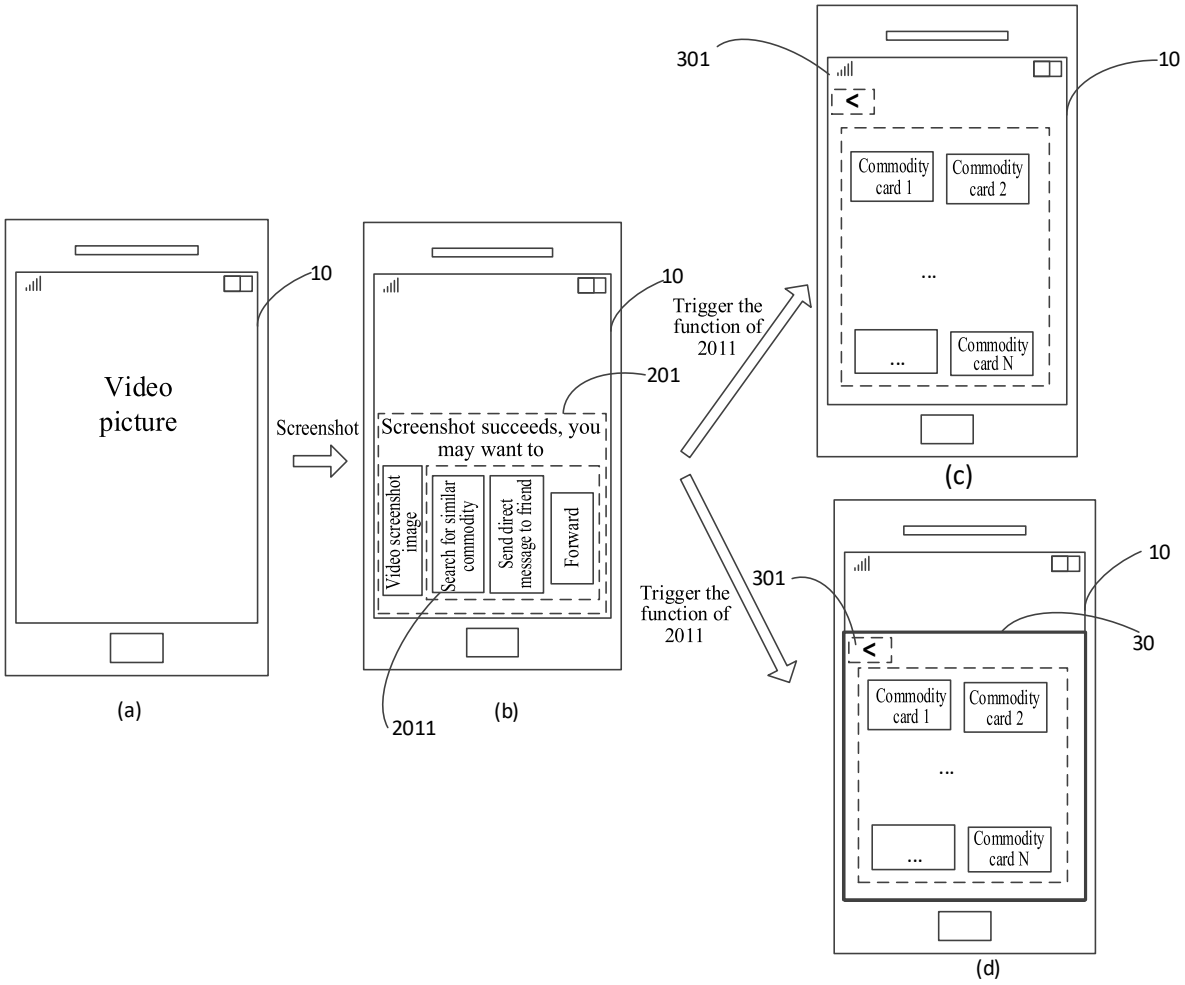

Video picture
10
(a)
Screenshot
Screenshot succeeds, you may want to
Video screenshot image
Search for similar commodity
Send direct message to friend
Forward
201
2011
(b)
Trigger the function of 2011
301
<
Commodity card 1
Commodity card 2
...
Commodity card N
(c)
Trigger the function of 2011
30
(d)

