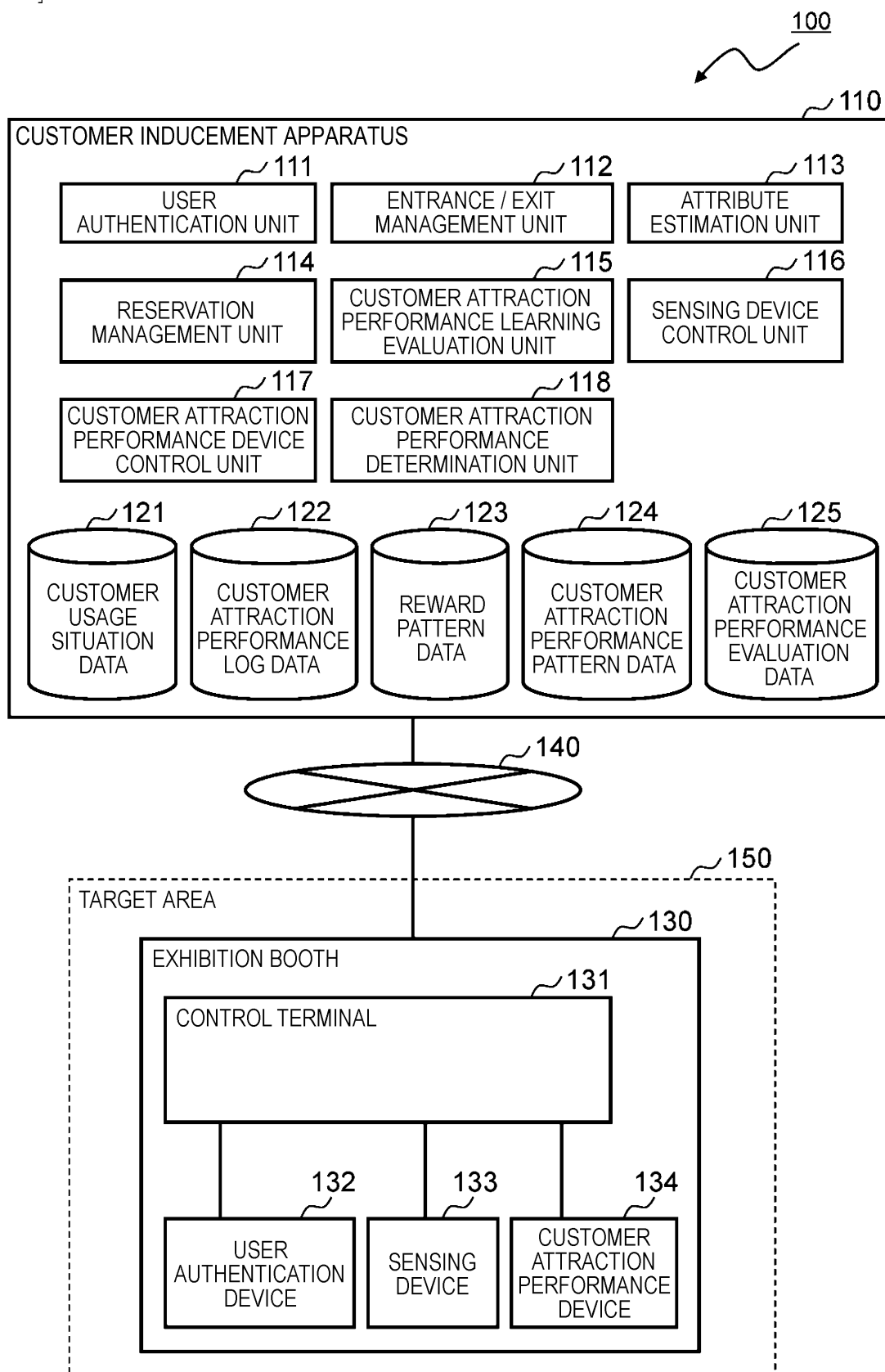


[FIG. 1]



[FIG. 2]

1211	1212	1213	1214	1215	1216	1217	1218	1219
USER	CONTENT KEYWORD	TARGET USER	RESERVATION ID	RESERVATION DATE AND TIME (START)	RESERVATION DATE AND TIME (END)	BOOTH ID	USAGE RECORD (START)	USAGE RECORD (END)
AAA	ACCESSARY ...	30's TO 40's, FEMALE	11111	2018/10/1 10:00	2018/10/4 12:00	B111	2018/10/1 10:00	2018/10/4 12:00
BBB	ROBOT CLEANER ...	30's, MALE	22222	2017/11/15 10:00	2017/11/15 17:00	B400	2017/11/15 10:00	2017/11/15 17:00
CCC	SMARTPHONE GAME ...	20's, MALE	33333	2016/8/1 9:00	2016/8/14 20:00	B312	2016/8/1 9:00	2016/8/14 20:00
...	...	...		...	...	...	...	...

