

ABSTRACT

GUIDE SYSTEM

5 A guide system (1) includes: a collection device (10)
configured to collect data for analysis including image
data and positional data; a plurality of content output
devices (40); a data analysis unit (23B) configured to
10 analyze an attribute of a person included in an image
indicated by the image data and a people flow of the person
of which the attribute is specified; a behavior prediction
unit (23C) configured to predict behavior of the person of
which the attribute is specified, based on the people flow
of the person; a content selection processing unit (33A)
15 configured to select content to be output by the content
output devices (40), based on the attribute of the person;
and an output-destination determination processing unit
(33B) configured to determine a content output device (40)
that outputs the content, based on the predicted behavior
20 of the person, in which the content output device (40)
determined by the output-destination determination
processing unit (33B) outputs the selected content to the
person of which the attribute is specified, with timing
corresponding to the predicted behavior of the person.

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FIG.1