CLAIMS

Claim 1. An information providing system, which provides delivery information to a plurality of information terminals using identification information of a plurality of objects, each equipped with a wireless communication function, comprising:

a registering unit configured to register in advance first link information which links the identification information of the plurality of objects, each equipped with the wireless communication function, to the delivery information;

a generating unit configured to link identification information of the information terminal that enters a first region, which can communicate with a predetermined object equipped with a wireless communication function, to identification information of the predetermined object equipped with the wireless communication function and generate second link information which links to delivery information different from the delivery information linked by the first link information, based on identification information of a plurality of information terminals, to which identification information of ~~at~~ more than one objects, each equipped with a wireless communication function, is linked;

an information providing unit configured to deliver the delivery information based on the

second link information generated by the generating unit; and

a log accumulating unit configured to accumulate the identification information of the predetermined object equipped with the wireless communication function sent from the plurality of information terminals that enter the first region, and the identification information of the plurality of information terminals,

wherein the registering unit updates the second link information based on the information accumulated by the log accumulating unit,

wherein the generating unit generates the second link information based on at least the identification information of the plurality of objects equipped with wireless communication function and the identification information of the plurality of information terminals, transmitted from the plurality of information terminals, which enter a second region where communication with the plurality of objects equipped with wireless communication function is possible.

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

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

~~Claim 4. The information providing system, as claimed in any one of claims 1 to 3, wherein the generating unit generates the second link information based on at least the identification information of the plurality of objects equipped with wireless communication function and the identification information of the plurality of information terminals, transmitted from the plurality of information terminals, which enter the second region where communication with the plurality of objects equipped with wireless communication function is possible.~~

Claim ~~5~~4. The information providing system, as claimed in any one of claims 1 to 3~~4~~, wherein the generating unit generates the second link information based on the identification information of the object equipped with the wireless communication function, the identification information of the plurality of information terminals, and attribute information of the plurality of information terminals.

Claim ~~65~~. The information providing system, as claimed in any one of claims 1 to ~~54~~, wherein the registering unit updates the second link information or changes the second link information to the first link information, according to a status of a delivery of the delivery information linked by the second link information.

Claim ~~76~~. The information providing system, as claimed in any one of claims 1 to ~~65~~, wherein the information providing unit provides the second link information to a delivery information server, which supplies a piece of the delivery information or a plurality of pieces of the delivery information.

Claim ~~87~~. An information terminal, which communicates with a plurality of objects, each equipped with a wireless communication function, wherein identification information of the information terminal is linked to identification information of a predetermined object when the information terminal enters a first region, wherein second link information is generated by a generating unit, using a table in which first link information is registered in advance, the

first link information linking identification information of the plurality of objects, each equipped with the wireless communication function, to delivery information, based on identification information of a plurality of information terminals, to which identification information of more than one objects, each equipped with a wireless communication function, is linked, the second link information linking to delivery information different from the delivery information linked by the first link information, the information terminal comprising:

a display controlling unit configured to cause the delivery information linked by the generated second link information to be delivered,

wherein the table accumulates the identification information of the predetermined object equipped with the wireless communication function sent by the information terminal when the information terminal enters the first region, and the identification information of the plurality of information terminals, wherein the second link information is updated based on the information accumulated in the table,

wherein the generating unit generates the second link information based on at least the identification information of the plurality of objects equipped with wireless communication function and the identification information of the plurality of information terminals, transmitted from the plurality of information terminals, which enter the second region where

communication with the plurality of objects equipped with wireless communication function is possible.

Claim ~~98~~. An information providing server, which provides delivery information to a plurality of information terminals using identification information of a plurality of objects, each equipped with a wireless communication function, comprising:

a registering unit configured to register in advance first link information which links the identification information of the plurality of objects, each equipped with the wireless communication function, to the delivery information;

a generating unit configured to link identification information of the information terminal that enters a first region, which can communicate with a predetermined object equipped with a wireless communication function, to identification information of the predetermined object equipped with the wireless communication function and generate second link information which links to delivery information different from the delivery information linked by the first link information, based on identification information of a plurality of information terminals, to which identification information of more than one objects, each equipped with a wireless communication function, is linked;

an information providing unit configured to deliver the delivery information based on the second link information generated by the generating unit; and

a log accumulating unit configured to accumulate the identification information of the predetermined object equipped with the wireless communication function sent from the plurality of information terminals that enter the first region, and the identification information of the plurality of information terminals,

wherein the registering unit updates the second link information based on the information accumulated by the log accumulating unit,

wherein the generating unit generates the second link information based on at least the identification information of the plurality of objects equipped with wireless communication function and the identification information of the plurality of information terminals, transmitted from the plurality of information terminals, which enter the second region where communication with the plurality of objects equipped with wireless communication function is possible.

Claim ~~109~~. The information providing system according to claim 1,

wherein the registering unit is configured to acquire a reception time at which the information terminal receives the identification information of the plurality

of objects, each equipped with the wireless communication function, and link delivery information linked to identification information of an object equipped with a wireless communication function with newer acquisition time, to an object equipped with a wireless communication function with older acquisition time.