

ABSTRACT

An augmented reality (AR)-based display method, a device, and a storage medium. The method comprises: performing object segmentation on a target object in a real-time scene image acquired by an image acquisition unit to obtain a target object image; generating, according to the target object image, a virtual image corresponding to the target object; and displaying the virtual image in the real-time scene image on the basis of the AR technology. By obtaining the target object image, generating, on the basis of the target object image, the virtual image corresponding to the target object, and displaying the virtual image in the real-time scene image on the basis of the AR technology, various virtual images can be generated according to user needs to meet diverse needs of users, thus improving user experience during using AR technology.