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Abstract

The present invention provides a system for (1) transmitting, from a Web server to a user's personal computer that is connected to the Internet, Web pages for a virtual exhibition to be displayed on said personal computer and (2) easily collecting specific product information through simple operations performed by the user. Exhibit data provided by companies participating in the exhibition is edited in a uniform format, classified into a plurality of categories by types of business, further classified by specific product and technology themes, and stored in a database, thereby facilitating access of specific product information.