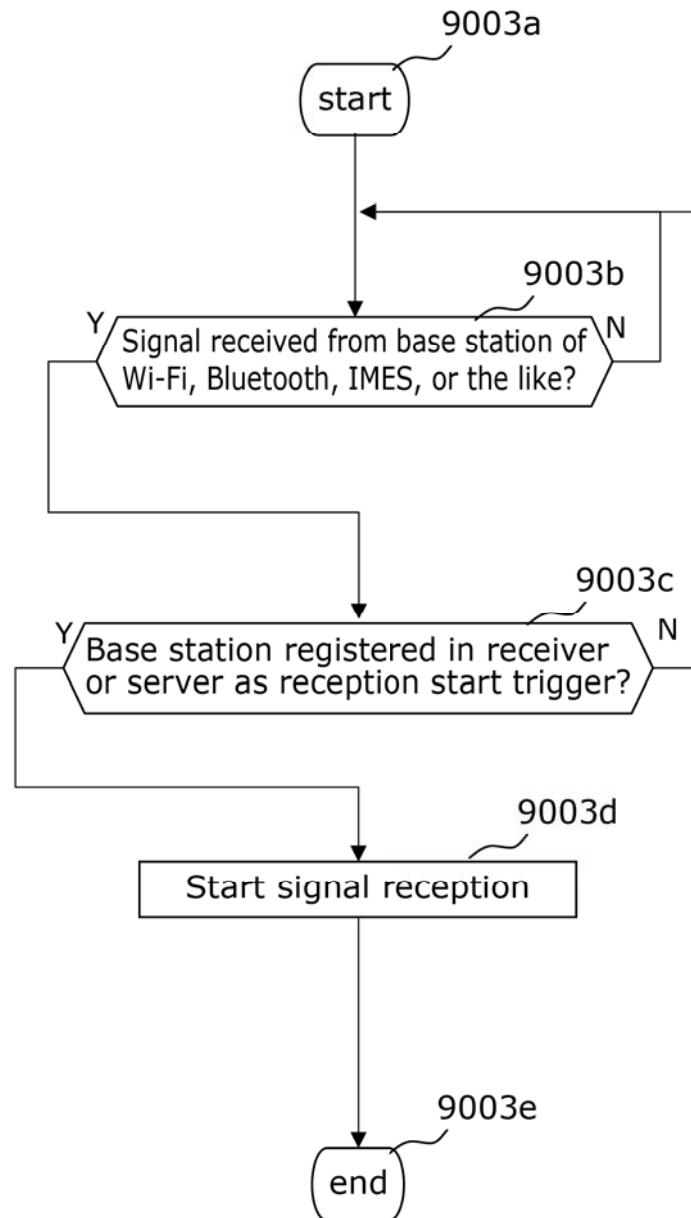


FIG. 582

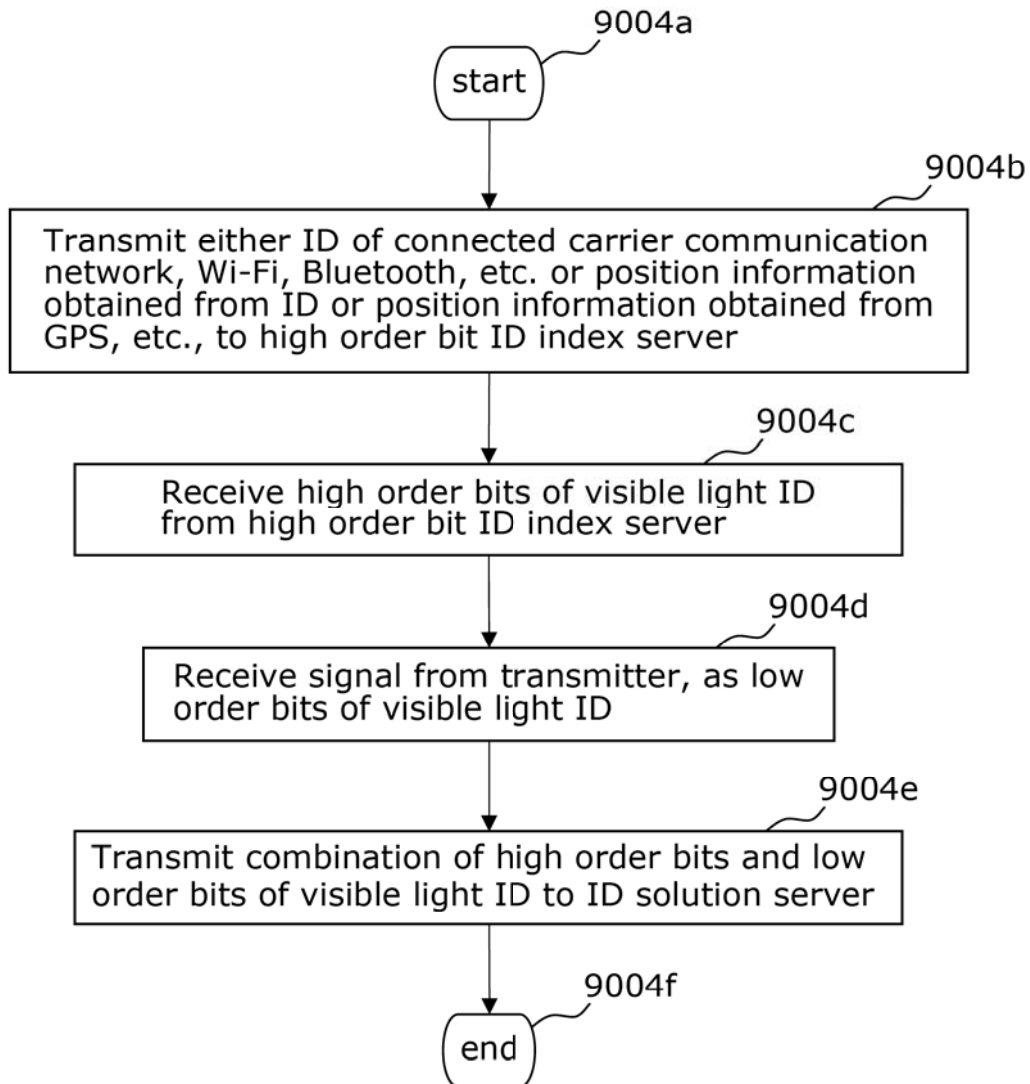


FIG. 583

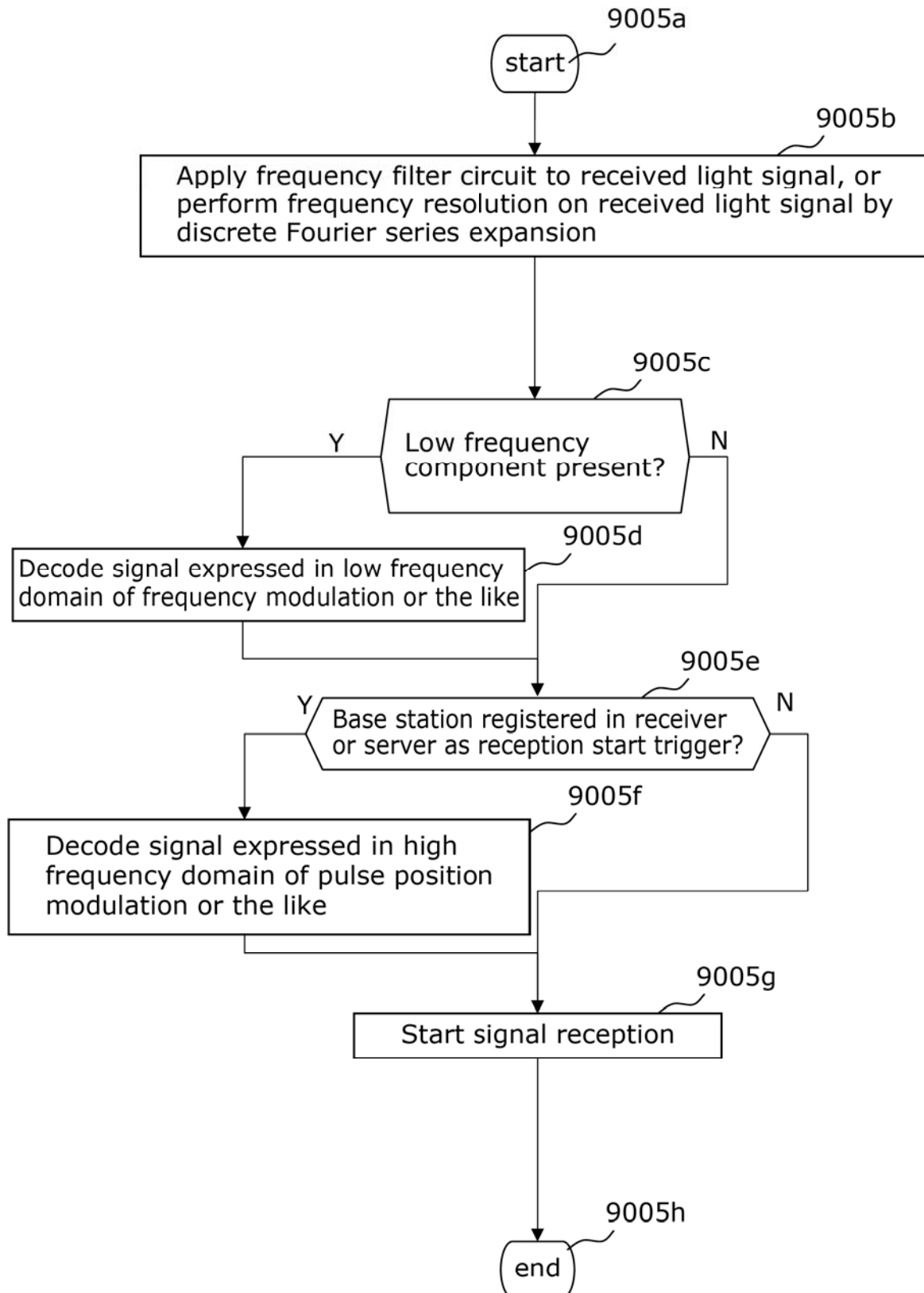


FIG. 584

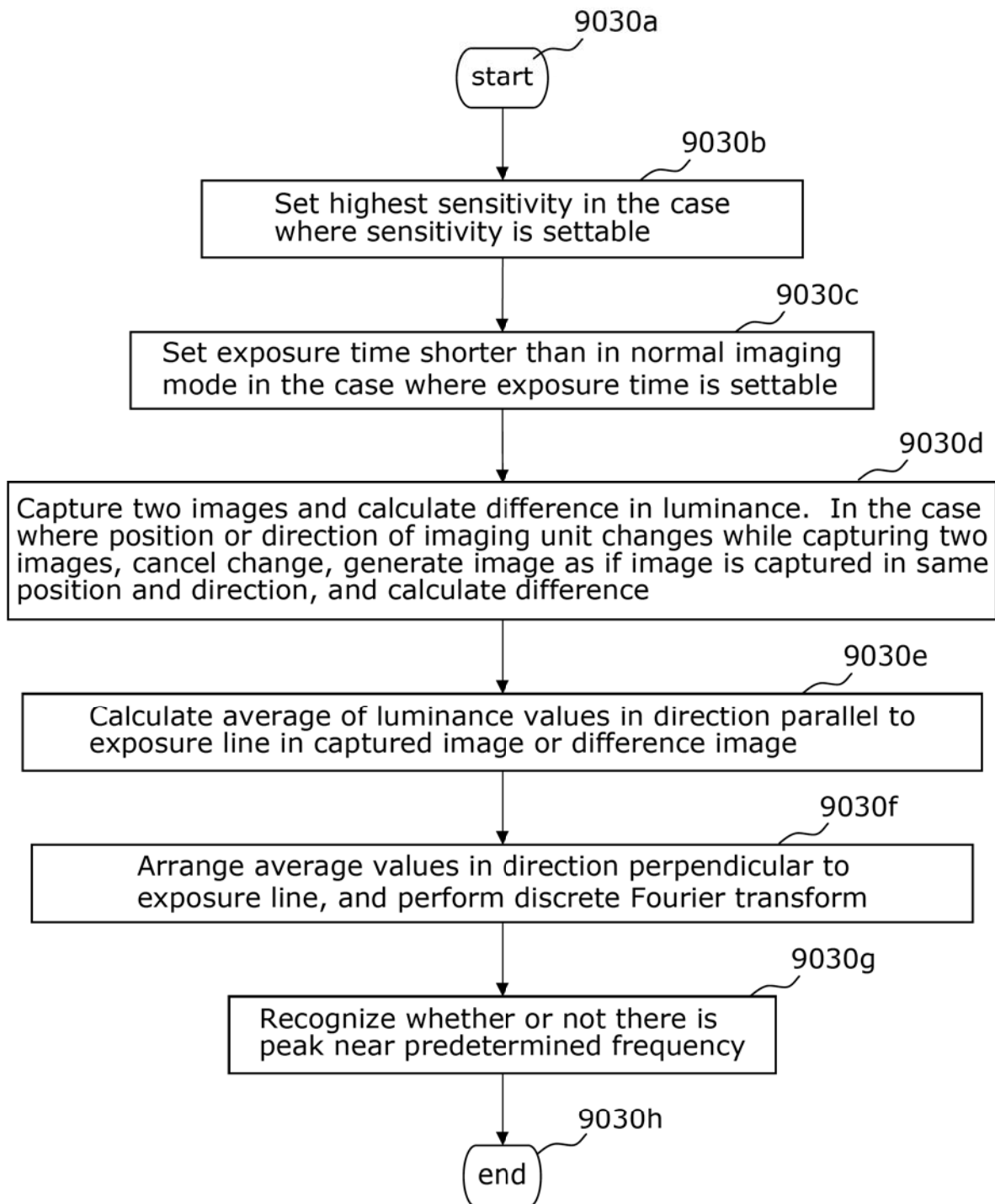


FIG. 585

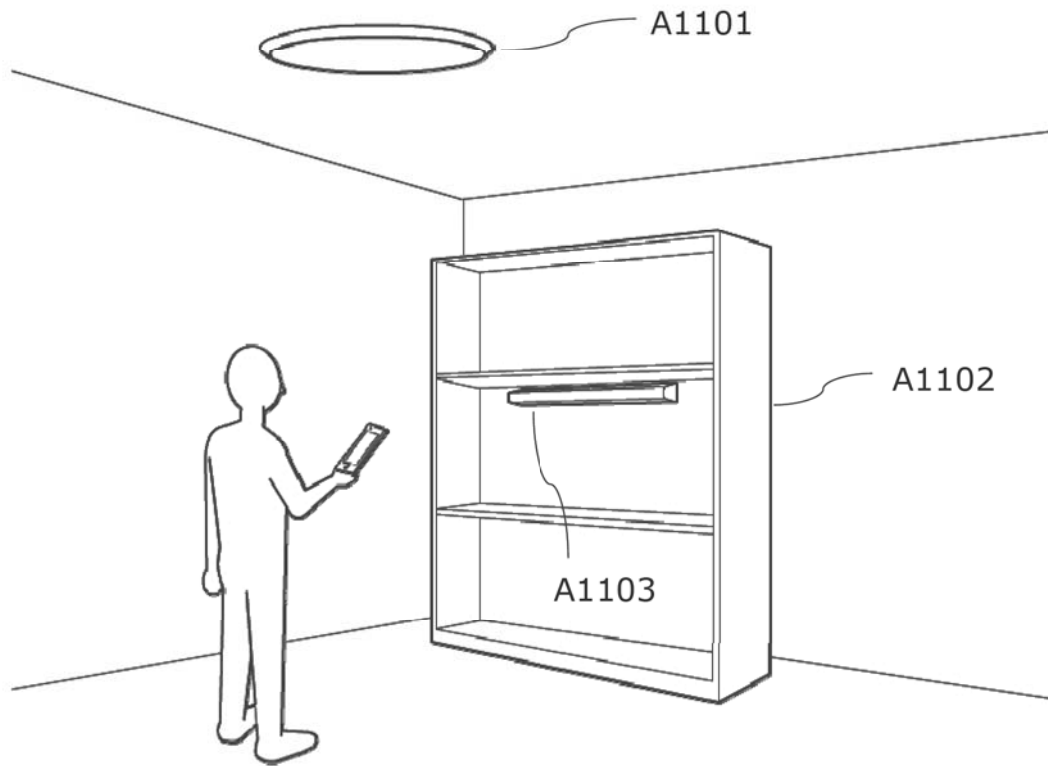


FIG. 586

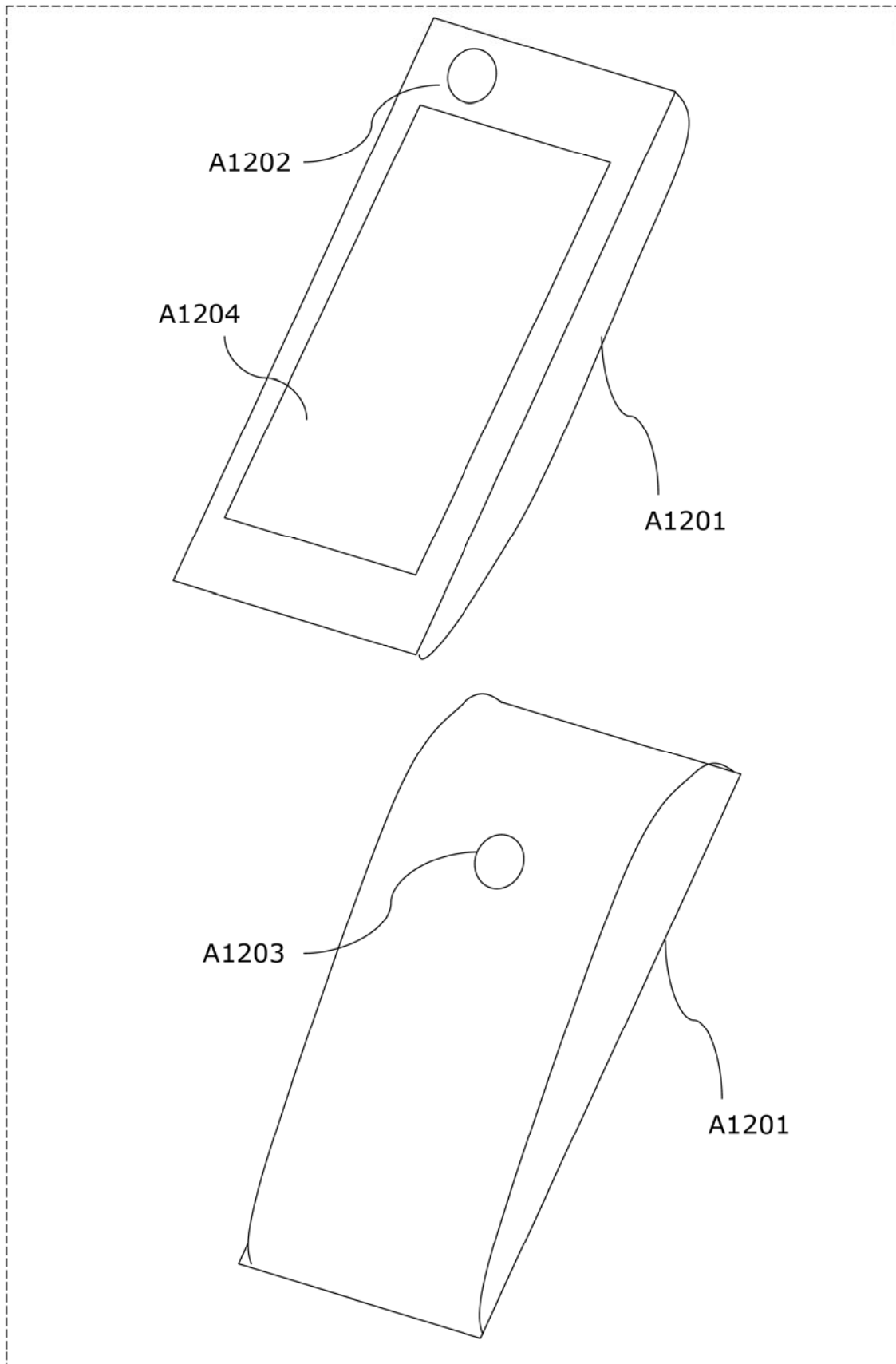


FIG. 587

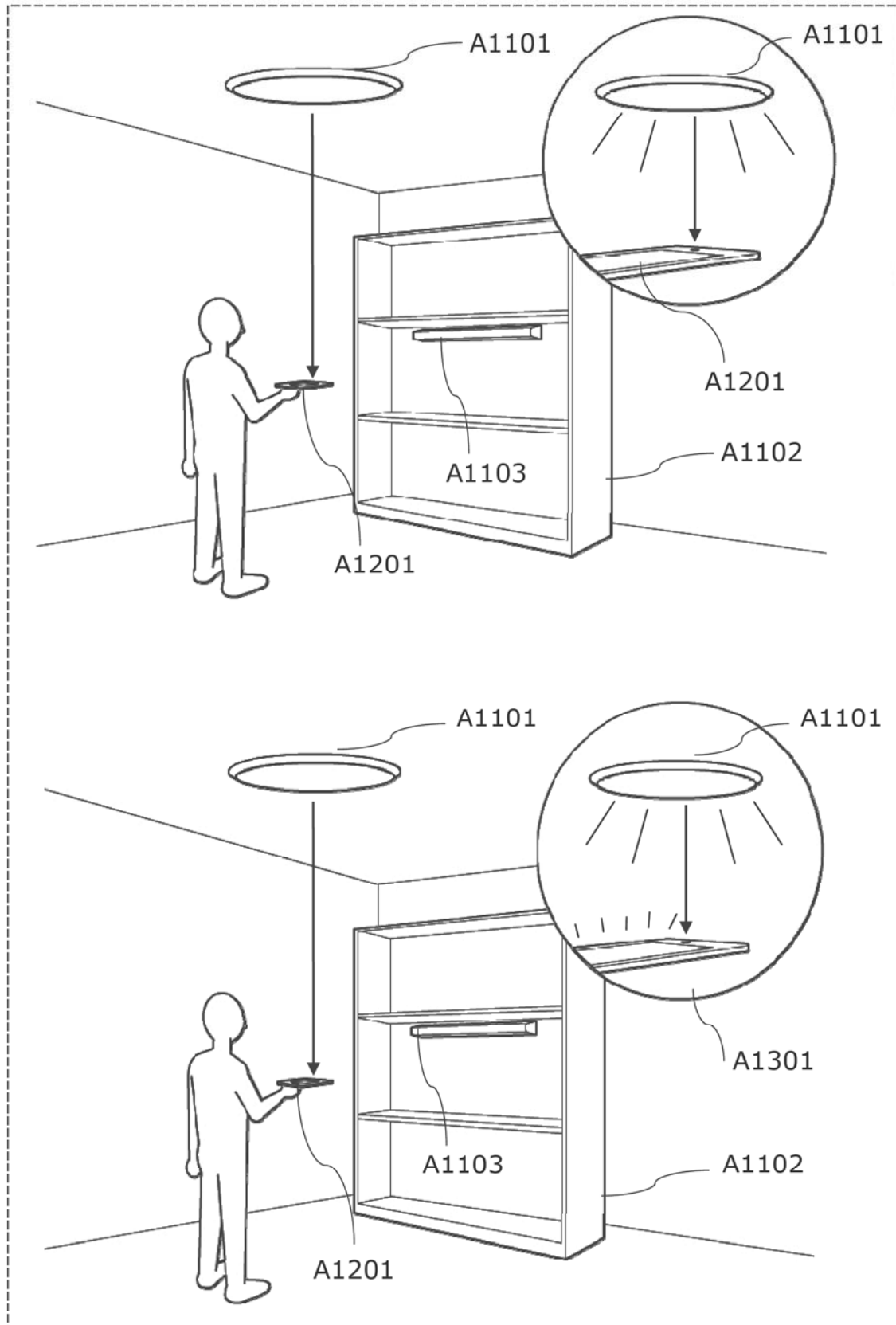


FIG. 588

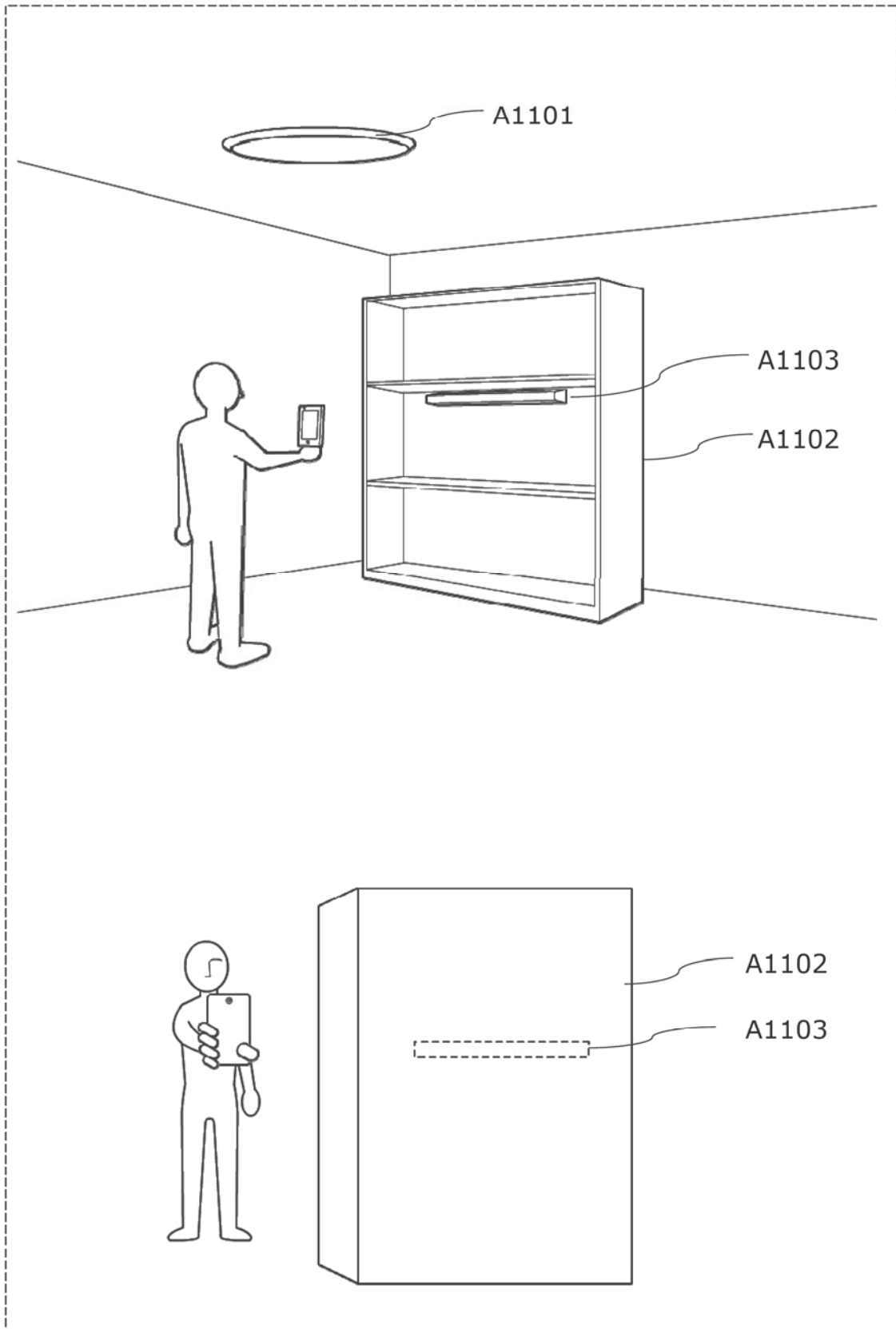


FIG. 589

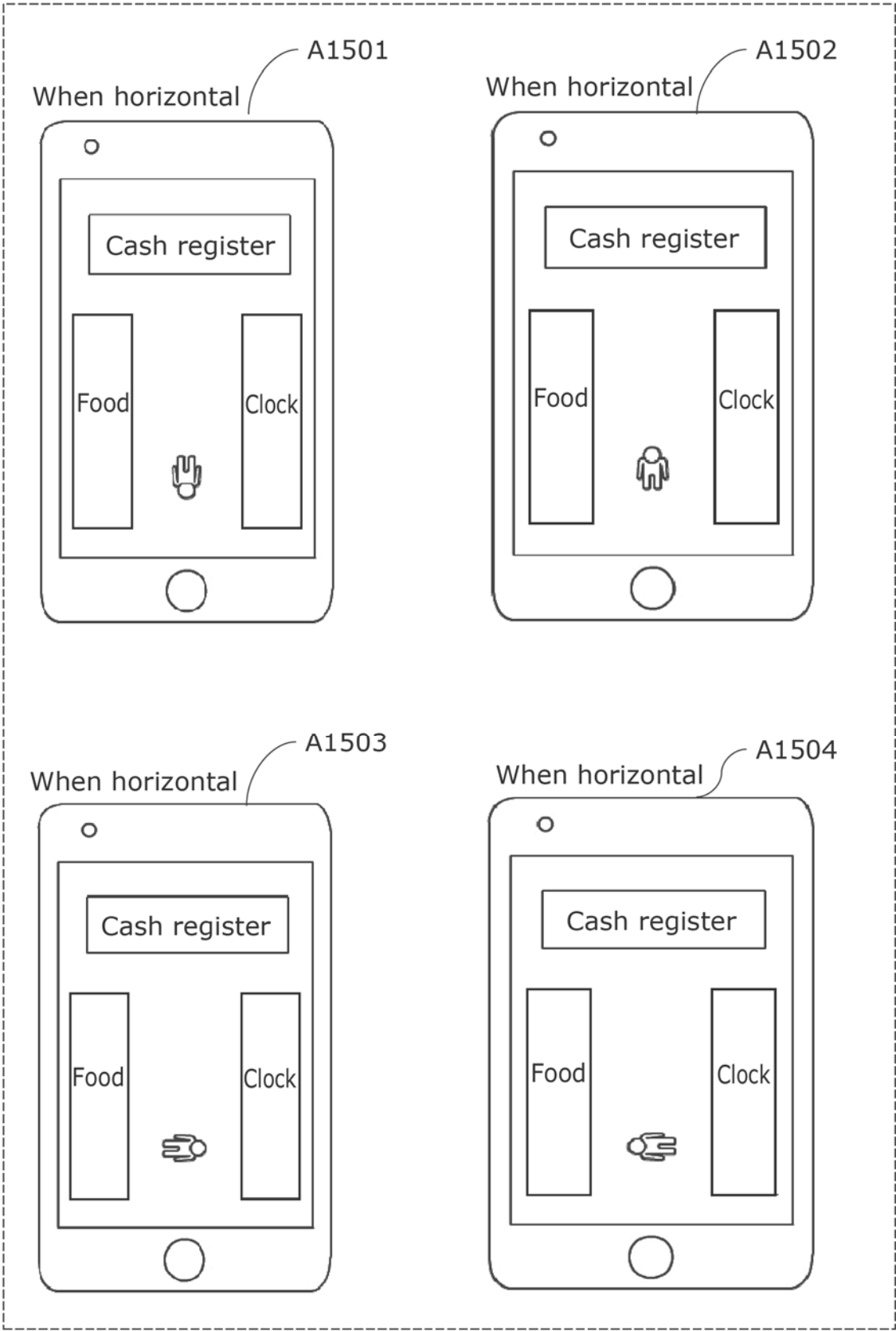
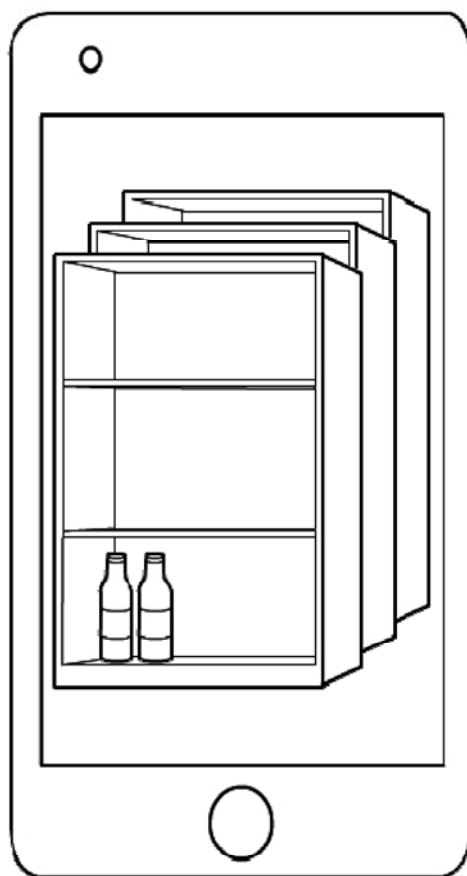


FIG. 590



(When vertical)

FIG. 591

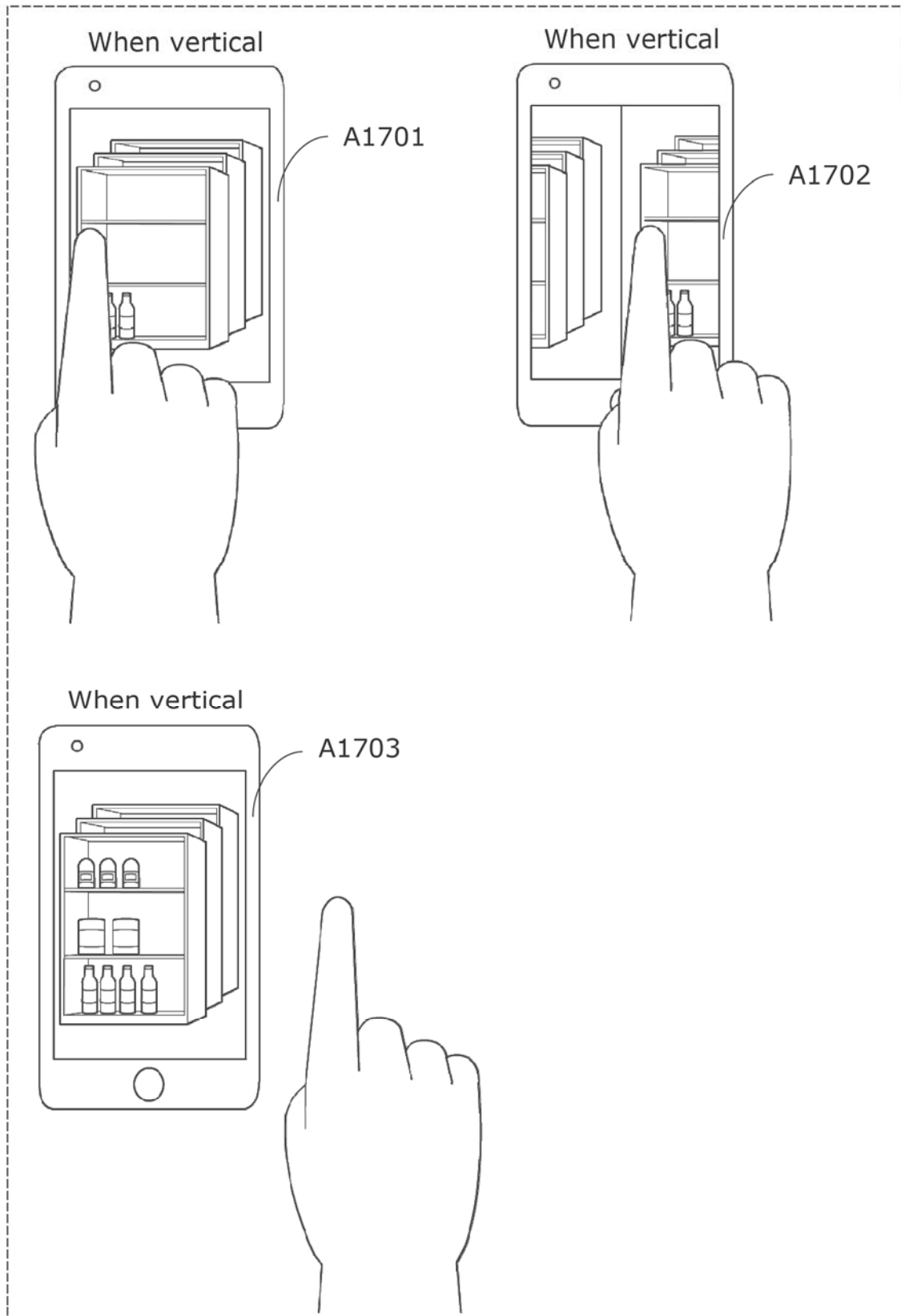


FIG. 592

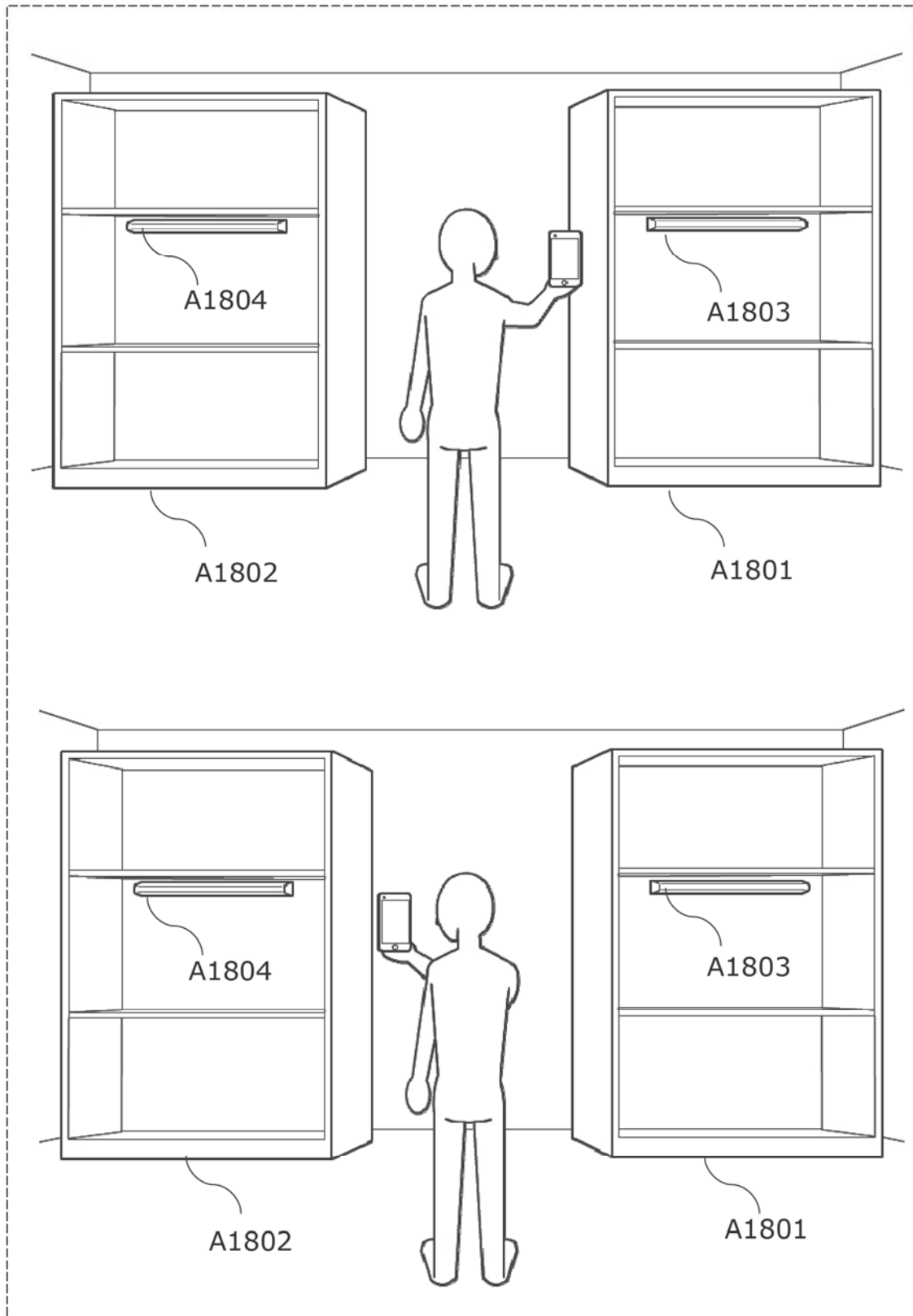


FIG. 593

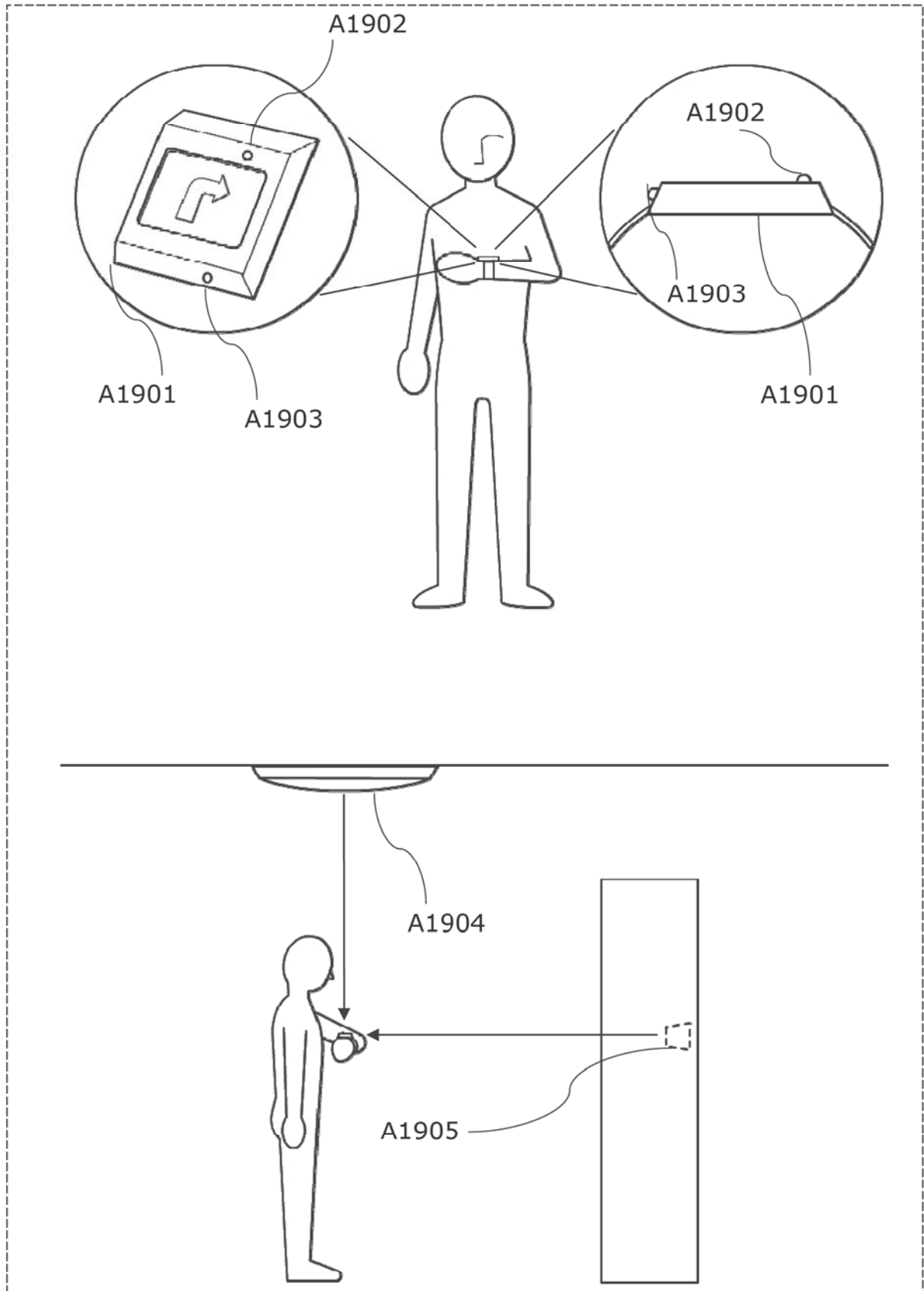


FIG. 594

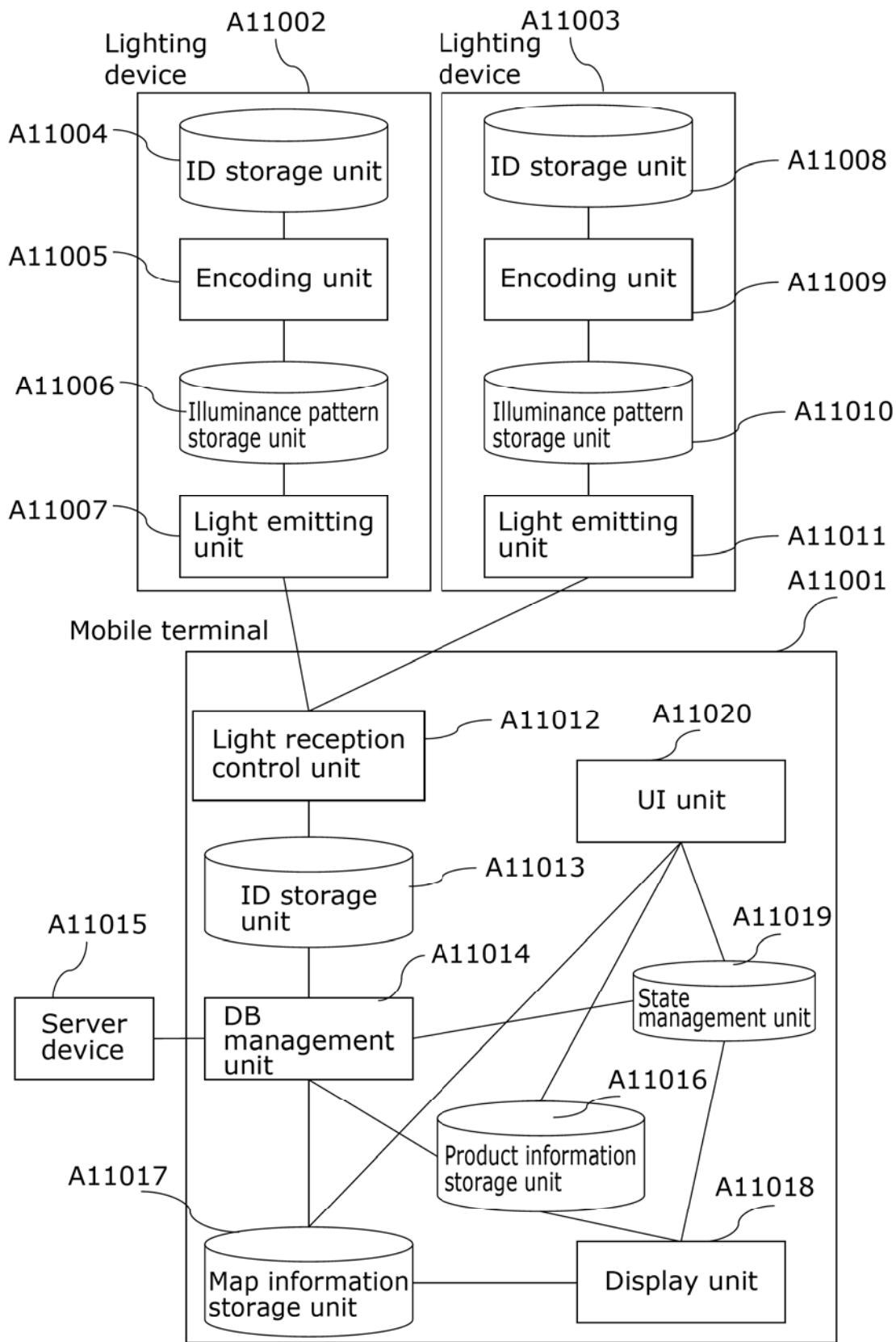


FIG. 595

A11101	Validity flag	Rendering status	TRUE
A11102	Shelf exterior	Height of entire shelf unit	1600 mm
		Width of entire shelf unit	1200 mm
A11103	Shelf interior	Number of shelves	3
		Height proportion of first shelf	0.3
		Height proportion of second shelf	0.35
		Height proportion of third shelf	0.35
A11104	Product type information	Number of product variations	3
		Image data length of product type [0]	542
		Image data of product type [0]	(Binary)
		Height of product type [0]	120 mm
		...	
		Image data length of product type [2]	542
		Image data of product type [2]	(Binary)
		Height of product type [2]	140 mm
A11105	Product stock information	Number of products	10
		Type number of product [0]	0
		x coordinate of product [0]	1
		y coordinate of product [0]	2
		z coordinate of product [0]	0
		...	
		Type number of product [9]	2
		x coordinate of product [9]	3
		y coordinate of product [9]	1
		z coordinate of product [9]	2