[FIG. 3]

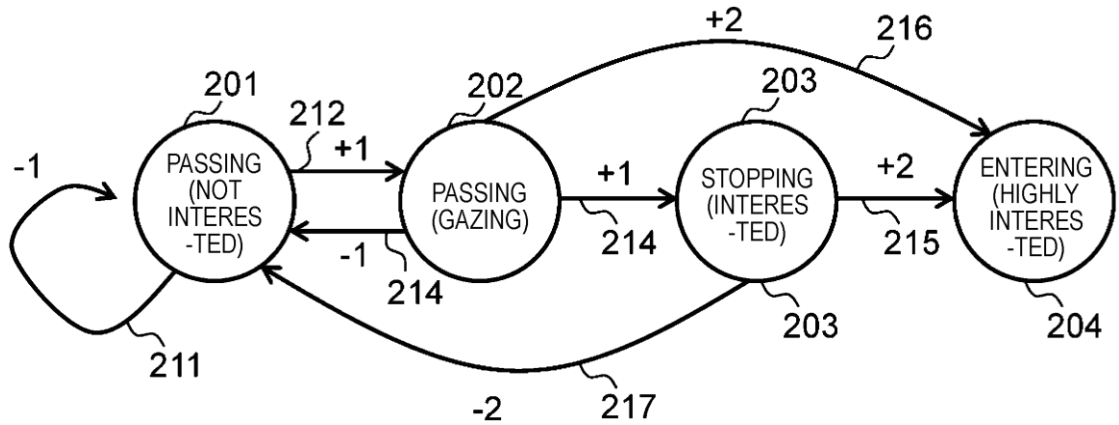
1221	1222	1223	1224	1225	1226	1227	1228	1229
RESERVATION ID	BOOTH ID	START DATE AND TIME	END DATE AND TIME	NUMBER OF PASSERS-BY	NUMBER OF TARGETS	TARGET RATIO	CUSTOMER ATTRACTION PERFORMANCE PATTERN ID	CUMULATIVE REWARD
11111	B111	2018/10/1 10:00	2018/10/1 11:00	42	30	71%	A01	21
11111	B111	2018/10/1 11:00	2018/10/1 12:00	32	21	66%	A04	10
22222	B400	2017/11/15 10:00	2017/11/15 11:00	67	10	15%	A05	-4
22222	B400	2017/11/15 11:00	2017/11/15 12:00	100	31	31%	A02	12
	...	...	...	...		...	...	...

[FIG. 4]

123

1231 PRE-PERFORMANCE STATE	1232 POST-PERFORMANCE STATE	1233 REWARD
PASSING (NOT INTERESTED)	PASSING (NOT INTERESTED)	-1
PASSING (NOT INTERESTED)	PASSING (GAZING)	+1
PASSING (GAZING)	PASSING (NOT INTERESTED)	-1
PASSING (GAZING)	STOPPING (INTERESTED)	+1
STOPPING (INTERESTED)	ENTERING (HIGHLY INTERESTED)	+2
PASSING (GAZING)	ENTERING (HIGHLY INTERESTED)	+2
STOPPING (INTERESTED)	PASSING (NOT INTERESTED)	-2
OTHERS OF ABOVE MENTIONED		0
...	...	...

[FIG. 5]



[FIG. 6]

