

[ABSTRACT]

An information communication method that enables communication between various devices includes: transmitting position information indicating a position of a terminal device (SK61); obtaining one or more sets of identification information of respective one or more devices and one or more sets of service information respectively associated with the one or more sets of identification information, and holding the one or more sets of identification information and the one or more sets of service information (SK62); setting an exposure time of an image sensor (SK63); obtaining a bright line image including a plurality of bright lines (SK64); obtaining identification information of a subject, by demodulating data specified by a pattern of the plurality of bright lines included in the obtained bright line image (SK65); and selecting service information associated with the identification information of the subject from the one or more sets of service information held in the obtaining and holding (SK62), and presenting the service information to a user (SK66).