CLAIMS

1. A method for providing a picture feature sample sub-library based on augmented reality, wherein the method is applied to an augmented reality server terminal, and comprises:

gathering (101) user information uploaded by an augmented reality client terminal, the user information being associated with a user using the augmented reality device, the user information comprising a location of the user and behavior logs of the user;

screening out (102) picture feature samples associated with the user information from a preset picture feature sample library, wherein screening out comprises calculating distances between the location of the user uploaded by the augmented reality client terminal and locations associated with the picture feature samples in the picture feature sample library, and screening out, from the picture feature sample library, picture feature samples which have the distances less than a preset threshold;

performing big data analysis on the behavior logs of the user to determine a behavioral preference of the user, and further screening out picture feature samples satisfying the behavioral preference of the user from the picture feature samples which have the distances less than the preset threshold;

generating (103), on the basis of the further screened-out picture feature samples, a picture feature sample sub-library corresponding to the user information; and

pushing (103) the picture feature sample sub-library to the augmented reality client terminal, so that during image scanning in an offline environment of the user, the augmented reality client terminal performs image recognition on the scanned image information on the basis of the picture feature sample sub-library.

2. The method of claim 1, further comprising:

collecting picture samples stored in a connected third-party server terminal, and locations associated with the picture samples; and/or

collecting picture samples from online service data on the basis of a preset data collection algorithm, and locations associated with the picture samples; and

extracting picture feature samples from the collected picture samples, and

locally creating the picture feature sample library on the basis of the extracted picture feature samples and the locations associated with the picture samples.

3. The method of claim 2, further comprising:

acquiring presentation data configured by an operator for the picture feature samples in the picture feature sample library, and presentation effects configured for the presentation data; and

storing the acquired presentation data and presentation effects in association with the picture feature samples in the picture feature sample library, and

dynamically updating the presentation data and the presentation effects in response to an update operation of the operator.

4. The method of claim 1, further comprising

receiving the scanned image information uploaded by the augmented reality client terminal; and

performing image recognition on the image information on the basis of the generated picture feature sample sub-library.

5. The method of claim 1 or 4, further comprising:

pushing, when an offline target corresponding to any picture feature sample in the picture feature sample sub-library is recognized from the image information, presentation data associated with the picture feature sample and a presentation effect associated with the presentation data to the augmented reality client terminal, so that the augmented reality client terminal displays, on the basis of the presentation effect, the presentation data in an augmented manner on a location corresponding to the offline target in an augmented reality scene.

6. A apparatus (30) for providing a picture feature sample sub-library based on augmented reality, wherein the apparatus is applied to an augmented reality server terminal, and comprises:

a gathering module (301) configured to gather (101) user information uploaded by an augmented reality client terminal, the user information being associated with a

user using the augmented reality device, the user information comprising a location of the user and behavior logs of the user;

a screening module (302) configured to:

screen out (102) picture feature samples associated with the user information from a preset picture feature sample library, wherein screening out (102) comprises calculating distances between the location of the user uploaded by the augmented reality client terminal and locations associated with the picture feature samples in the picture feature sample library, and screening out, from the picture feature sample library, picture feature samples which have the distances less than a preset threshold,

perform big data analysis on the behavior logs of the user to determine a behavioral preference of the user, and

further screen out picture feature samples satisfying the behavioral preference of the user from the picture feature samples which have the distances less than the preset threshold; and

a pushing module (303) configured to:

generate (103), on the basis of the further screened-out picture feature samples, a picture feature sample sub-library corresponding to the user information, and

push (103) the picture feature sample sub-library to the augmented reality client terminal, so that during image scanning in an offline environment of the user, the augmented reality client terminal performs image recognition on the scanned image information on the basis of the picture feature sample sub-library.

7. The apparatus (30) of claim 6, wherein the apparatus further comprises:

a collection module configured to collect picture samples stored in a connected third-party server terminal, and locations associated with the picture samples; and/or collect picture samples from online service data on the basis of a preset data collection algorithm, and locations associated with the picture samples; and

a creation module configured to extract picture feature samples from the collected picture samples, and locally create the picture feature sample library on the basis of the extracted picture feature samples and the locations associated with the picture samples.

8. The apparatus (30) of claim 7, further comprising:

an acquisition module configured to acquire presentation data configured by an operator for the picture feature samples in the picture feature sample library, and presentation effects configured for the presentation data; and

a storage module configured to store the acquired presentation data and presentation effects in association with the picture feature samples in the picture feature sample library, and dynamically update the presentation data and the presentation effects in response to an update operation of the operator.

9. The apparatus (30) of claim 6, further comprising:

a recognition module configured to receive the scanned image information uploaded by the augmented reality client terminal; and perform image recognition on the image information on the basis of the generated picture feature sample sub-library.

10. The apparatus (30) of claim 6 or 9, wherein the pushing module (303) is further configured to:

push, when an offline target corresponding to any picture feature sample in the picture feature sample sub-library is recognized from the image information, presentation data associated with the picture feature sample and a presentation effect associated with the presentation data to the augmented reality client terminal, so that the augmented reality client terminal displays, on the basis of the presentation effect, the presentation data in an augmented manner on a location corresponding to the offline target in an augmented reality scene.