INFORMATION PROCESSING DEVICE AND PROGRAM

TECHNICAL FIELD

[0001]

The present invention relates to an information processing device and program.

BACKGROUND ART

[0002]

Since heretofore, advertisements are displayed at on-board terminals disposed in mobile bodies. For example, Patent Document 1 recites a technology that presents advertisements on a display of an on-board terminal and seeks to further improve advertising effectiveness for vehicle occupants.

[0003]

Patent Document 1: Japanese Unexamined Patent Application, Publication No. 2000-200077

DISCLOSURE

[0004]

A system recited in Patent Document 1 is equipped with a video package, a display device, and a leaflet. The leaflet is printed matter with text, photographs, graphics and the like relating to program content of the video package. When a user (vehicle occupant) is riding in the mobile body, the system

starts to display video images of the video package.

[0005]

However, this system shows advertisements with arbitrary fixed content. Moreover, the advertising content of the video images being displayed can only be selected by selection of the video package, a teletext system or the like. It is difficult to inspire users to watch the advertisements willingly. No techniques are given for matching the tastes of users; the fact is that advertisements are not being deployed effectively. Accordingly, it would be useful if advertisements can be delivered selectively to suit individual users.

[0006]

Embodiments of the present disclosure provide an image processing device and program that may selectively deliver advertisements to suit individual users.

[0006a]

In an aspect, there is provided an information processing device that delivers advertisement information to an on-board terminal employed in a mobile body, the information processing device comprising:

a place information acquisition unit that acquires, as place information, information pertaining to a place that a user aboard the mobile body is approaching; and

an advertisement delivery unit that acquires advertisement

information on the basis of the acquired place information, and delivers the acquired advertisement information to the on-board terminal.

[0006b]

In an aspect, there is provided a program executable by a computer comprising a processor, which program causes the computer to realize the functions of an information processing device that delivers advertisement information to an on-board terminal employed in a mobile body,

the program causing the computer to function as:

a place information acquisition unit that acquires, as place information, information pertaining to a place that a user aboard the mobile body is approaching; and

an advertisement delivery unit that acquires advertisement information on the basis of the acquired place information, and delivers the acquired advertisement information to the on-board terminal.

[0007]

An embodiment of the present disclosure relates to an image processing device that delivers advertisement information to an on-board terminal employed in a mobile body, the information processing device including: a place information acquisition unit that acquires, as place information, information pertaining to a place that a user aboard the mobile body is approaching; and an advertisement delivery unit that acquires advertisement information on the

basis of the acquired place information, and delivers the acquired advertisement information to the on-

information transmitted from the on-board terminal that includes a voice message by the user, a driver or another occupant aboard the mobile body.

[0020]

An embodiment of the present disclosure further relates to a program executable by a computer including a processor, which program causes the computer to realize the functions of an information processing device that delivers advertisement information to an on-board terminal employed in a mobile body, the program causing the computer to function as: a place information acquisition unit that acquires, as place information, information pertaining to a place that a user aboard the mobile body is approaching; and an advertisement delivery unit that acquires advertisement information on the basis of the acquired place information, and delivers the acquired advertisement information to the on-board terminal.

[0021]

According to various embodiments, an image processing device and program that may selectively distribute advertisements so as to suit individual users may be provided.

BRIEF DESCRIPTION OF THE DRAWINGS

[0022]

FIG. 1 is a schematic diagram of an information processing system including an information processing device according to

CLAIMS

1. An information processing device that delivers advertisement information to an on-board terminal employed in a mobile body, the information processing device comprising:

a place information acquisition unit that acquires, as place information, information pertaining to a place that a user aboard the mobile body is approaching, the place information being based on dispatch information used for dispatching the mobile body and historical information of the dispatch information, and the dispatch information and historical information being transmitted from a user terminal carried by the user; and

an advertisement delivery unit that acquires advertisement information on the basis of the acquired place information, and delivers the acquired advertisement information to the on-board terminal.

2. The information processing device according to claim 1, wherein the place information acquisition unit includes:

a terminal association unit that associates the user terminal carried by the user aboard the mobile body with the on-board terminal; and

a place information specification unit that specifies the place information on the basis of information pertaining to

the user terminal associated with the on-board terminal,

wherein the advertisement delivery unit delivers the advertisement information to the on-board terminal associated with the user terminal, and

the place information specification unit acquires from the user terminal, as inference information from which place information may be inferred, information that is used for a purpose unrelated to the dispatch of the mobile body, and specifies the place information on the basis of the inference information.

3. The information processing device according to claim 1 or claim 2, wherein the place information acquisition unit acquires, as the dispatch information, information representing a transfer point or information representing a destination, which information is designated by the user at a time of dispatch of the mobile body.

4. The information processing device according to claim 1 or claim 2, wherein the place information acquisition unit acquires, as the dispatch information, information representing a transfer point or information representing a destination, which information is designated by the user at a time of dispatch of a mobile body other than the mobile body.

5. The information processing device according to any one of claims 1 to 4, wherein the place information acquisition unit acquires the dispatch information from equipment of an administrative operator of the mobile body, which equipment receives the dispatch information transmitted from the user terminal.

6. The information processing device according to any one of claims 1 to 5, wherein the place information acquisition unit acquires the place information on the basis of position information of another user other than the user aboard the mobile body.

7. The information processing device according to claim 6, wherein the place information acquisition unit acquires the place information on the basis of the position information of the another user when the user aboard the mobile body designates the position of the another user as a transfer point or destination.

8. The information processing device according to any one of claims 1 to 7, wherein the advertisement delivery unit infers an attribute of the user aboard the mobile body on the basis of a captured image in which the user is imaged, which image is transmitted from the on-board terminal, and acquires the advertisement information on the basis of both the inferred

attribute of the user and the acquired place information.

9. The information processing device according to claim 8 wherein, when a plurality of users are aboard the mobile body, the advertisement delivery unit acquires the advertisement information on the basis of both an attribute of a user among the plurality of users who is facing the on-board terminal and the acquired place information.

10. The information processing device according to claim 2, wherein the terminal association unit associates the user terminal with the on-board terminal on the basis of information acquired from the user terminal by communications between the user terminal and the on-board terminal.

11. The information processing device according to claim 2 or claim 10, wherein the terminal association unit acquires position information of the on-board terminal and position information of an arbitrary plurality of user terminals, and associates the on-board terminal with a user terminal that is moving in correspondence with positions of the on-board terminal.

12. A program executable by a computer comprising a processor, which program causes the computer to realize the functions of an information processing device that delivers advertisement

information to an on-board terminal employed in a mobile body,

the program causing the computer to function as:

a place information acquisition unit that acquires, as place information, information pertaining to a place that a user aboard the mobile body is approaching, the place information being based on dispatch information used for dispatching the mobile body and historical information of the dispatch information, and the dispatch information and historical information being transmitted from a user terminal carried by the user; and

an advertisement delivery unit that acquires advertisement information on the basis of the acquired place information, and delivers the acquired advertisement information to the on-board terminal.