

CLAIMS

Claim 1. An information providing system, which provides delivery information to a plurality of information terminals using identification information of
5 an a plurality of objects, each equipped with a wireless communication function, comprising:

a registering unit configured to register in advance first link information which links the
10 identification information of the plurality of objects, each equipped with the wireless communication function, to the delivery information;

a generating unit configured to link identification information of the information terminal that enters a first region, which can communicate with a predetermined object equipped with a wireless communication function, to identification information of the predetermined object equipped with the wireless
15 communication function and generate second
20 link information which links the identification information of the object equipped with the wireless communication function to delivery information different from the delivery information linked by the first link information, based on, at least, the identification
25 information of the object equipped with the wireless communication function and
identification information of a plurality of information terminals, to which identification information of at more than one objects, each equipped with a wireless

~~communication function, is linked~~acquired by
~~communication with the plurality of information~~
~~terminals, which can communicate with the object equipped~~
~~with the wireless communication function; and~~

5 an information providing unit configured to
 deliver the delivery information ~~linked by~~ based on
 the second link information generated by the
 generating unit; and

10 a log accumulating unit configured to accumulate
 the identification information of the predetermined
 object equipped with the wireless communication
 function sent from the plurality of information
 terminals that enter the first region, and the
15 identification information of the plurality of
 information terminals,

wherein the registering unit updates the second
 link information based on the information accumulated
 by the log accumulating unit.

20 Claim 2. The information providing system,
 as claimed in claim 1, wherein one or more
 information terminals enter in a ~~the~~ first region, and
 one or more information terminals enter in a second
 region.

25 Claim 3. The information providing system, as
 claimed in claim 1 or 2, wherein the plurality of
 information terminals contact or get close to the object
 equipped with the wireless communication

function, so that the delivery information is delivered, and acquire the identification information of the object equipped with the wireless communication function.

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Claim 4. The information providing system, as claimed in any one of claims 1 to 3, wherein the generating unit generates the second link information based on at least the identification information of the plurality of objects equipped with wireless communication function and the identification information of the plurality of information terminals, transmitted from the plurality of information terminals, which enter the second region where communication with the plurality of objects equipped with wireless communication function is possible.

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Claim 5. The information providing system, as claimed in any one of claims 1 to 4, wherein the generating unit generates the second link information based on the identification information of the object equipped with the wireless communication function, the identification information of the plurality of information terminals, and attribute information of the plurality of information terminals.

~~Claim 6. The information providing system, as claimed in any one of claims 1 to 5, further~~

~~comprising a log accumulating unit configured to
accumulate at least the identification information of
the object equipped with the wireless communication
function and the identification information of the
plurality of information terminals, acquired by the
communication with the information terminals,
wherein the registering unit updates the second link
information based on the information accumulated by the
log accumulating unit.~~

Claim 76. The information providing system,
as claimed in any one of claims 1 to 65, wherein the
registering unit updates the second link information
or changes the second link information to the first
link information, according to a status of a delivery
of
the delivery information linked by the second link
information.

Claim 87. The information providing system, as
claimed in any one of claims 1 to 76, wherein the
information providing unit provides the second link
information to a delivery information server, which
supplies a piece of the delivery information or a
plurality of pieces of the delivery information.

Claim 98. An information terminal, which
communicates with a plurality of ~~a~~ objects, each equipped
with a wireless communication function, wherein

identification information of the information terminal is
linked to identification information of a predetermined
object when the information terminal enters a first
region, wherein second link information is generated,

5 using a table in which first link information is
registered in advance, the

first link information linking identification
information of the plurality of objects, each equipped
with the wireless communication function, to delivery

10 information, based on, ~~at least, the identification~~
~~information of the object equipped with the wireless~~
~~communication function and~~ identification information
of a plurality of information terminals, to which
identification information of more than one objects, each

15 equipped with a wireless communication function, is
~~linked~~~~acquired by communication with the plurality of~~
~~information terminals, which can communicate with the~~
~~object equipped with the wireless communication~~
~~function,~~ the second link information linking the

20 ~~identification information of the object equipped with the~~
~~wireless communication function to delivery information~~
different from the delivery information linked by the
first link information, the
information terminal comprising:

25 a display controlling unit configured to
cause the delivery information linked by the generated
second link information to be delivered,

wherein the table accumulates the identification
information of the predetermined object equipped with

the wireless communication function sent by the
information terminal when the information terminal
enters the first region, and the identification
information of the plurality of information terminals,
5 wherein the second link information is updated
based on the information accumulated in the table.

Claim ~~109~~. An information providing
server, which provides delivery information to a
10 plurality of information terminals using
identification information of a plurality of an
objects, each equipped with a wireless
communication function, comprising:

15 a registering unit configured to register
in advance first link information which links the
identification information of the plurality of
objects, each equipped with the wireless
communication function, to the delivery information;

20 a generating unit configured to link
identification information of the information terminal
that enters a first region, which can communicate with a
predetermined object equipped with a wireless
communication function, to identification information of
the predetermined object equipped with the wireless
25 communication function and generate second link
information which links the identification information of
the object equipped with the wireless communication
function to delivery information different from the
delivery information linked by the first link information,

based at least on the identification information of the
object equipped with the wireless communication function
and identification information of a plurality of
information terminals, to which identification information
5 of more than one objects, each equipped with a wireless
communication function, is linked~~acquired by communication~~
~~with the information terminals, which can communicate with~~
~~the object equipped with the wireless communication~~
function; and

10 an information providing unit configured to
deliver the delivery information ~~linked by~~based on the
second link information generated by the generating unit;
and

15 a log accumulating unit configured to accumulate
the identification information of the predetermined
object equipped with the wireless communication
function sent from the plurality of information
terminals that enter the first region, and the
identification information of the plurality of
20 information terminals,

wherein the registering unit updates the second
link information based on the information accumulated
by the log accumulating unit.

25 Claim 10. The information providing system
according to claim 1,

wherein the registering unit is configured to
acquire a reception time at which the information terminal
receives the identification information of the plurality

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of objects, each equipped with the wireless communication function, and link delivery information linked to identification information of an object equipped with a wireless communication function with newer acquisition time, to an object equipped with a wireless communication function with older acquisition time.