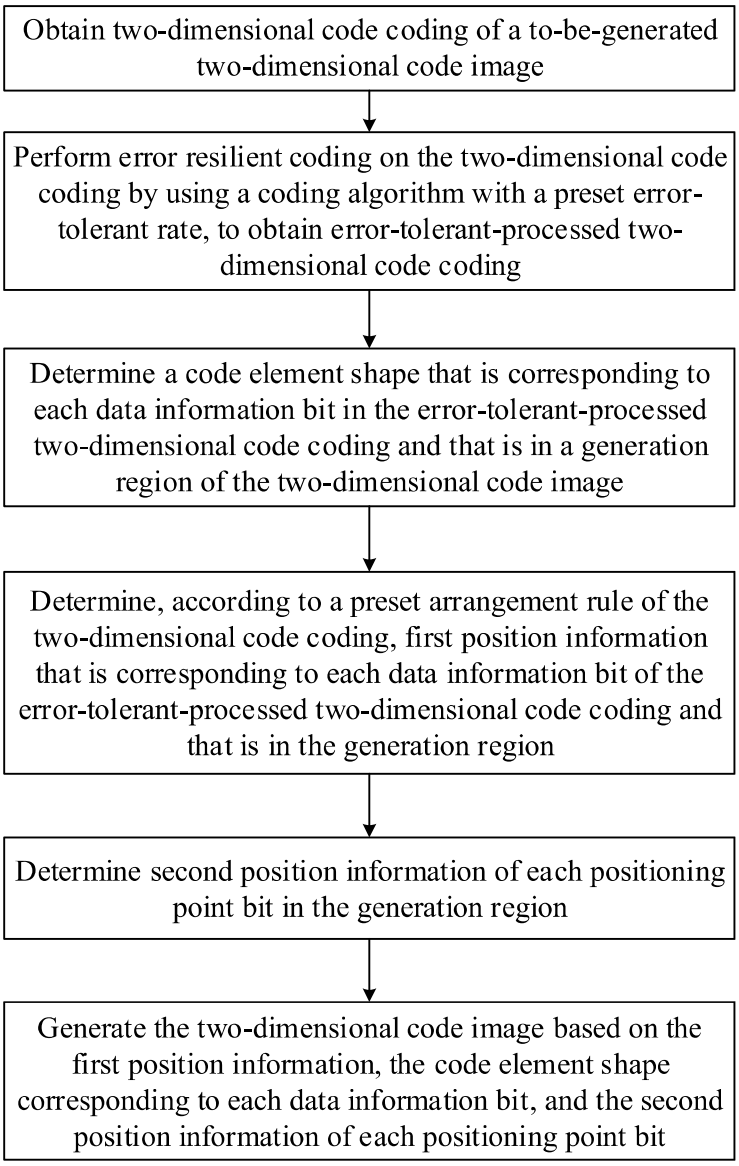

Obtain two-dimensional code coding of a to-be-generated two-dimensional code image
Perform error resilient coding on the two-dimensional code coding by using a coding algorithm with a preset error-tolerant rate, to obtain error-tolerant-processed two-dimensional code coding
Determine a code element shape that is corresponding to each data information bit in the error-tolerant-processed two-dimensional code coding and that is in a generation region of the two-dimensional code image
Determine, according to a preset arrangement rule of the two-dimensional code coding, first position information that is corresponding to each data information bit of the error-tolerant-processed two-dimensional code coding and that is in the generation region
Determine second position information of each positioning point bit in the generation region
Generate the two-dimensional code image based on the first position information, the code element shape corresponding to each data information bit, and the second position information of each positioning point bit

