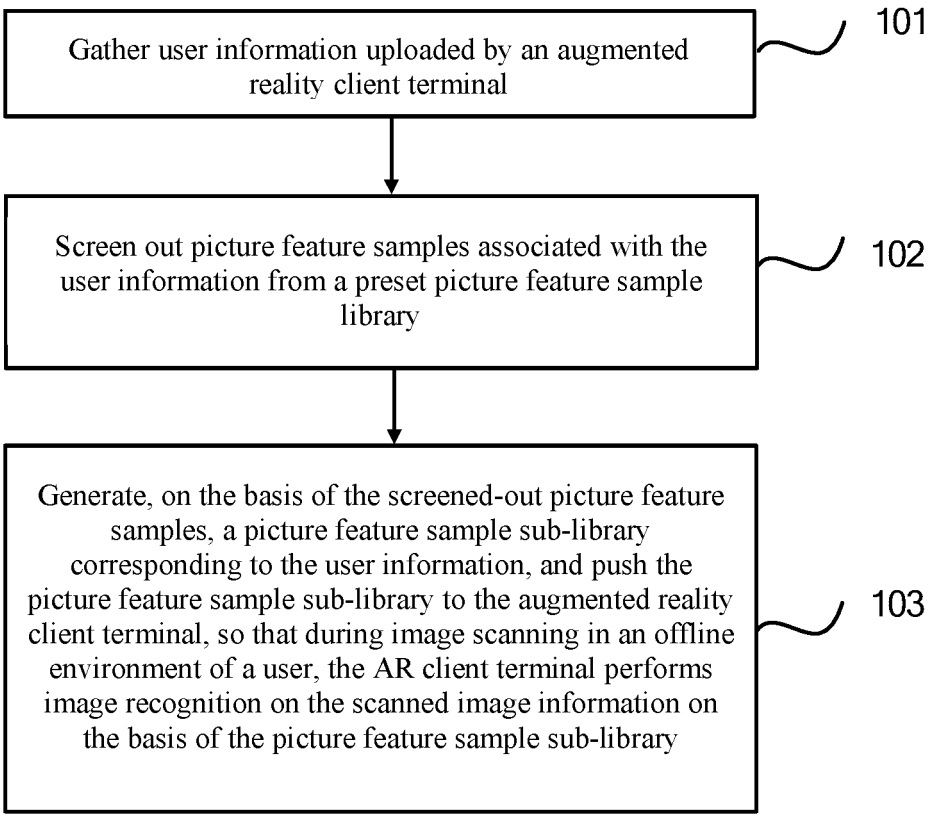

Gather user information uploaded by an augmented reality client terminal
101
Screen out picture feature samples associated with the user information from a preset picture feature sample library
102
Generate, on the basis of the screened-out picture feature samples, a picture feature sample sub-library corresponding to the user information, and push the picture feature sample sub-library to the augmented reality client terminal, so that during image scanning in an offline environment of a user, the AR client terminal performs image recognition on the scanned image information on the basis of the picture feature sample sub-library
103