FIG. 596

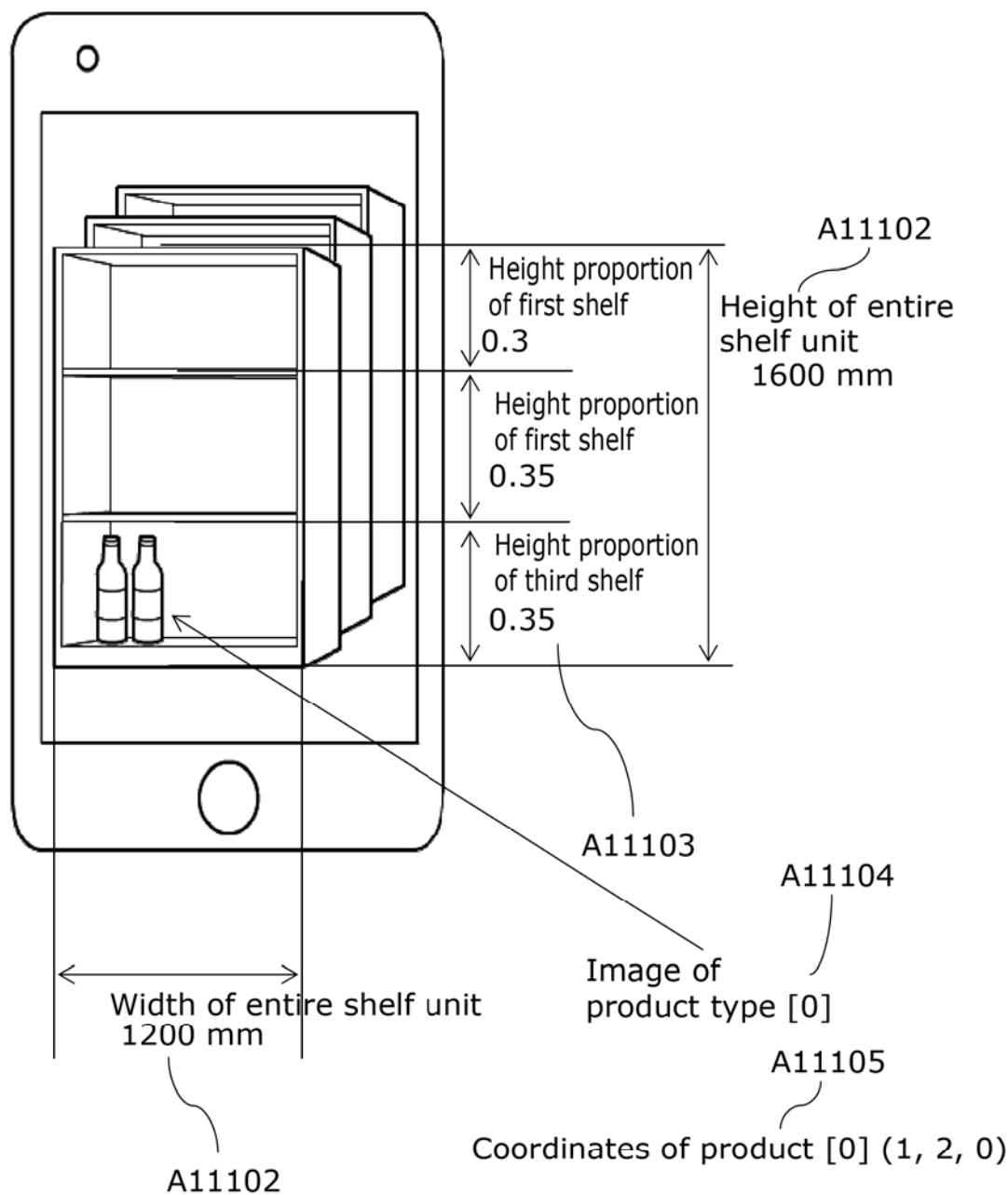


FIG. 597

A11301		Validity flag	TRUE
A11302		Data length of map image	400 kbyte
A11303		Map image	(Binary)

FIG. 598

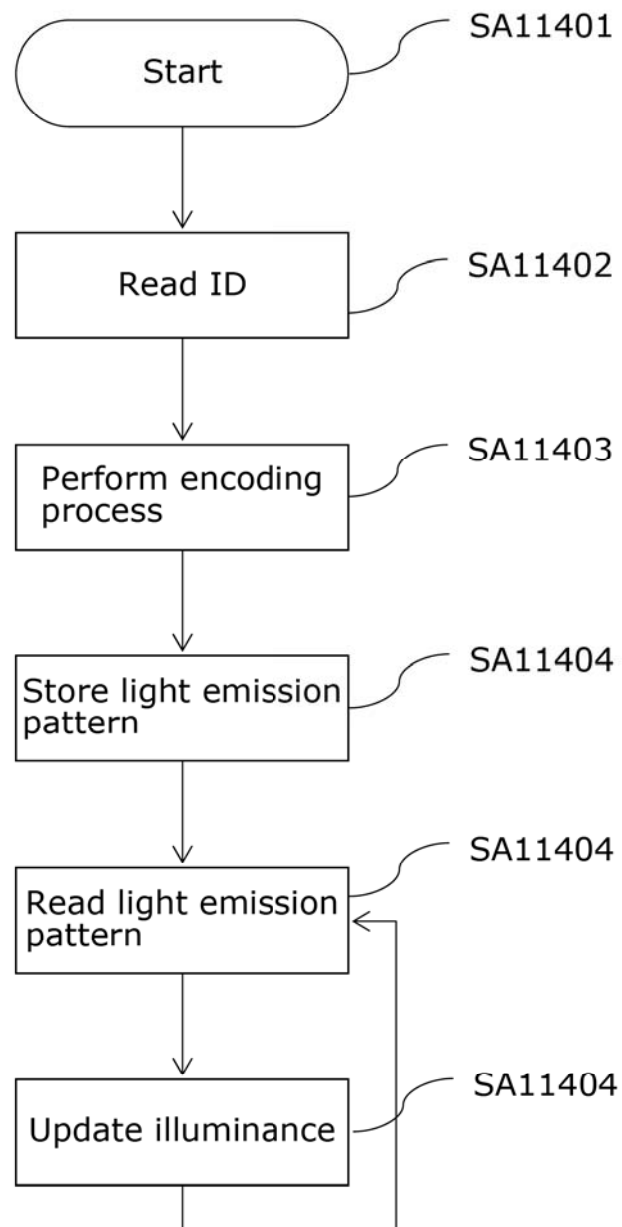


FIG. 599

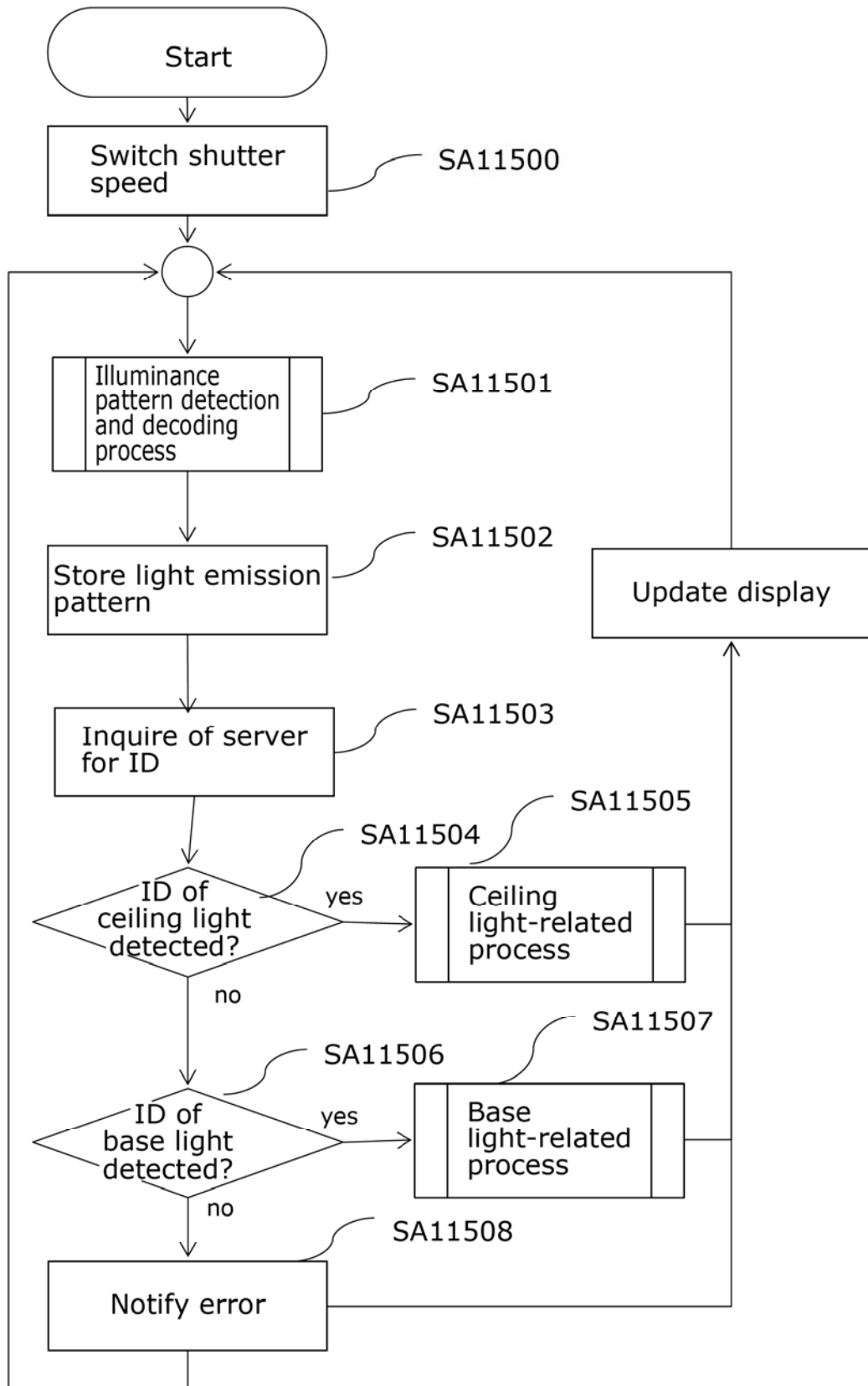


FIG. 600

A11601		
A11602	Abnormality flag	TRUE
A11603	Previous frame rendering type	Map information
A11604	Display shelf depth	0
A11605	Map offset X	0
A11606	Map offset Y	0
	Previously obtained ID	-1

