

wherein said object image information is generated based on said customer information.

**10.** A sales transaction support apparatus according to claim 9, wherein said commodity-presenting process means presents said commodity selected based on said customer information registered by said customer information processing means.

**11.** A sales transaction support apparatus according to claim 7, wherein said presentation of said commodity by said commodity-presenting process means, said provision of said try-on simulation image by said try-on simulation process means, and said transaction process by said transaction process means are performed via a telecommunication network.

**12.** A computer-readable recording medium storing a program for causing a computer to perform functions of:

presenting a commodity;

providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented and object image information of an image of said object; and

executing a transaction process for said commodity.

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