

INFORMATION DISPLAY METHOD AND APPARATUS

ABSTRACT

The present application discloses an information display method and apparatus. When an end-user device captures an image, an image capturing direction in which
5 the end-user device captures the image and a geographic location of the end-user device can be determined. Then, a POI that the end-user device points to when capturing the image can be determined based on each POI, the geographic location, and the image capturing direction. Finally, the labeled data corresponding to the determined POI is rendered onto the image.

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[FIG. 1]