WHAT IS CLAIMED IS:

1. A method for data interaction, the method comprising:

extracting, in response to a broadcast packet sent by a target Bluetooth device, from the broadcast packet a target device identifier of the target Bluetooth device;

retrieving the target device identifier in a preset device list, the device list comprising device identifiers of connectable Bluetooth devices;

in response to determining that the target device identifier is included in the device list, determining whether a preset application protocol exists in the target Bluetooth device;

in response to determining that the preset application protocol exists in the target Bluetooth device, establishing a Bluetooth transmission connection based on the preset application protocol;

acquiring, based on the target device identifier, a H5 module and configuration parameters corresponding to the target Bluetooth device, the H5 module being preset with an interface specification of an IoT platform and a parsing algorithm preset by a manufacturer of the target Bluetooth device, and the configuration parameters characterizing parameters of the preset application protocol pre-determined by the manufacturer of the target Bluetooth device;

receiving, based on the configuration parameters, to-be-parsed data sent by the target Bluetooth device, and transmitting the to-be-parsed data to the H5 module by unvarnished transmission; and

performing following steps through the H5 module: parsing the to-be-parsed data using the parsing algorithm to obtain parsed data; and sending the parsed data to the IoT platform based on the interface specification of the IoT platform.

2. The method according to claim 1, wherein the method further comprises:

in response to determining that the preset application protocol does not exist in the target Bluetooth device, acquiring an application protocol of the IoT platform;

and

sending the application protocol of the IoT platform to the target Bluetooth device, and establishing a Bluetooth transmission connection based on the application protocol of the IoT platform.

3. The method according to claim 1, wherein the H5 module and the configuration parameters are acquired via following steps:

sending the target device identifier to a server of the IoT platform, to instruct the server to determine the H5 module and the configuration parameters corresponding to the target device identifier based on a preset corresponding relationship between the device identifier and the H5 module and the configuration parameters; and

receiving the H5 module and the configuration parameters sent by the server.

4. The method according to claim 1, wherein the H5 module further comprises an interface specification of a manufacturer server of the manufacturer, and a data processing algorithm is pre-provided in the manufacturer server; and

the method further comprises performing following steps through the H5 module: sending the parsed data to the manufacturer server based on the interface specification of the manufacturer server, to instruct the manufacturer server to call the data processing algorithm to process the parsed data; receiving processed data sent by the manufacturer server; and sending the processed data to the IoT platform.

5. The method according to any one of claims 1-4, wherein the configuration parameters comprise a device access mode; and

the method further comprises performing following steps through the H5 module: in response to determining that the device access mode is a connection-oriented access mode, receiving downlink data sent by the IoT platform, and transmitting the downlink data to the Bluetooth device.

6. An apparatus for data interaction, the apparatus comprising:

a device discovery unit, configured to extract, in response to a broadcast packet sent by a target Bluetooth device, from the broadcast packet a target device identifier of the target Bluetooth device;

a list retrieving unit, configured to retrieve the target device identifier in a preset device list, the device list comprising device identifiers of connectable Bluetooth devices;

a protocol detection unit, configured to determine whether a preset application protocol exists in the target Bluetooth device, in response to determining that the target device identifier is included in the device list;

a connection establishing unit, configured to establish a Bluetooth transmission connection based on the preset application protocol, in response to determining that the preset application protocol exists in the target Bluetooth device;

an information acquisition unit, configured to acquire, based on the target device identifier, a H5 module and configuration parameters corresponding to the target Bluetooth device, the H5 module being pre-set with an interface specification of an IoT platform and a parsing algorithm preset by a manufacturer of the target Bluetooth device, and the configuration parameters characterizing parameters of the preset application protocol pre-determined by the manufacturer of the target Bluetooth device;

a data transmission unit, configured to receive, based on the configuration parameters, to-be-parsed data sent by the target Bluetooth device, and transmit the to-be-parsed data to the H5 module by unvarnished transmission; and

a data interaction unit, configured to perform following steps through the H5 module: parsing the to-be-parsed data using the parsing algorithm to obtain parsed data; and sending the parsed data to the IoT platform based on the interface specification of the IoT platform.

7. The apparatus according to claim 6, wherein the connection establishing unit further comprises:

a protocol acquisition module, configured to acquire an application protocol of

the IoT platform, in response to determining that the preset application protocol does not exist in the target Bluetooth device; and

a protocol sending module, configured to send the application protocol of the IoT platform to the target Bluetooth device, and establish a Bluetooth transmission connection based on the application protocol of the IoT platform.

8. The apparatus according to claim 6, wherein the information acquisition unit further comprises:

a device identifier sending module, configured to send the target device identifier to a server of the IoT platform, to instruct the server to determine the H5 module and the configuration parameters corresponding to the target device identifier based on a preset corresponding relationship between the device identifier and the H5 module and the configuration parameters; and

an information receiving module, configured to receive the H5 module and the configuration parameters sent by the server.

9. The apparatus according to claim 6, wherein the H5 module further comprises an interface specification of a manufacturer server of the manufacturer, and a data processing algorithm is pre-provided in the manufacturer server; and

the data interaction unit is further configured to perform following steps through the H5 module: sending the parsed data to the manufacturer server based on the interface specification of the manufacturer server, to instruct the manufacturer server to call the data processing algorithm to process the parsed data; receiving processed data sent by the manufacturer server; and sending the processed data to the IoT platform.

10. The apparatus according to any one of claims 6-9, wherein the configuration parameters comprise a device access mode; and

the data interaction unit is further configured to perform following steps through the H5 module: in response to determining that the device access mode is a connection-oriented access mode, receiving downlink data sent by the IoT platform, and transmitting the downlink data to the Bluetooth device.

11. An electronic device, comprising:

one or more processors; and

a storage apparatus, storing one or more programs thereon,

the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the method for data interaction according to any one of claims 1-5.

12. A computer readable medium, storing a computer program thereon, wherein, the program, when executed by a processor, implements the method for data interaction according to any one of claims 1-5.