CLAIMS

1. A user interest estimation system that estimates user’s interest based on photographic data of a commodity or service photographed by an information terminal device of a user, comprising:

an estimation device configured to estimate the user’s interest;

a context information database connected to the estimation device in a communicable state and configured to store geographical or spatial context information associated with a time and/or location;

an object information database connected to the estimation device in a communicable state and configured to store object information related to a commodity or service associated with a time and/or location;

an interest information database connected to the estimation device in a communicable state and configured to store interest information of the user, and

an information delivery device connected to the interest information database in a communicable state,

wherein the estimation device includes

a photographic data reception unit configured to receive photographic data related to a commodity or service transmitted from the information terminal device of the user via a network,

a context information acquisition unit configured to acquire geographical or spatial context information pertaining to a time and/or location included in the photographic data received by the photographic data reception unit by referring to the context information database,

an object information acquisition unit configured to acquire object information related to a commodity or service pertaining to a time and/or location included in the photographic

data received by the photographic data reception unit by referring to the object information database, and

an interest information generation unit configured to generate the interest information of the user by correlating the context information acquired by the context information acquisition unit with the object information acquired by the object information acquisition unit,

wherein the information delivery device includes

an information reception unit configured to receive specific information such as advertisements from a predetermined server device,

a second context information acquisition unit configured to acquire geographical or spatial context information from the specific information received by the information reception unit,

a second object information acquisition unit configured to acquire object information related to a commodity or service from the specific information received by the information reception unit,

a user selection unit configured to select a user having interest information which entirely or partially coincides with the context information acquired by the second context information acquisition unit and the object information acquired by the second object information acquisition unit by referring to the interest information database, and

an information delivery unit configured to deliver specific information received by the information reception unit to the information terminal device of the user selected by the user selection unit.

2. The user interest estimation system as recited in claim 1,

wherein the context information database comprises a plurality of databases including at least one of a map database, a meteorological database, and a traffic database.

3. The user interest estimation system as recited in claim 1,

wherein the object information database comprises a plurality of databases including at least one of an event database, a news database, a store database, and a facility database.

4. The user interest estimation system as recited in claim 1,

wherein the interest information generation unit makes photographic data received by the photographic data reception unit include interest information in association with the context information and the object information.

5. The user interest estimation system as recited in claim 1, further comprising a person image judgment unit configured to judge whether or not the photographic data photographed by the information terminal device of the user mainly include person related images,

wherein the context information acquisition unit and the object information acquisition unit do not acquire the context information and the object information when it is determined by the person image judgment unit that the photographic data mainly include the person related images.

6. The user interest estimation system as recited in claim 1,

wherein the information delivery unit delivers specific information in a state in which interest information of the user referred to when the user selection unit selects the user is associated.

7. The user interest estimation system as recited in claim 6, further comprising a third context information acquisition unit connected to the information terminal device of the user in a communicable state via a network,

wherein the third context information acquisition unit acquires geographical or spatial context information pertaining to a current time and location in the information terminal device of the user by referring to the context information database, and

wherein the information terminal device of the user preferentially displays specific information in which the interest information of the user is entirely or partially associated with the context information acquired by the third context information acquisition unit when there are plural pieces of specific information transmitted from the information delivery device.

8. The user interest estimation system as recited in claim 6,

wherein, when there are plural pieces of specific information transmitted from the information delivery device, the information terminal device of the user preferentially displays specific information associated with more interest information of the user.