## SUMMARY

**[0006]** The embodiments of the disclosure provide an identity information presentation method and apparatus, a terminal, a server, and a storage medium, which may improve the efficiency and accuracy of offline interaction. The technical solutions are as follows:

**[0007]** According to an aspect, an example embodiment of the disclosure provides an identity information presentation method, performed by a terminal including a camera, the method including:

**[0008]** acquiring an image by using the camera, the acquired image including a character;

**[0009]** displaying the image acquired by the camera based on an augmented reality social mode, in which augmented reality social information is provided for a currently logged-in account; and

**[0010]** presenting, based on a geographical location of the character, first identity information around the character in an augmented reality manner, the first identity information indicating a social identity of the character.

**[0011]** According to another aspect, an example embodiment of the disclosure provides an identity information presentation method, performed by a server, the method including:

**[0012]** receiving an identity information obtaining request from a second terminal, the identity information obtaining request comprising first geographical location information representing a geographical location of a character in an environment, which is captured by a camera of the second terminal, the first geographical location information being based on an image of the character captured by the camera;

**[0013]** determining first identity information of the character based on the first geographical location information, the first identity information being augmented reality social information corresponding to the character; and

**[0014]** transmitting the first identity information to the second terminal, to be presented around the character in an augmented reality manner on the second terminal.

**[0015]** According to another aspect, an example embodiment of the disclosure provides an identity information presentation apparatus, the apparatus including:

**[0016]** an image acquisition module, configured to acquire an image by using a camera, the acquired image comprising a character; and

**[0017]** an information presentation module, configured to display the image acquired by the camera based on an augmented reality social mode, in which augmented reality social information is provided for a currently logged-in account; and present, based on a geographical location of the character, first identity information around the character in an augmented reality manner, the first identity information indicating a social identity of the character.

**[0018]** According to another aspect, an example embodiment of the disclosure provides an identity information presentation apparatus, the apparatus including:

**[0019]** a request receiving module, configured to receive an identity information obtaining request from a second terminal, the identity information obtaining request comprising first geographical location information representing a geographical location of a character in an environment, which is captured by a camera of the second terminal, the first geographical location information being based on an image of the character captured by the camera;

**[0020]** an information determining module, configured to determine first identity information of the character based on the first geographical location information, the first identity information being augmented reality social information corresponding to the character; and

**[0021]** an information transmitting module, configured to transmit the first identity information to the second terminal, to be presented around the character in an augmented reality manner on the second terminal.

**[0022]** According to another aspect, an example embodiment of the disclosure provides a terminal, including a processor and a memory, where the memory stores at least one instruction, and the at least one instruction is loaded and executed by the processor to implement the identity information presentation method on a terminal side according to any one of the foregoing aspects.

**[0023]** According to another aspect, an example embodiment of the disclosure provides a server, including a processor and a memory, where the memory stores at least one instruction, and the at least one instruction is loaded and executed by the processor to implement the identity information presentation method on a server side according to any one of the foregoing aspects.

**[0024]** According to another aspect, an example embodiment of the disclosure provides a computer-readable storage medium, the computer-readable storage storing at least one piece of program code, where the at least one piece of program code is loaded and executed by a processor to implement the identity information presentation method on a terminal side according to any one of the foregoing aspects or implement the identity information presentation method on a server side according to any one of the foregoing aspects.

CLAIMS

1. An identity information presentation method, performed by a terminal including a camera, the method comprising:

acquiring an image by using the camera, the acquired image comprising a character;

displaying the image acquired by the camera based on an augmented reality social mode, in which augmented reality social information is provided for a currently logged-in account; and

presenting, based on a geographical location of the character, first identity information around the character in an augmented reality manner, the first identity information indicating a social identity of the character.

2. The method according to claim 1, wherein the presenting, based on the geographical location of the character, the first identity information around the character in the augmented reality manner comprises:

identifying the character in the image and determining first geographical location information representing the geographical location of the character;

obtaining the first identity information of the character based on the first geographical location information; and

presenting the first identity information around the character in the augmented reality manner.

3. The method according to claim 2, wherein the presenting the first identity information around the character in the augmented reality manner comprises:

generating an augmented reality contact card based on the first identity information;

determining, based on character location information of the character in a camera coordinate system, contact card location information of the augmented reality contact card in the camera coordinate system; and

presenting the augmented reality contact card at a location indicated by the contact card location information in the augmented reality manner, the location indicated by the contact card location information being around a location indicated by the character location information.

4. The method according to claim 3, wherein the generating the augmented reality contact card based on the first identity information comprises:

obtaining a character correlation degree, the character correlation degree being based on the first identity information and second identity information of an account corresponding to the terminal;

determining a contact card size based on the character correlation degree, the contact card size being positively correlated with the character correlation degree; and

generating the augmented reality contact card based on the first identity information and the contact card size.

5. The method according to claim 3, wherein after the presenting the augmented reality contact card at the location indicated by the contact card location information in the augmented reality manner, the method further comprises:

adjusting, in response to a change of a facial orientation of the character, a contact card orientation of the augmented reality contact card based on the facial orientation, the contact card orientation being consistent with the facial orientation.

6. The method according to any one of claims 1 to 5, wherein before the displaying the image acquired by the camera based on the augmented reality social mode, the method further comprises:

displaying an information presentation setting interface for setting the second identity information to be presented, and the second identity information corresponding to an account logged on to the terminal; and

enabling the augmented reality social mode in response to an information setting operation in the information presentation setting interface, and reporting the second identity information and second geographical location information of the terminal in a world coordinate system to a server.

7. The method according to claim 6, wherein the method further comprises:

transmitting permission information to the server in response to a permission setting operation in the information presentation setting interface, the permission information indicating a view permission of the second identity information.