FIG. 601

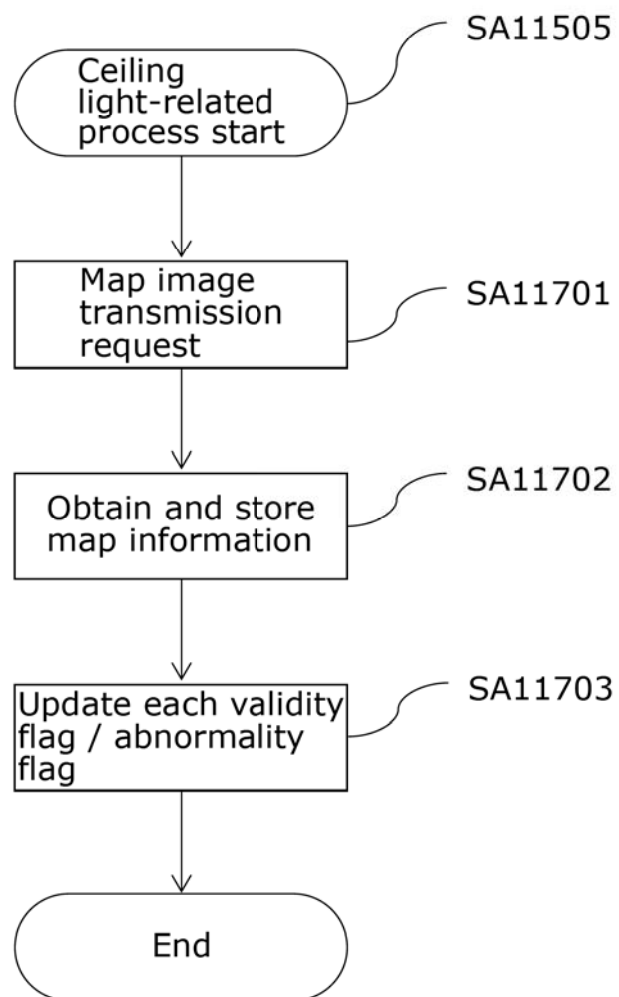


FIG. 602

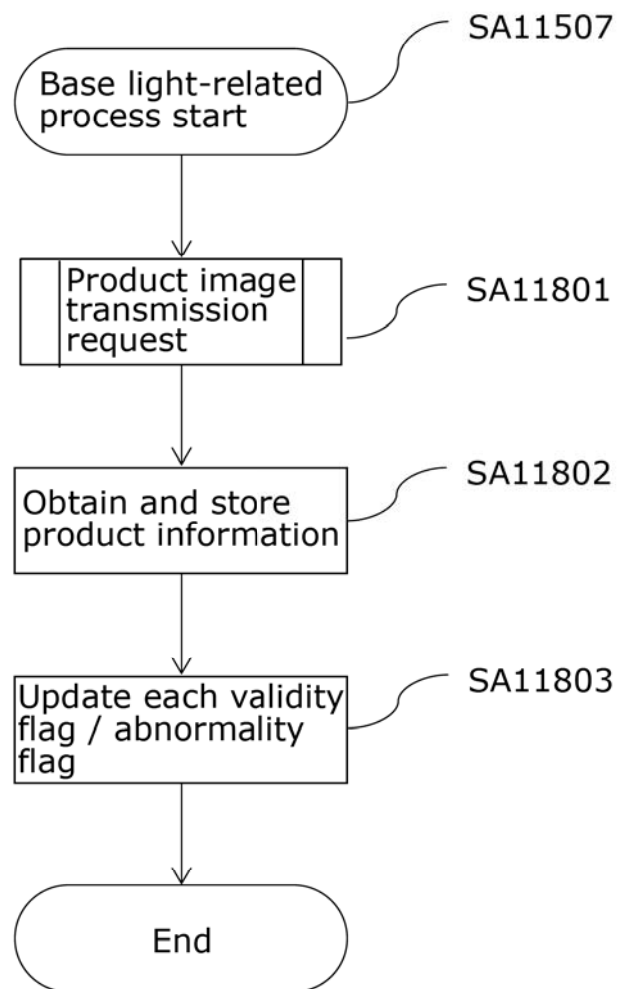


FIG. 603

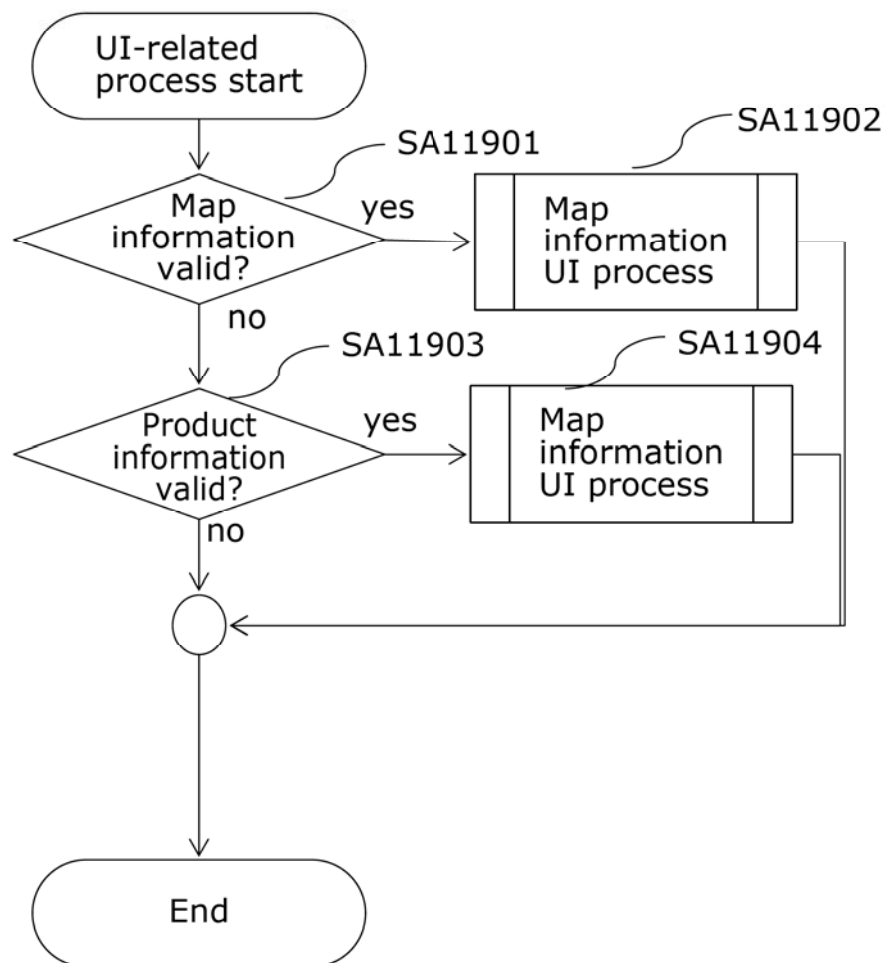


FIG. 604

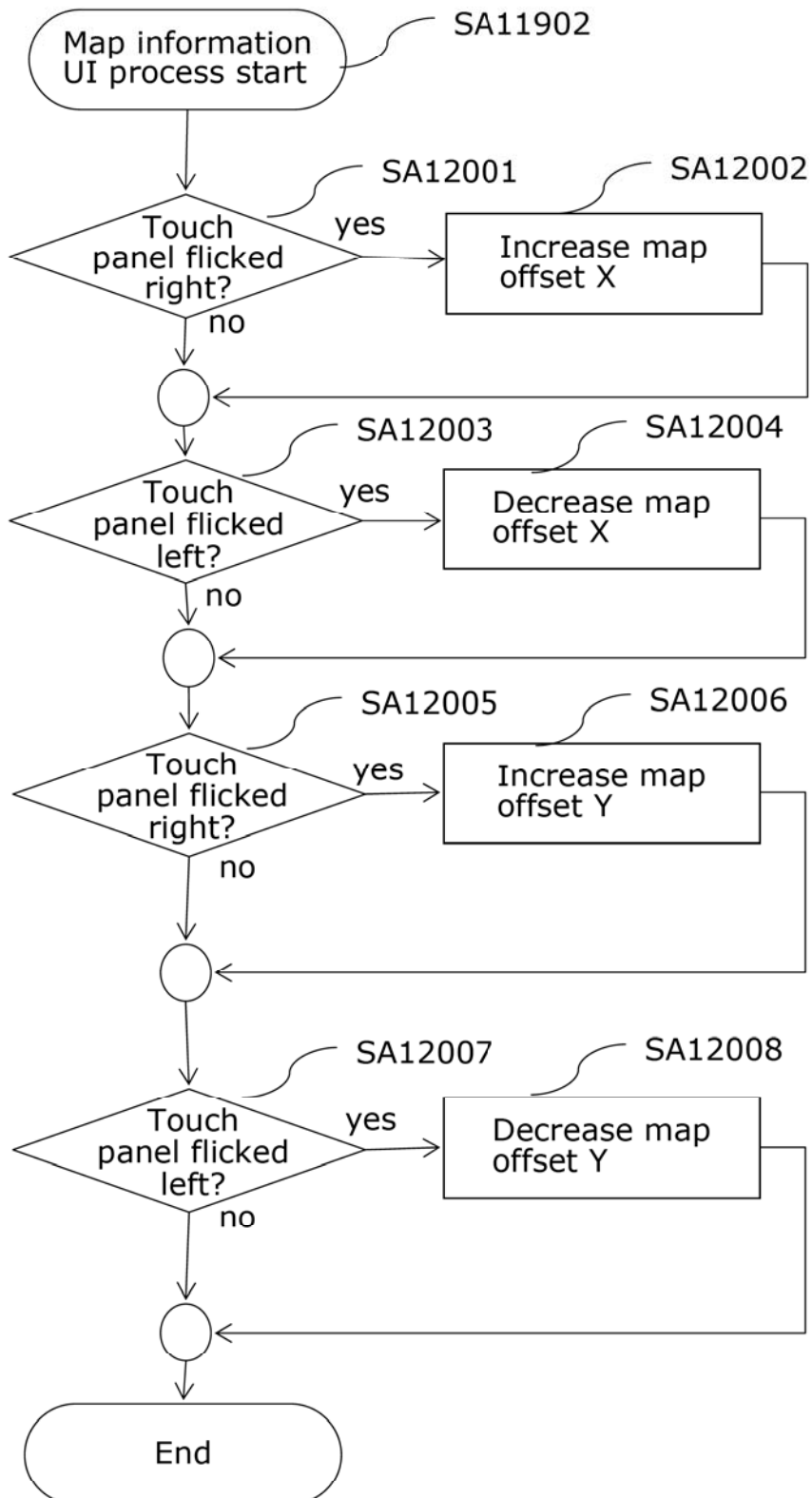


FIG. 605

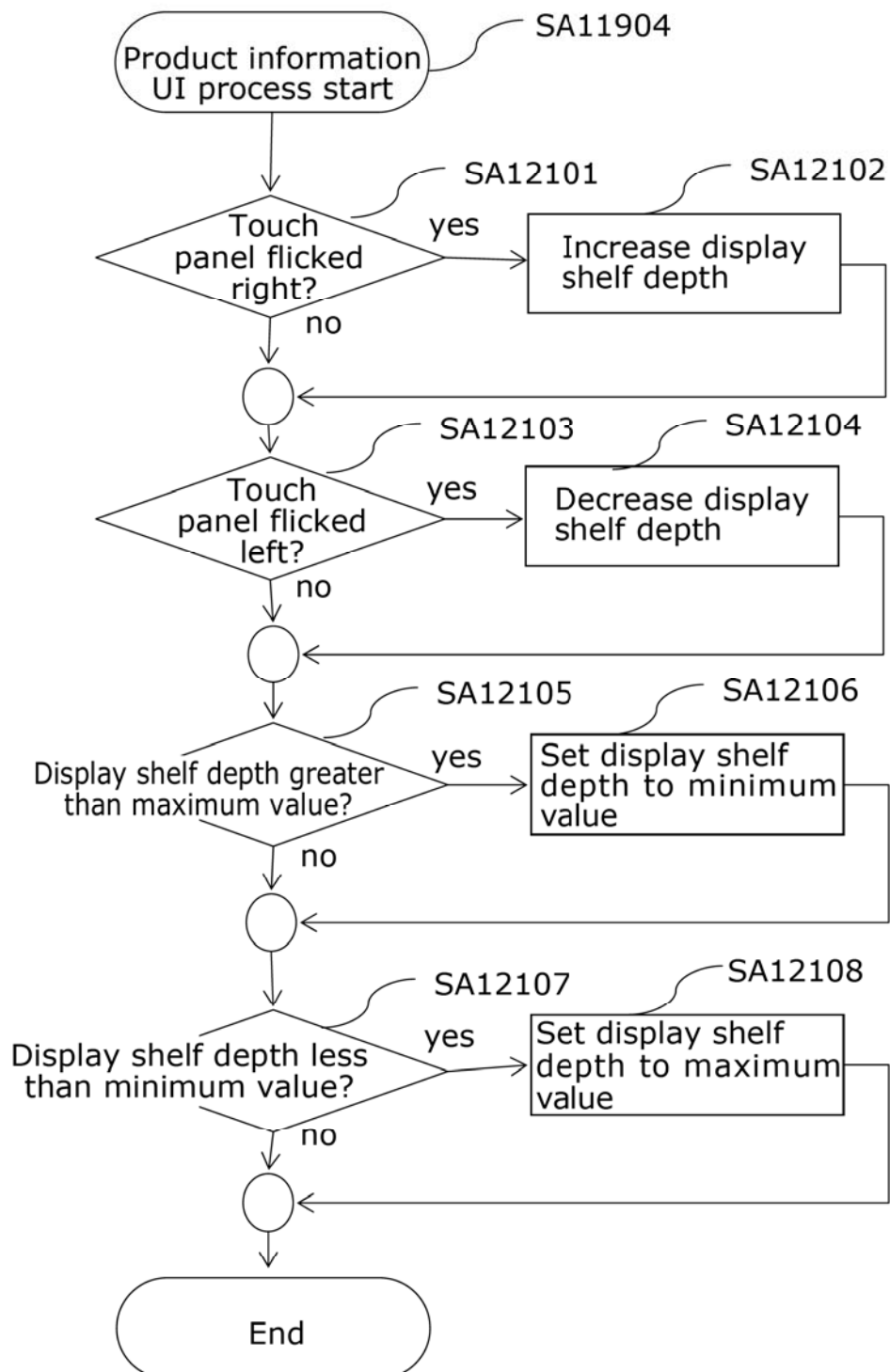


FIG. 606

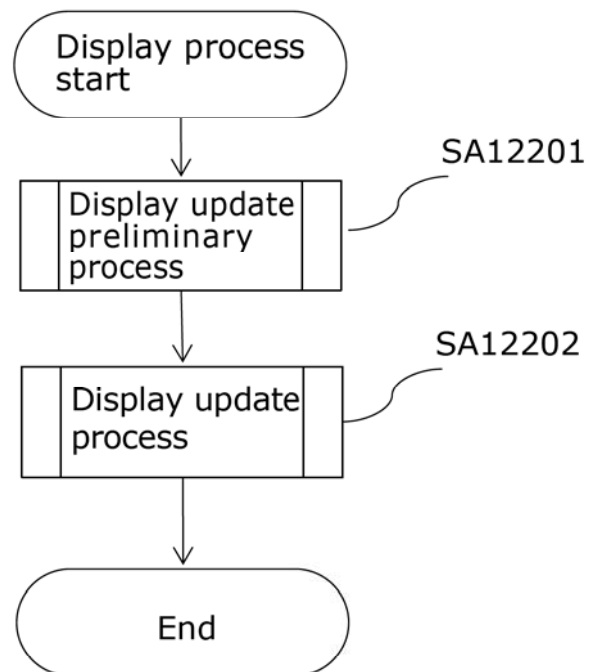


FIG. 607

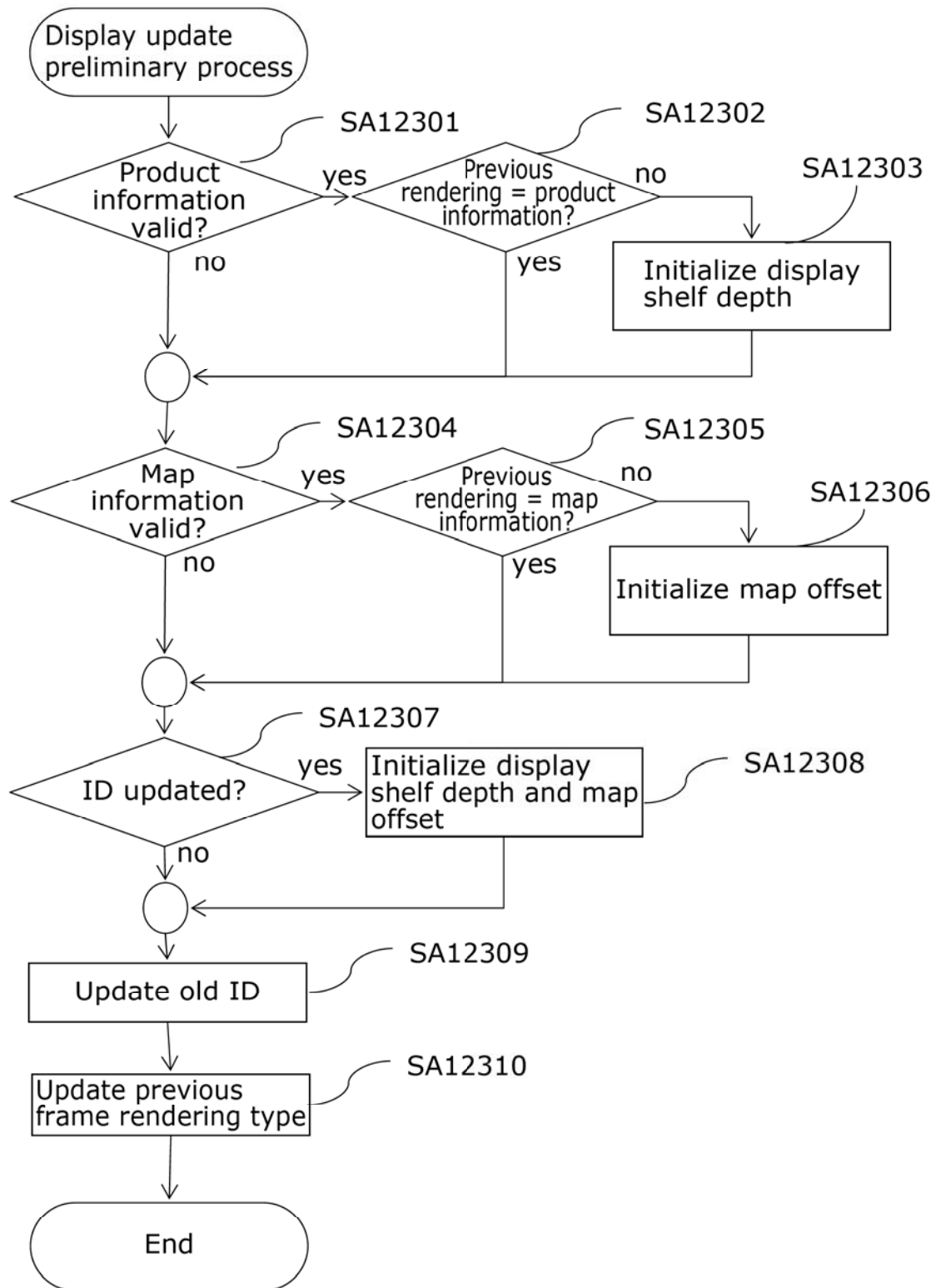


FIG. 608

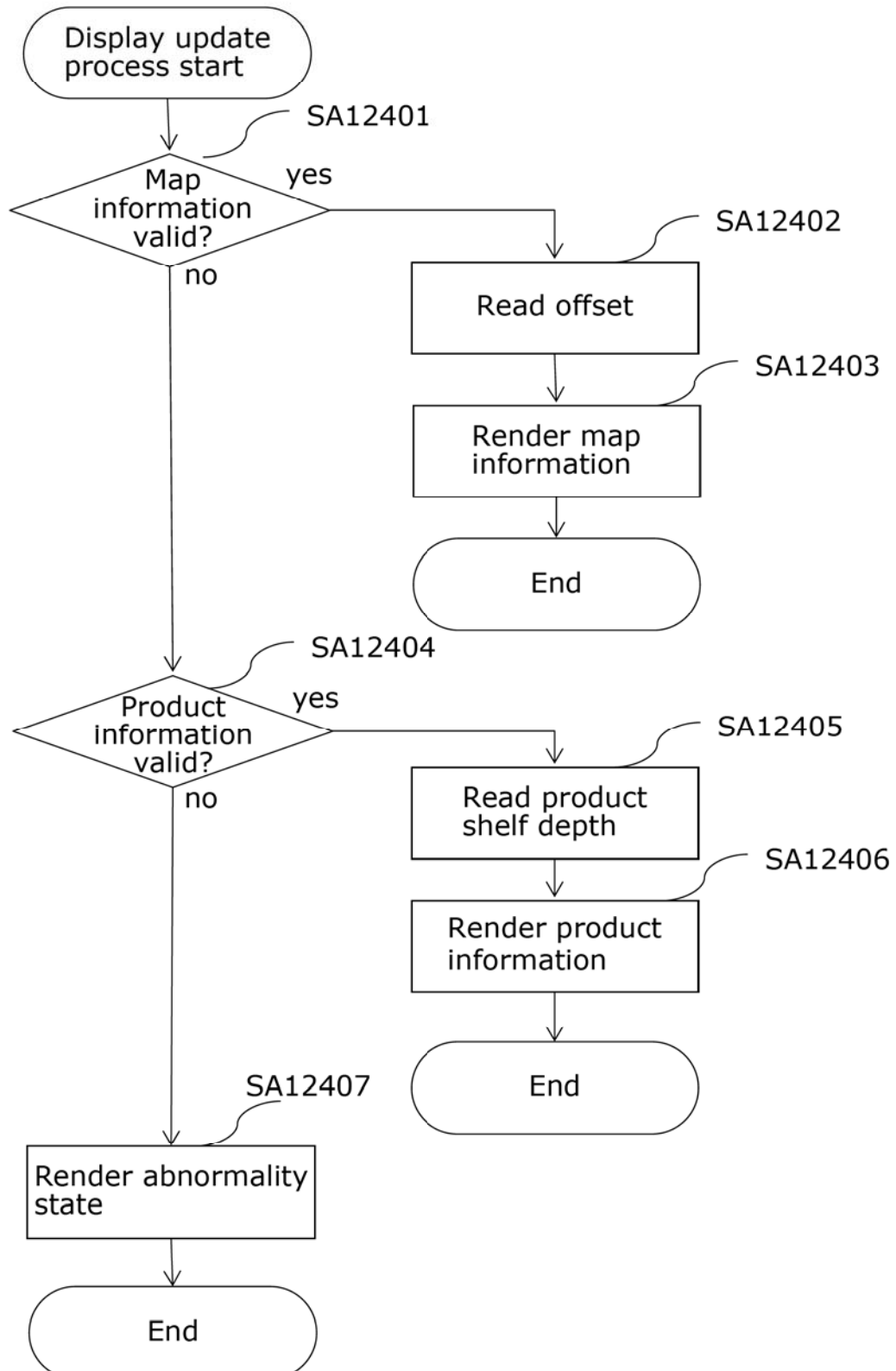


FIG. 609

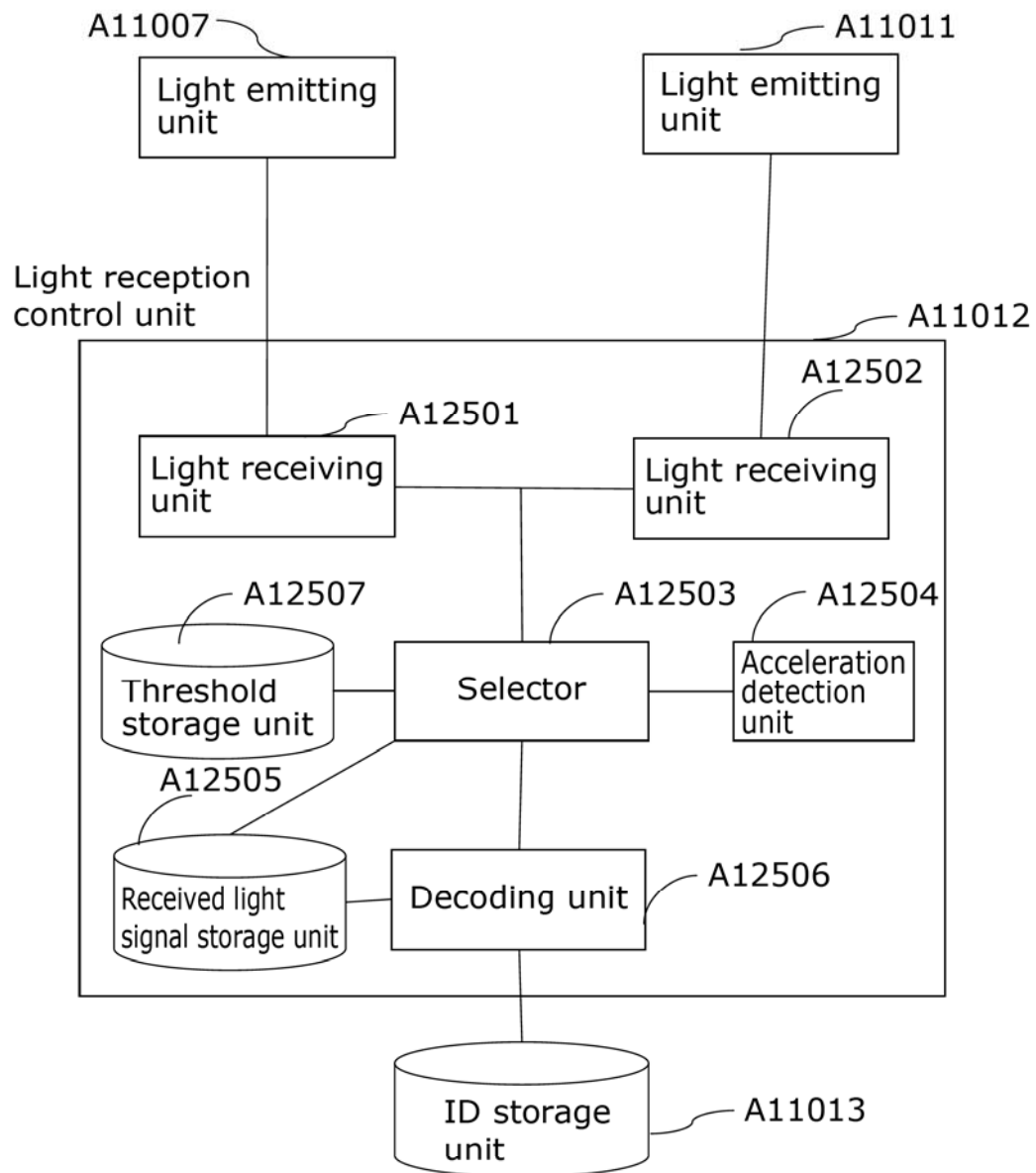


FIG. 610

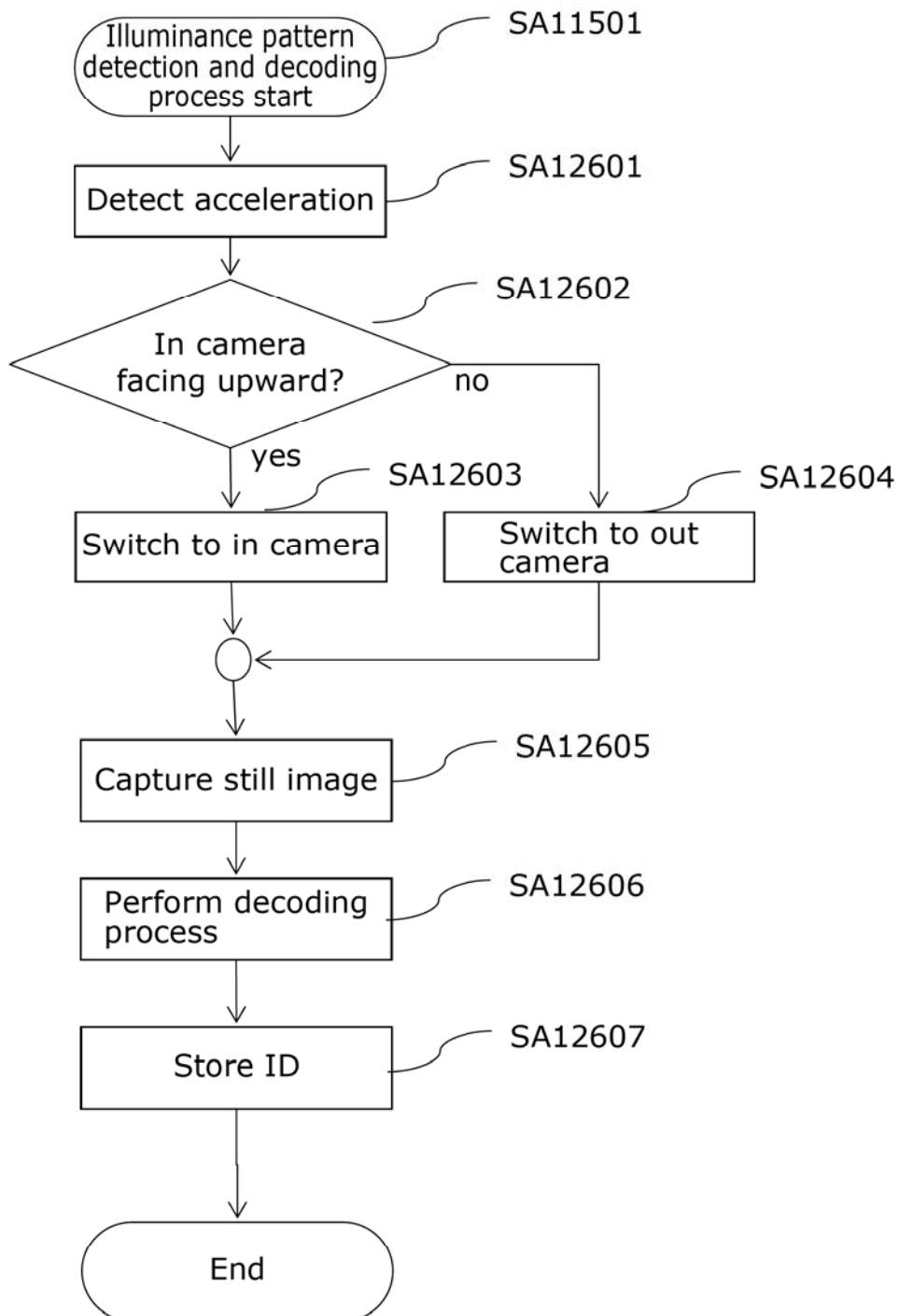


