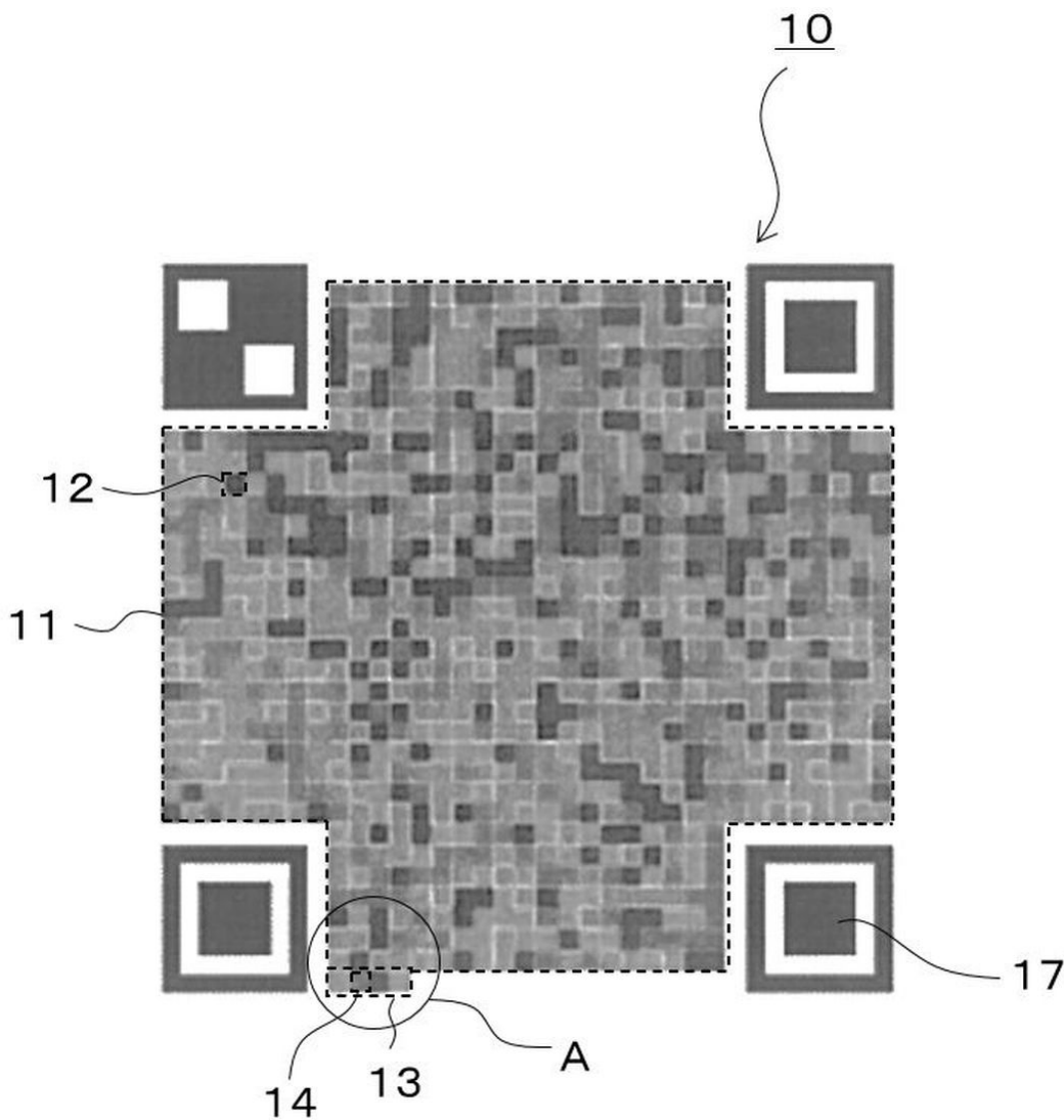
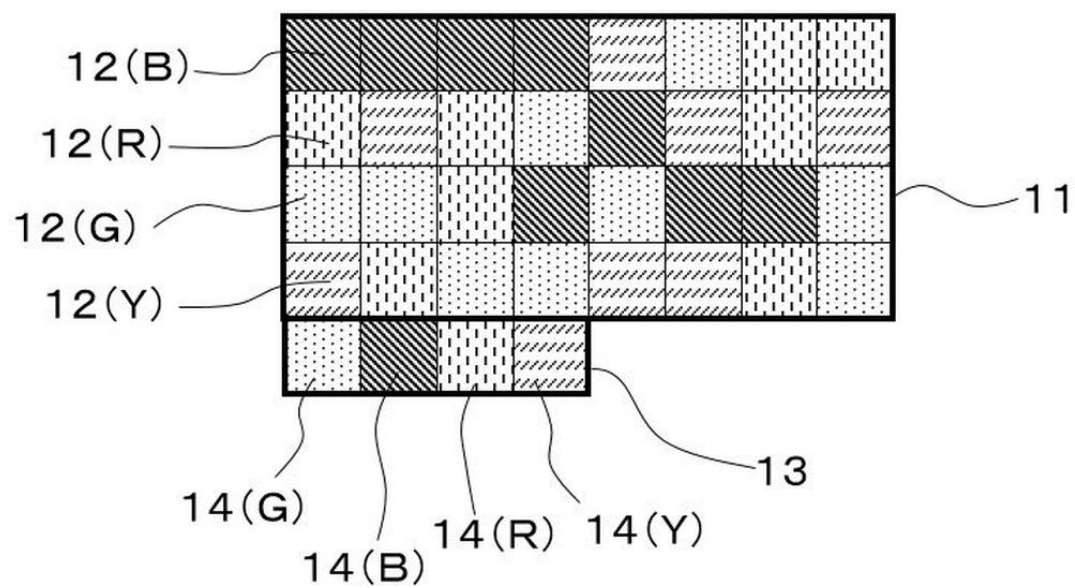