8. The method according to claim 6, wherein the displaying the information presentation

setting interface comprises:

displaying an information presentation reminder in response to that a current geographical location and a current time being in a target route; and

displaying the information presentation setting interface in response to a trigger operation for the information presentation reminder.

9. The method according to any one of claims 2 to 5, wherein the first identity information is set with a view permission; and

the obtaining the first identity information of the character based on the first geographical location information comprises:

obtaining the first identity information from a server based on the first geographical location information and second identity information of an account corresponding to the terminal, the second identity information meeting the view permission of the first identity information.

10. The method according to any one of claims 2 to 5, wherein the identifying the character in the image and the determining first geographical location information comprises:

identifying the character in the image and determining character location information of the character in a camera coordinate system; and

determining, based on the character location information and second geographical location information of the terminal in a world coordinate system, the first geographical location information of the character in the world coordinate system.

11. An identity information presentation method, performed by a server, the method comprising:

receiving an identity information obtaining request from a second terminal, the identity information obtaining request comprising first geographical location information representing a geographical location of a character, which is captured by a camera of the second terminal, the first geographical location information being based on an image of the character captured by the camera;

determining first identity information of the character based on the first geographical location information, the first identity information being augmented reality social information corresponding to the character; and

transmitting the first identity information to the second terminal, to be presented around the character in an augmented reality manner on the second terminal.

12. An identity information presentation apparatus, comprising:

an image acquisition module, configured to acquire an image by using a camera, the acquired image comprising a character; and

an information presentation module, configured to display the image acquired by the camera based on an augmented reality social mode, in which augmented reality social information is provided for a currently logged-in account; and present, based on a geographical location of the character, first identity information around the character in an augmented reality manner, the first identity information indicating a social identity of the character.

13. The apparatus according to claim 12, wherein the apparatus further comprises:

a location determining module, configured to identify the character in the image and determine first geographical location information representing the geographical location of the character;

an information obtaining module, configured to obtain the first identity information of the character based on the first geographical location information; and

an information presentation module, configured to present the first identity information around the character in the augmented reality manner.

14. The apparatus according to claim 13, wherein the information presentation module comprises:

a contact card generation unit, configured to generate an augmented reality contact card based on the first identity information;

a contact card location determining unit, configured to determine, based on character location information of the character in a camera coordinate system, contact card location information of the augmented reality contact card in the camera coordinate system; and

a contact card presentation unit, configured to present the augmented reality contact card at a location indicated by the contact card location information in the augmented reality manner, the location indicated by the contact card location information being around a location indicated by the character location information.

15. The apparatus according to claim 14, wherein the contact card generation unit is

configured to:

obtain a character correlation degree, the character correlation degree being based on the first identity information and second identity information of an account corresponding to a terminal;

determine a contact card size based on the character correlation degree, the contact card size being positively correlated with the character correlation degree; and

generate the augmented reality contact card based on the first identity information and the contact card size.

16. The apparatus according to claim 14, wherein the apparatus further comprises:

an orientation adjustment module, configured to adjust, in response to a change of a facial orientation of the character, a contact card orientation of the augmented reality contact card based on the facial orientation, the contact card orientation being consistent with the facial orientation.

17. The apparatus according to any one of claims 12 to 16, wherein the apparatus further comprises:

a setting interface display module, configured to display an information presentation setting interface for setting the second identity information to be presented, and the second identity information corresponding to an account logged on to the terminal, and

a reporting module, configured to enable the augmented reality social mode in response to an information setting operation in the information presentation setting interface, and report the second identity information and second geographical location information of the terminal in a world coordinate system to a server.

18. The apparatus according to claim 17, wherein the reporting module is further configured to:

transmit permission information to the server in response to a permission setting operation in the information presentation setting interface, the permission information indicating a view permission of the second identity information.

19. The apparatus according to claim 17, wherein the setting interface display module comprises:

a reminder presentation unit, configured to display an information presentation reminder

in response to that a current geographical location and a current time being in a target route; and

a setting interface display unit, configured to display the information presentation setting interface in response to a trigger operation for the information presentation reminder.

20. The apparatus according to any one of claims 13 to 16, wherein the first identity information is set with a view permission; and

the information obtaining module is configured to

obtain the first identity information from a server based on the first geographical location information and second identity information of an account corresponding to the terminal, the second identity information meeting the view permission of the first identity information.

21. The apparatus according to any one of claims 13 to 16, wherein the location determining module is configured to:

identify the character in the image and determine character location information of the character in a camera coordinate system; and

determine, based on the character location information and second geographical location information of the terminal in a world coordinate system, the first geographical location information of the character in the world coordinate system.

22. An identity information presentation apparatus, comprising:

a request receiving module, configured to receive an identity information obtaining request from a second terminal, the identity information obtaining request comprising first geographical location information representing a geographical location of a character, which is captured by a camera of the second terminal, the first geographical location information being based on an image of the character captured by the camera;

an information determining module, configured to determine first identity information of the character based on the first geographical location information, the first identity information being augmented reality social information corresponding to the character; and

an information transmitting module, configured to transmit the first identity information to the second terminal, to be presented around the character in an augmented reality manner on the second terminal.

23. A terminal, comprising a processor and a memory, the memory storing at least one

instruction, the at least one instruction being loaded and executed by the processor to implement the identity information presentation method according to any of claims 1 to 10.

24. A server, comprising a processor and a memory, the memory storing at least one instruction, the at least one instruction being loaded and executed by the processor to implement the identity information presentation method according to claim 11.

25. A computer-readable storage medium, storing at least one piece of program code, the at least one piece of program code being loaded and executed by a processor to implement the identity information presentation method according to any one of claims 1 to 10 or the identity information presentation method according to claim 11.