

METHOD AND APPARATUS FOR INFORMATION EXCHANGE

ABSTRACT

Implementations of the present application disclose a method and an apparatus
5 for information exchange. The method includes the following: scanning and
identifying, by a first end-user device, a digital object identifier (DOI) of a second
end-user device, where the DOI of the second end-user device includes identity
information of the second end-user device; and generating and displaying, by the first
end-user device, a service DOI based on the identity information of the second
10 end-user device that is identified from the DOI of the second end-user device, so that
the second end-user device scans and identifies the service DOI, and performs service
processing based on an identification result; where the service DOI includes the
identity information of the second end-user device and specified service information.
In the implementations of the present application, proximity bidirectional
15 communication in offline scenarios and online scenarios can be implemented without
using special communications modules such as Bluetooth wireless communications
module or NFC communications modules, which reduces costs.

FIG. 1