FIG. 1

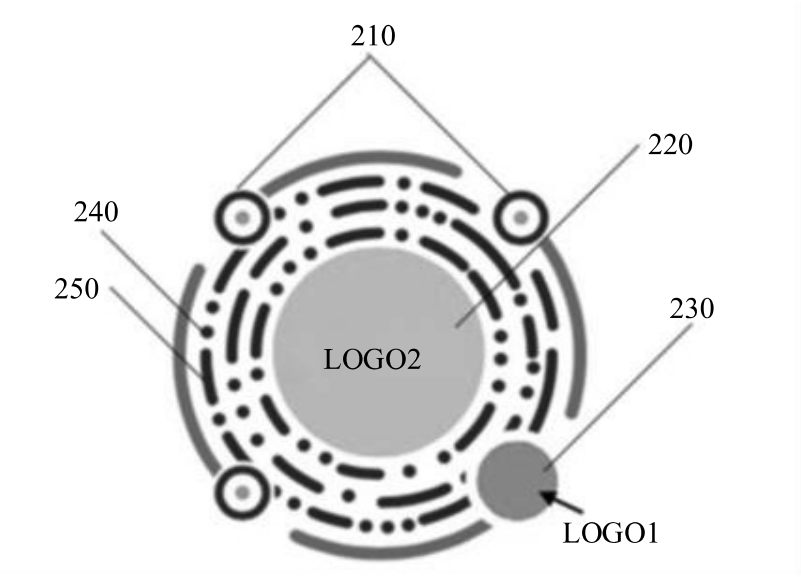


FIG. 2

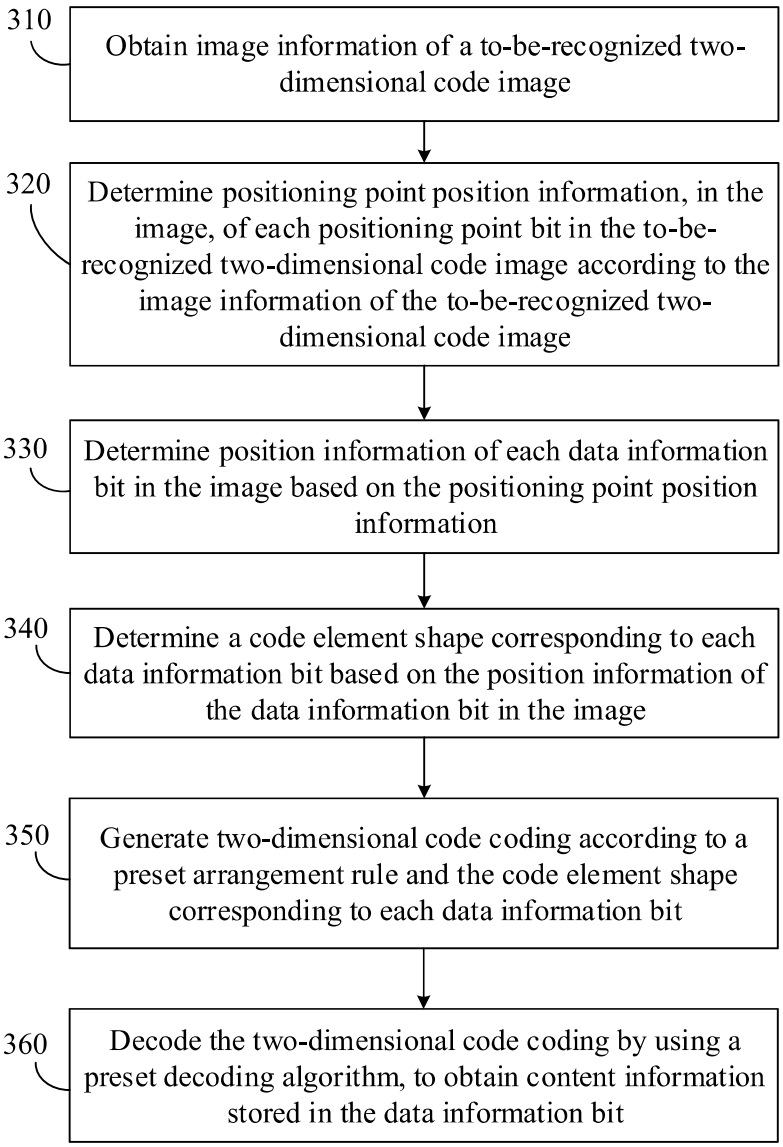

310
Obtain image information of a to-be-recognized two-dimensional code image
320
Determine positioning point position information, in the image, of each positioning point bit in the to-be-recognized two-dimensional code image according to the image information of the to-be-recognized two-dimensional code image
330
Determine position information of each data information bit in the image based on the positioning point position information
340
Determine a code element shape corresponding to each data information bit based on the position information of the data information bit in the image
350
Generate two-dimensional code coding according to a preset arrangement rule and the code element shape corresponding to each data information bit
360
Decode the two-dimensional code coding by using a preset decoding algorithm, to obtain content information stored in the data information bit

