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(71) Applicant (for all designated States except US): **RICOH COMPANY, LTD.** [JP/JP]; 3-6, Nakamagome 1-chome, Ohta-ku, Tokyo, 1438555 (JP).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **ISHIHARA, Hiroshi** [JP/JP]; 12-17-704, Shiba 1-chome, Minato-ku, Tokyo, 1050014 (JP). **SUZUKI, Keiichi** [JP/JP]; 35-10, Yahiro 3-chome, Sumida-ku, Tokyo, 1310041 (JP). **TSUDA, Michihiko** [JP/JP]; 8-35-103, Hiyoshihoncho 4-chome, Kouhoku-ku, Yokohama-shi, Kanagawa, 2230062 (JP).(74) Agent: **ITO, Tadahiko**; 32nd Floor, Yebisu Garden Place Tower, 20-3, Ebisu 4-chome, Shibuya-ku, Tokyo, 1506032 (JP).

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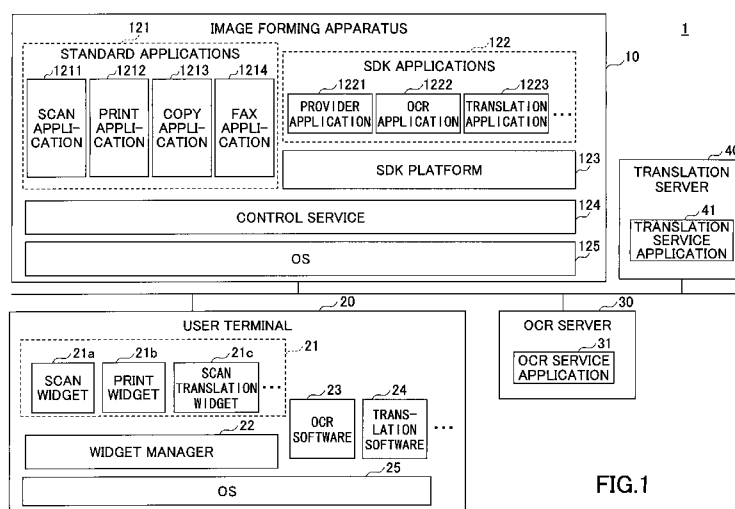


FIG. 1

(57) Abstract: An information processing apparatus includes a receiving unit configured to receive a utilization request for one of plural services provided by a computer; a service attribute information storage unit configured to store service attribute information of each of the services, the service attribute information including information indicating a type of the service and information indicating an evaluation of a content of the service; and a service recommending unit configured to search the service attribute information storage unit for the service attribute information corresponding to the type of the requested service, and determine a utilization-recommended service based on the evaluation information in the service attribute information retrieved from the service attribute information storage unit.