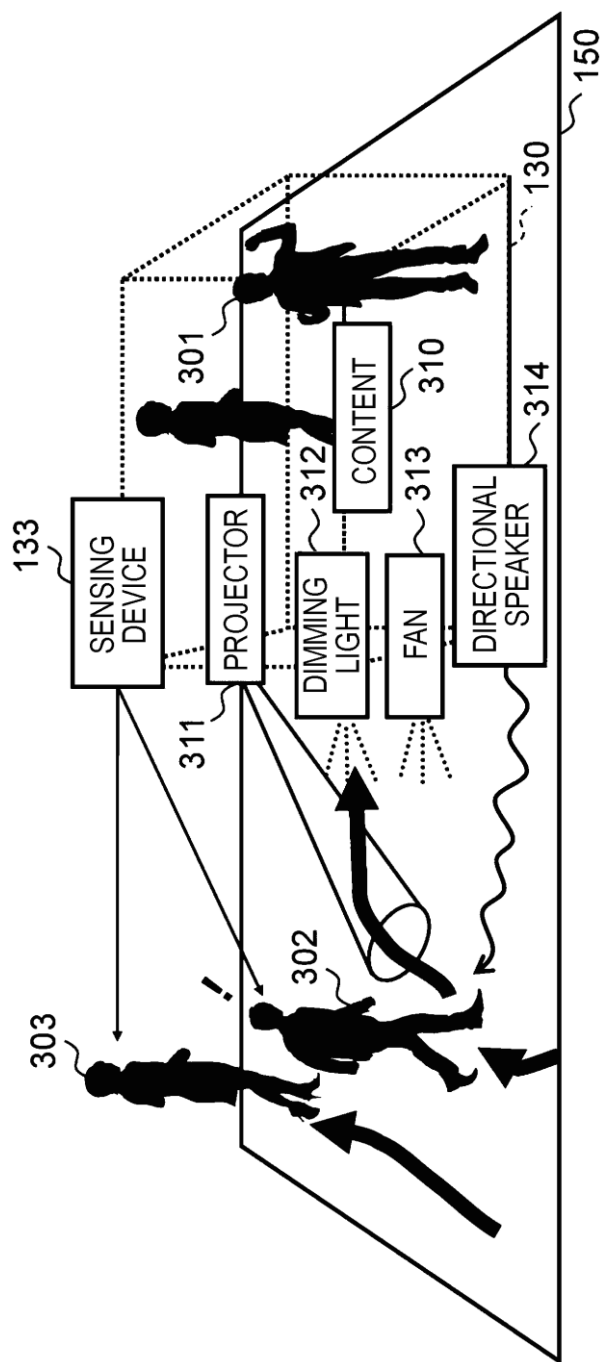
124

1241	1242	1243	1244	1245
CUSTOMER ATTRACTION PERFORMANCE PATTERN ID	LIGHT	PROJECTION	SPEAKER	FAN
A01	BLUE	OFF	ON	OFF
A02	ORANGE	ON	ON	OFF
A03	RED	OFF	OFF	OFF
...	...	...	...	...

[FIG. 7]

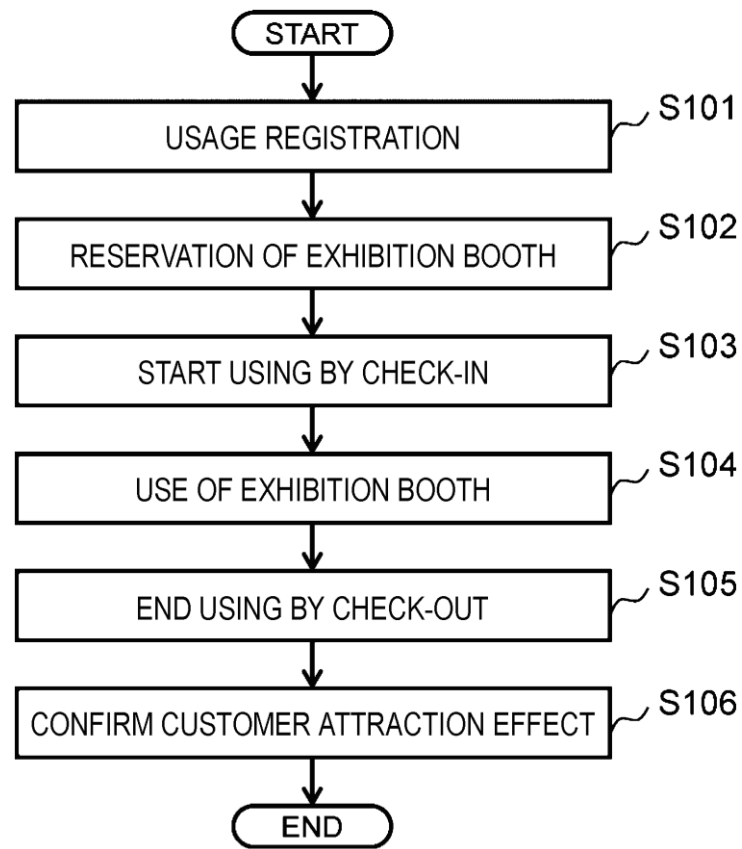
125

1251	1252	1253	1254	1255	1256
CONTENT	TARGET USER	NUMBER OF TARGETS	TARGET RATIO	CUSTOMER ATTRACTION PERFORMANCE PATTERN ID	EVALUATION FUNCTION VALUE Q
ACCESSORY	30's to 40's, FEMALE	30	70%	A01	XX
ACCESSORY	30's to 40's, FEMALE	30	70%	A02	XX
ACCESSORY	30's to 40's, FEMALE	30	70%	A03	XX
...		...	...		...