Fig. 1A

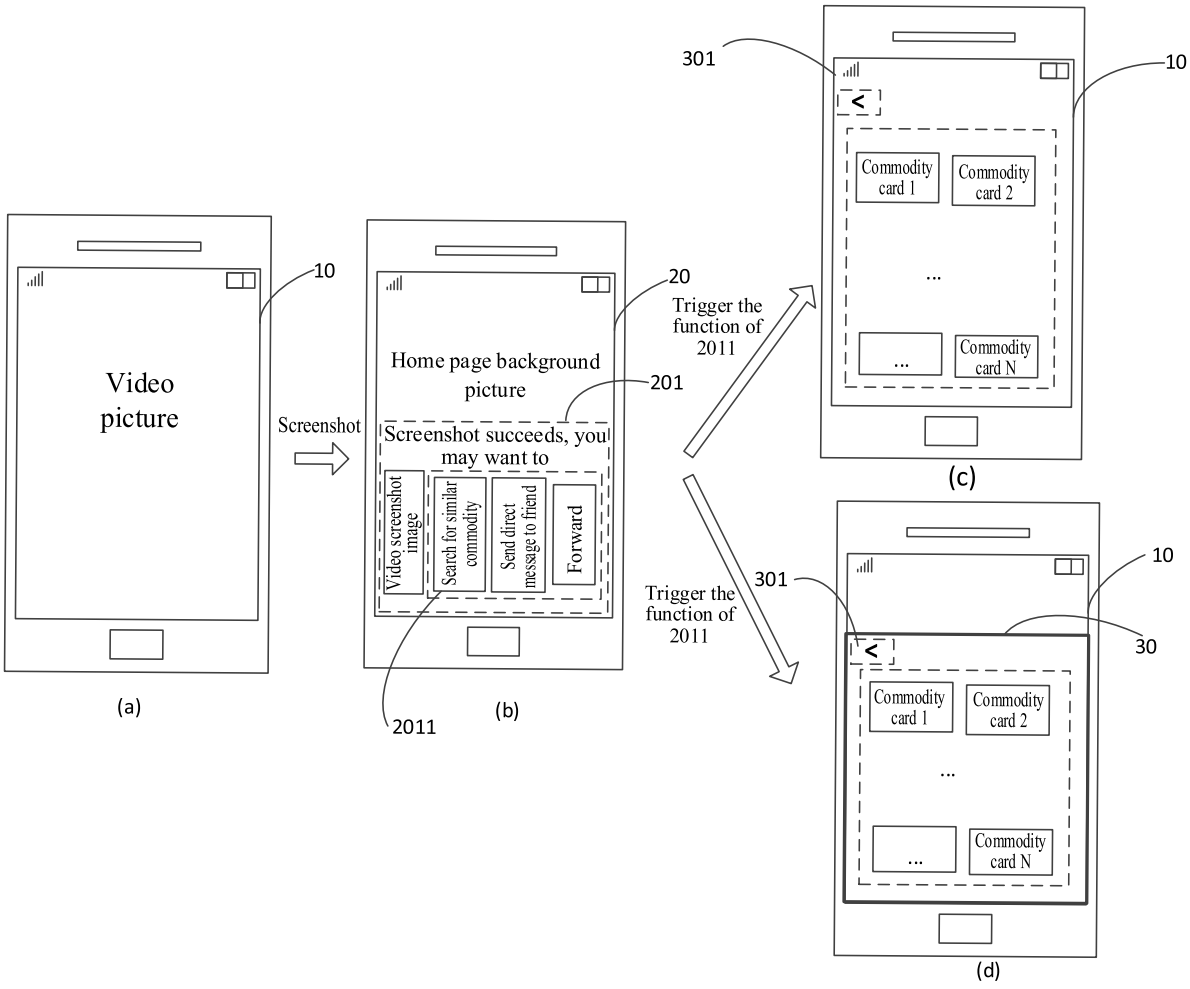

Video picture
10
Screenshot
Home page background picture
Screenshot succeeds, you may want to
Video screenshot image
Search for similar commodity
Send direct message to friend
Forward
20
201
2011
(a)
(b)
Trigger the function of 2011
301
10
Commodity card 1
Commodity card 2
...
Commodity card N
(c)
Trigger the function of 2011
301
10
30
Commodity card 1
Commodity card 2
...
Commodity card N
(d)

Fig. 1B

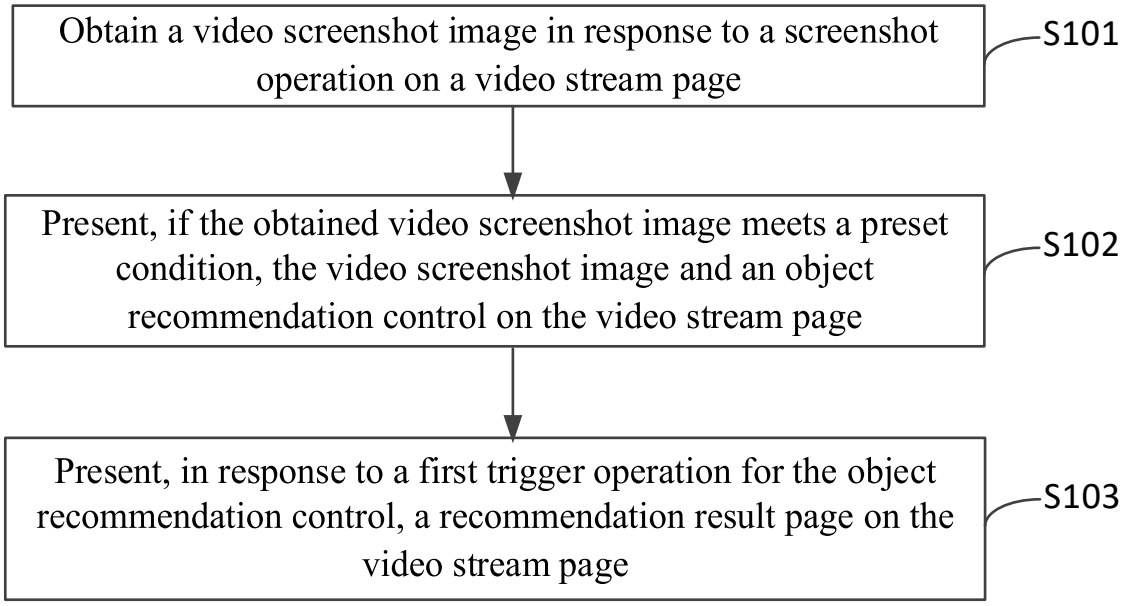

Obtain a video screenshot image in response to a screenshot operation on a video stream page
S101
Present, if the obtained video screenshot image meets a preset condition, the video screenshot image and an object recommendation control on the video stream page
S102
Present, in response to a first trigger operation for the object recommendation control, a recommendation result page on the video stream page
S103

