

## ABSTRACT OF THE DISCLOSURE

A system for presenting information to passengers in a conveyance, has a computer which stores operation diagram information; a storage medium which stores a plurality of advertisement data items to be presented to the passengers; and an information presenting device. The computer obtains an operation time in each operation section on the basis of the operation diagram information and identification data for identifying the conveyance, and selects and arranges some of the advertisement data items to generate presentation data for continuously presenting information to the passengers throughout a time period corresponding to the operation time. The information presenting device reproduces the presentation data corresponding to each operation section to present the information to the passengers in each operation section of the conveyance.

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