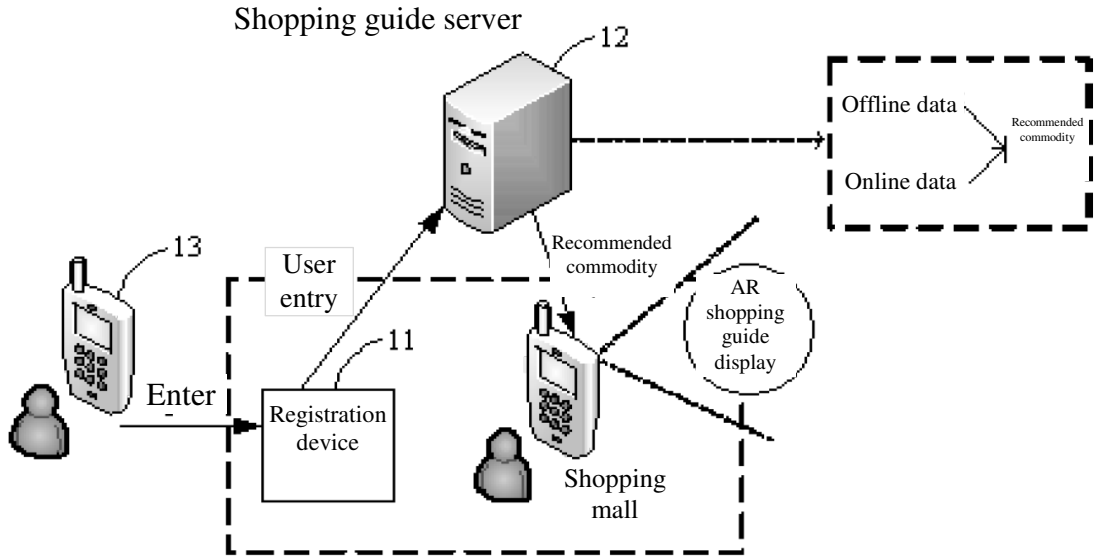

Shopping guide server
12
Offline data
Online data
Recommended commodity
13
User entry
Recommended commodity
AR shopping guide display
11
Enter
Registration device
Shopping mall

