CLAIMS

1. A printed material on which a two-dimensional code is displayed and on which the two-dimensional code that can be read by a terminal and from which information for specifying contents to be reproduced by the terminal can be acquired is displayed, wherein

the two-dimensional code includes

a position/attitude acquiring portion from which information about a position and an attitude of the terminal with respect to the two-dimensional code through the terminal and

a code portion that specifies contents to be reproduced by the terminal.

2. The printed material on which a two-dimensional code is displayed according to claim 1, wherein

the position/attitude acquiring portion includes a frame portion arranged around the two-dimensional code and four rotational state display dots that can display pieces of 1-bit information representing rotational states of the terminal with respect to the two-dimensional code, respectively,

the code portion includes a plurality of code display dots that can display each of the pieces of 1-bit information, and

the rotational state display dots and the code display dots are displayed on both side portions sandwiching a dot nondisplay portion on which no dot is displayed in the frame portion.

3. The printed material on which a two-dimensional code is displayed according to claim 2, wherein the frame portion is square, and the rotational state display dots are displayed at four corners of the frame portion.

4. The printed material on which a two-dimensional code is displayed according to any one of claims 1 to 3, wherein the code portion includes dots for error detection and error correction.

5. The printed material on which a two-dimensional code is displayed according to any one of claims 1 to 4, wherein the contents include at least one of an image, a moving image, and sound.

6. The printed material on which a two-dimensional code is displayed according to any one of claims 2 to 5 is displayed, wherein

the rotational state display dots include four dots that represent pieces of 1-bit information displaying "0" or "1" and are arranged in any one of the following states,

a first array: a state in which "0" is displayed at one corner, and "1" are displayed at the other corners,

a second array: a state in which "0" are displayed at two adjacent corners, and "1" are displayed at other two corners, and

a third array: a state in which "1" is displayed at one corner, and "0" are displayed at the other corners,

an array state of the rotational state display dots in the first array, the second array, and the third array read in a specific positional relationship between the two-dimensional code determined in advance and the terminal is compared with

an array state of the rotational state display dots of the two-dimensional code recognized by the terminal to make it possible to recognize an attitude of the terminal with respect to the two-dimensional code, and

any one of the first array, the second array, and the third array that is selected as the acquired rotational state display dots is determined to make it possible to recognize pieces of 3 pattern information as information except for the attitude of the two-dimensional code.

7. The printed material on which a two-dimensional code is displayed according to any one of claims 1 to 6, wherein the printed material is a book, and the two-dimensional code causes the terminal to reproduce contents related to details displayed on a page space on which the two-dimensional code is displayed.

Claims

1. A printed material on which a two-dimensional code is displayed and on which the two-dimensional code that can be read by a terminal and from which information for specifying contents to be reproduced by the terminal can be acquired is displayed, wherein the two-dimensional code displaying a position/attitude acquiring portion from which information about a position and an attitude of the terminal with respect to the two-dimensional code through the terminal and a code portion that specifies contents to be reproduced by the terminal,

the position/attitude acquiring portion includes a frame portion disposed on an outer periphery of the two-dimensional code and four rotational state display dots capable of each displaying a piece of 1-bit information representing a rotational state of the terminal corresponding to the two-dimensional code, the code portion includes a plurality of code display dots capable of each displaying the piece of 1-bit information, the rotational state display dots and the code display dots are displayed on both sides sandwiching a dot non-display portion in which no dot is displayed in the frame portion,

the rotational state display dots includes four dots each displaying a piece of 1-bit information representing “0” or “1” and arranged in any one of states defined by:

a first array: a state in which “0” is displayed at one corner and “1” is displayed at another corner;

a second array: a state in which “0” is displayed at each of two adjacent corners and “1” is displayed at each of other two corners; and

a third array: a state in which “1” is displayed at one corner and “0” is displayed at another corner,

a read array state of the rotational state display dots in the first array, the second array, and the third array in which the two-dimensional code and the terminal have a predetermined specific positional relationship is compared with an array state of the rotational state display dots of the two-dimensional code recognized by the terminal to make it possible to recognize an attitude of the terminal corresponding to the two-dimensional code, and pieces of 3 pattern information can be recognized as information except for the attitude of the two-dimensional code by determining any one of the first array, the second array, and the third array selected as an array of the acquired rotational state display dots.

2. The printed material on which a two-dimensional code is displayed according to claim 1, wherein the frame portion is square, and the rotational state display dots are displayed at four corners of the frame portion.

3. The printed material on which a two-dimensional code is displayed according to claim 1, wherein the code portion includes dots for error detection and error correction.

4. The printed material on which a two-dimensional code is displayed according to claim 1, wherein the contents include at least one of an image, a moving image, and sound.

5. The printed material on which a two-dimensional code is displayed according to any one of claims 1 to 4, wherein the printed material is a book, and the two-dimensional code causes the terminal to reproduce contents related to details displayed on a page space on which the two-dimensional code is displayed.