

CLAIMS

1. A method for information display, the method comprising:
 - receiving an image that is captured in real time and sent by an end device (S101);
 - determining a user image comprised in the image (S102);
 - determining a user identifier corresponding to the user image (S103);
 - obtaining user information corresponding to the determined user identifier based on a pre-stored mapping relationship between a user identifier and user information (S104);
 - generating augmented reality (AR) graphics data corresponding to the user information based on the obtained user information (S105); and
 - transmitting the AR graphics data to the end device to be displayed by the end device in the image that is captured in real time, the AR graphics being configured to follow the user image in real time to maintain an explicit association between the AR graphics and the user image (S105).
2. The method according to claim 1, wherein the end device comprises an AR device and the AR device comprises at least AR glasses, an AR helmet, a mobile phone with an AR function, a computer with an AR function, and a robot with an AR function.
3. The method according to claim 1 or 2, wherein determining the user image comprised in the image specifically comprises:
 - performing character recognition on the image, to extract the user image comprised in the image.
4. The method according to claim 1 or 2, wherein determining the user identifier corresponding to the user image specifically comprises:
 - extracting an image feature based on the determined user image;
 - determining a user feature that matches the extracted image feature from pre-stored user features that respectively correspond to user identifiers; and
 - using a user identifier corresponding to the determined user feature as the user identifier corresponding to the user image.

5. The method according to claim 4, wherein the pre-stored user features comprise a biometric feature and the biometric feature comprises at least one of a facial feature, a fingerprint feature, a palm print feature, a retinal feature, a human outline feature, a gait feature, and a voiceprint feature.

6. The method according to claim 5, wherein the biometric feature comprises the facial feature, receiving the image comprises receiving multiple frames of images that are captured in real time and sent by the end device, and determining the user feature that matches the extracted image feature comprises:

extracting a facial feature from a user image in each frame of image;

constructing a three-dimensional facial model based on the extracted facial features; and

determining a three-dimensional facial model that matches the constructed three-dimensional facial model from pre-stored three-dimensional facial models that respectively correspond to user identifiers.

7. The method according to claim 5, wherein the biometric feature comprises the gait feature and receiving the image that is captured in real time and sent by the end device comprises: receiving multiple frames of images that are captured in real time and sent by the end device; and

determining the user feature that matches the extracted image feature from pre-stored user features that respectively correspond to user identifiers specifically comprises:

extracting a gait feature from a user image in each frame of image, and

determining a gait feature that matches the extracted gait feature from pre-stored gait features that respectively correspond to user identifiers.

8. The method according to claim 1 or 2, wherein pre-storing the mapping relationship between a user identifier and user information specifically comprises:

receiving user information edited by a user for a user identifier of the user, and establishing and storing a mapping relationship between the user identifier and the user information based on the user information edited by the user for the user identifier of the user; or

receiving user information edited by a first user for a second user, and establishing and storing a mapping relationship between a user identifier of the second user and the user information based

on the user information edited by the first user for the second user.

9. The method according to claim 8, wherein establishing and storing the mapping relationship between the user identifier and user information comprises:

obtaining historical data corresponding to the user identifier;

determining a matching degree between the user information in the mapping relationship that is to be established and the historical data based on the historical data, and using the matching degree as first reliability of the user information in the mapping relationship that is to be established; and

storing the first reliability of the user information in the mapping relationship that is to be established, and establishing the mapping relationship between the user information in the mapping relationship that is to be established and the user identifier in the mapping relationship that is to be established.

10. The method according to claim 9, wherein the method further comprises:

determining, for each piece of stored user information, other users who perform a specified operation on the user information;

determining, for each of the other users based on a level of the user, a score generated by the specified operation that is performed on the user information by the user; and

determining and storing second reliability of the user information based on the score determined for each of the other users, wherein the specified operation comprises at least one of following, making a comment, and giving a like, and the level comprises at least one of an account level, a credit level, and an attention level.

11. The method according to claim 10, wherein obtaining the user information corresponding to the determined user identifier specifically comprises:

determining total reliability of user information based on stored first reliability and second reliability of the user information; and

obtaining the user information whose total reliability is not less than a predetermined reliability threshold based on the total reliability.

12. The method according to claim 11, wherein the generating AR graphics data corresponding to the user information specifically comprises:

determining a display state parameter of the user information based on the total reliability of the user information corresponding to the user identifier; and

generating the AR graphics data that comprises the user information and the display state parameter of the user information based on the display state parameter, wherein the display state parameter comprises at least one of a color parameter, a brightness parameter, and a size parameter.

13. The method according to claim 10, wherein obtaining the user information corresponding to the determined user identifier further comprises:

obtaining environment information;

determining a service scenario based on the environment information; and

obtaining the user information that matches the service scenario based on the service scenario, wherein the environment information comprises at least one of network information, location information, and geographical identification information.

14. The method according to any one of claims 1 to 13, wherein the image is captured in real time and sent by an end device of the first user; and

obtaining the user information corresponding to the determined user identifier specifically comprises:

determining user information corresponding to the user identifier of the second user, and

obtaining the user information that has an editing relationship with the user identifier of the first user from the user information corresponding to the user identifier of the second user.

15. A device for information display, the device comprising a plurality of modules configured to perform the method of any one of claims 1 to 14.