CLAIMS

[1] An information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; a server that manages the URL for the information of the object to be provided; and a user terminal that displays the information of the object to be provided on the basis of the URL, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to the tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection by a user for the displayed contents; and a transmission unit that transmits a display ID to said server in response to the recognition of the selection,

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of the object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server, and

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal, and a transmission unit that responds to the reception of a display ID from said display and to the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal.

[2] The information provision system according to Claim 1, characterized in that said display stores as a display ID a tag ID that is stored by the memory unit in

said tag, and as a result, the display ID and the tag ID uniquely correspond to each other.

[3] The information provision system according to Claim 1, characterized in that said server stores information for allowing a display ID and a tag ID to uniquely correspond to each other, and the display ID and the tag ID uniquely correspond to each other on the basis of the information.

[4] The information provision system according to any of Claims 1 through 3, characterized in that

in said display, said display unit displays a number of pieces of contents, said selection recognition unit recognizes a selection of any piece of displayed contents by a user, and said transmission unit transmits the ID of the selected piece of displayed contents in association with the display ID to said server, and

in said server, said memory unit stores the ID of each piece of contents displayed on said display which corresponds to the display ID and the URL for the information of the object to be provided concerning the displayed contents in such a manner that the ID of each piece of contents and the URL correspond to the display ID, said reception unit receives the ID of the displayed contents from said display in addition to the display ID, and said transmission unit transmits the URL that corresponds to the received ID of the displayed contents to said user terminal.

[5] The information provision system according to any of Claims 1 through 4, characterized in that

a display that is the same as said display and a tag that is the same as said tag are installed in a number of different locations, and the respective displays are connected to said server through a network.

[6] The information provision system according to any of Claims 1 through 5, characterized in that

said server stores contents indicating information of an object to be provided, and

said display acquires the contents indicating information of an object to be provided from said server and displays the contents.

[7] A server used in an information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; and a user terminal that displays information of an object to be provided on the basis of the URL, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits the display ID to said server in response to the recognition of the selection,

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires the information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads the tag ID from said tag; and a transmission unit that transmits the read tag ID to said server, and

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal.

[8] A user terminal used in an information provision system, comprising: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; and a server that manages the URL of the information of an object to be provided, characterized in that

said tag has a memory unit that stores a tag ID in such a manner as to be readable by said user terminal,

said display has: a memory unit that stores a display ID uniquely corresponded to a tag ID stored in said tag; a display unit that displays contents indicating information of an object to be provided; a selection recognition unit that recognizes a selection of the displayed contents by a user; and a transmission unit that transmits a display ID to said server in response to the recognition of the selection,

said server has: a memory unit that stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other; a reception unit that receives a display ID from said display; a reception unit that receives a tag ID from said user terminal; and a transmission unit that responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal, and

said user terminal has: a reception unit that receives the URL from said server; an acquisition unit that acquires information of an object to be provided on the basis of the received URL; a display unit that displays the acquired information of an object to be provided; a reading unit that reads a tag ID from said tag; and a transmission unit that transmits the read tag ID to said server.

[9] An information provision method implemented by using: a display that displays contents indicating information of an object to be provided; a tag installed so as to correspond to a single display; a server that manages the URL of the information of an object to be provided; and a user terminal that displays the information of an object to be provided on the basis of the URL, characterized

in that

said tag stores a tag ID in such a manner as to be readable by said user terminal,

said display stores a display ID uniquely corresponded to a tag ID stored in said tag,

said server stores display IDs and URLs in such a manner that the display IDs and the URLs correspond to each other,

said display transmits a display ID to said server in response to the selection of the displayed contents indicating information of an object to be provided by a user,

said user terminal transmits the tag ID read from said tag to said server,

said server responds to the reception of a display ID from said display and the reception of a tag ID uniquely corresponded to the display ID from said user terminal, and transmits the URL corresponded to the display ID to said user terminal, and

said user terminal acquires the information of an object to be provided on the basis of the URL received from said server and displays the information.