

Abstract of the Disclosure

A presentation system can effectively present an exhibit as an exhibition content to a viewer. According to the present invention, in order to perform an effective presentation in a presentation space, an icon 2 that symbolically represents a presentation subject and has identification information thereof stored in a non-contact IC tag, a presentation table 3, a display apparatus 4 and a content display control apparatus 5 are basically provided, and when the icon is placed on the presentation table, the identification information stored in the tag of the icon is read, and the control apparatus 5 displays a content associated with that information on the display apparatus 4.