Fig. 2

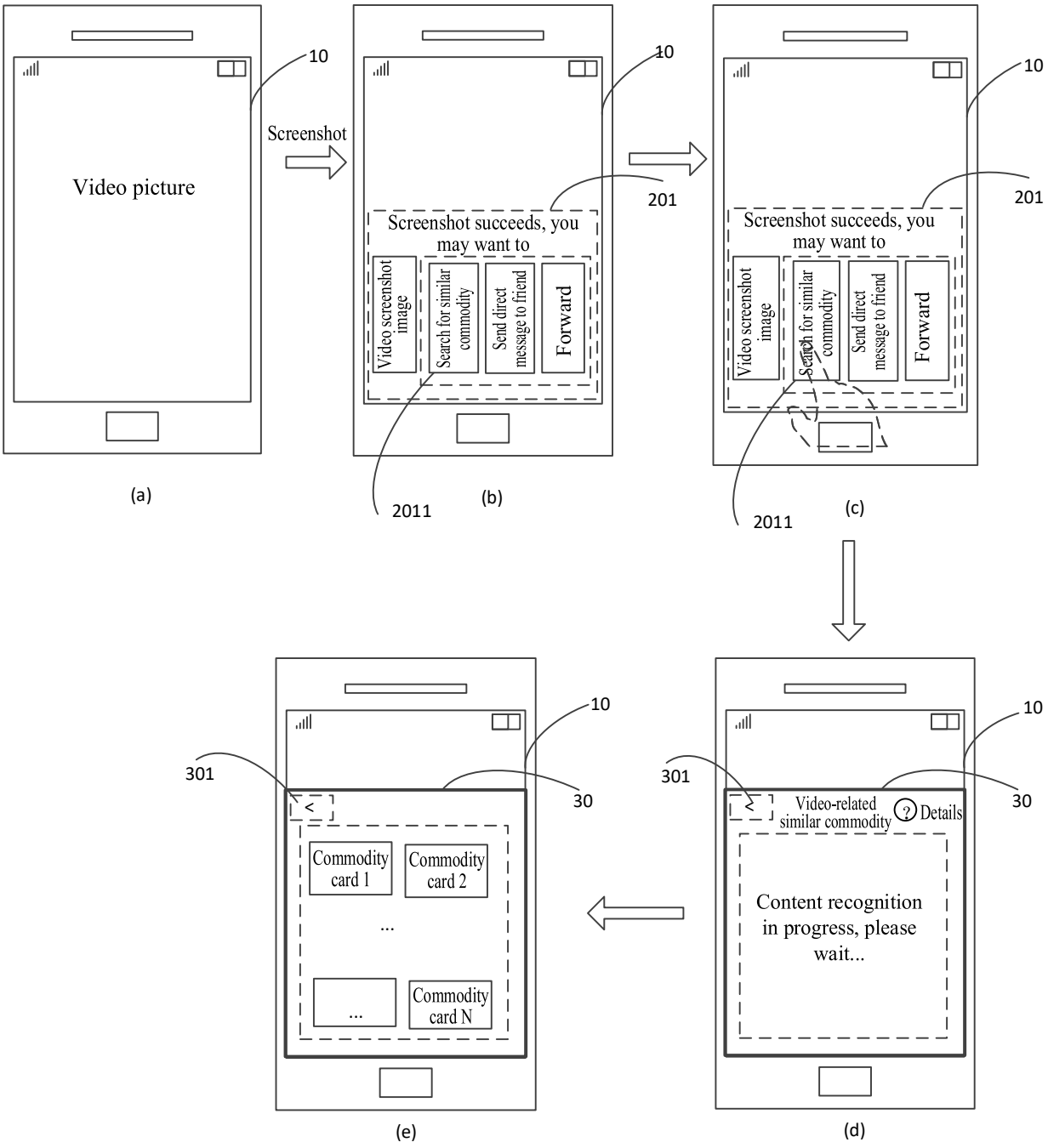

10
Video picture
Screenshot
(a)
10
201
Screenshot succeeds, you may want to
Video screenshot image
Search for similar commodity
Send direct message to friend
Forward
2011
(b)
10
201
Screenshot succeeds, you may want to
Video screenshot image
Search for similar commodity
Send direct message to friend
Forward
2011
(c)
10
301
30
Video-related similar commodity
Details
Content recognition in progress, please wait...
(d)
10
301
30
Commodity card 1
Commodity card 2
...
...
Commodity card N
(e)

