

CLAIMS

1. A computer-implemented method, comprising:
 - receiving visual media data from a client device, wherein the visual media data being captured in real time by the client device;
 - detecting a presence of an image of a human in the visual media data;
 - determining a user identification associated with the human based on the detected presence of the image of the human in the visual media data;
 - retrieving data corresponding to the user based on the user identification;
 - generating user graphics data based on the retrieved data corresponding to the user by:
 - determining a total reliability of the retrieved data corresponding to the user;
 - generating a display state parameter based on the determined total reliability, wherein the display state parameter comprises at least one of a color parameter, a brightness parameter, and a size parameter; and
 - generating augmented reality (AR) graphics data based on the total reliability of the retrieved data retrieved corresponding to the user and the generated display state parameter, wherein the user graphics data includes the generated AR graphics data;
 - transmitting the user graphics data to the client device; and
 - displaying, by the client device, the visual media data and the user graphics data proximate to the image of the human in the visual media data;
 - wherein the client device is configured to continue displaying in real time the user graphics data proximate to the image of the human in the visual media data as a position of the image of the human in the visual media data changes in real time.
2. The computer-implemented method of claim 1, wherein the visual media data comprises as least one of a single image frame, or multiple consecutive frames of a video.
3. The computer-implemented method of claim 1, wherein detecting the presence of the image of a human in the visual media data further comprises:
 - detecting the image of a human in the visual media data using a human character recognition

algorithm; and

extracting the detected image of the human from the visual media data.

4. The computer-implemented method of claim 2, wherein determining the identification of the user based on the detected presence of the image of the human from the visual media data further comprises:

extracting an image feature from the extracted image of the human;

comparing the extracted image feature to each biometric from a plurality of pre-stored biometric features, wherein the plurality of pre-stored biometric features comprises at least one of a facial feature, a fingerprint feature, a palm print feature, a retinal feature, a human outline feature, a gait feature, and a voiceprint feature; and

in response to determining the extracted image feature matches the biometric feature, retrieving a user identifier that corresponds to the matching biometric feature.

5. The computer-implemented method of claim 1, wherein retrieving the data corresponding to the user based on the user identification further comprises:

obtaining environmental information from the visual media data;

determining a service scenario based on the obtained environment information; and

retrieving the data corresponding to the user that matches the service scenario based on the obtained environment information.

6. The computer-implemented method of claim 5, wherein the environment information comprises network information, location information, and geographical identification information.

7. The computer-implemented method of claim 1, wherein the generated AR graphics data is configured to be displayed at a location of an image of the user within a current frame of the visual media data when the visual media data is displayed by the client device.

8. A non-transitory, computer-readable medium storing one or more instructions executable by a computer system to perform the method of any of claims 1 to 7.

9. 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 instructions that, when executed by the one or more computers, perform the method of any of claims 1 to 7.