

METHOD AND APPARATUS FOR OFFLINE INTERACTION BASED ON AUGMENTED REALITY

ABSTRACT

The present application provides an augmented reality technology-based
5 interaction mode of combining online virtual resource allocation and management
with consumption and image scanning operations of a user at an offline target place.
An augmented reality server obtains consumption data of a user at a target place,
where the consumption data includes a consumption amount; allocates a
corresponding quantity of virtual resources to the user based on the consumption
10 amount, and accumulates the allocated virtual resources to a virtual resource pool of
the target place; in response to an image scanning operation performed by an
augmented reality client device in an offline environment of the target place,
determines whether a predetermined identifier corresponding to the target place is
identified from image information obtained through scanning; and in response to
15 determining that the predetermined identifier corresponding to the target place is
identified from the image information obtained through scanning, delivers virtual data
related to virtual resources in the virtual resource pool to the augmented reality client
device, so that the augmented reality client device performs augmented display on the
related virtual data at a location corresponding to the predetermined identifier in a
20 scanned real-world image.

FIG. 1