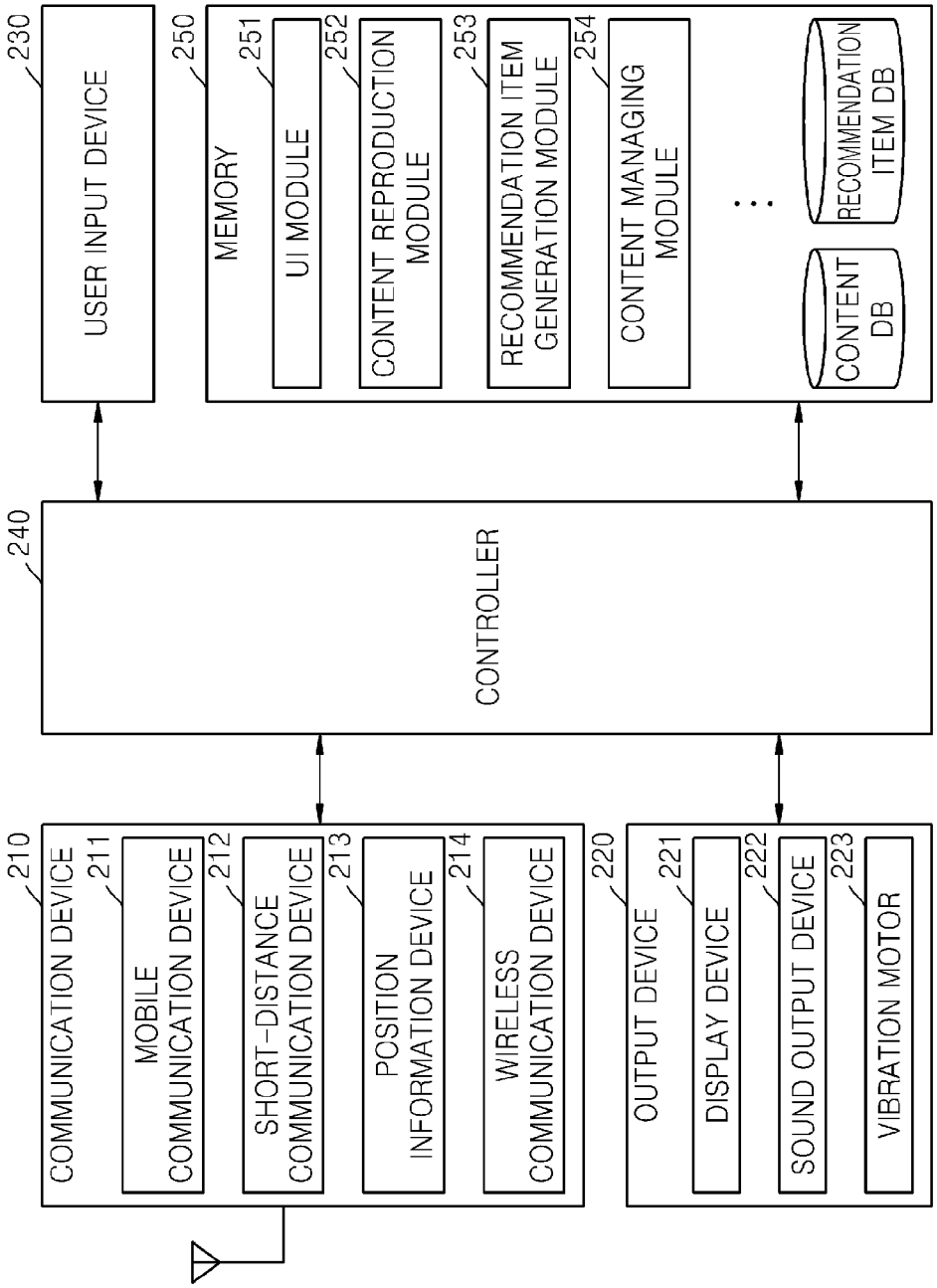
FIG. 18


200
230
USER INPUT DEVICE
250
MEMORY
251
UI MODULE
252
CONTENT REPRODUCTION MODULE
253
RECOMMENDATION ITEM GENERATION MODULE
254
CONTENT MANAGING MODULE
CONTENT DB
RECOMMENDATION ITEM DB
240
CONTROLLER
210
COMMUNICATION DEVICE
211
MOBILE COMMUNICATION DEVICE
212
SHORT-DISTANCE COMMUNICATION DEVICE
213
POSITION INFORMATION DEVICE
214
WIRELESS COMMUNICATION DEVICE
220
OUTPUT DEVICE
221
DISPLAY DEVICE
222
SOUND OUTPUT DEVICE
223
VIBRATION MOTOR