

CLAIMS

1. A guide system comprising:
 - a collection device configured to collect data for analysis including image data indicating an image including a person and positional data indicating a position at which the image is captured;
 - a plurality of content output devices each capable of outputting a plurality of pieces of content;
 - a data analysis unit configured to analyze an attribute of the person included in the image indicated by the image data and a people flow of the person of which the attribute is specified, based on the data for analysis collected by the collection device;
 - a behavior prediction unit configured to predict behavior of the person of which the attribute is specified, based on the people flow of the person analyzed by the data analysis unit;
 - a content selection unit configured to select content to be output by the content output devices, from the plurality of pieces of content, based on the attribute of the person analyzed by the data analysis unit; and
 - an output-destination determination unit configured to determine a content output device that outputs the content selected by the content selection unit, from the plurality of content output devices, based on the behavior of the person predicted by the behavior prediction unit, wherein
 - the content output device determined by the output-destination determination unit outputs the content selected by the content selection unit to the person of which the attribute is specified by the data analysis unit, with timing corresponding to the behavior of the person predicted by the behavior prediction unit,
 - the content output device detects a line of sight of the person to be provided with content, adjusts an amount of information of the content to be displayed on the basis of the detected line of sight, increases relatively the amount of information of the content to be output in a case where the line of sight of the person to be provided with content is directed toward the content output device, decreases relatively the amount of information of the content to be output in a case where the line of sight of the person to be provided with content is not directed toward the content output device, and transmits the feedback data corresponding to the output result of the

content to a device that manages the content output device, and
the feedback data corresponding to the output result of the content of the content output device includes information regarding the detail of the content selected in accordance with the attribute of the person to be provided with content and information regarding whether the content has already been output.

2. The guide system according to claim 1, wherein
a plurality of the collection devices each is provided at a fixed object fixed on a street or to a building or a mobile object capable of moving.
3. The guide system according to claim 1 or 2, wherein
the plurality of content output devices each is provided at a fixed object fixed on a street or to a building or a mobile object capable of moving.
4. The guide system according to any one of claims 1 to 3, wherein
the attribute of the person to be analyzed by the data analysis unit includes gender, age, build, social status, taste, or behavioral trend.
5. The guide system according to any one of claims 1 to 4, wherein
the guide system enables consecutive content output corresponding to the behavior of the person of which the attribute is specified by cooperation between a plurality of collection devices and a plurality of the content output devices, and
the content output device further communicates with a mobile terminal possessed by the person to be provided with content and transmits various pieces of data related to the content to be output.