CLAIMS

What is claimed is:

1. A service processing method, comprising:

broadcasting first broadcasting information comprising an apparatus type through near field communications;

scanning a digital object identifier (DOI) displayed by a mobile terminal according to the first broadcasting information and matching the apparatus type, to obtain service information and identity information of the mobile terminal included in the DOI;

broadcasting second broadcasting information reflecting the identity information;

after the mobile terminal determines, according to the second broadcasting information, that there is identity consistency, verifying the identity information of the mobile terminal during establishment of a near field communication connection to the mobile terminal, and after the verification succeeds, completing the establishment of the connection; and

executing a service through the connection according to the service information.

2. The method according to claim 1, wherein the broadcasting second broadcasting information reflecting the identity information specifically comprises:

performing a cryptographic operation on the identity information to obtain a characteristic value reflecting the identity information; and

broadcasting the second broadcasting information comprising the characteristic value.

3. The method according to claim 1, wherein the near field communication comprises Bluetooth Low Energy (BLE), and the identity information comprises a Bluetooth physical address.

4. The method according to claim 3, wherein the mobile terminal is in a master mode of the BLE.

5. The method according to claim 1, wherein the DOI comprises a QR code.

6. A service processing method, comprising:

determining an apparatus with a strongest broadcasting signal by scanning through near field communications;

receiving first broadcasting information broadcast by the apparatus to determine an apparatus type of the apparatus;

determining a digital object identifier (DOI) matching the apparatus type, and displaying or instructing a user to display the DOI, the DOI comprising service information and identity information;

receiving second broadcasting information reflecting the identity information broadcast

by the apparatus after scanning the DOI;

determining whether there is identity consistency according to the second broadcasting information, if there is identity consistency, starting to establish a near field communication connection to the apparatus, and after verification performed by the apparatus on identity information of a mobile terminal succeeds, completing the establishment of the connection; and

executing a service through the connection according to the service information.

7. The method according to claim 6, wherein the near field communication comprises Bluetooth Low Energy (BLE), and the identity information comprises a Bluetooth physical address.

8. The method according to claim 7, wherein the apparatus is in a slave mode of the BLE.

9. A service processing method, comprising:

scanning a digital object identifier (DOI) displayed by a mobile terminal to obtain identity information of the mobile terminal included in the DOI;

broadcasting broadcasting information reflecting the identity information;

after the mobile terminal determines, according to the broadcasting information, that there is identity consistency, verifying the identity information of the mobile terminal during establishment of a near field communication connection to the mobile terminal, and after the verification succeeds, completing the establishment of the connection; and

receiving a plurality of DOIs sent by the mobile terminal through the connection; and

determining a matched DOI from the plurality of DOIs for executing a service.

10. The method according to claim 9, wherein the broadcasting broadcasting information reflecting the identity information specifically comprises:

performing a cryptographic operation on the identity information to obtain a characteristic value reflecting the identity information; and

broadcasting the broadcasting information comprising the characteristic value.

11. The method according to claim 9, wherein the near field communication comprises Bluetooth Low Energy (BLE), and the identity information comprises a Bluetooth physical address.

12. The method according to claim 11, wherein the mobile terminal is in a master mode of the BLE.

13. A service processing method, comprising:

displaying a digital object identifier (DOI) comprising identity information;

receiving broadcasting information reflecting the identity information broadcast by an apparatus through scanning of the DOI;

determining whether there is identity consistency according to the broadcasting information, if there is identity consistency, starting to establish a near field communication connection to the apparatus, and after verification performed by the apparatus on the identity information succeeds, completing the establishment of the connection; and

sending a plurality of DOIs to the apparatus through the connection for the apparatus to determine a matched DOI from the plurality of DOIs for executing a service.

14. The method according to claim 13, wherein the near field communication comprises Bluetooth Low Energy (BLE), and the identity information comprises a Bluetooth physical address.

15. The method according to claim 14, wherein the apparatus is in a slave mode of the BLE.

16. A service processing device, comprising:

a first broadcasting module configured to broadcast first broadcasting information comprising an apparatus type through near field communications;

a scanning module configured to scan a digital object identifier (DOI) displayed by a mobile terminal according to the first broadcasting information and matching the apparatus type, to obtain service information and identity information of the mobile terminal included in the DOI;

a second broadcasting module configured to broadcast second broadcasting information reflecting the identity information;

a connecting module configured to: after the mobile terminal determines, according to the second broadcasting information, that there is identity consistency, verify the identity information of the mobile terminal during establishment of a near field communication connection to the mobile terminal, and after the verification succeeds, complete the establishment of the connection; and

a service module configured to execute a service through the connection according to the service information.

17. The apparatus according to claim 16, wherein that the second broadcasting module broadcasts second broadcasting information reflecting the identity information specifically comprises:

performing, by the second broadcasting module, a cryptographic operation on the identity information to obtain a characteristic value reflecting the identity information; and

broadcasting the second broadcasting information comprising the characteristic value.

18. The apparatus according to claim 16, wherein the near field communication comprises Bluetooth Low Energy (BLE), and the identity information comprises a Bluetooth physical address.

19. The apparatus according to claim 18, wherein the mobile terminal is in a master mode of the BLE.

20. A service processing device, comprising:

a first determining module configured to determine an apparatus with a strongest broadcasting signal by scanning through near field communications;

a first receiving module configured to receive first broadcasting information broadcast by the apparatus to determine an apparatus type of the apparatus;

a second determining module configured to determine a digital object identifier (DOI) matching the apparatus type, and display or instruct a user to display the DOI, the DOI comprising service information and identity information;

a second receiving module configured to receive second broadcasting information reflecting the identity information broadcast by the apparatus after scanning the DOI;

a connecting module configured to: determine whether there is identity consistency according to the second broadcasting information, if there is identity consistency, start to establish a near field communication connection to the apparatus, and after verification performed by the apparatus on identity information of a mobile terminal succeeds, complete the establishment of the connection; and

a service module configured to execute a service through the connection according to the service information.