

CLAIMS

What is claimed is:

1. An augmented reality-based virtual object allocation method, applied to an augmented reality client, wherein the method comprises:

5 performing image scanning on a target user, and initiating face recognition for a first scanned image;

obtaining an electronic certificate sent by an augmented reality server when a facial feature is recognized from the first scanned image, comprising:

10 outputting gesture prompt information to the target user when the facial feature is recognized from the first scanned image, wherein the gesture prompt information is used to prompt the target user to make a predetermined gesture, and

15 initiating gesture recognition for a second scanned image, and obtaining, when the predetermined gesture is recognized from the second scanned image and as an obtained electronic certificate, the electronic certificate sent by the augmented reality server;

locally storing the obtained electronic certificate, wherein the electronic certificate is used to obtain a virtual object;

determining whether a number of types of locally stored electronic certificates reaches a predetermined threshold; and

20 sending a virtual object allocation request to the augmented reality server if the number of types of locally stored electronic certificates reaches the predetermined threshold, wherein the virtual object allocation request comprises electronic certificates whose number of types is the predetermined threshold, so that the augmented reality server allocates a virtual object from a predetermined virtual object set based on the virtual object allocation request.

2. The method according to claim 1, further comprising:

30 enhancing display of a predetermined dynamic picture at a position corresponding to the facial feature when the facial feature is recognized from the first scanned image and the electronic certificate sent by the augmented reality server is obtained.

3. The method according to claim 1, wherein locally storing the obtained electronic certificate comprises:

generating, as a generated digital representation, a corresponding digital representation of the obtained electronic certificate;

5 outputting the generated digital representation to a user on an image scanning interface, wherein the generated digital representation comprises a collection option corresponding to the electronic certificate; and

10 adding the generated digital representation to a local display position corresponding to the electronic certificate in response to a trigger operation performed by the user for the collection option, wherein different digital representations are generated for different types of electronic certificates that correspond to different display positions.

15 4. The method according to claim 1, wherein the virtual object is a virtual red packet.

5. An augmented reality-based virtual object allocation method, applied to an augmented reality server, wherein the method comprises:

20 determining, when an augmented reality client performs image scanning on a target user, whether a facial feature is recognized from a first image scanned, as a first scanned image, by the augmented reality client;

 sending an electronic certificate to the augmented reality client if the facial feature is recognized from the first scanned image, comprising:

25 further determining whether a predetermined expression is recognized from a second image scanned by the augmented reality client if the facial feature is recognized from the first scanned image, and

30 sending the electronic certificate to the augmented reality client if the predetermined expression is recognized from the second image scanned by the augmented reality client, wherein the electronic certificate is used to obtain a virtual object;

 receiving an object allocation request sent by the augmented reality client, wherein the object allocation request comprises several electronic certificates used to obtain a service object;

 determining whether a number of types of electronic certificates comprised in the

object allocation request reaches a predetermined threshold; and

allocating a virtual object to the augmented reality client from a predetermined virtual object set if the number of types of electronic certificates comprised in the object allocation request reaches the predetermined threshold.

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6. The method according to claim 5, further comprising:

10 sending a predetermined dynamic picture to the augmented reality client, so that the augmented reality client enhances display of the predetermined dynamic picture at a position corresponding to the facial feature when the facial feature is recognized from the first scanned image and the electronic certificate sent by the augmented reality server is obtained.

15 7. The method according to claim 5, wherein the number of types of electronic certificates sent by the augmented reality server to the augmented reality client is less than the predetermined threshold.

8. The method according to claim 5, wherein the virtual object is a virtual red packet.

20 9. An apparatus for augmented reality-based virtual object allocation, comprising:

a scanning module, configured to perform image scanning on a target user, and initiate face recognition for a first scanned image;

25 an acquisition module, configured to obtain, when a facial feature is recognized from the first scanned image, an electronic certificate sent by an augmented reality server, comprising:

outputting gesture prompt information to the target user when the facial feature is recognized from the first scanned image, wherein the gesture prompt information is used to prompt the target user to make a predetermined gesture, and

30 initiating gesture recognition for a second scanned image, and obtaining, when the predetermined gesture is recognized from the second scanned image and as an obtained electronic certificate, the electronic certificate sent by the augmented reality server;

locally store the obtained electronic certificate, wherein the electronic certificate

is used to obtain a virtual object;

a first determining module, configured to determine whether a number of types of locally stored electronic certificates reaches a predetermined threshold; and

5 a sending module, configured to send a virtual object allocation request to the augmented reality server if the number of types of locally stored electronic certificates reaches the predetermined threshold, wherein the virtual object allocation request comprises electronic certificates whose number of types is the predetermined threshold, so that the augmented reality server allocates a virtual object from a predetermined virtual object set based on the virtual object allocation request.

