

CLAIMS

1. A computer-implemented method, comprising:

scanning, by a first augmented reality, i.e., AR, client terminal of a first user, a first offline
5 service label at an offline service site;

transmitting information of the first offline service label and identification information of
the first user to a server terminal, wherein the server terminal establishes, based on the
information of the first offline service label, a service group including the first user and a second
user, wherein both the first user and the second user are located at the offline service site, and
10 wherein the service group is established based on the first AR client terminal of the first user
scanning the first offline service label and a second AR client terminal of the second user
scanning a second offline service label;

in response to transmitting the information of the first offline service label, receiving (106)
service data related to the offline service site and the first offline service label from the server
15 terminal, the service data including information related to the first user and information related to
the second user;

displaying, by the first AR client terminal in an AR scene, an image of the second user
corresponding to an actual position of the second user at the offline service site; and

based on the service data, outputting a service interactive interface at the first AR client
20 terminal, the service interactive interface displaying the information related to the first offline
service label, the first user and the information related to the second user, wherein the service
interactive interface is displayed at a position corresponding to the first offline service label in
the AR scene.

2. The method of claim 1, further comprising:

25 establishing a connection between the first AR client terminal and the server terminal for
sending the information of the scanned first offline service label and the first user identification
information to the server terminal;

identifying the first user, at the server terminal, based on the received first user
identification information; and

30 identifying the offline service site based on the scanned first offline service label.

3. The method of claim 1, further comprising:

maintaining, by the server terminal, a database storing site labels of offline service sites and virtual data related to each of the offline service labels;

performing, by the server terminal, image recognition to identify the first offline service label and to determine if the identified first offline service label matches a corresponding offline service label at the database; and

if the identified first offline service label matches the corresponding offline service label at the database, pushing, by the server terminal, virtual data related to the corresponding offline service label to the first AR client terminal.

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4. The computer-implemented method of claim 1, further comprising:

sending, to the server terminal, information of a first object selected by the first user using the service interactive interface;

receiving, from the server terminal, information of a second object selected by the second user using the service interactive interface; and

displaying, in the AR scene, the information of the first object and the information of the second object in the service interactive interface.

5. The computer-implemented method of claim 1, further comprising:

selecting a third object for a designated social contact of the first user using the service interactive interface; and

uploading, to the server terminal, information of the third object, identification information of the designated social contact, and identification information of the offline service site.

6. The computer-implemented method of claim 1, further comprising:

uploading a position of the first user to the server terminal in real time; and

receiving, from the server terminal, a notification message when a third user selects a fourth object for the first user in a second offline service site and a distance between the position of the first user and a position of the second offline service site is less than a predefined threshold, the notification message indicating that the third user has selected the fourth object for the first user in the second offline service site.

7. The computer-implemented method of claim 1, further comprising:

scanning, by the first AR client terminal, a site label at the offline service site;

transmitting information of the site label to the server terminal;

5 in response to transmitting the information of the site label, receiving, from the server terminal, label data of the offline service site, the label data including information related to the offline service site; and

displaying the information related to the offline service site at a position corresponding to the site label in the AR scene.

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8. The computer-implemented method of claim 7, further comprising:

in response to transmitting the information of the site label, receiving, from the server terminal, information of social contacts of the first user; and

15 displaying the information of social contacts at a position corresponding to the site label in the AR scene.

9. The computer-implemented method of claim 7, further comprising:

in response to transmitting the information of the site label, receiving, from the server terminal, information of a fifth object selected by a fourth user for the first user; and

20 displaying the information of the fifth object at a position corresponding to the site label in the AR scene.

10. A non-transitory, computer-readable medium storing one or more instructions executable by a computer system to perform the method of any one of claims 1 to 9.

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11. A computer-implemented system, comprising:

one or more computers; and

one or more computer memory devices interoperably coupled with the one or more computers and having tangible, non-transitory, machine-readable media storing one or more
30 instructions that, when executed by the one or more computers, perform the method of any one of claims 1 to 9.