FIG. 1

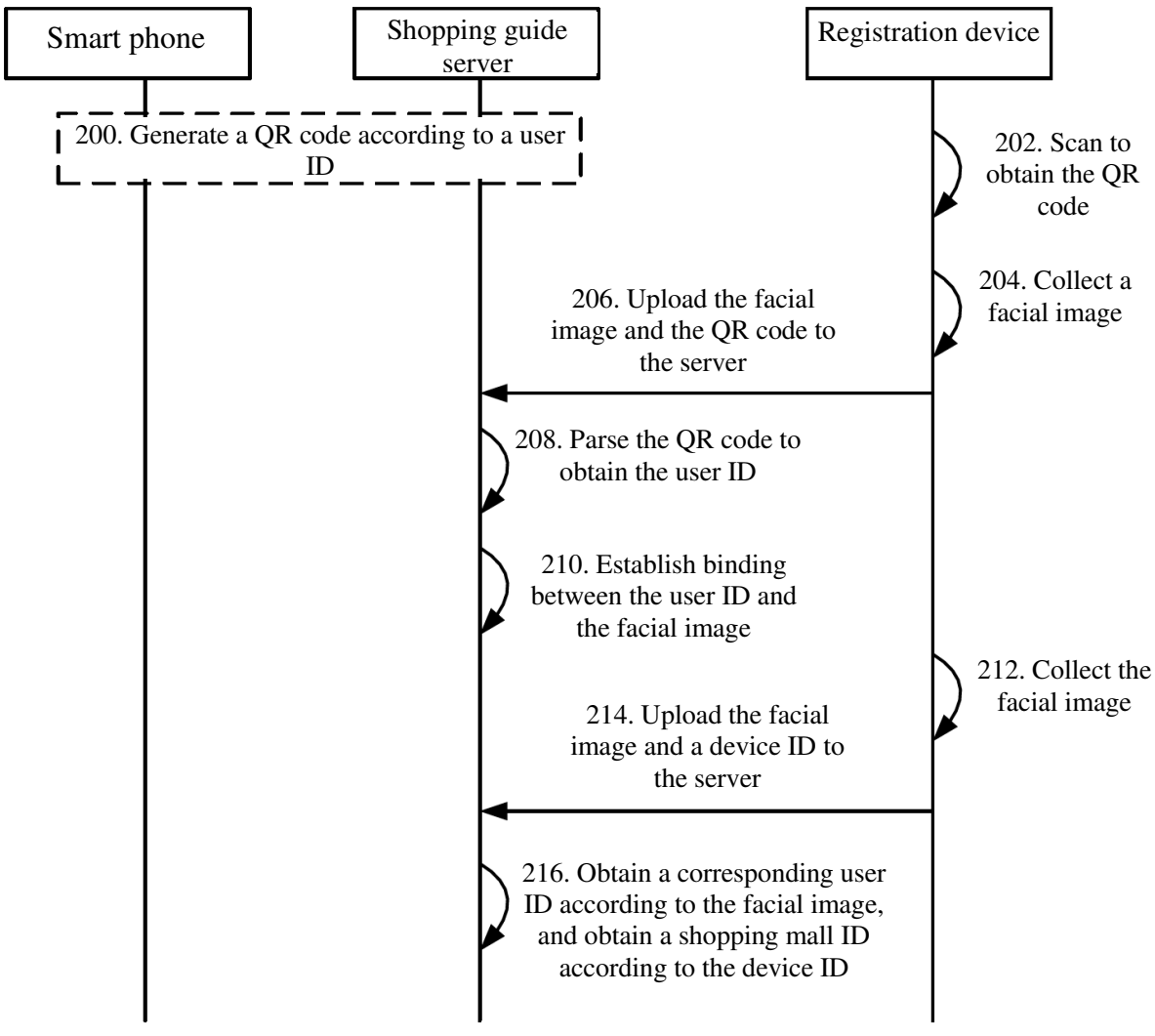

Smart phone
Shopping guide server
Registration device
200. Generate a QR code according to a user ID
202. Scan to obtain the QR code
204. Collect a facial image
206. Upload the facial image and the QR code to the server
208. Parse the QR code to obtain the user ID
210. Establish binding between the user ID and the facial image
212. Collect the facial image
214. Upload the facial image and a device ID to the server
216. Obtain a corresponding user ID according to the facial image, and obtain a shopping mall ID according to the device ID

