

## INFORMATION PRESENTATION METHOD AND APPARATUS

### ABSTRACT

Implementations of the present application disclose an information presentation method and apparatus. The method includes the following: sending, by a client device,  
5 current scenario information of the client device to a server; obtaining service information of a plurality of services returned by the server, where the service information is obtained by the server by matching the current scenario information; and displaying the service information in a specified interface by using a visualization template; where the service information includes access entry information of an  
10 application and/or an application interface of an application. In the implementations of the present application, a scenario that a user is located in can be speculated based on the current scenario information of the client device, the service information of the plurality of services that the user possibly needs in the scenario is obtained, and the service information is displayed to the user by using the visualization template, so that  
15 the user obtains a corresponding service based on the displayed service information, and it is more convenient for the user to obtain services

FIG. 1