Fig. 3

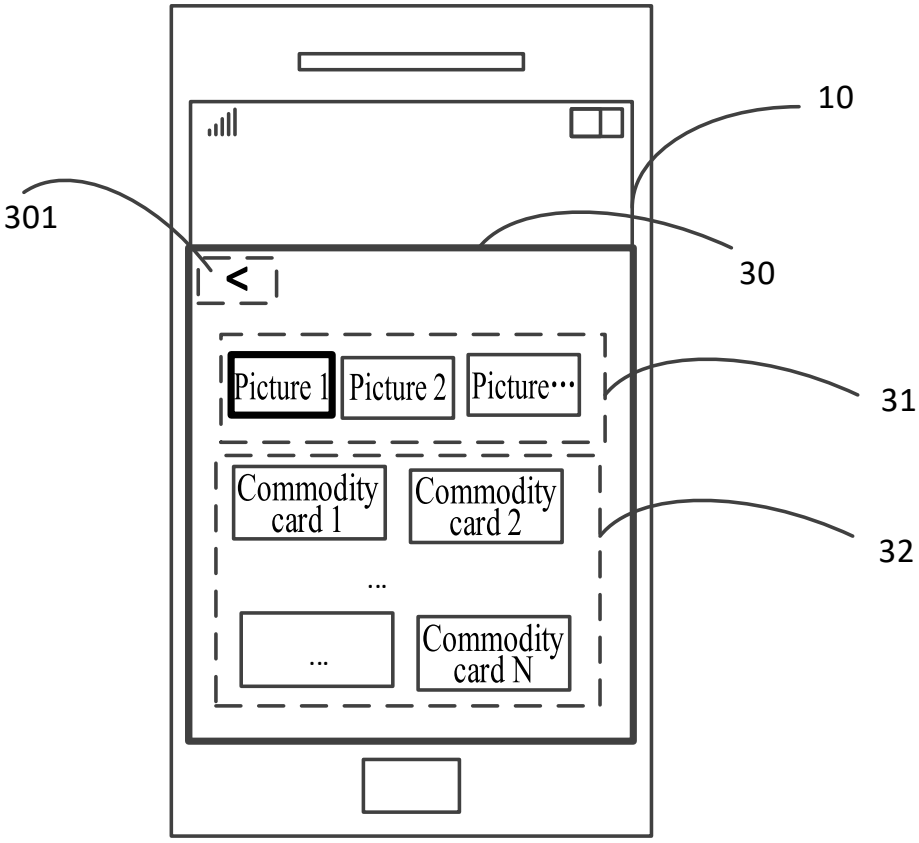

10
301
30
Picture 1
Picture 2
Picture…
31
Commodity card 1
Commodity card 2
32
...
...
Commodity card N

Fig. 4

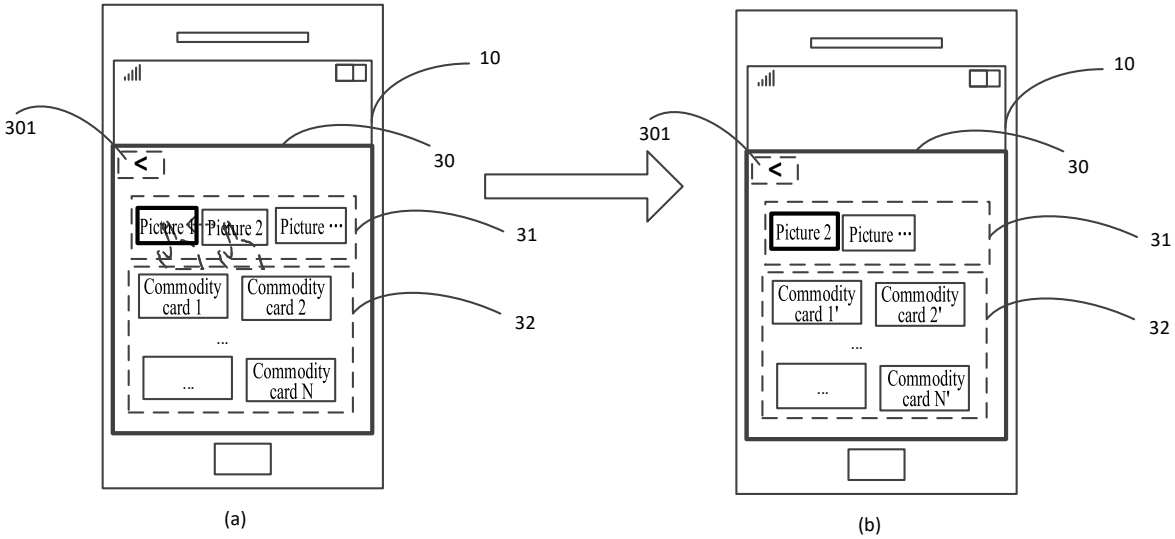

10
301
30
Picture 2
Picture …
31
Commodity card 1
Commodity card 2
32
...
...
Commodity card N
(a)
10
301
30
Picture 2
Picture …
31
Commodity card 1'
Commodity card 2'
32
...
...
Commodity card N'
(b)

