

augmented reality according to an exemplary embodiment of the specification. In FIG. 1A, a smart mobile phone held by a user features a built-in camera module. The user can hold the smart mobile phone to capture a real environment image in which a target object may interest the user. With respect to the target object, a video that interests the user may be provided.

5 Taking a shopping mall and the like being an application scenario as an example, a merchant may have a video file capturing a product of the merchant, or a video including a spokesperson for the product filmed. If an image of the merchant is taken, the user may have an interest to search for the product or the spokesperson for the product.

10 In view of this, a video processing solution based on augmented reality is provided in the embodiments of the specification. A target object in which a user is possibly interested can be recognized from a captured image when the user takes images of a real environment, and a video file corresponding to the target object is further searched for. After a background portion of the video file is processed to make the background portion of the video frame transparent, the video file can be synthesized onto a video image captured by the user, so that
15 the captured image viewed by the user further includes a non-transparent foreground portion of the video file, thereby achieving a better augmented reality effect and a better visual effect. The embodiments of the specification are described in detail below.

As shown in FIG. 1B, a flow chart of a video processing method based on augmented reality according to an exemplary embodiment of the specification is shown. The video
20 processing method is applicable to an electronic device and comprises the following steps:

In step 101, acquiring an image captured by a device, and recognizing a target object in the captured image.

In step 102, searching for a video file corresponding to the target object.

25 In step 103, with regard to a video frame of the video file, recognizing a foreground portion and a background portion of the video frame, and processing the background portion of the video frame to make the background portion of the video frame transparent.

In step 104, after determining a position of the foreground portion in a currently captured image, synthesizing the processed video frame with the currently captured image to obtain a synthesized video frame.

30 Here, the device may be an electronic device with a filming function, such as a smart mobile phone, a tablet, a personal digital assistant, AR glasses, or an AR helmet. The solutions provided in the embodiments of the specification can be applied in various scenarios; and in different application scenarios, the target object in the embodiments of the specification may represent a plurality of different objects. As an example, the solutions of