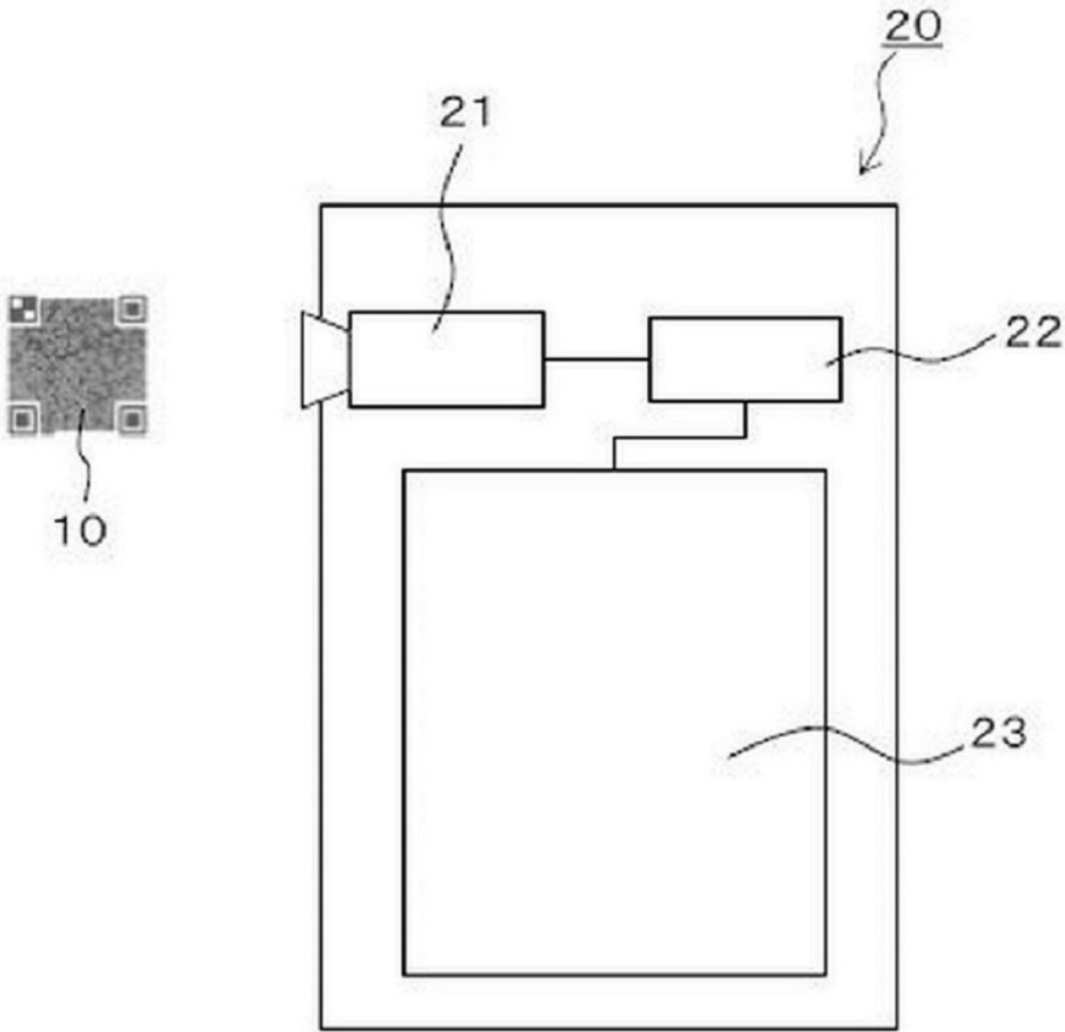
[Fig.1]