Fig. 5

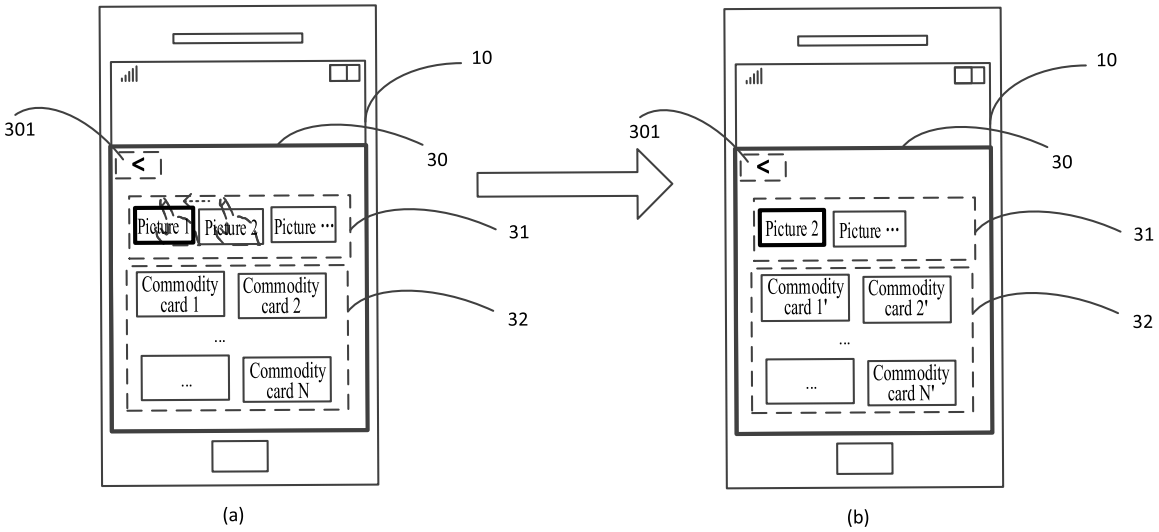

10
301
30
Picture 1
Picture 2
Picture ···
31
Commodity card 1
Commodity card 2
...
32
...
Commodity card N
(a)
10
301
30
Picture 2
Picture ···
31
Commodity card 1'
Commodity card 2'
...
32
...
Commodity card N'
(b)

Fig. 6

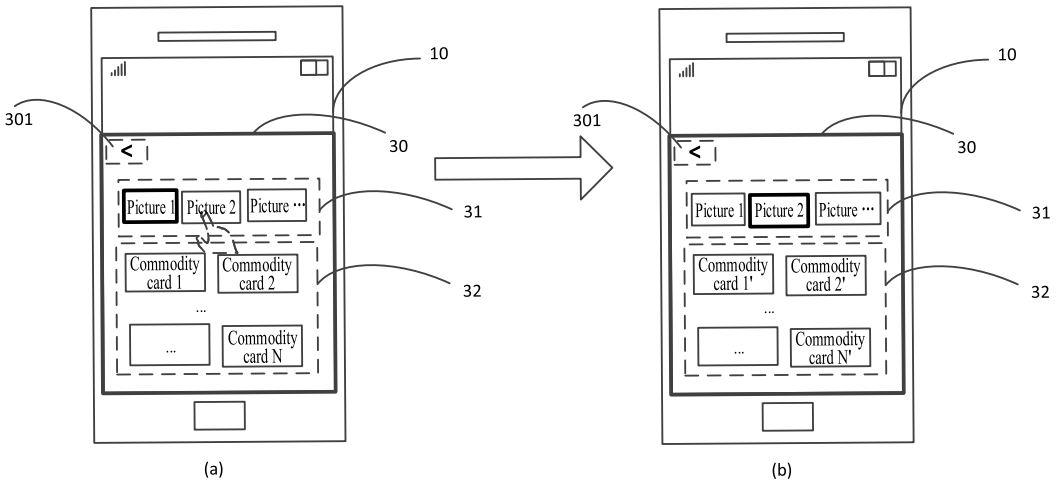

10
301
30
Picture 1
Picture 2
Picture ···
31
Commodity card 1
Commodity card 2
...
32
...
Commodity card N
(a)
10
301
30
Picture 1
Picture 2
Picture ···
31
Commodity card 1'
Commodity card 2'
...
32
...
Commodity card N'
(b)