FIG. 2

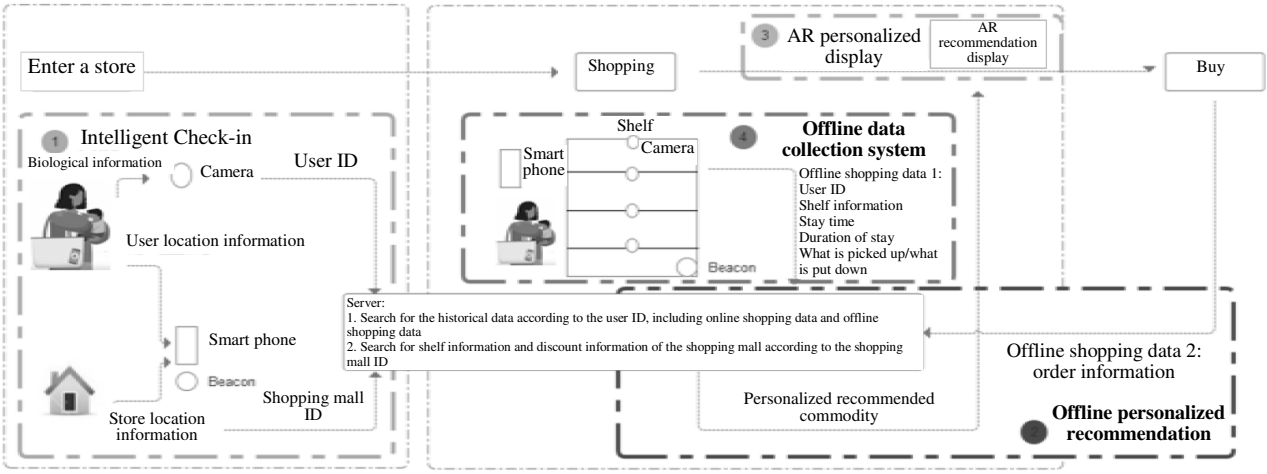

Enter a store
Shopping
3 AR personalized display
AR recommendation display
Buy
1 Intelligent Check-in
Biological information
Camera
User ID
User location information
Smart phone
Beacon
Store location information
Shopping mall ID
Shelf
Camera
Smart phone
Beacon
4 Offline data collection system
Offline shopping data 1:
User ID
Shelf information
Stay time
Duration of stay
What is picked up/what is put down
Server:
1. Search for the historical data according to the user ID, including online shopping data and offline shopping data
2. Search for shelf information and discount information of the shopping mall according to the shopping mall ID
Offline shopping data 2: order information
Personalized recommended commodity
Offline personalized recommendation

