CLAIMS

What is claimed is:

1. A method for displaying a rich text on a 3D model, wherein the method comprises:

obtaining a target rich text;

invoking a rendering tool, wherein the rendering tool corresponds to a file format of the target rich text, and wherein the rendering tool is an existing rendering tool provided by a system on which the 3D model is to be displayed;

rendering the target rich text using the rendering tool, to obtain a result page;

invoking a graphical programming interface, wherein the graphical programming interface is distinct from the rendering tool;

generating the 3D model using a 3D engine, wherein use of the rendering tool to render the target rich text reduces a processing load on the 3D engine; and

using the graphical programming interface to display the result page in a to-be-displayed area of the 3D model by using a texture mapping method.

2. The method according to claim 1, wherein using the graphical programming interface to display the result page in the to-be-displayed area of a 3D model by using the texture mapping method comprises:

converting the result page into a picture;

invoking the graphical programming interface to obtain a texture of the to-be-displayed area of the 3D model;

drawing the picture to the texture to obtain a texture image; and

mapping the texture image to the to-be-displayed area of the 3D model.

3. The method according to claim 1, wherein the target rich text comprises any one of the following:

a pre-stored rich text used for display in the to-be-displayed area of the 3D model;

a rich text obtained by filling in a predetermined rich text template based on user information, wherein the rich text template is a predetermined template related to the 3D model; and

a rich text related to the 3D model and obtained based on a user configuration instruction.

4. The method according to claim 1, wherein the rendering tool is provided by an operating system.

5. The method according to claim 1, wherein the file format of the rich text is HTML, the rendering tool is an API of WebView, and the result page is a web page.

6. The method according to claim 1, wherein the 3D model is a virtual model in an AR scenario.

7. An apparatus for displaying a rich text on a 3D model, wherein the apparatus comprises:

a text acquisition module, configured to obtain a target rich text;

a text rendering module, configured to

invoke a rendering tool, wherein the rendering tool corresponds to a file format of the target rich text, and wherein the rendering tool is an existing rendering tool provided by a system on which the 3D model is to be displayed, and

render the target rich text using the rendering tool, to obtain a result page; and

an information display module, configured to

invoke a graphical programming interface, wherein the graphical programming interface is distinct from the rendering tool,

generate the 3D model using a 3D engine, wherein use of the rendering tool to render the target rich text reduces a processing load on the 3D engine; and

use the graphical programming interface to display the result page in a to-be-displayed area of the 3D model by using a texture mapping method.

8. The apparatus according to claim 7, wherein the information display module is specifically configured to:

convert the result page into a picture;

invoke the graphical programming interface to obtain a texture of the to-be-

displayed area of the 3D model;

draw the picture to the texture to obtain a texture image; and

and map the texture image to the to-be-displayed area of the 3D model.

9. The apparatus according to claim 7, wherein the target rich text comprises any one of the following:

a pre-stored rich text used for display in the to-be-displayed area of the 3D model;

a rich text obtained by filling in a predetermined rich text template based on user information, wherein the rich text template is a predetermined template related to the 3D model; and

a rich text related to the 3D model and obtained based on a user configuration instruction.

10. The apparatus according to claim 7, wherein the file format of the rich text is HTML, the rendering tool is an API of WebView, and the result page is a web page.

11. A computer device, comprising:

a processor; and

a memory, configured to store an instruction executable by the processor, wherein

the processor is configured to:

obtain a target rich text;

invoke a rendering tool, wherein the rendering tool corresponds to a file format of the target rich text, and wherein the rendering tool is an existing rendering tool provided by a system on which the 3D model is to be displayed;

render the target rich text using the rendering tool, to obtain a result page;

invoke a graphical programming interface, wherein the graphical programming interface is distinct from the rendering tool;

generate the 3D model using a 3D engine, wherein use of the rendering tool to render the target rich text reduces a processing load on the 3D engine; and

use the graphical programming interface to display the result page in a to-be-displayed area of the 3D model by using a texture mapping method.