

CLAIMS

1. A method for information display, the method comprising:
 - determining an image capturing direction of an end-user device;
 - determining a geographic location of the end-user device when a camera of the end-user device captures an image;
 - determining, based on the geographic location and the image capturing direction of the end-user device and a geographic location of each point of interest (POI), a POI that the end-user device points to when capturing the image;
 - establishing a space model by using the geographic location of the end-user device as an origin of a coordinate system;
 - determining based on the space model, coordinates of a virtual camera, the virtual camera being configured to simulate the camera of the end-user device in the space model; and
 - rendering labeled data corresponding to the POI onto the image by using an image simulated by the virtual camera,wherein rendering the labeled data corresponding to the POI onto the image comprises determining a horizontal plane in the image based on a preset horizontal plane recognition algorithm.
2. The method according to claim 1, wherein determining the POI that the end-user device points to when capturing the image comprises:
 - sending the geographic location of the end-user device to a server, so that the server determines, based on a geographic location of each prestored POI, a POI within a specified distance from the geographic location of the end-user device, and returns the POI; and
 - determining, based on a geographic location of each POI returned by the server, the POI that the end-user device points to when capturing the image.
3. The method according to claim 1, wherein rendering the labeled data corresponding to the POI onto the image further comprises:
 - determining a location of the determined POI in the image based on the horizontal plane in the image, the geographic location of the end-user device, the image capturing direction, and a

geographic location of the determined POI; and

rendering, based on the location of the determined POI in the image, the labeled data corresponding to the determined POI onto the image.

4. The method according to claim 1, further comprising:

for each piece of labeled data rendered onto the image, when an operation on the labeled data is detected, displaying content information comprised in a POI corresponding to the labeled data.

5. The method according to claim 4, further comprising:

when the operation on the labeled data is detected, sending an identifier of the POI corresponding to the labeled data to a server, so that the server marks a display method used when the POI corresponding to the labeled data is operated.

6. The method according to claim 4 or 5, wherein the content information comprises electronic coupon information.

7. The method according to claim 1, wherein the labeled data comprises one or more arrows and a line representing a boundary of a visual angle range of the end-user device.

8. The method according to claim 7, wherein the visual angle range of the end-user device is determined based on a focal segment of the end-user device.

9. The method according to claim 1, wherein determining the coordinates of the virtual camera is based on a coordinate transformation using the space model.

10. An apparatus for information display, the apparatus comprising a plurality of modules configured to perform the method of any one of claims 1 to 9.