FIG. 3

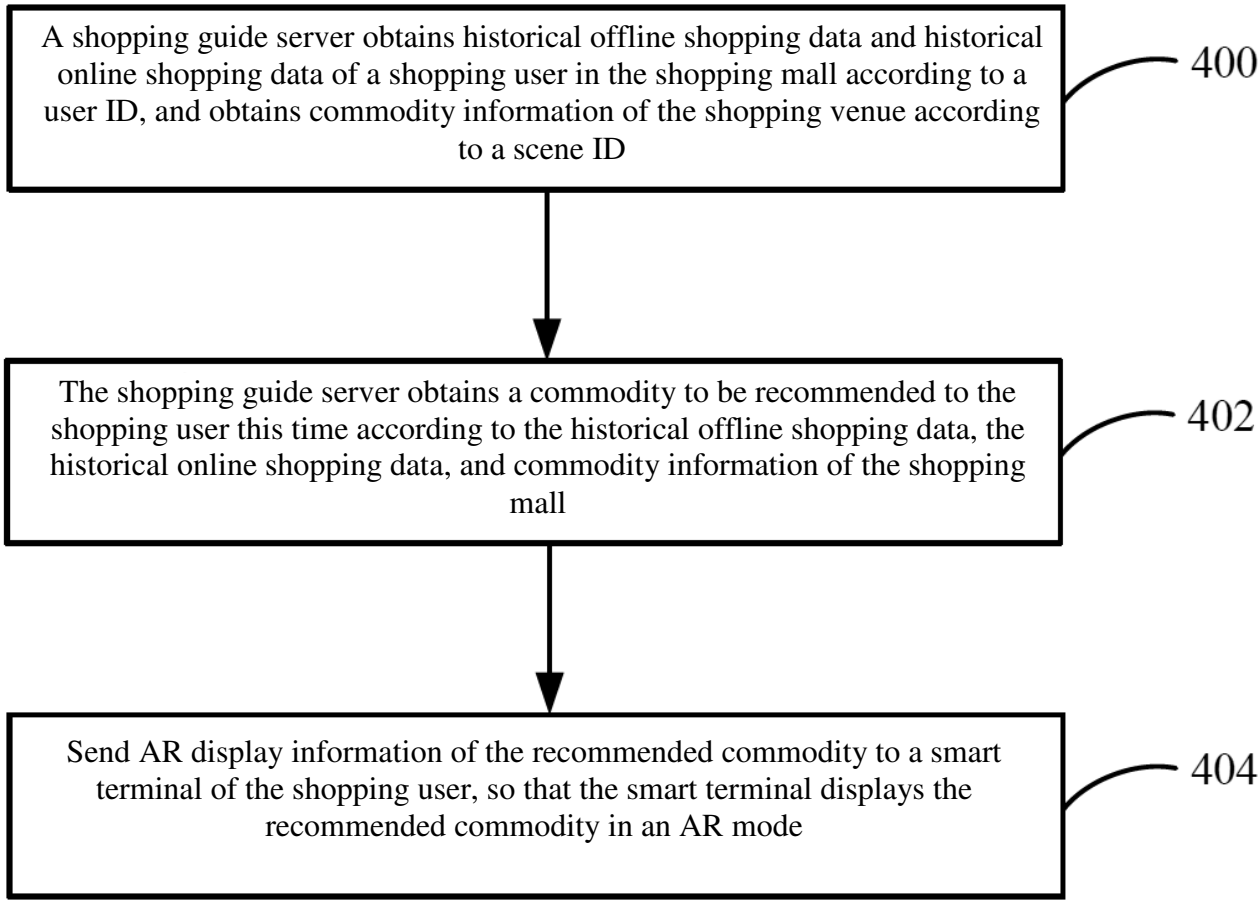

A shopping guide server obtains historical offline shopping data and historical online shopping data of a shopping user in the shopping mall according to a user ID, and obtains commodity information of the shopping venue according to a scene ID
400
The shopping guide server obtains a commodity to be recommended to the shopping user this time according to the historical offline shopping data, the historical online shopping data, and commodity information of the shopping mall
402
Send AR display information of the recommended commodity to a smart terminal of the shopping user, so that the smart terminal displays the recommended commodity in an AR mode
404