FIG. 611

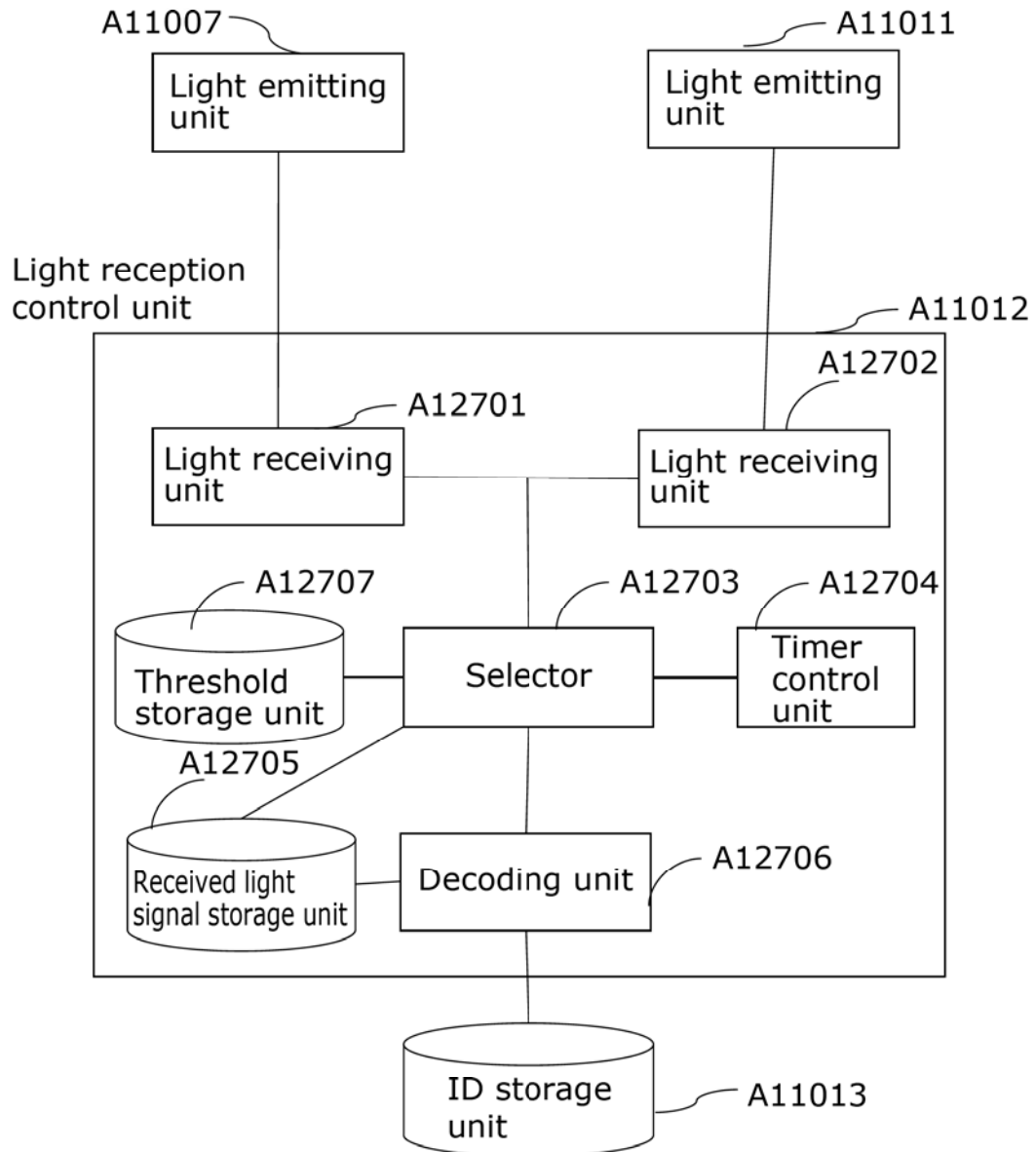


FIG. 612

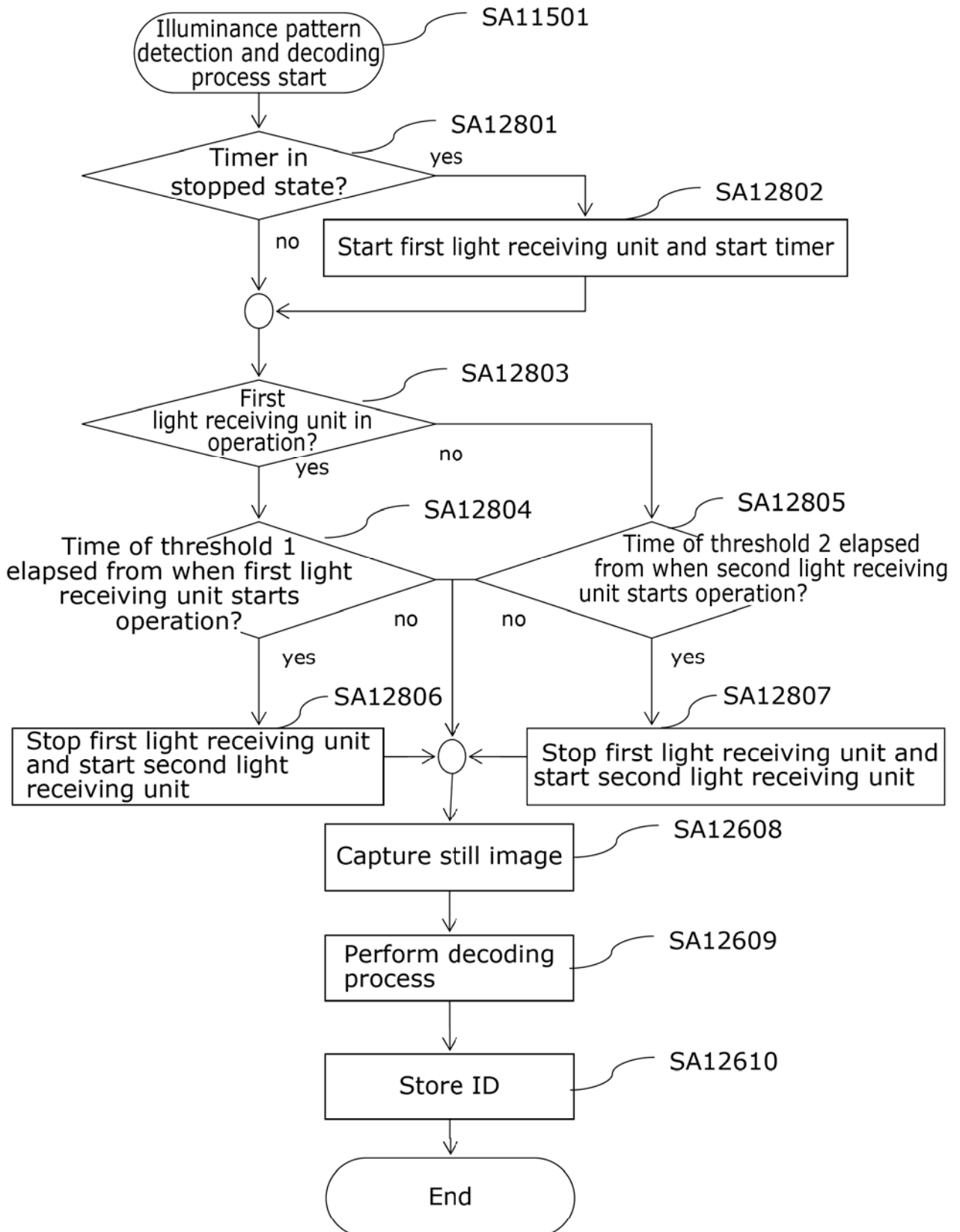


FIG. 613

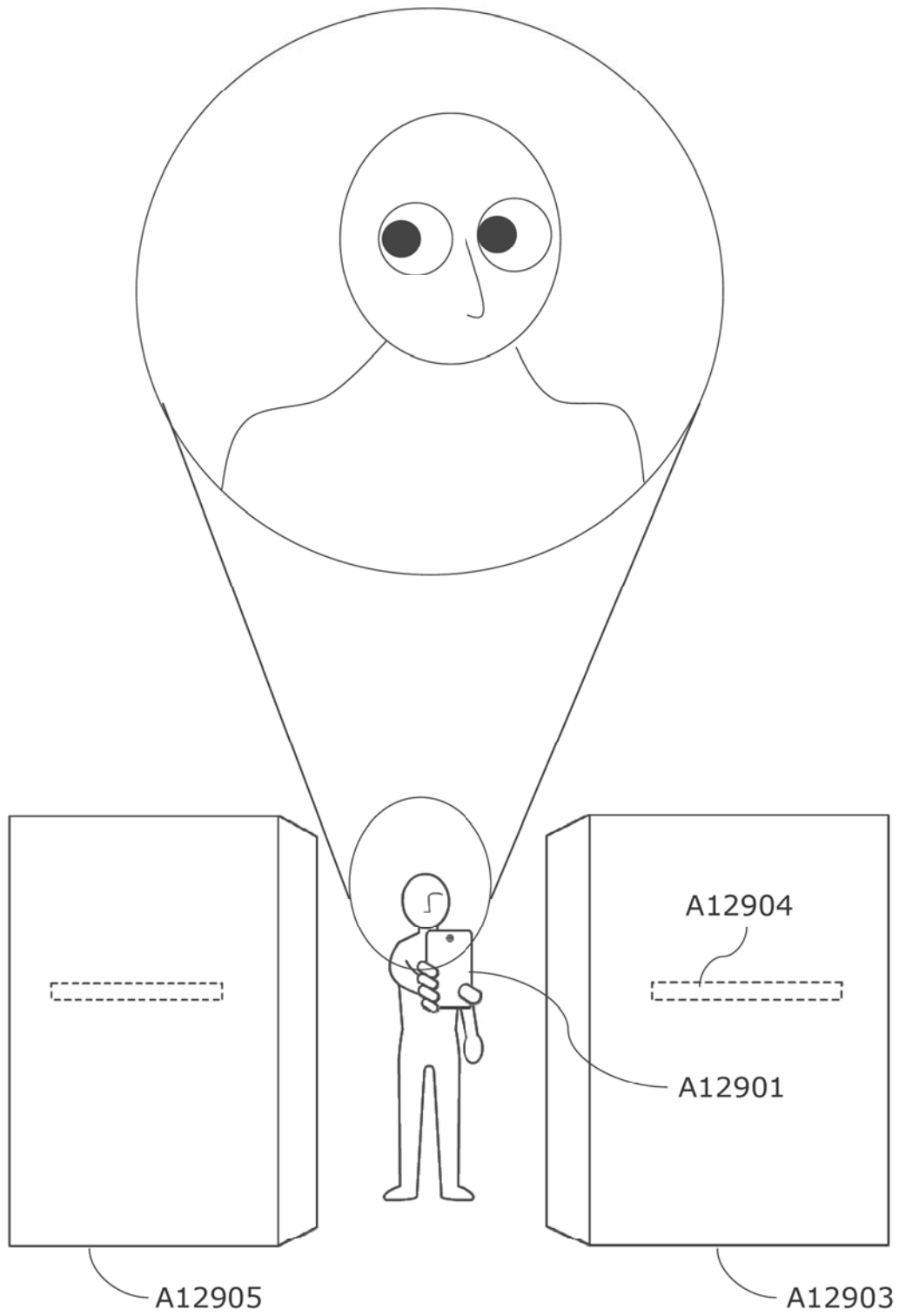


FIG. 614

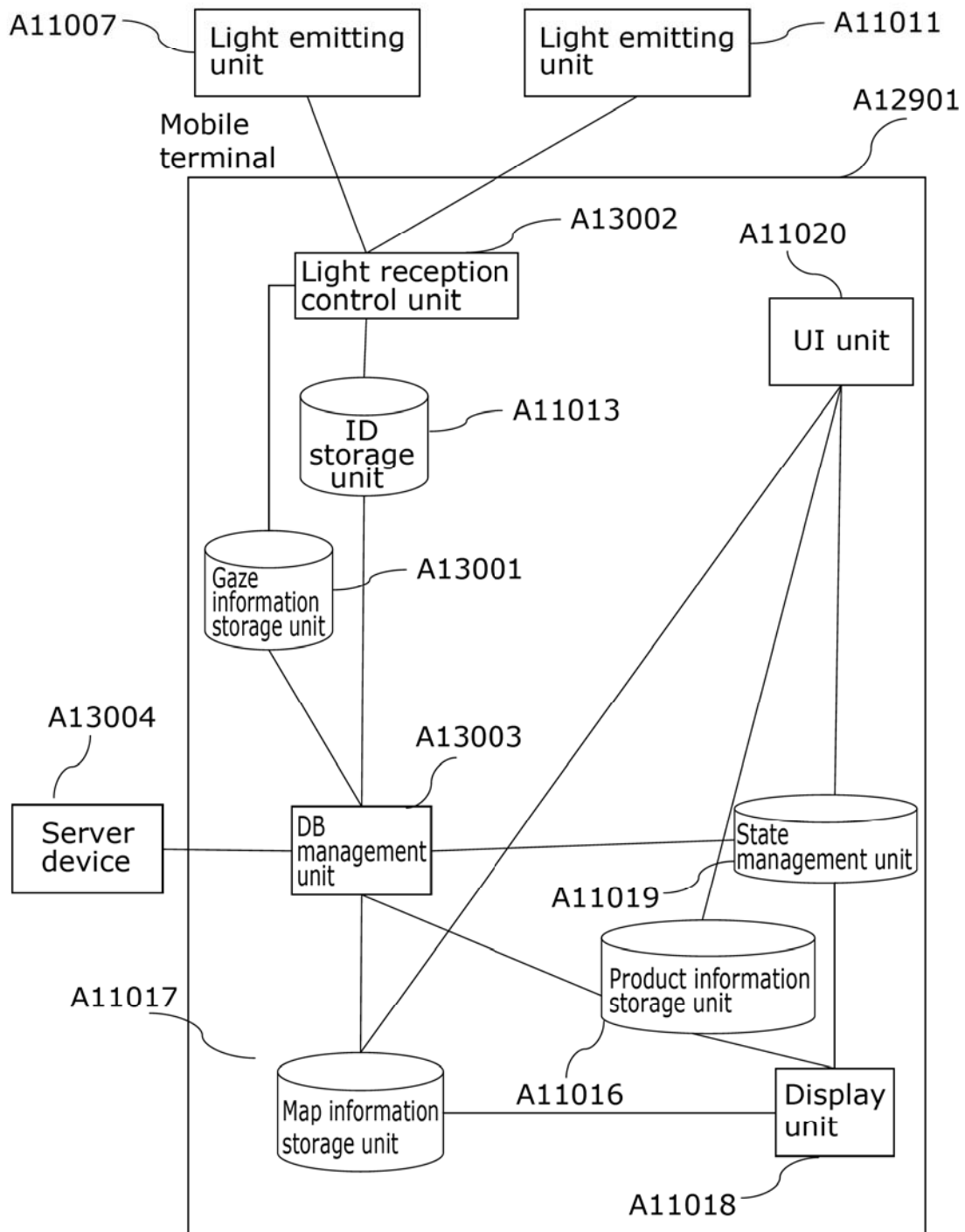


FIG. 615

A13101	A13102	A13103	A13104	A13105
Shelf identifier	Lighting ID	Left adjacent shelf identifier	Right adjacent shelf identifier	Shelf information (FIG. A111)
100	200	-	101	(Shelf information 1)
101	201	100	102	(Shelf information 2)
102	-	101	103	(Shelf information 3)
103	202	102	-	(Shelf information 4)