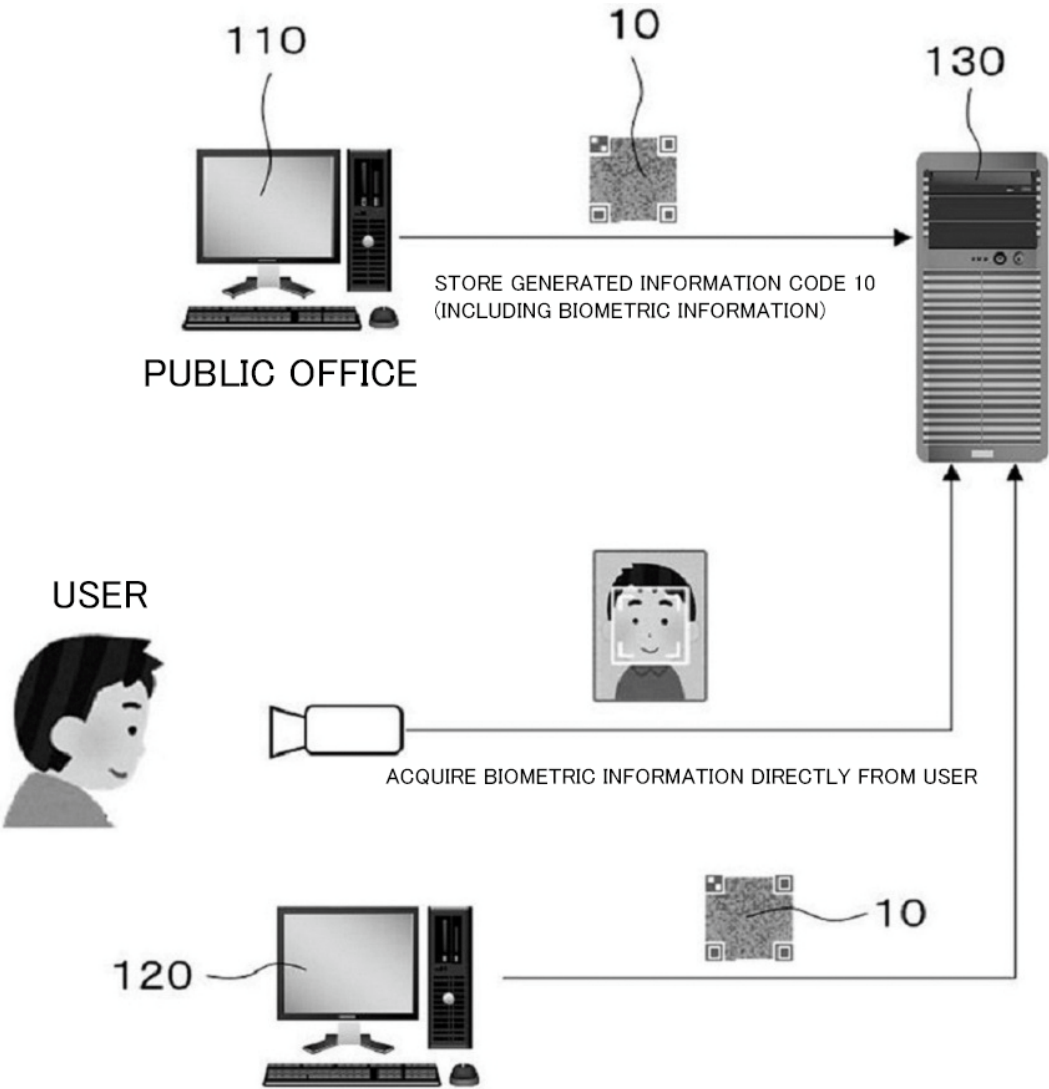
[Fig.2]