FIG. 4

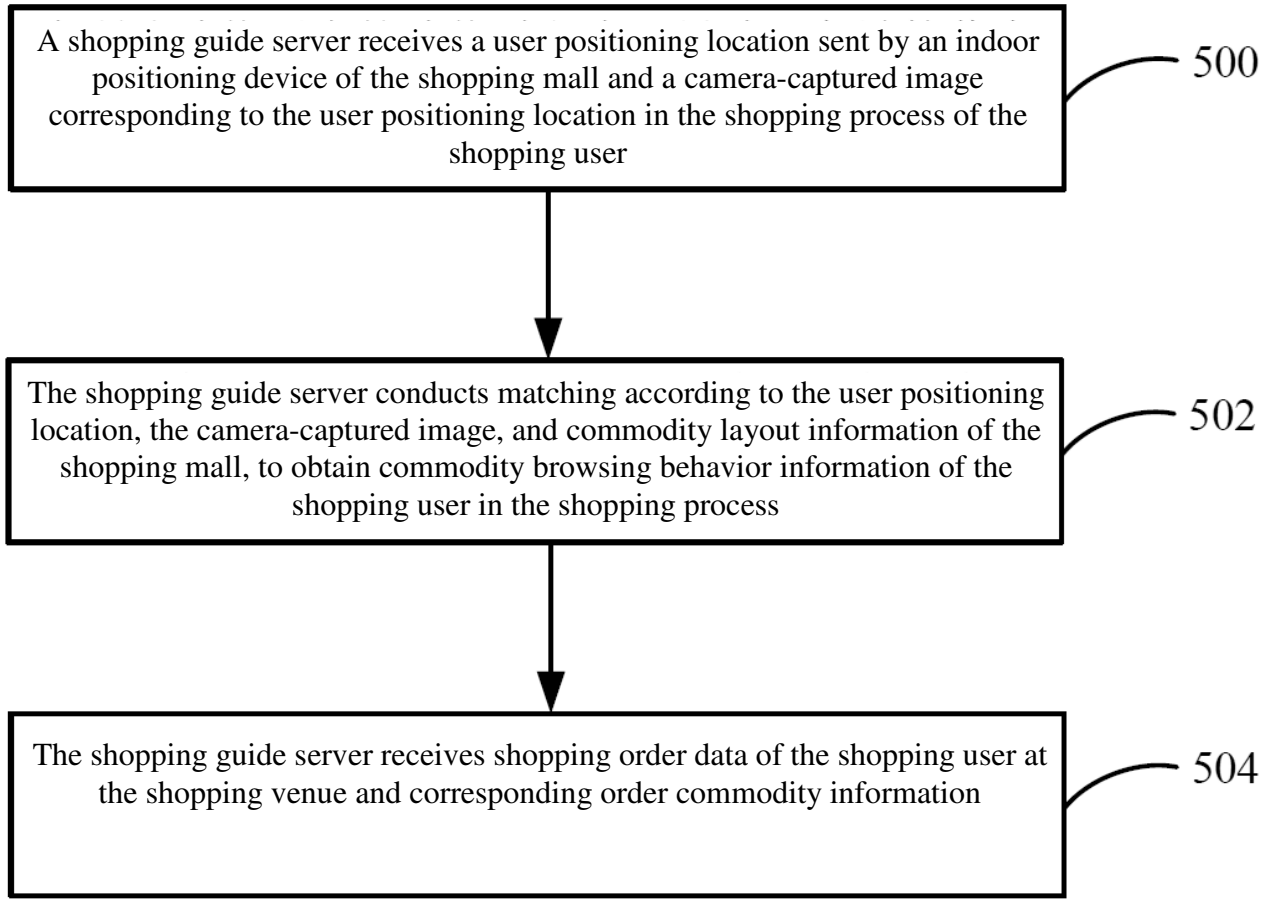

A shopping guide server receives a user positioning location sent by an indoor positioning device of the shopping mall and a camera-captured image corresponding to the user positioning location in the shopping process of the shopping user
500
The shopping guide server conducts matching according to the user positioning location, the camera-captured image, and commodity layout information of the shopping mall, to obtain commodity browsing behavior information of the shopping user in the shopping process
502
The shopping guide server receives shopping order data of the shopping user at the shopping venue and corresponding order commodity information
504

FIG. 5

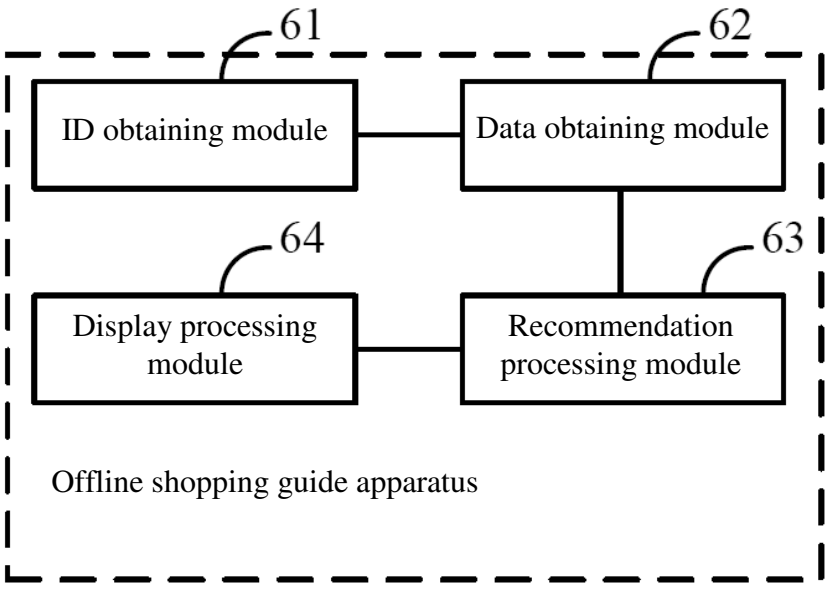

61
62
ID obtaining module
Data obtaining module
64
63
Display processing module
Recommendation processing module
Offline shopping guide apparatus

FIG. 6