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10. The apparatus according to claim 9, further comprising:

a display module, configured to enhance display of a predetermined dynamic picture at a position corresponding to the facial feature when the facial feature is recognized from the first scanned image and the electronic certificate sent by the
15 augmented reality server is obtained.

11. The apparatus according to claim 9, wherein the virtual object is a virtual red packet.

20 12. An apparatus for augmented reality-based virtual object allocation, comprising:

a second determining module, configured to determine, when an augmented reality client performs image scanning on a target user, whether a facial feature is recognized from a first image scanned, as a first scanned image, by the augmented
25 reality client;

a sending module, configured to send an electronic certificate to the augmented reality client if the facial feature is recognized from the first scanned image, comprising:

further determining whether a predetermined gesture is recognized from a
30 second image scanned by the augmented reality client if the facial feature is recognized from the first scanned image; and

sending the electronic certificate to the augmented reality client if the predetermined gesture is recognized from the second image scanned by the augmented reality client, wherein the electronic certificate is used to obtain a virtual

object;

a receiving module, configured to receive an object allocation request sent by the augmented reality client, wherein the object allocation request comprises several electronic certificates used to obtain a service object;

5 a third determining module, configured to determine whether a number of types of electronic certificates comprised in the object allocation request reaches a predetermined threshold; and

an allocation module, configured to allocate a virtual object to the augmented reality client from a predetermined virtual object set if the number of types of
10 electronic certificates comprised in the object allocation request reaches the predetermined threshold.

13. The apparatus according to claim 12, wherein the sending module is further configured to:

15 send a predetermined dynamic picture to the augmented reality client, so that the augmented reality client enhances display of the predetermined dynamic picture at a position corresponding to the facial feature when the facial feature is recognized from the first scanned image and the electronic certificate sent by the apparatus is obtained.

20 14. The apparatus according to claim 12, wherein the number of types of electronic certificates sent by the apparatus to the augmented reality client is less than the predetermined threshold.

25 15. The apparatus according to claim 12, wherein the virtual object is a virtual red packet.

16. An electronic device, comprising:

a processor; and

a memory, configured to store a machine executable instruction, wherein

30 by reading and executing the machine executable instruction that is stored in the memory and that corresponds to control logic of augmented reality-based virtual object allocation, the processor is promoted to perform operations for:

performing image scanning on a target user, and initiating face recognition for a first scanned image;

obtaining, when a facial feature is recognized from the first scanned image, an electronic certificate sent by an augmented reality server, comprising:

outputting gesture prompt information to the target user when the facial feature is recognized from the first scanned image, wherein the gesture prompt information is used to prompt the target user to make a predetermined gesture, and

initiating gesture recognition for a second scanned image, and obtaining, when the predetermined gesture is recognized from the second scanned image and as an obtained electronic certificate, the electronic certificate sent by the augmented reality server;

locally storing the obtained electronic certificate, wherein the electronic certificate is used to obtain a virtual object;

determining whether a number of types of locally stored electronic certificates reaches a predetermined threshold; and

sending a virtual object allocation request to the augmented reality server if the number of types of locally stored electronic certificates reaches the predetermined threshold, wherein the virtual object allocation request comprises electronic certificates whose number of types is the predetermined threshold, so that the augmented reality server allocates a virtual object from a predetermined virtual object set based on the virtual object allocation request.

17. An electronic device, comprising:

a processor; and

a memory, configured to store a machine executable instruction, wherein

by reading and executing the machine executable instruction that is stored in the memory and that corresponds to control logic of augmented reality-based virtual object allocation, the processor is promoted to perform operations for:

determining, when an augmented reality client performs image scanning on a target user, whether a facial feature is recognized from a first image scanned, as a first scanned image, by the augmented reality client;

sending an electronic certificate to the augmented reality client if the facial feature is recognized from the first scanned image, comprising

further determining whether a predetermined expression is recognized from a second image scanned by the augmented reality client if the facial feature is recognized from the first scanned image, and

sending the electronic certificate to the augmented reality client if the predetermined expression is recognized from the second image scanned by the augmented reality client, wherein the electronic certificate is used to obtain a virtual object;

5 receiving an object allocation request sent by the augmented reality client, wherein the object allocation request comprises several electronic certificates fused to obtain a service object;

 determining whether a number of types of electronic certificates comprised in the object allocation request reaches a predetermined threshold; and

10 allocating a virtual object to the augmented reality client from a predetermined virtual object set if the number of types of electronic certificates comprised in the object allocation request reaches the predetermined threshold.

18. The method according to claim 1, wherein the electronic certificate is a
15 virtual blessing card.

19. The method according to claim 1, wherein the predetermined gesture is a waving gesture.