

WHAT IS CLAIMED IS:

1. A non-transitory computer readable medium storing a program for causing an information processing apparatus to function as:
 - an imaging unit that captures an image;
 - a search request unit that requests a search by using identification information for identifying a person described in the image or a medium having the image printed thereon, the identification information being captured by the imaging unit;
 - a reception unit that receives image feature values corresponding to the identification information, as a result of the search;
 - an image feature extraction unit that extracts image feature values from the image captured by the imaging unit, the extracted image feature values being a part of the image captured by the imaging unit describing a visual aspect of the image captured by the imaging unit;
 - a correspondence determining unit that determines whether the received image feature values match the extracted image feature values; and
 - an acquisition unit that acquires information for accessing a content or content information when the correspondence determining unit determines that the received image feature values match the extracted image feature values.
2. A non-transitory computer readable medium storing a program for causing an information processing apparatus to function as:
 - a storage unit that stores image feature values corresponding to identification information for identifying a person or a medium;
 - a reception unit that receives a search request using the identification information, the identification information being derived from textual information that is visibly part of an image, the image describing a person and being printed on a medium;
 - a search unit that searches the image feature values stored in the storage unit by using the received identification information; and
 - a transmission unit that transmits image feature values corresponding to the identification information, as a result of the search, the transmitted image feature values having been a part of an image captured by an imaging unit and describing a visual aspect of the image captured by the imaging unit.
3. A non-transitory computer readable medium storing a program for causing an information processing apparatus to function as:
 - an imaging unit that captures an image;
 - a transmission unit that transmits the image;
 - a search request unit that requests a search by using identification information for identifying a person described in the image or a medium having the image printed thereon, the identification information being derived from textual information that is visibly part of the image captured by the imaging unit;
 - an image feature extraction unit that extracts image feature values from the image captured by the imaging unit, the extracted image feature values being a part of the image captured by the imaging unit describing a visual aspect of the image captured by the imaging unit;
 - a correspondence determining unit that determines whether image feature values corresponding to the identification information match the extracted image feature values; and
 - an acquisition unit that acquires information for accessing a content or content information when the correspondence determining unit determines that the image feature values corresponding to the identification information match the extracted image feature values, as a result of the search.

4. A non-transitory computer readable medium storing a program for causing an information processing apparatus to function as:

a storage unit that stores image feature values corresponding to identification information for identifying a person described in an image or a medium having an image printed thereon;

an image receiving unit that receives the image;

a search unit that searches the image feature values stored in the storage unit by using identification information for identifying a person described in the received image received by the image receiving unit or a medium having the received image printed thereon,

the identification information being derived from textual information that is visibly part of the image received by the image receiving unit; and

a transmission unit that transmits information for accessing a content or content information, which is a result of the search, when image feature values corresponding to the identification information of the received image and image feature values extracted from the received image correspond to each other, the extracted image feature values being a part of the received image and describing a visual aspect of the received image.

5. The non-transitory computer readable medium according to claim 2, wherein an accessible deadline is set for the information for accessing the content or the content information, and wherein the information processing apparatus further functions as a fee charging unit that charges a fee, in response to a request for extension of the deadline.

6. The non-transitory computer readable medium according to claim 4, wherein an accessible deadline is set for the information for accessing the content or the content information, and wherein the information processing apparatus further functions as a fee charging unit that charges for charging a fee, in response to a request for extension of the deadline.

7. The non-transitory computer readable medium according to claim 1, wherein conversion information converted in a predetermined manner is used as the identification information.

8. The non-transitory computer readable medium according to claim 3, wherein conversion information converted in a predetermined manner is used as the identification information.

9. The non-transitory computer readable medium according to claim 2, wherein conversion information converted in a predetermined manner is used as the identification information.

10. The non-transitory computer readable medium according to claim 4, wherein conversion information converted in a predetermined manner is used as the identification information.

11. The non-transitory computer readable medium according to claim 1, wherein the identification information is extracted based on a text character in the textual information.

12. The non-transitory computer readable medium according to claim 2, wherein the identification information is extracted based on a text character in the textual information.

13. The non-transitory computer readable medium according to claim 3, wherein the identification information is extracted based on a text character in the textual information.

14. The non-transitory computer readable medium according to claim 4, wherein the identification information is extracted based on a text character in the textual information.