[FIG. 8]

[FIG. 9]



[FIG. 10]

410

411

CONTENT

#ACCESSORY

412

TARGET USER

10's ☐ 20's ☒ 30's ☐
40's ☐ 50's ☐ 60's ☐
MALE ☐ FEMALE ☒

413

LOCATION

☐ ☐ STATION

414

START DATE AND TIME

415

END DATE AND TIME

416

USAGE HISTORY

417

SEARCH

400

401 ~ USER : AAA

420

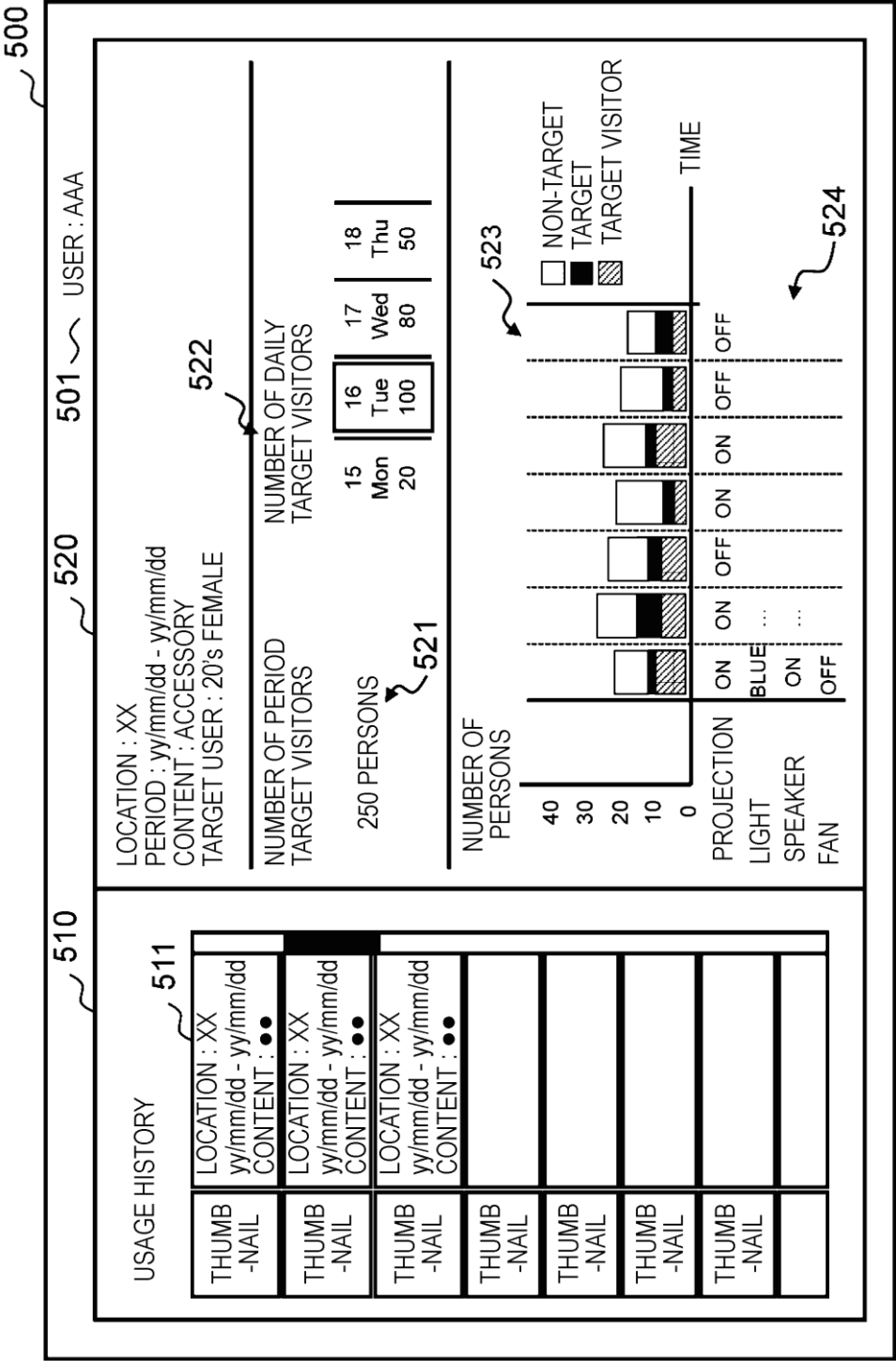
421

B111

422

B112

[FIG. 11]



[FIG. 12]