FIG. 616

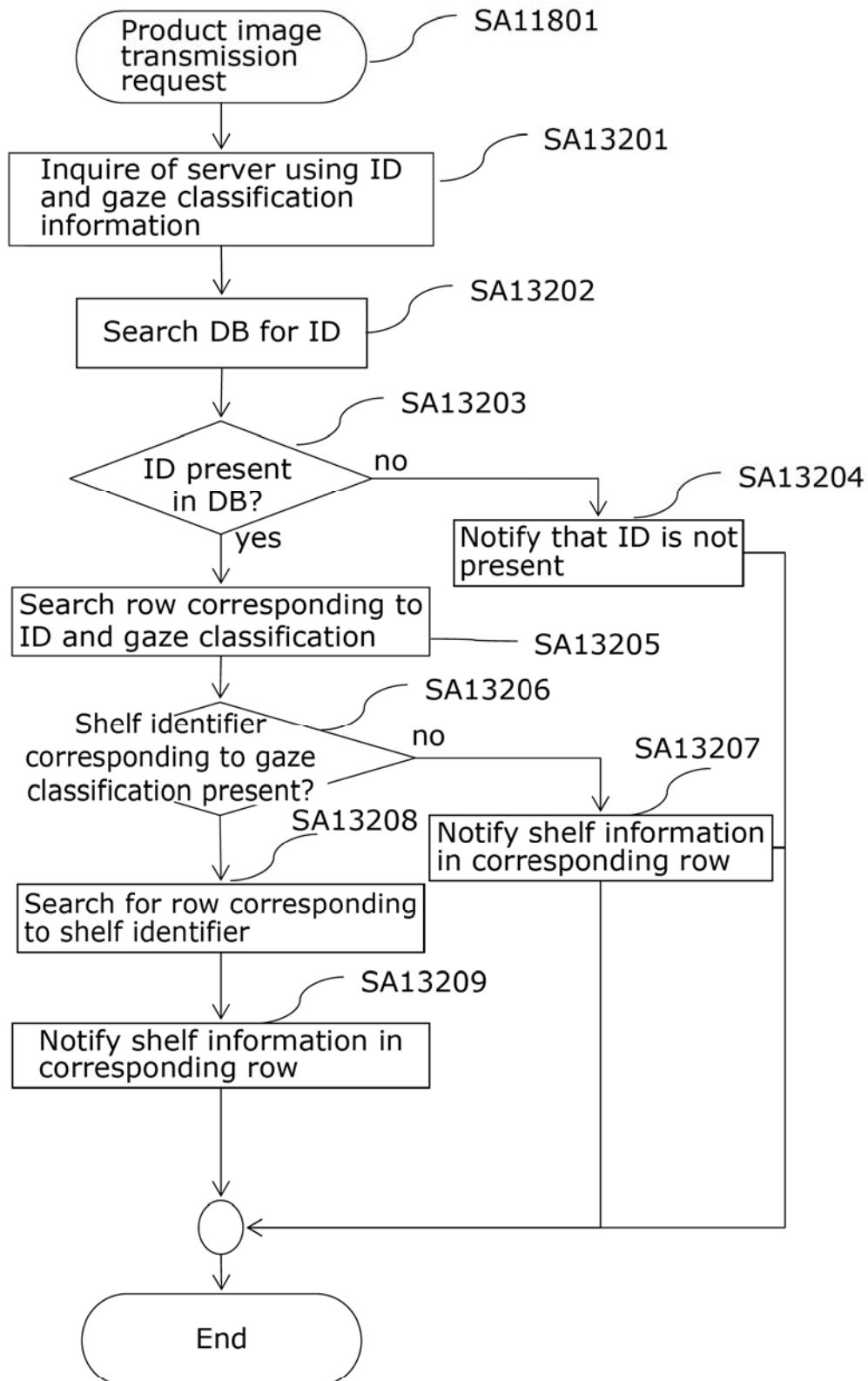


FIG. 617

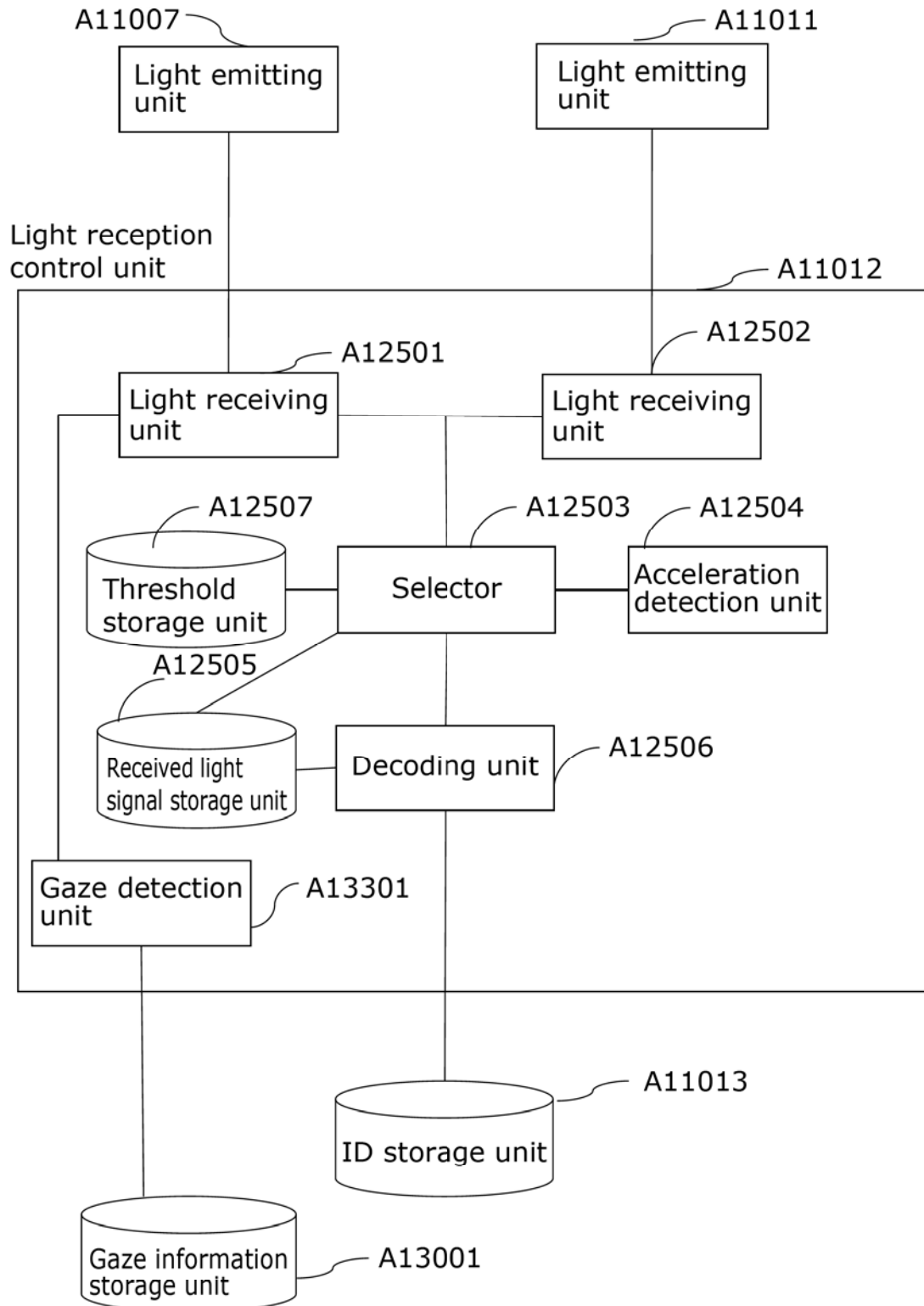


FIG. 618

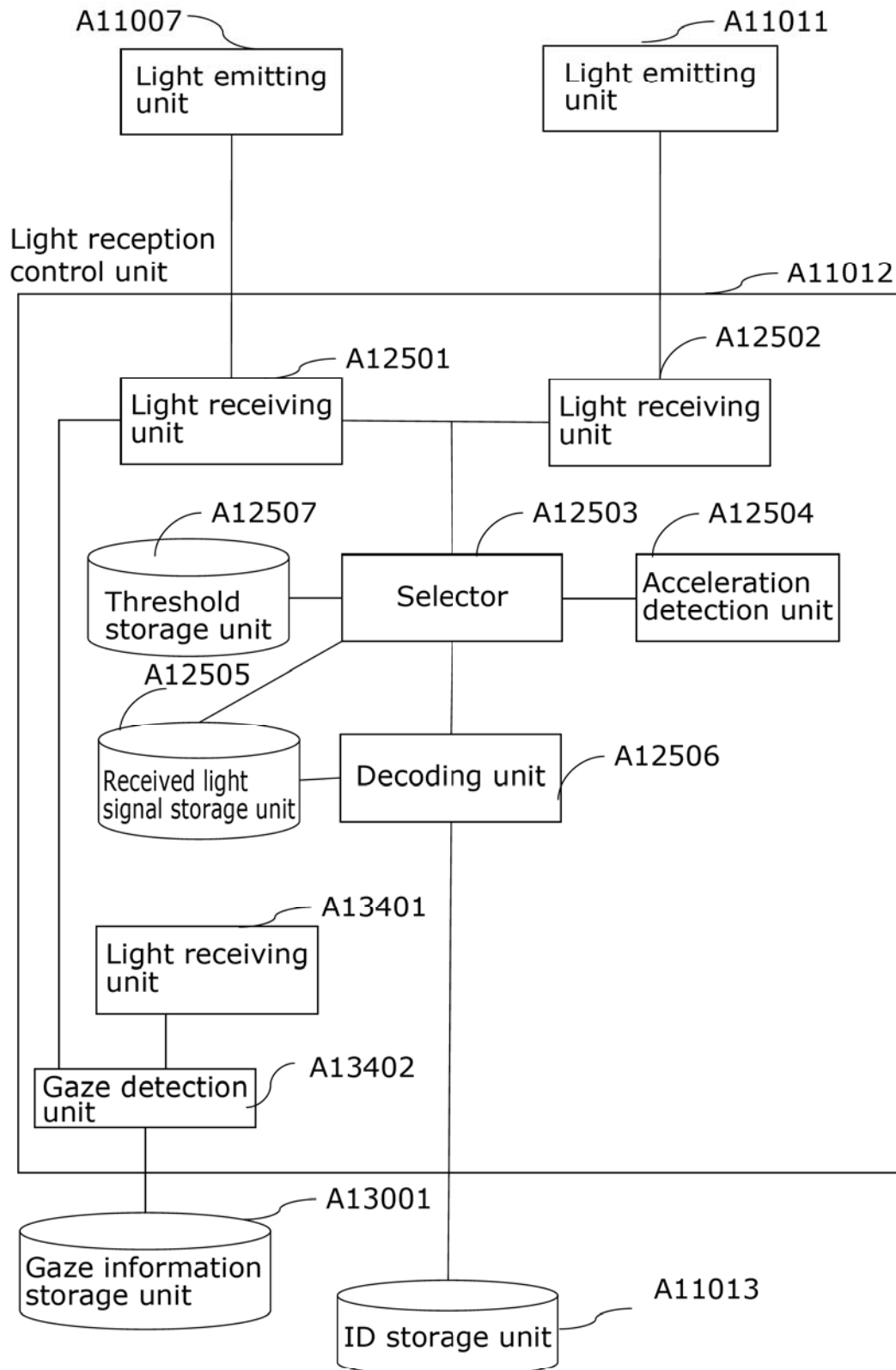


FIG. 620

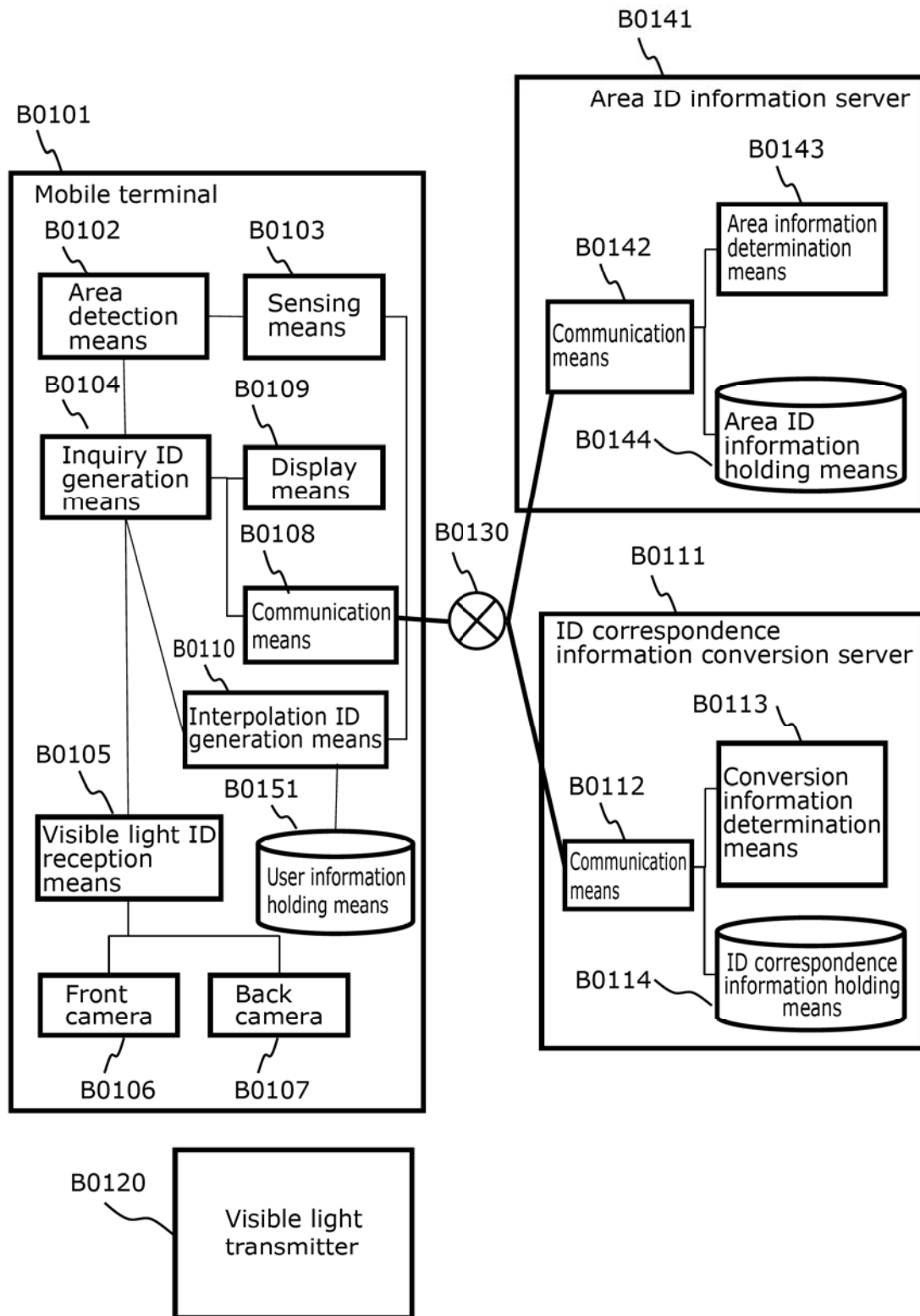


FIG. 621

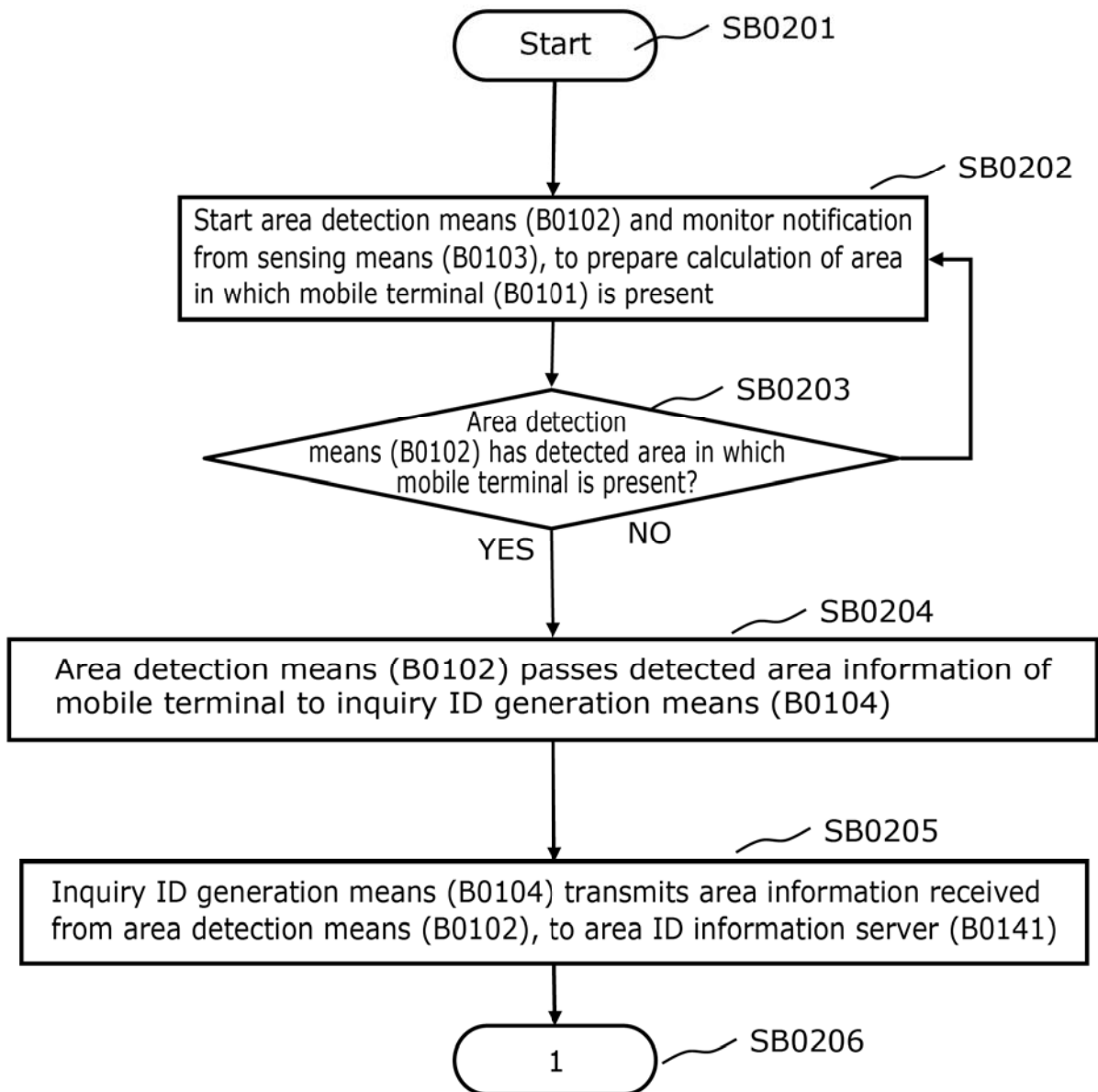


FIG. 622

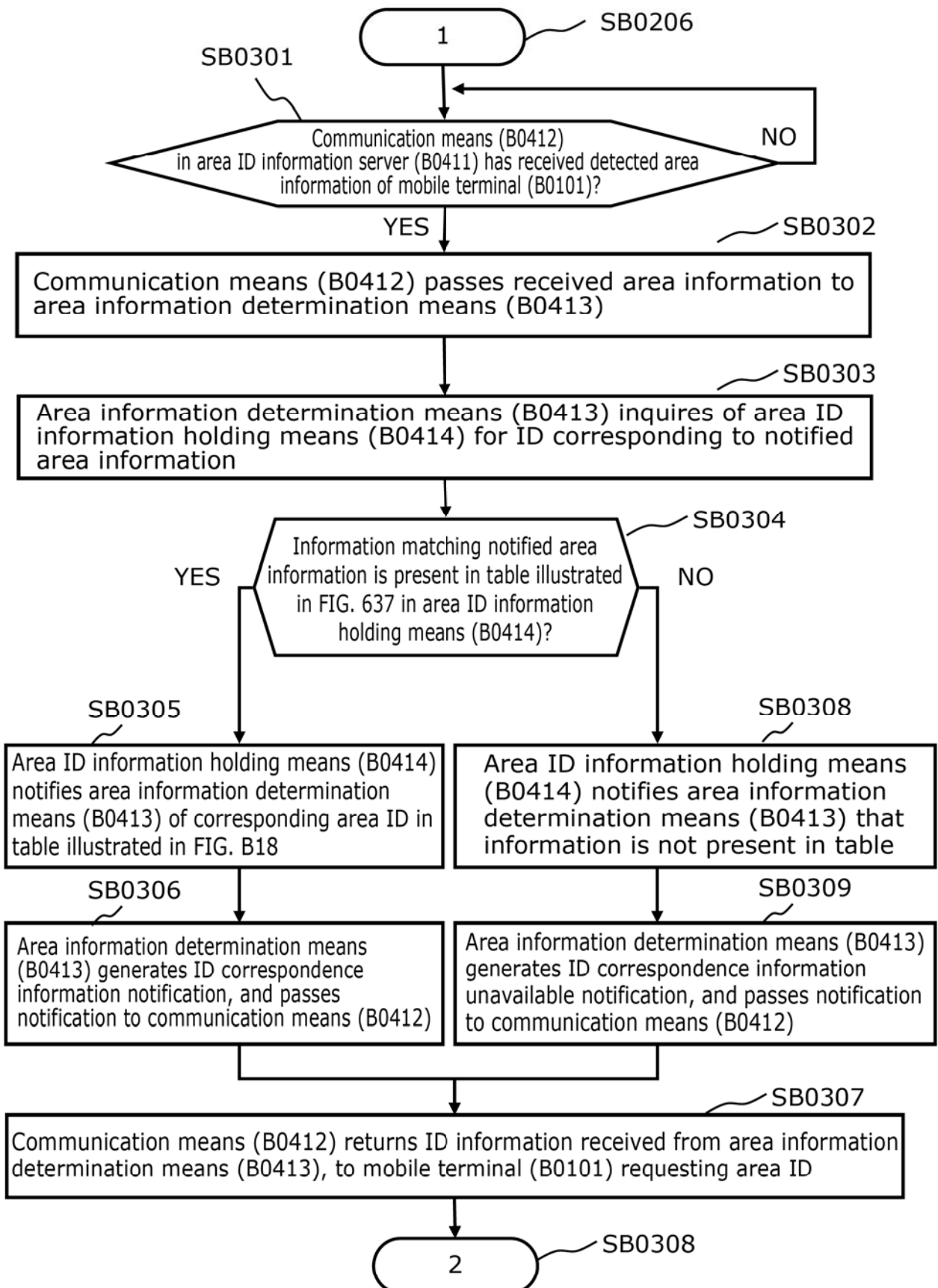


FIG. 623

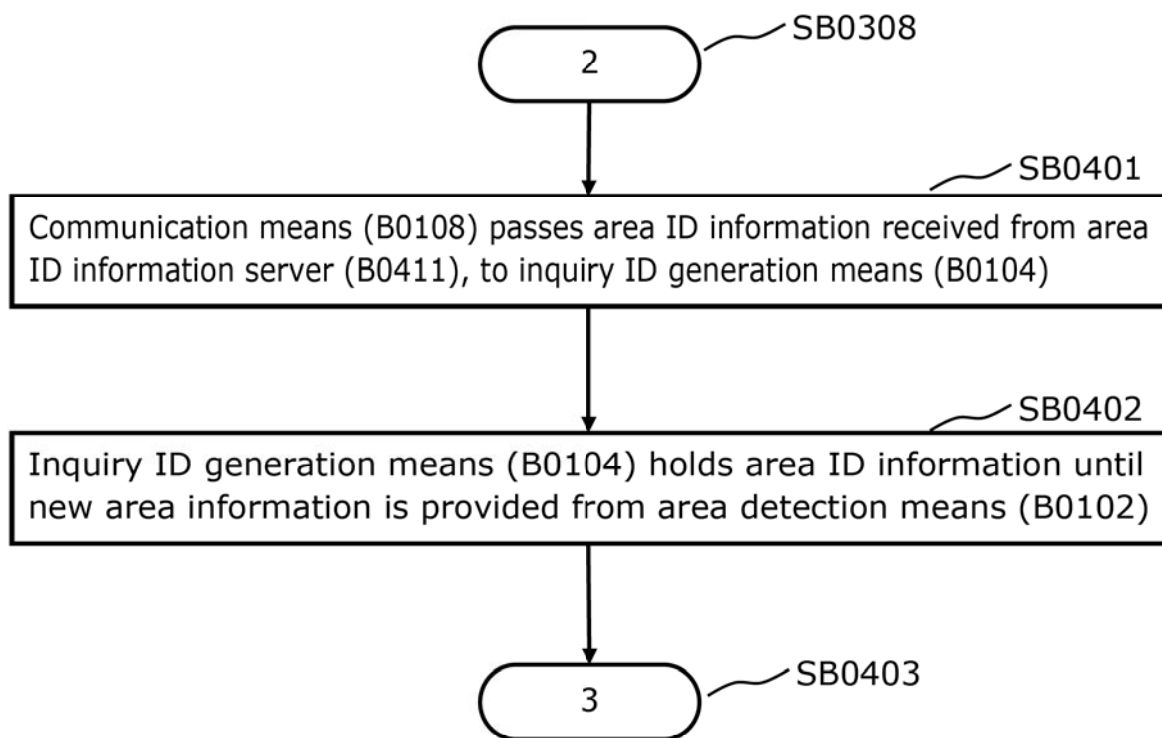


FIG. 624

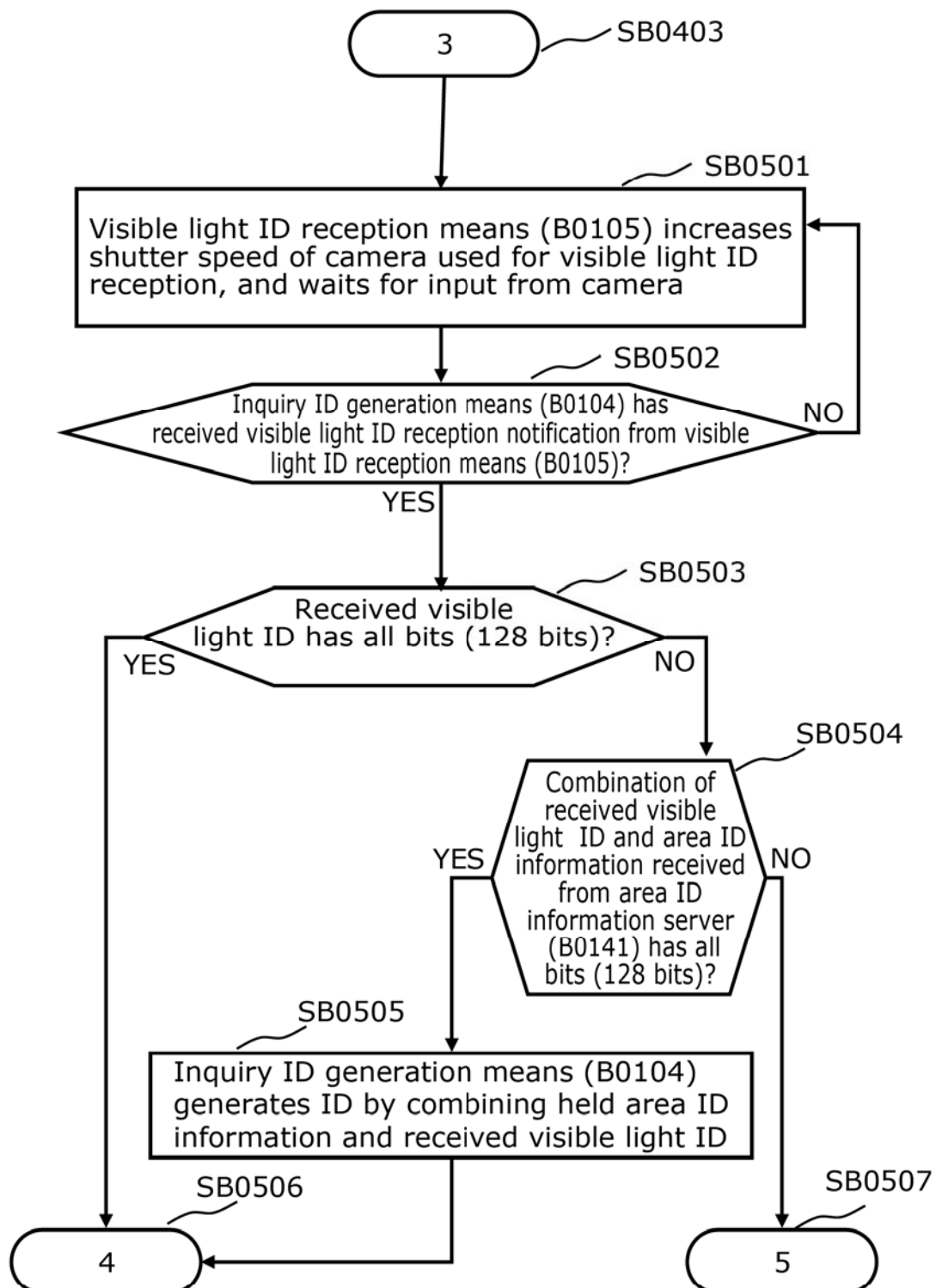


FIG. 625

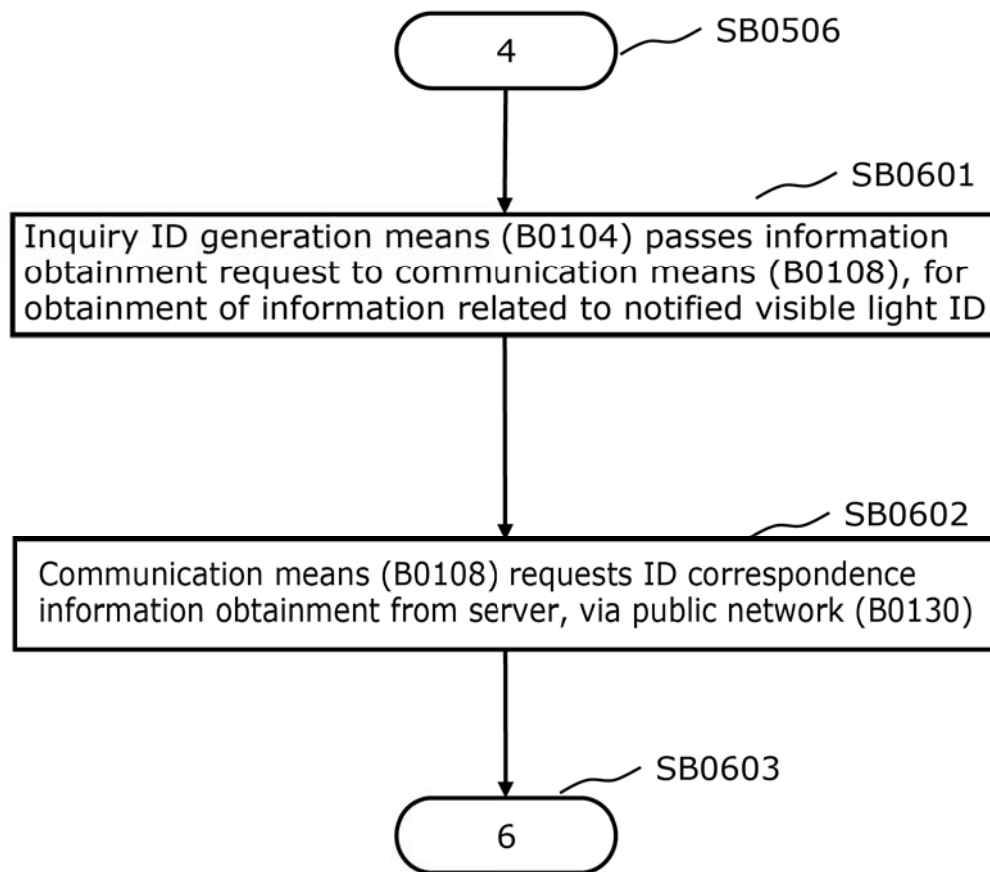


FIG. 626

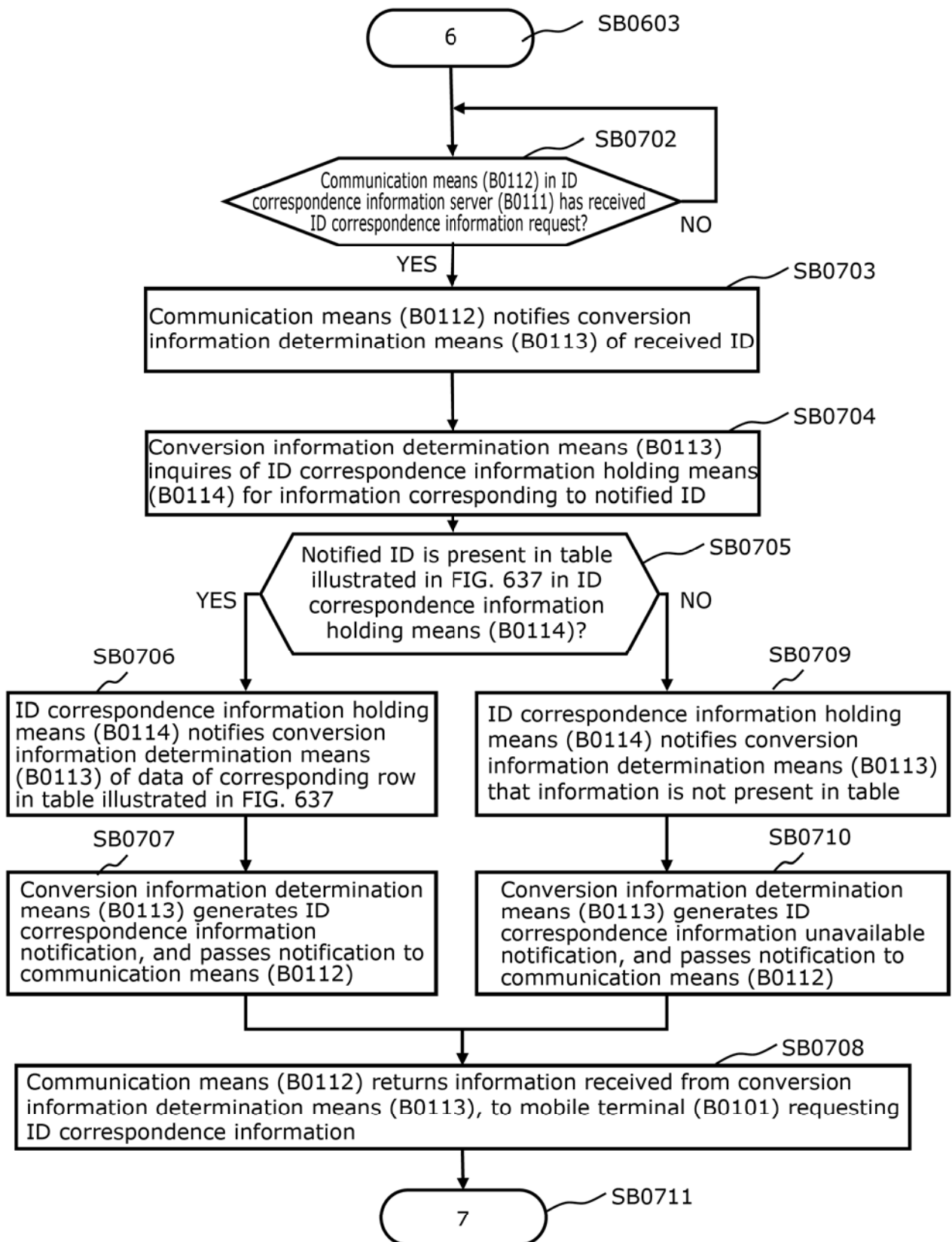


FIG. 627

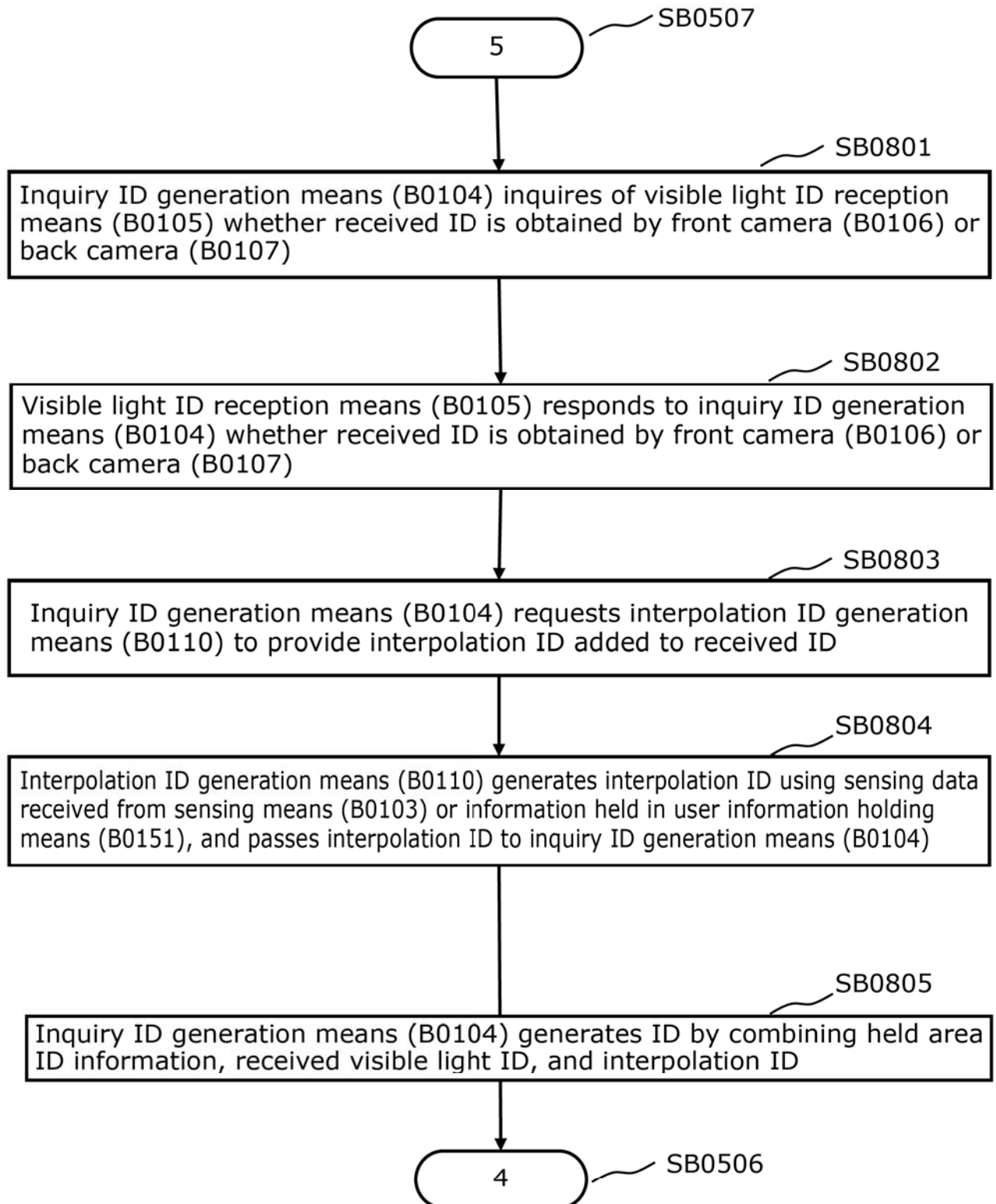


FIG. 628

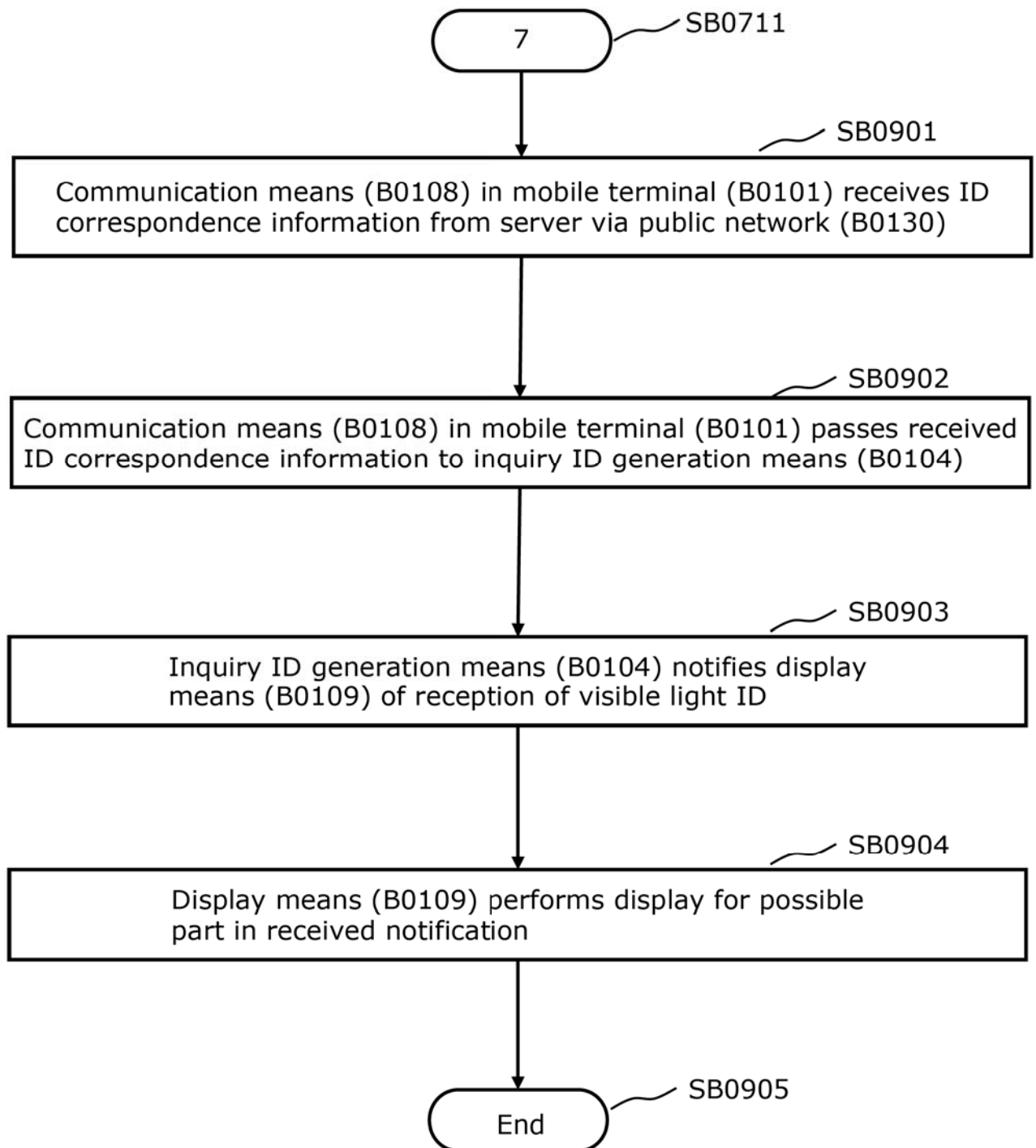


FIG. 629

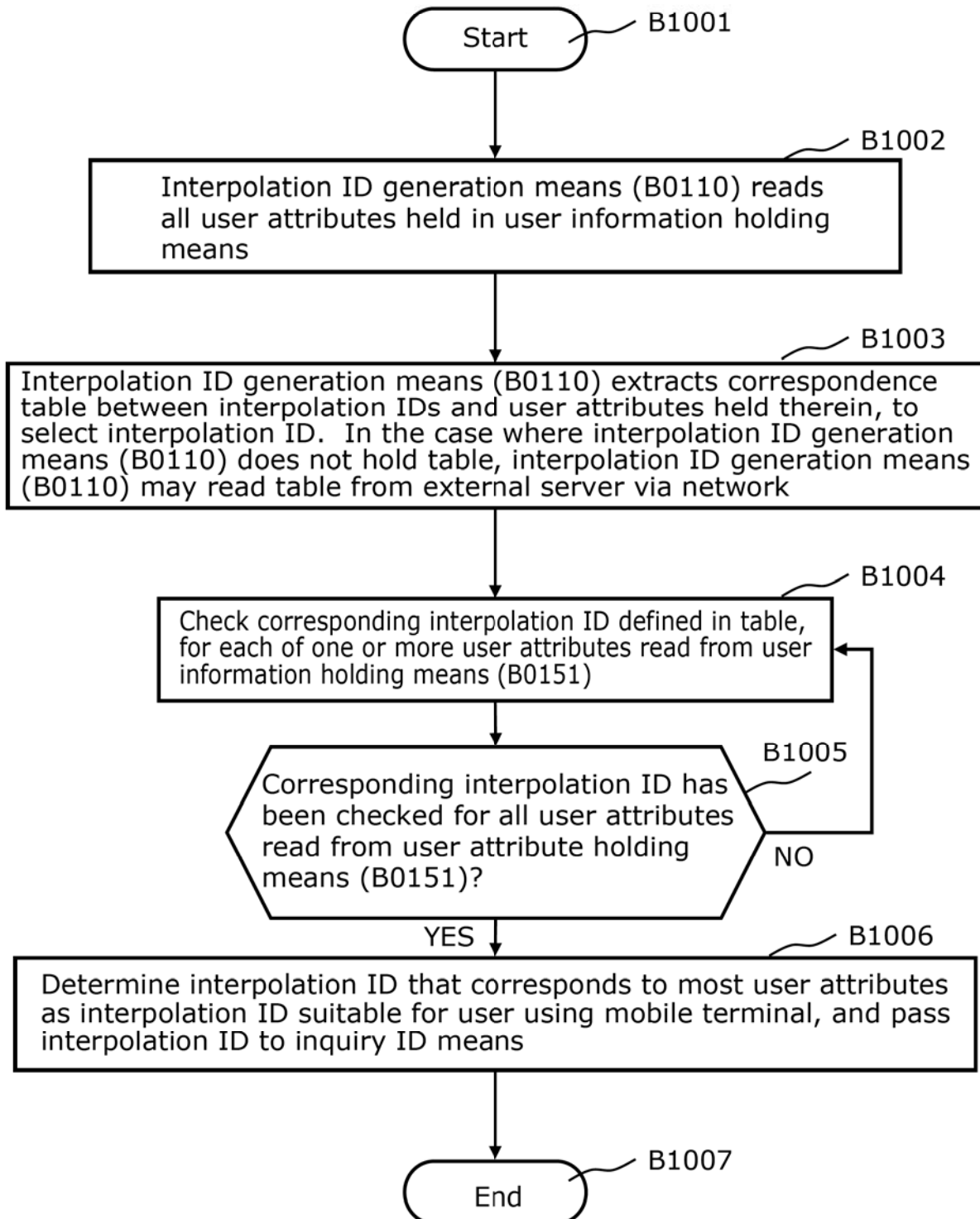


FIG. 630

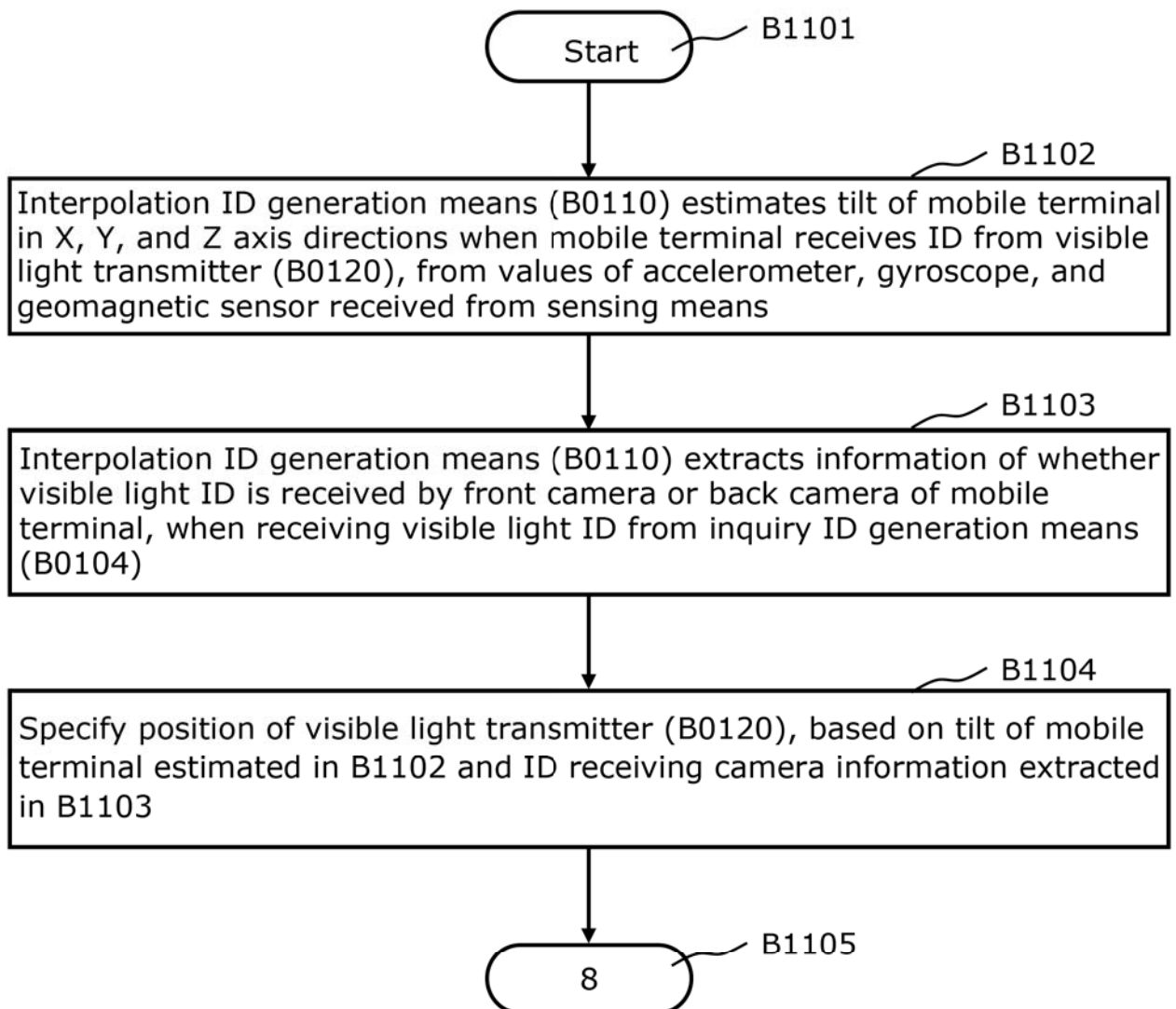


FIG. 631

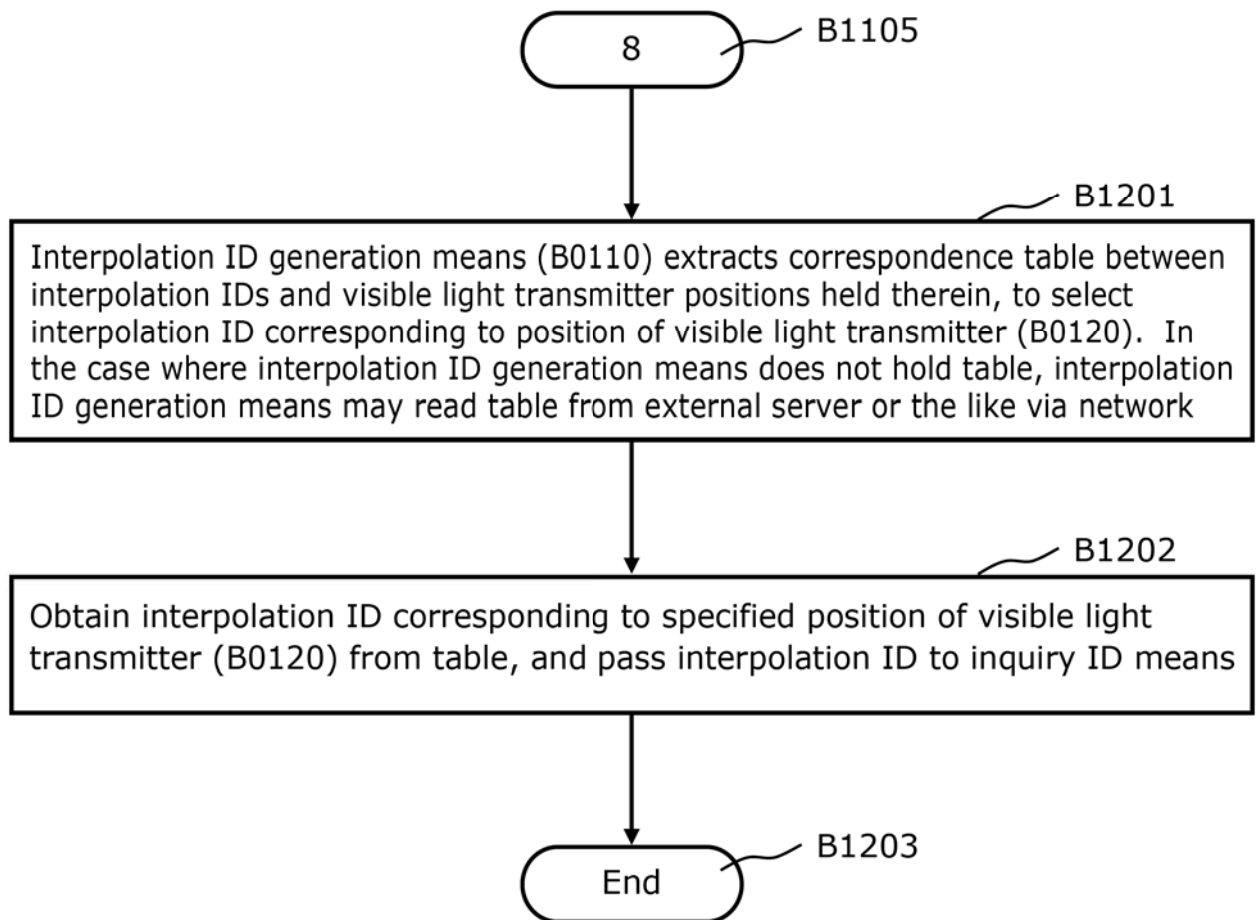


FIG. 632

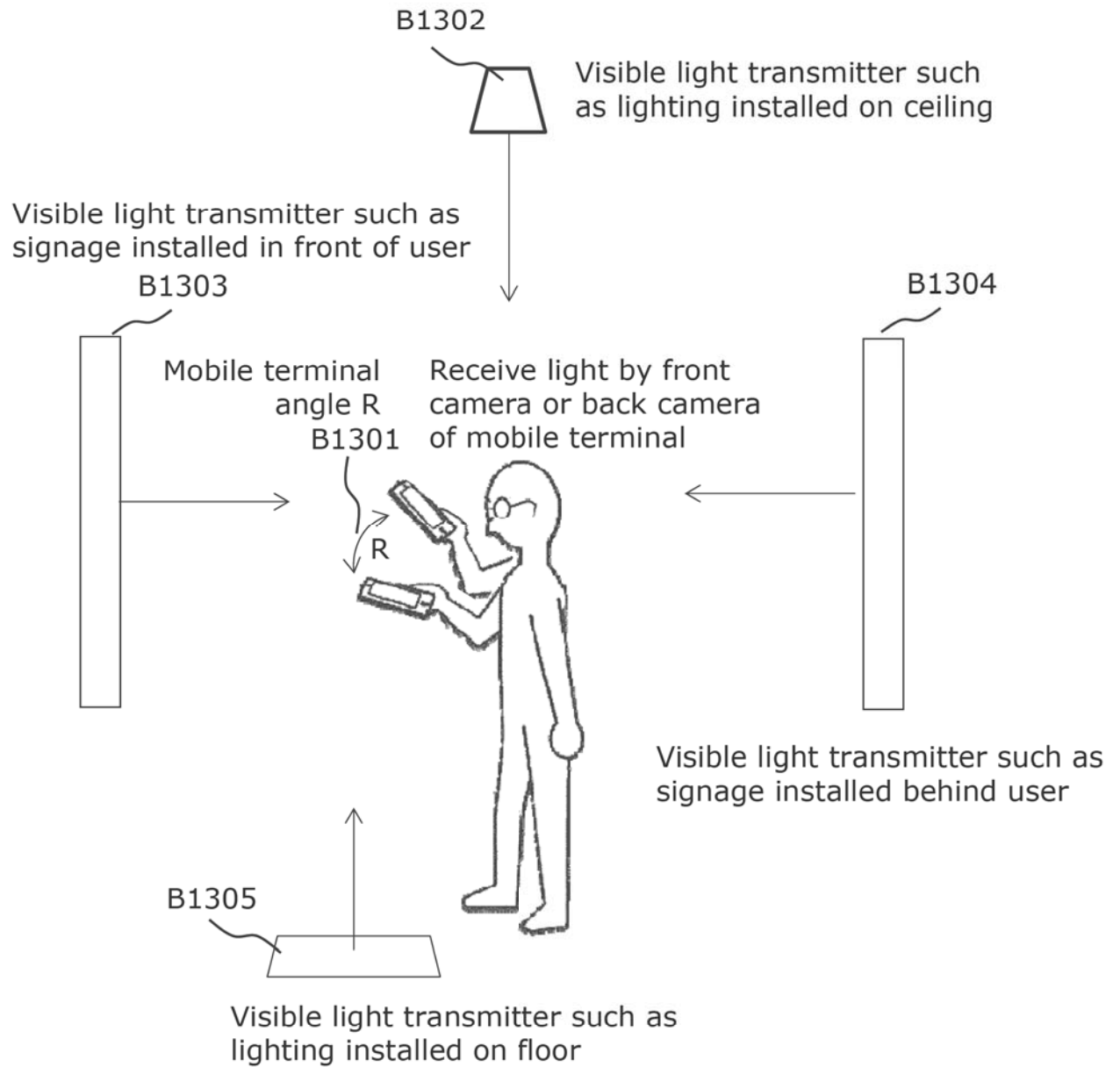


FIG. 633

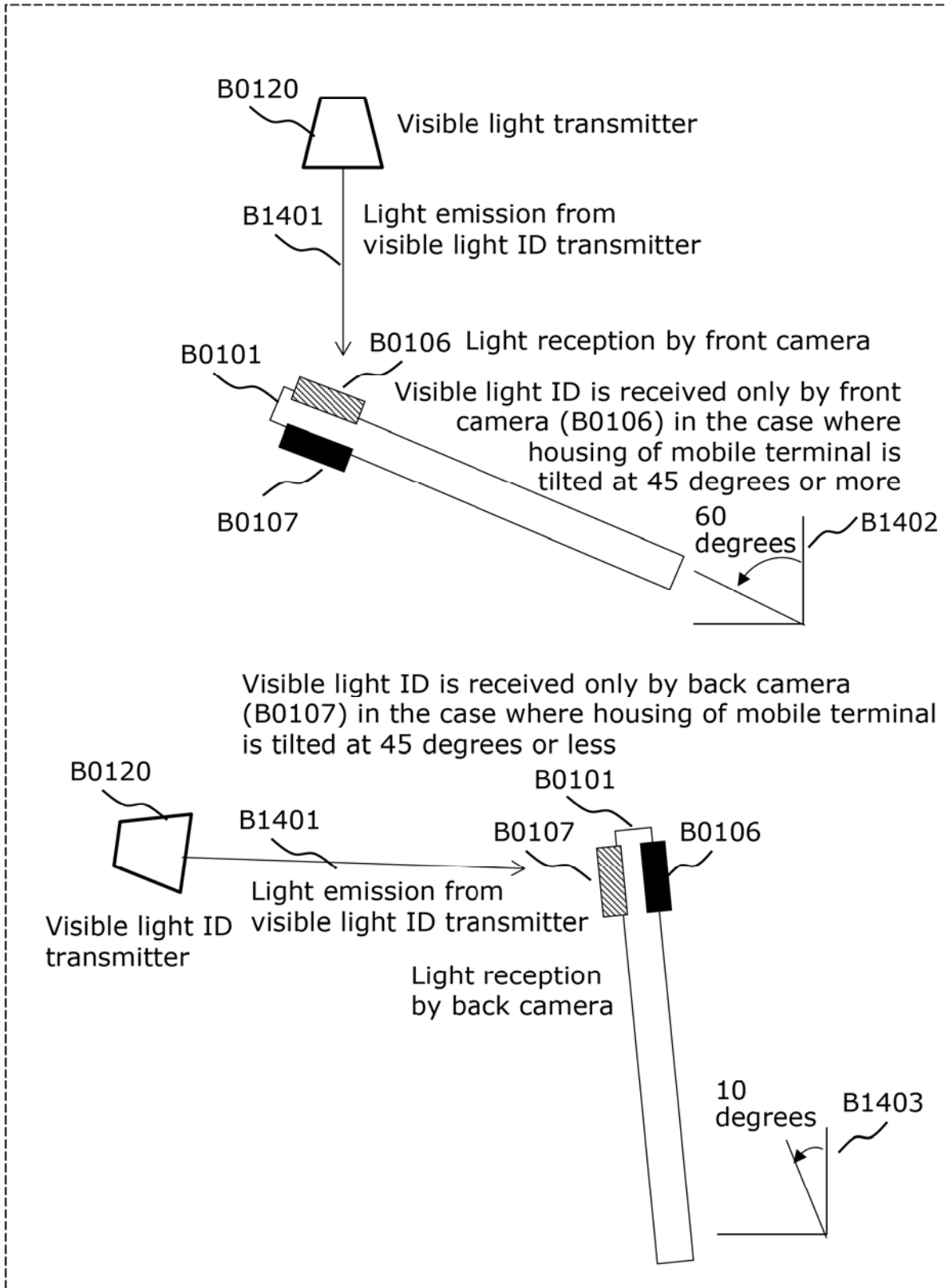


FIG. 634

Interpolation ID	Camera used	Mobile terminal angle R about reverse ravity direction	Position of visible light transmitter (B0120)
1C1	Front camera	315 degrees $\leq$ R $\leq$ 360 degrees or 0 degree $\leq$ R < 45 degrees	Wall behind user
1C2	Front camera	45 degrees $\leq$ R < 135 degrees	Ceiling