Fig. 7

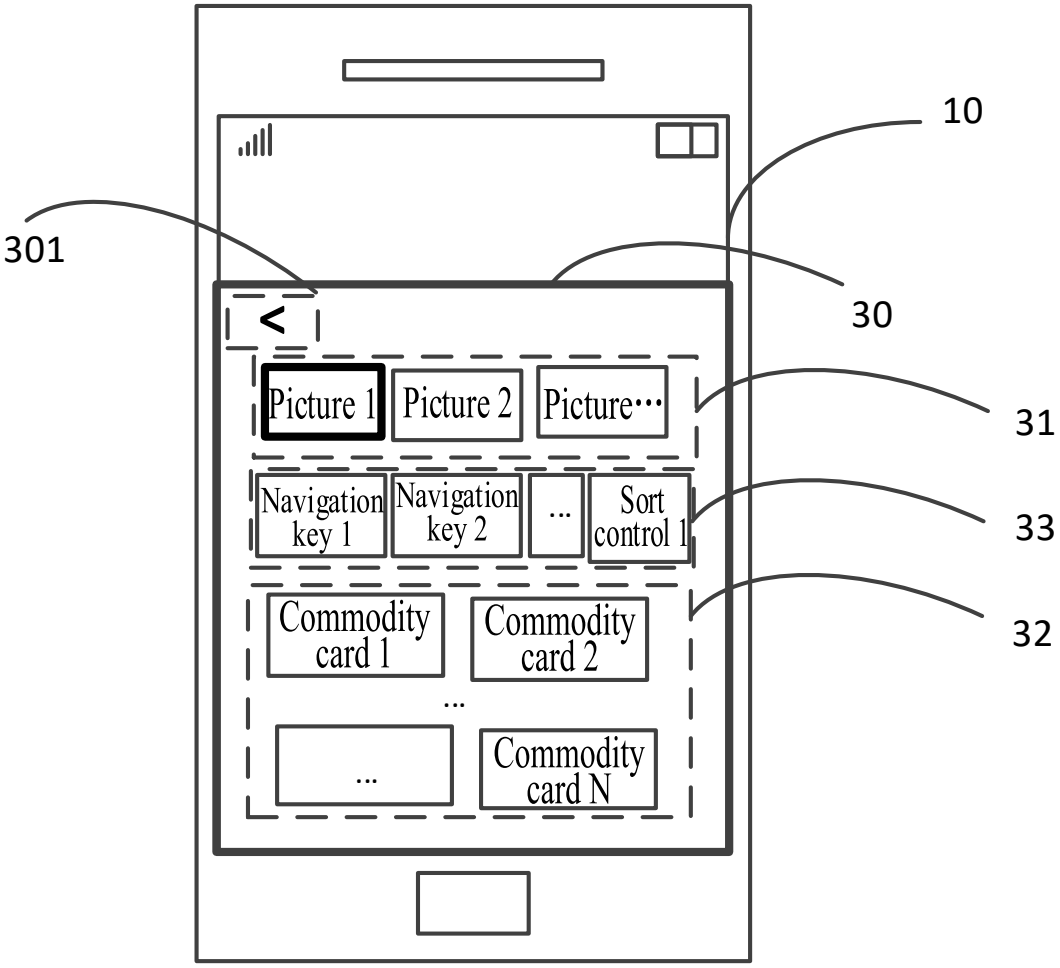

10
301
30
<
Picture 1
Picture 2
Picture…
31
Navigation key 1
Navigation key 2
...
Sort control 1
33
Commodity card 1
Commodity card 2
32
...
...
Commodity card N

Fig. 8

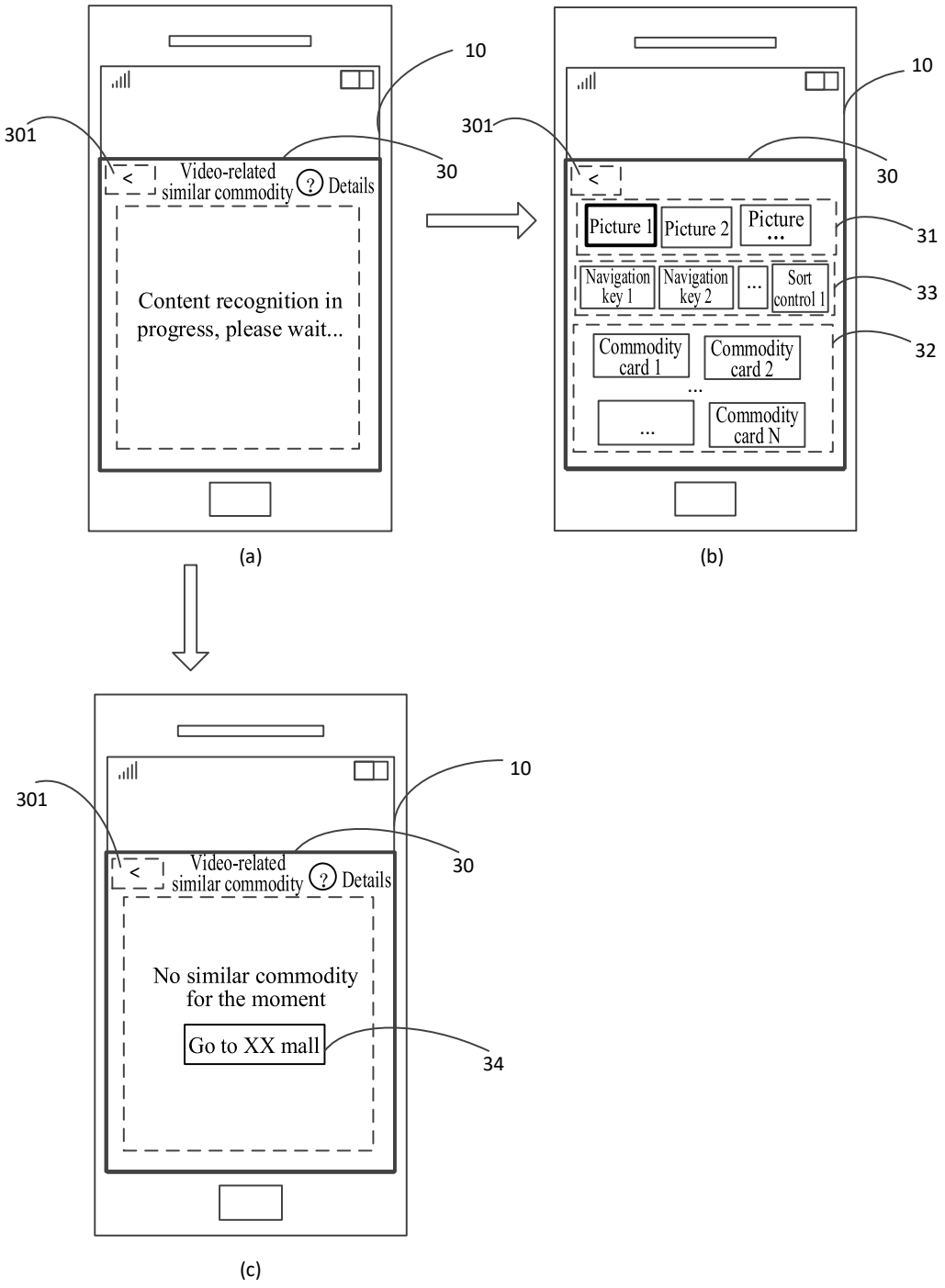

10
301
30
Video-related similar commodity
Details
Content recognition in progress, please wait...
(a)
10
301
30
Picture 1
Picture 2
Picture ...
31
Navigation key 1
Navigation key 2
...
Sort control 1
33
Commodity card 1
Commodity card 2
...
Commodity card N
32
(b)
10
301
30
Video-related similar commodity
Details
No similar commodity for the moment
Go to XX mall
34
(c)