FIG. 3

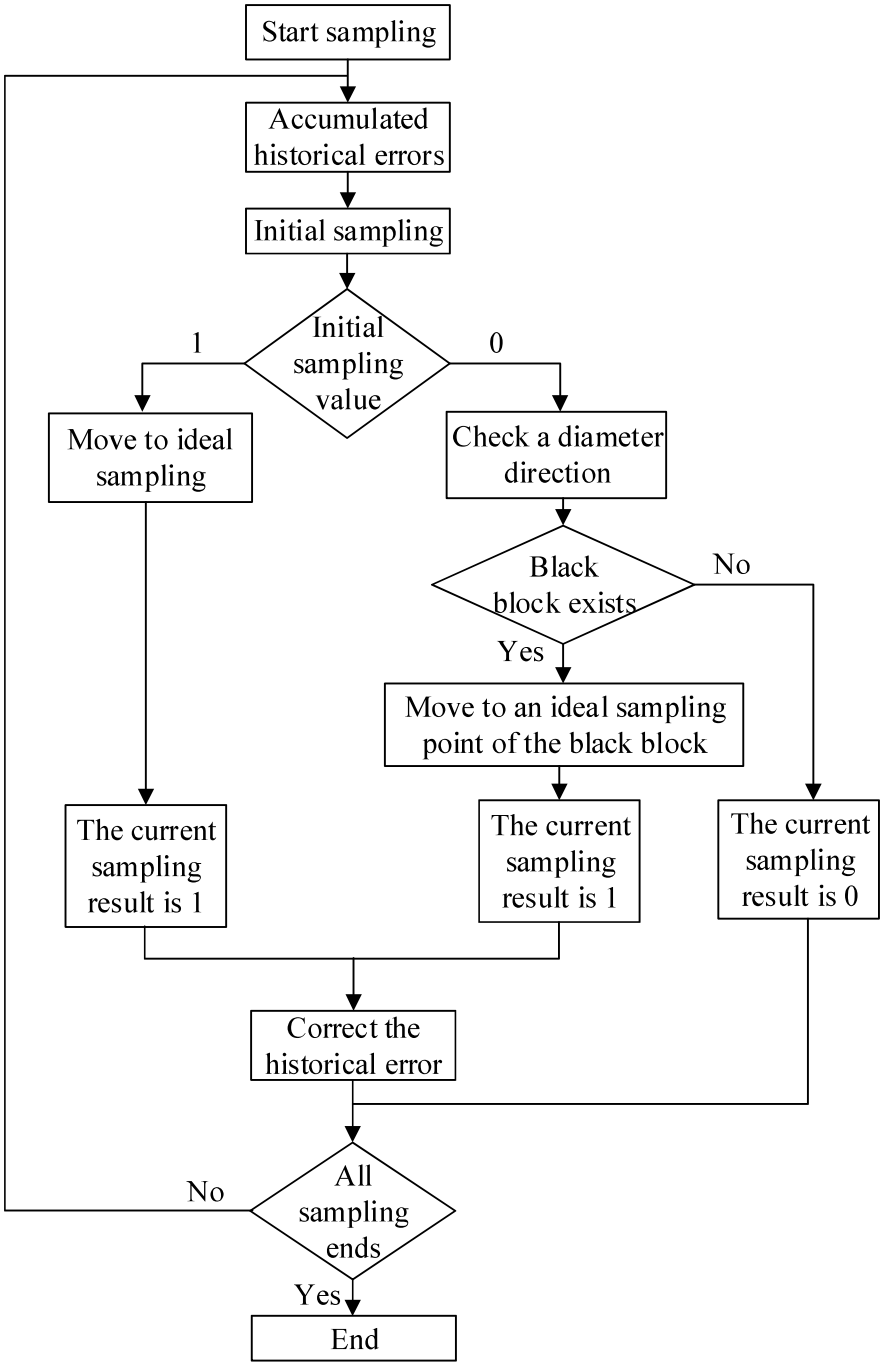

Start sampling
Accumulated historical errors
Initial sampling
Initial sampling value
1
0
Move to ideal sampling
Check a diameter direction
Black block exists
No
Yes
Move to an ideal sampling point of the black block
The current sampling result is 1
The current sampling result is 1
The current sampling result is 0
Correct the historical error
All sampling ends
No
Yes
End