1C3	Front camera	135 degrees $\leq$ R < 225 degrees	Wall in front of user
1C4	Front camera	225 degrees $\leq$ R < 315	Floor
1C3	Back camera	315 degrees $\leq$ R $\leq$ 360 degrees or 0 degree $\leq$ R < 45 degrees	Wall in front of user
1C4	Back camera	45 degrees $\leq$ R < 135 degrees	Floor
1C1	Back camera	135 degrees $\leq$ R < 225 degrees	Wall behind user
1C2	Back camera	225 degrees $\leq$ R < 315	Ceiling

FIG. 635

	B1601	B1602
	Attribute name	Attribute value
	Name	Matsushita Taro
B1603	Sex	Male
B1604	Address	4-1 Doyama-cho, Kita-ku, Osaka city, Osaka
B1605	Membership rank	Premium
	Age	35
	Last purchase date	2013/10/1
	:	:

FIG. 636

Interpolation ID	User attribute
1B0	Default interpolation ID (used when the following interpolation IDs do not apply)
1B1	Sex: male, membership rank: premium, age: 30-39
1B2	Sex: female, age: 40-45
1B3	Last purchase date: before 2013/06/01
:	:

FIG. 637

Inquiry ID	Visible light ID correspondence information
A1B2D1F1	http://example.com/indexA.html
A1B2D1F2	http://example.com/indexB.html
A1B2D1F3	http://example.com/indexC.html
A1B2D1F4	http://example.com/indexD.html
A1B2D1F5	http://example.com/infoA.html
A1B2D1F6	http://example.com/infoC.html
⋮	⋮

FIG. 638

Area ID	GPS	Wireless LAN access point identifier	Store information