Fig. 9

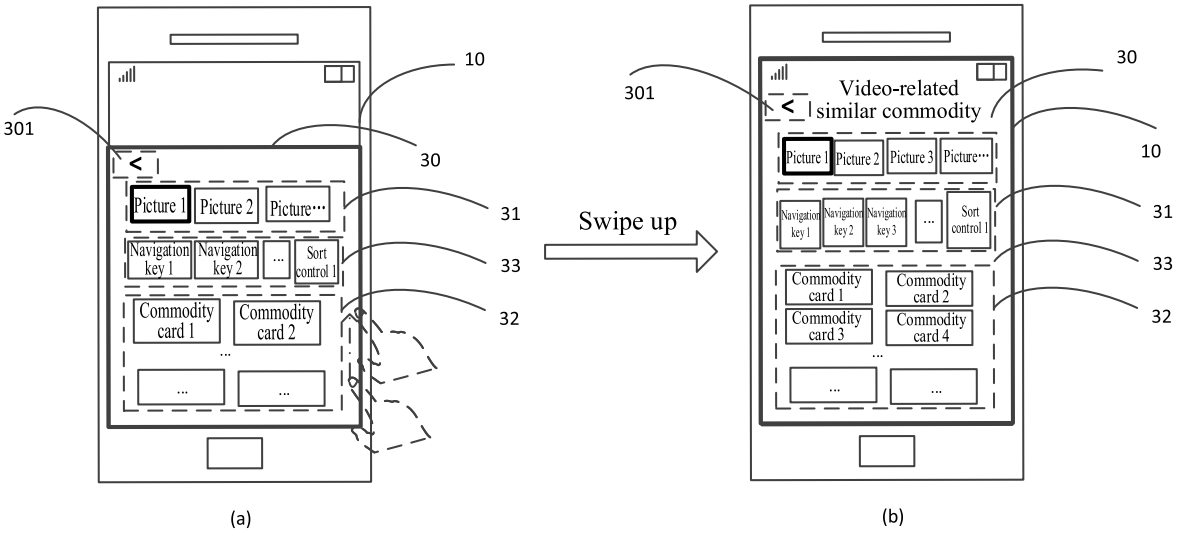

301
10
30
31
33
32
Picture 1
Picture 2
Picture···
Navigation key 1
Navigation key 2
...
Sort control 1
Commodity card 1
Commodity card 2
Swipe up
Video-related similar commodity
Navigation key 3
Commodity card 3
Commodity card 4
(a)
(b)

Fig. 10

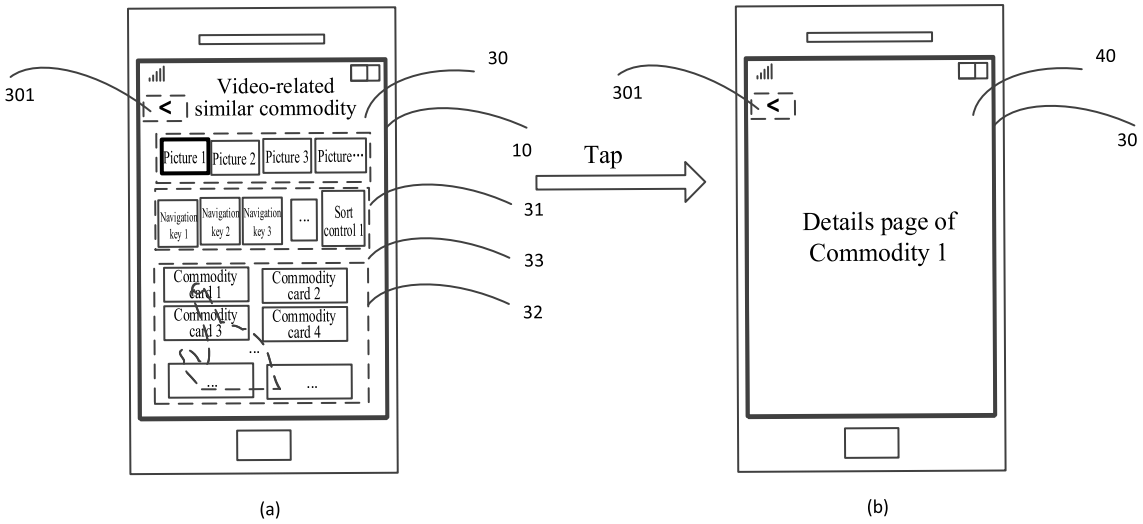

301
30
10
31
33
32
Video-related similar commodity
Picture 1
Picture 2
Picture 3
Picture···
Navigation key 1
Navigation key 2
Navigation key 3
...
Sort control 1
Commodity card 1
Commodity card 2
Commodity card 3
Commodity card 4
Tap
40
Details page of Commodity 1
(a)
(b)

