

ABSTRACT OF THE DISCLOSURE
REMOTE SERVER, USER TERMINAL, METHODS OF CONTROLLING THE
SAME, PROGRAM, AND ADVERTISEMENT INFORMATION
DISTRIBUTION SYSTEM

A remote server comprising: a first communication function for performing short-range wireless communication when a user terminal exists within a range; a second communication function for performing communication within a range wider than that of the first communication function detects the user terminal and transmitting a trigger signal that activates an application in the user terminal for acquiring detailed information of the displayed contents of a display apparatus using the first communication function, acquires information of the user input via the application using the first or second communication function in accordance with a positional relationship between the remote server and the user terminal, and transmits the detailed information in response to an advertisement request transmitted from the application.

(Figure 1)