CLAIMS

1. A method for information exchange, the method comprising:

scanning, by a first end-user device, a digital object identifier (DOI) of a second end-user device, wherein the DOI of the second end-user device comprises identity information of the second end-user device;

identifying, by the first end-user device, the second end-user device based on the DOI ;

generating, by the first end-user device, a service DOI based on the identity information of the second end-user device that is identified from the DOI of the second end-user device, the service DOI comprising the identity information of the second end-user device and specified service information;

displaying, by the first end-user device, the service DOI to enable the second end-user device to scan the service DOI and to identify the service DOI;

performing, by a server, a verification of the identity information of the second end-user device included in the service DOI; and

in response to the verification of the identity information of the second end-user device included in the service DOI, performing, by the server, service processing based on the identified service DOI, wherein the verification comprises:

transmitting, by the second end-user device to the server, the identity information of the second end-user device included in the service DOI; and

determining, by the server, a device identity corresponding to the identity information of the second end-user device included in the service DOI is consistent with a device identity of the second end-user device transmitting the identity information to the server.

2. The method according to claim 1, wherein scanning, by the first end-user device, the DOI of the second end-user device comprises:

scanning, by the first end-user device by using a front-facing camera of the first end-user device, the DOI of the second end-user device that is displayed by the second end-user device.

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

performing, by the first end-user device, verification on the identity information of the

second end-user device that is identified from the DOI of the second end-user device; and

determining, by the first end-user device, that the verification succeeds.

4. The method according to claim 1, wherein the service DOI further comprises identity information of the first end-user device, so that the second end-user device performs verification.

5. The method according to any one of claims 1 to 3, wherein the identity information comprises at least one of a device information and an account information.

6. The method according to any one of claims 1 to 4, wherein the DOI comprises at least one of a two-dimensional code or a barcode.

7. A method for information exchange, the method comprising:

receiving, by a server, identity information of a second end-user device that is sent by the second end-user device and that is obtained by scanning and identifying a service digital object identifier (DOI), and specified service information, the service DOI being generated and displayed by a first end-user device based on the identity information of the second end-user device;

performing, by the server, verification on the identity information of the second end-user device; and

performing, by the server, service processing based on the specified service information after the verification succeeds,

wherein the verification comprises:

determining, by the server, a device identity corresponding to the identity information of the second end-user device is consistent with a device identity of the second end-user device sending the identity information to the server.

8. The method according to claim 7, wherein the specified service information is payment information.

9. The method according to claim 7, wherein performing service processing based on the

specified service information specifically comprises:

performing electronic payment service processing based on the specified service information.

10. The method according to claim 9, wherein the first end-user device corresponds to a payer of the electronic payment service, and the second end-user device corresponds to a payee of the electronic payment service.

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