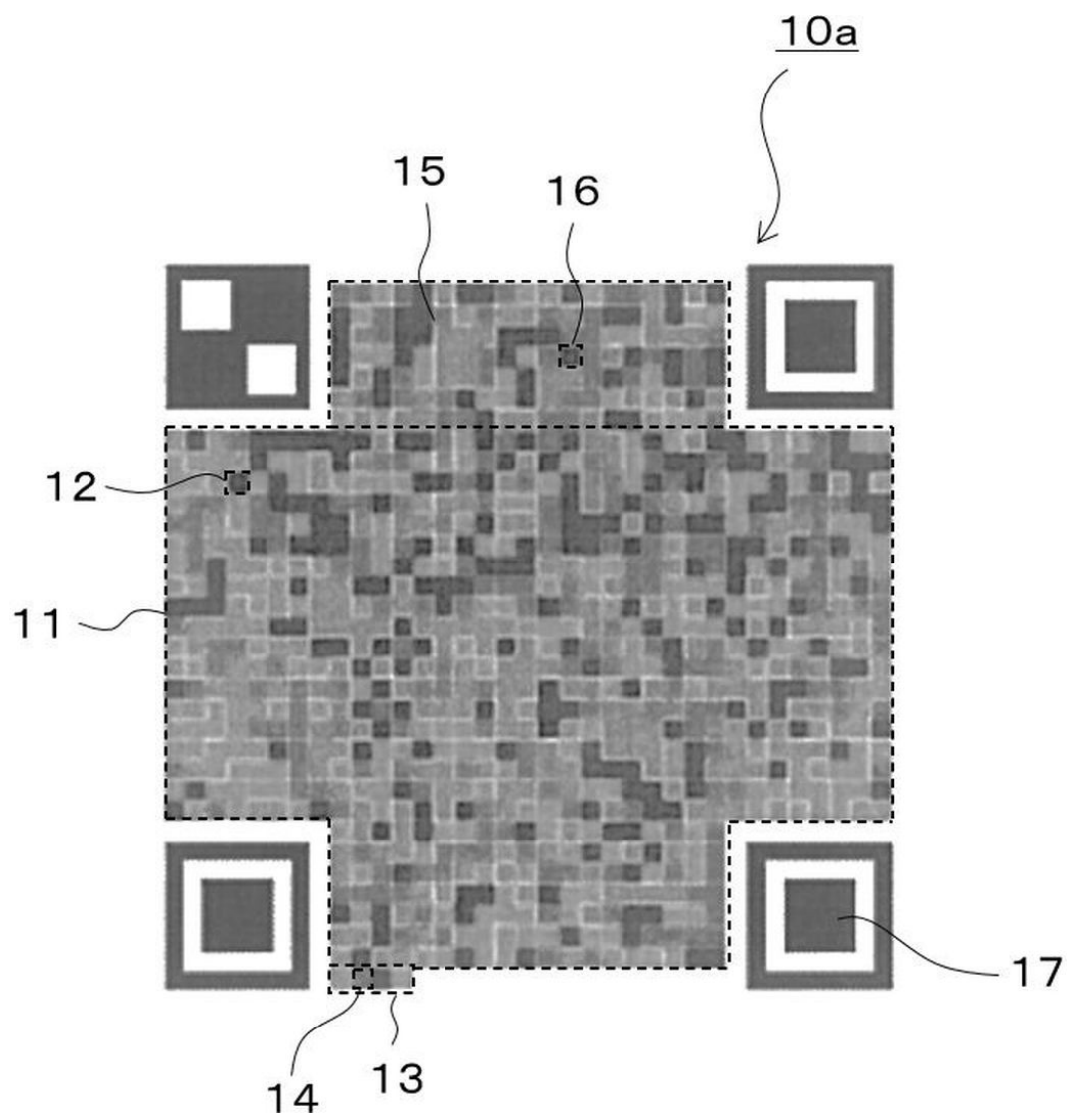
[Fig.3]



[Fig.4]



[Fig.5]



[Fig.6]

110



USER A

GENERATE INFORMATION CODE 10a
(INCLUDING ADVERTISEMENT INFORMATION)

10a



READ INFORMATION CODE 10a

120



USER B

DISPLAY ADVERTISEMENT AND
RECORDED-~~INFORMATION~~-
BASED-~~INFORMATION~~ ON BASIS
OF INFORMATION CODE 10a

[Fig.7]