FIG. 1

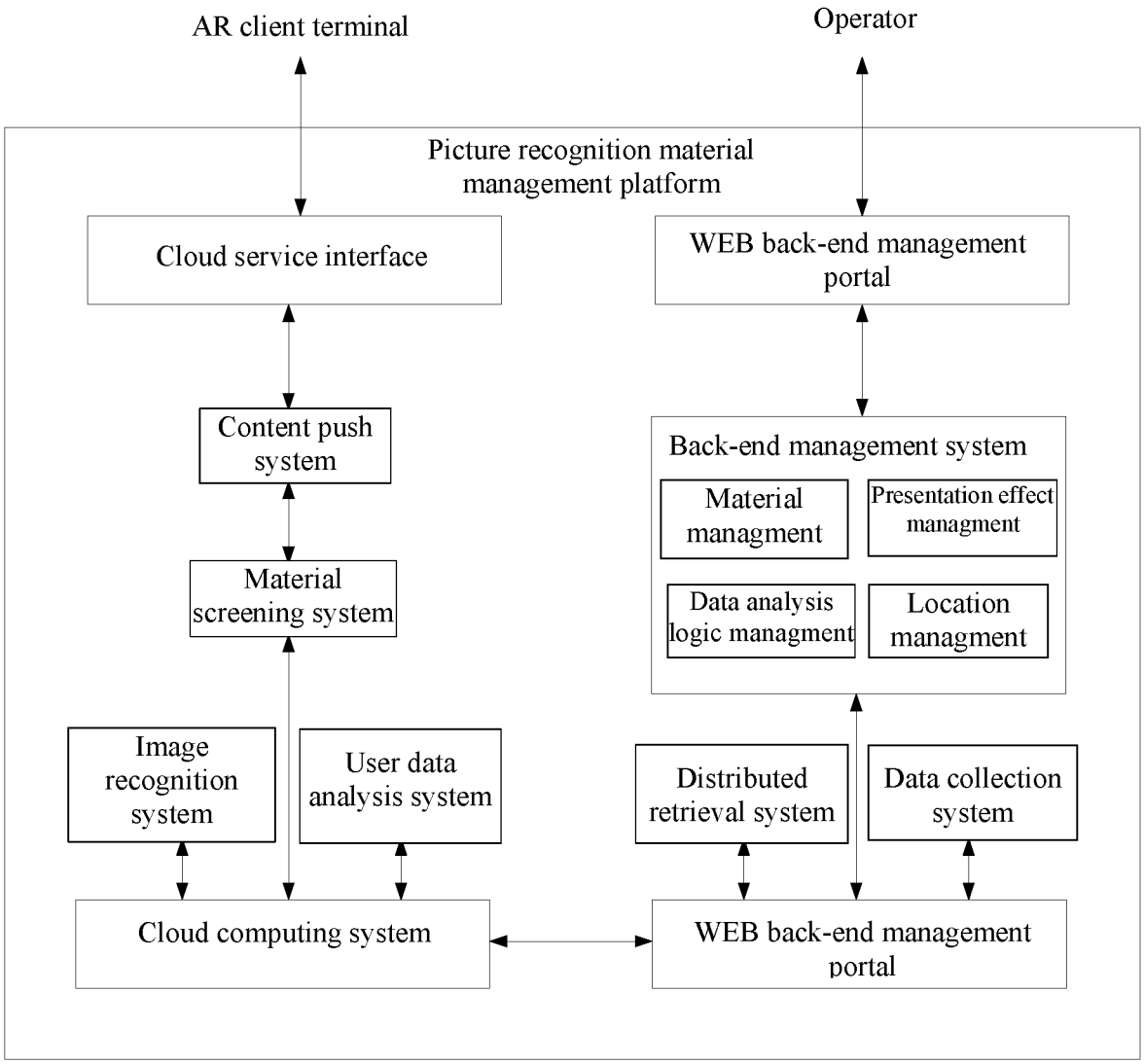

AR client terminal
Operator
Picture recognition material management platform
Cloud service interface
WEB back-end management portal
Content push system
Back-end management system
Material managment
Presentation effect managment
Material screening system
Data analysis logic managment
Location managment
Image recognition system
User data analysis system
Distributed retrieval system
Data collection system
Cloud computing system
WEB back-end management portal