1A1	Latitude 34.704788 Longitude 135.496933	001038123455	Ise Osaka Store No.: 121433
1A2	Latitude 34.699848 Longitude 135.498306	003267234511	Umeda Building Store No.: 141436
1A3	Latitude 34.699496 Longitude 135.495666	000124567214	H Department Store Navi Store No.: 201639
:		:	

As wireless LAN access point identifier (B1103), for example, identifier SSID of access point or identifier ESSID formed by combining a plurality of specific wireless LAN access points is used for wireless LAN access point identification

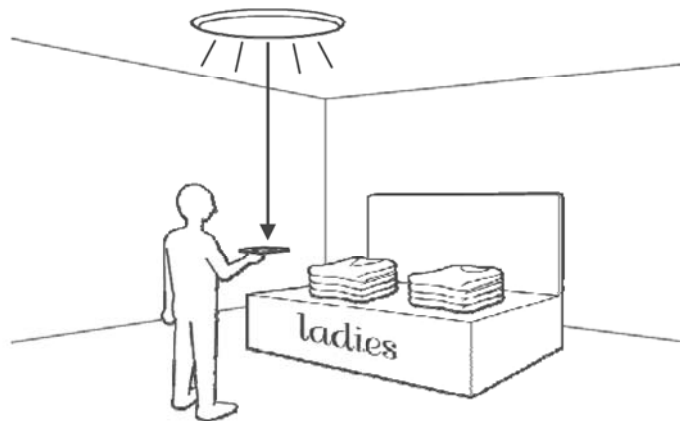
Store information is information mobile terminal (B0101) receives from Wi-Fi access point or Bluetooth communication device installed in store upon entering store

FIG. 639

1. User visits store



2. Take out mobile terminal on specific sales floor in store



3. Display information received from server on mobile terminal

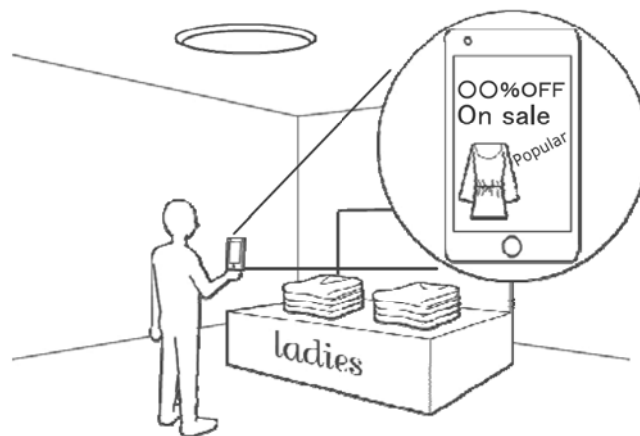


FIG. 640

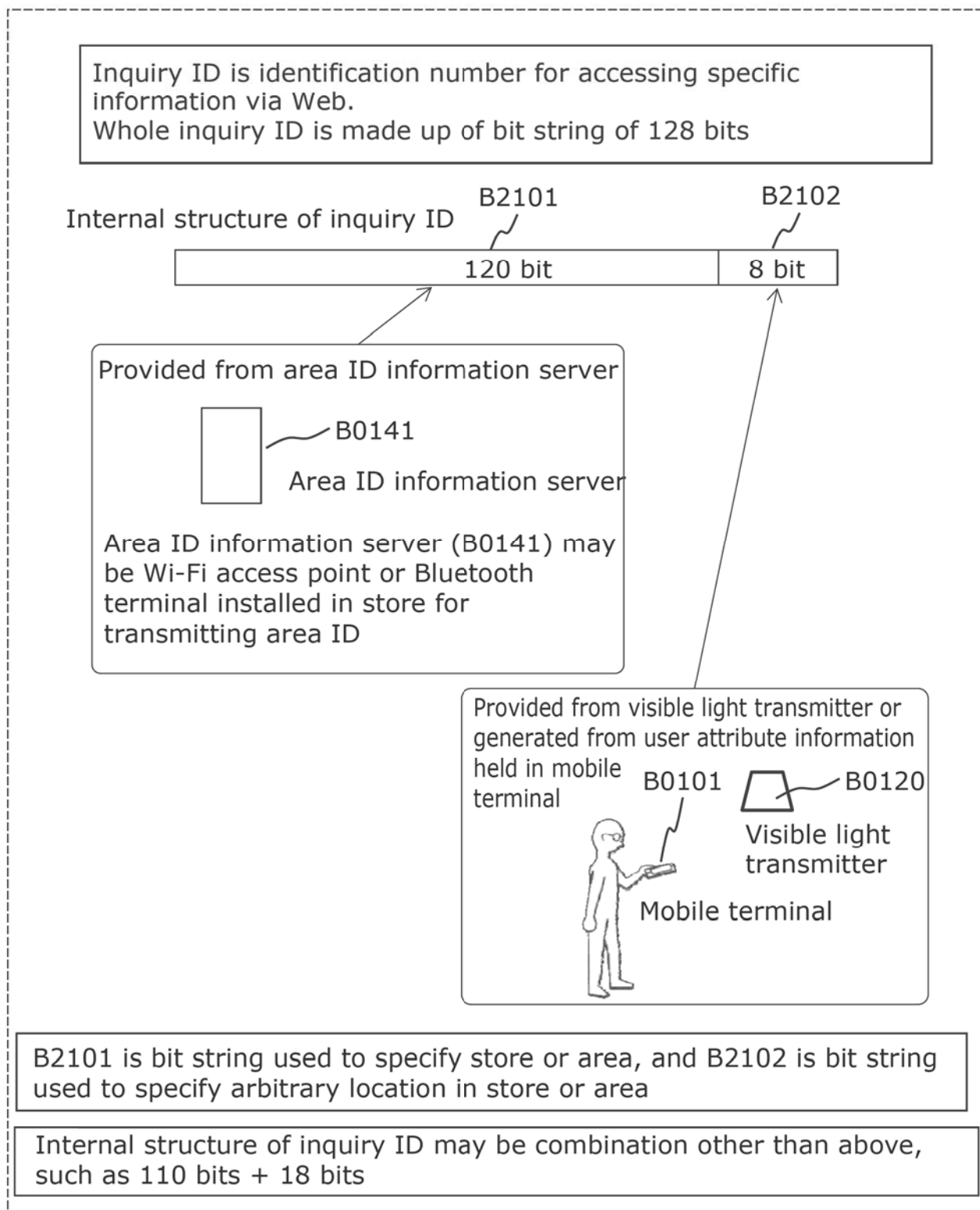
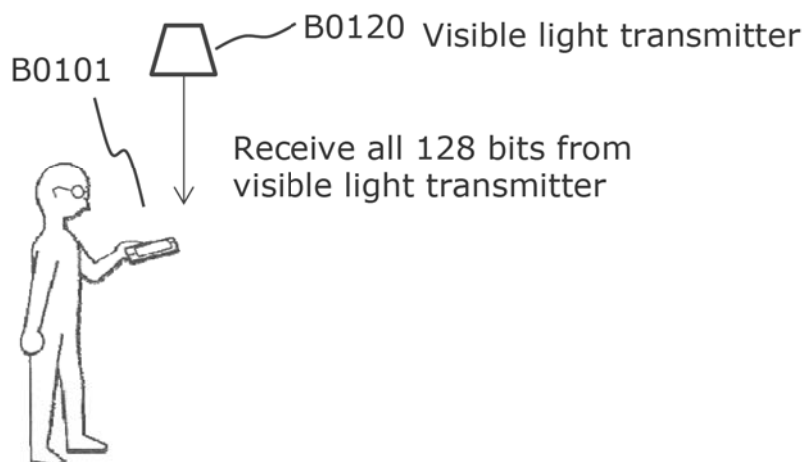
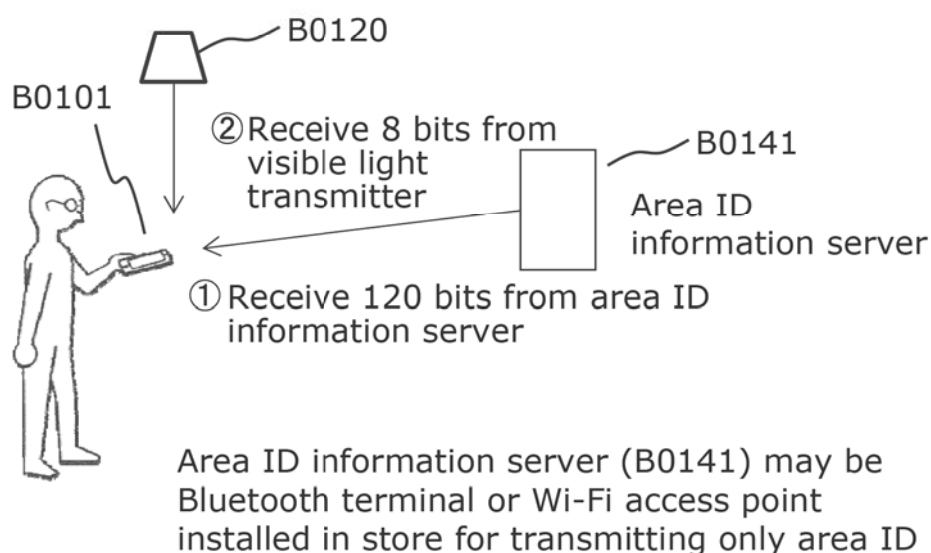


FIG. 641

Example 1



Example 2



Example 3

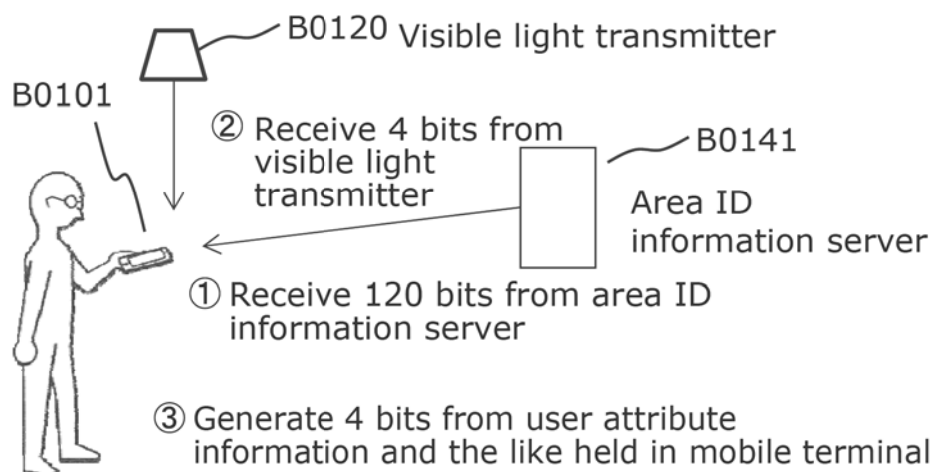


FIG. 642

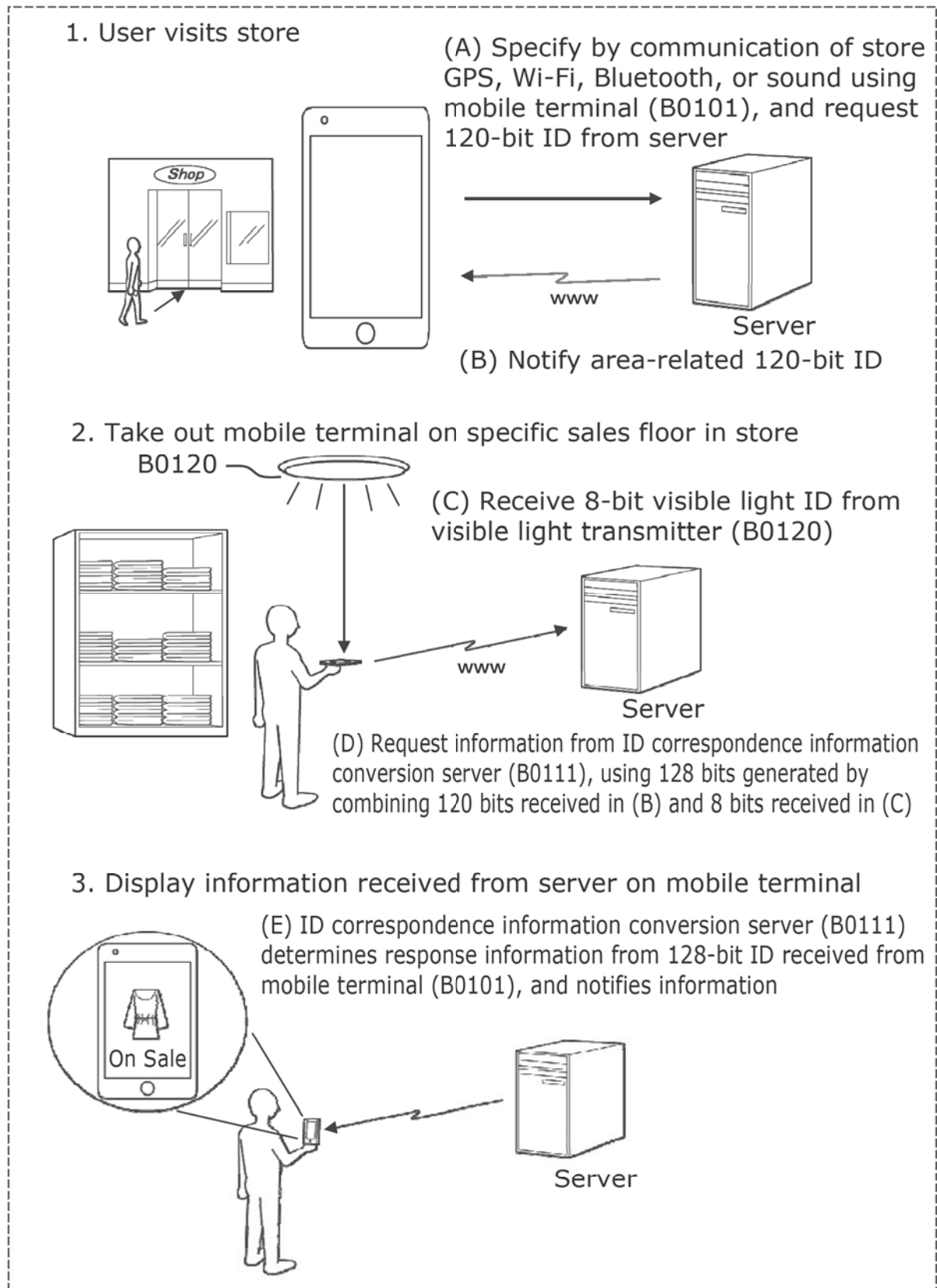


FIG. 643