FIG. 4

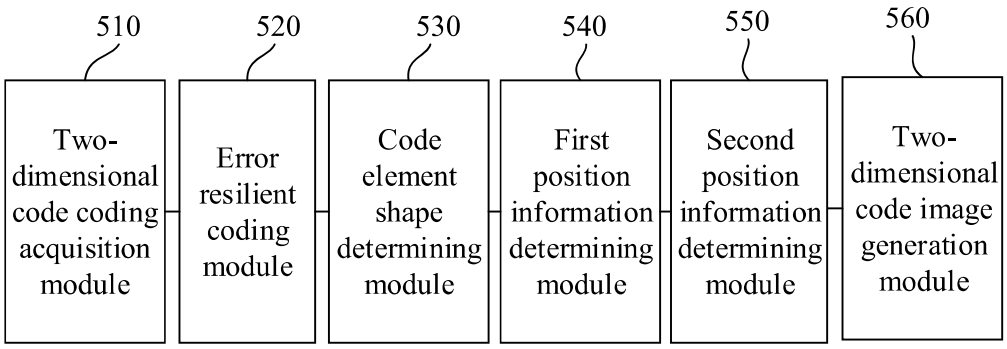


FIG. 5

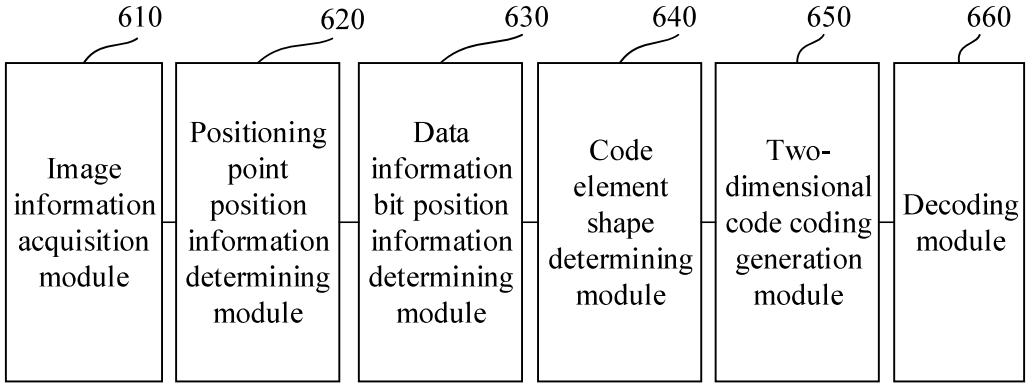


FIG. 6

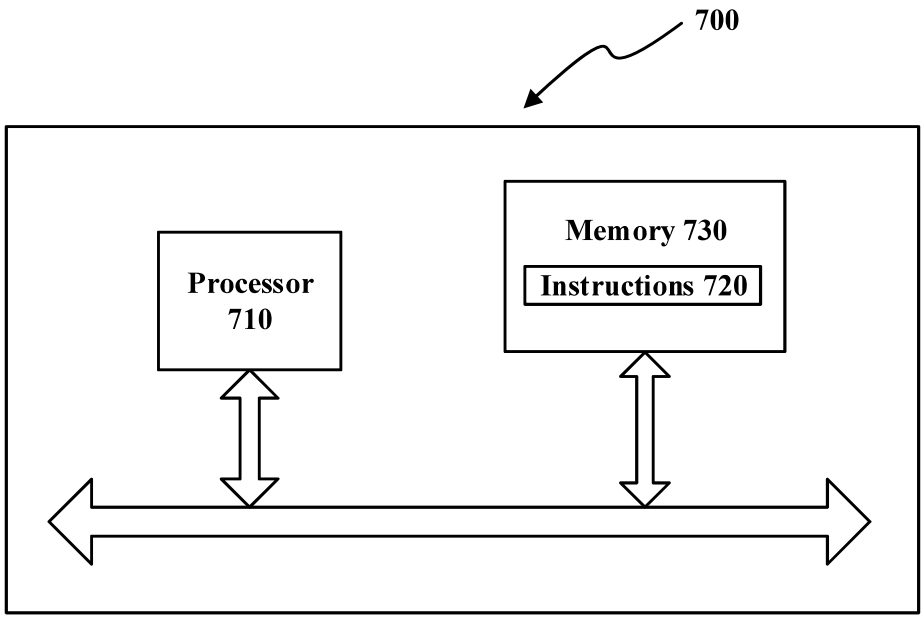


FIG. 7