FIG. 2

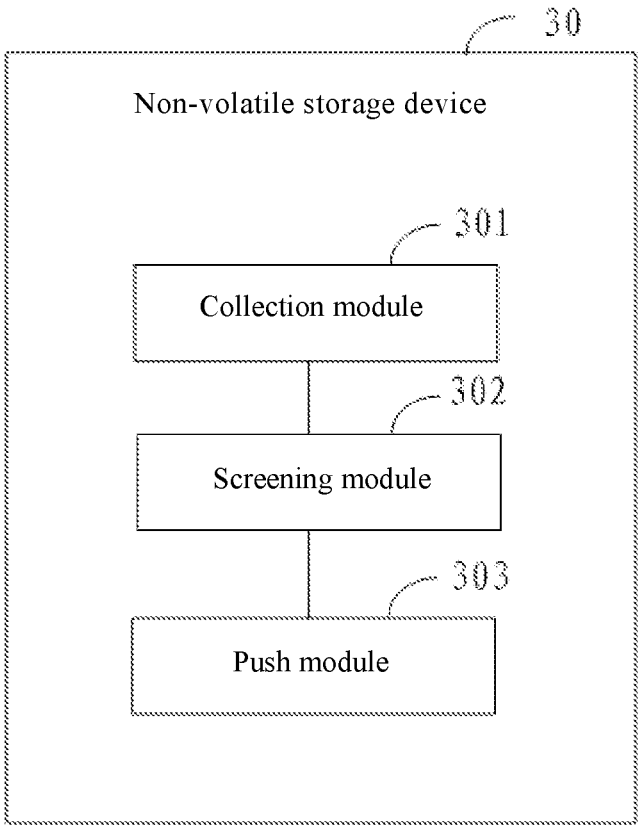

30
Non-volatile storage device
301
Collection module
302
Screening module
303
Push module

FIG. 3

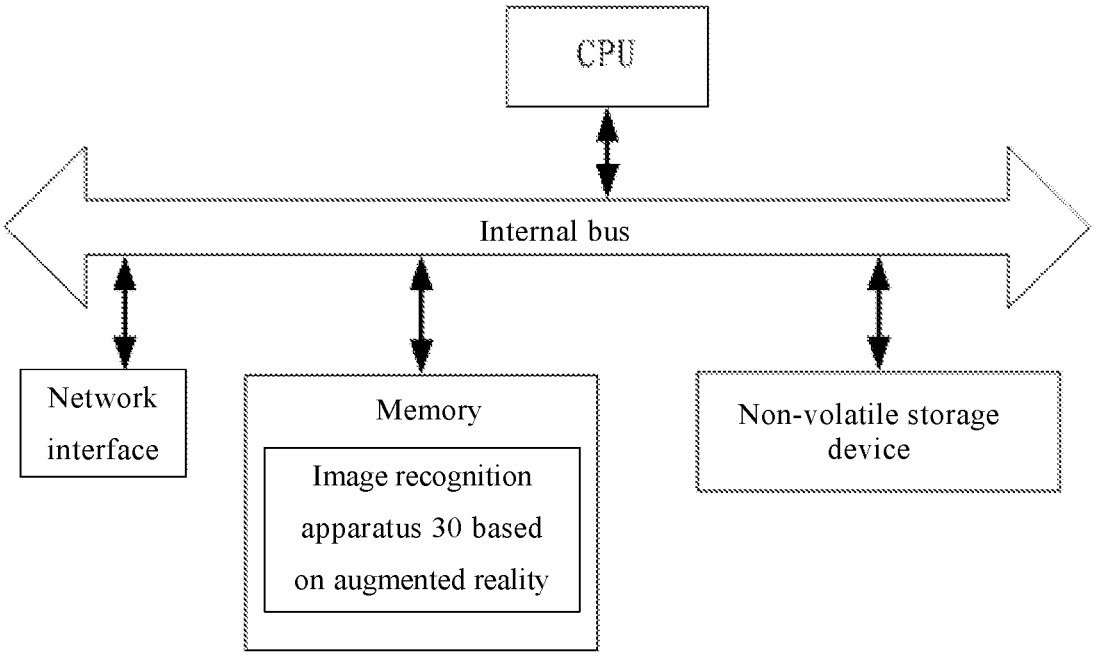

CPU
Internal bus
Network interface
Memory
Image recognition apparatus 30 based on augmented reality
Non-volatile storage device

FIG. 4