Fig. 11

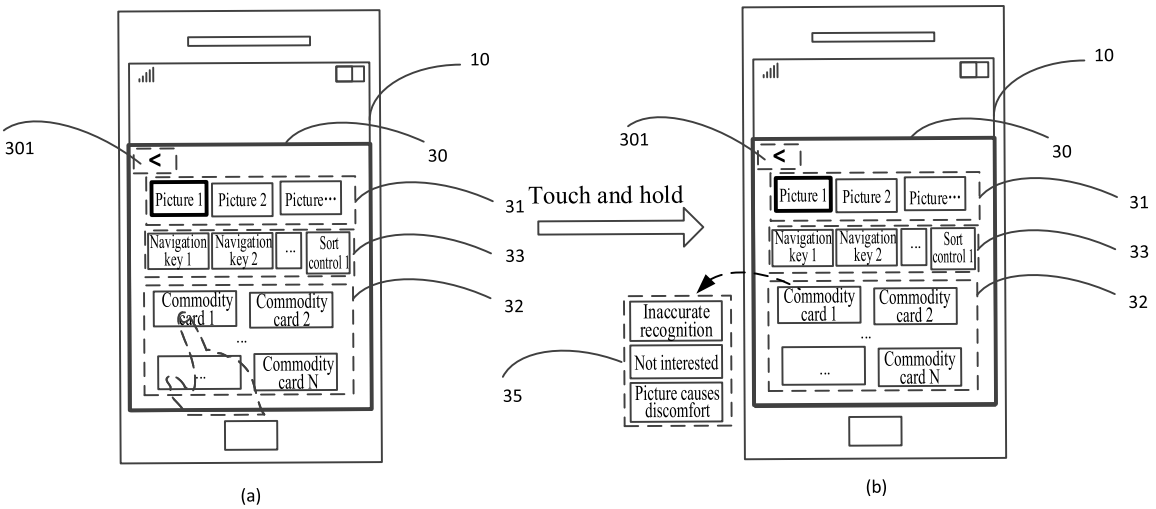

10
301
30
Picture 1
Picture 2
Picture···
31
Navigation key 1
Navigation key 2
...
Sort control 1
33
Commodity card 1
Commodity card 2
32
Commodity card N
Touch and hold
Inaccurate recognition
Not interested
Picture causes discomfort
35
(a)
(b)

Fig. 12

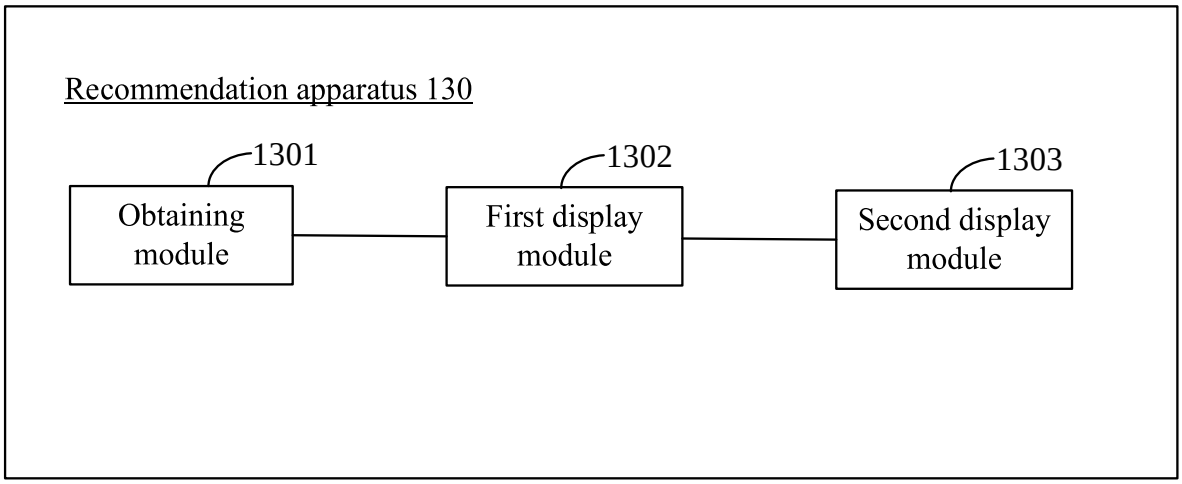

Recommendation apparatus 130
1301
Obtaining module
1302
First display module
1303
Second display module

Fig. 13

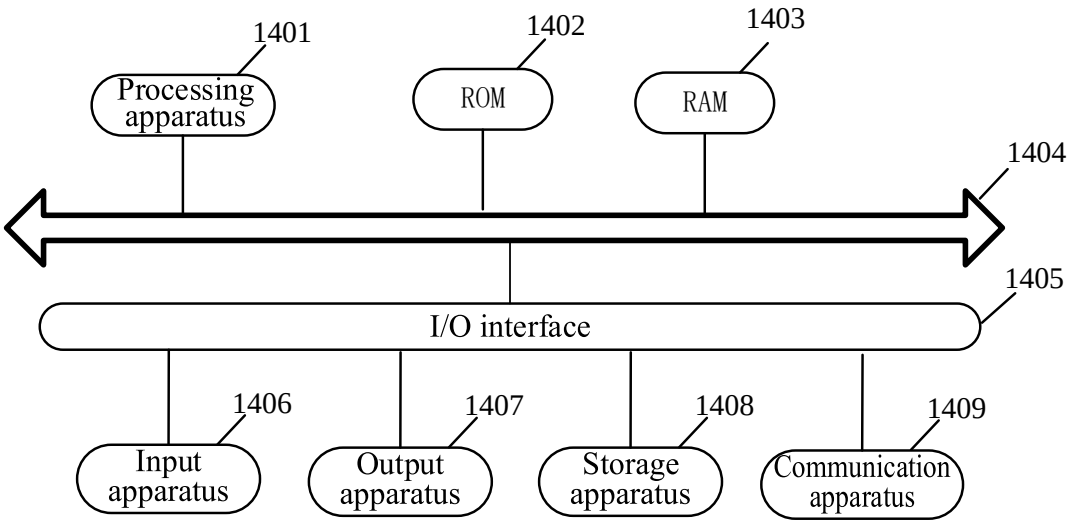

1401
Processing apparatus
1402
ROM
1403
RAM
1404
1405
I/O interface
1406
Input apparatus
1407
Output apparatus
1408
Storage apparatus
1409
Communication apparatus

Fig. 14