

(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国际局



(10) 国际公布号
WO 2023/221716 A1

(43) 国际公布日
2023 年 11 月 23 日 (23.11.2023)

(51) 国际专利分类号:
A63F 13/5372 (2014.01) **A63F 13/55** (2014.01)
A63F 13/52 (2014.01) **A63F 13/2145** (2014.01)

(21) 国际申请号: PCT/CN2023/088963

(22) 国际申请日: 2023 年 4 月 18 日 (18.04.2023)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
202210554917.0 2022 年 5 月 20 日 (20.05.2022) CN

(71) 申请人: 腾讯科技(深圳)有限公司 (TENCENT TECHNOLOGY (SHENZHEN) COMPANY LIMITED) [CN/CN]; 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。

(72) 发明人: 王子奕(WANG, Ziyi); 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。田聪(TIAN, Cong); 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。叶成豪(YE, Chenghao); 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。刘博艺(LIU, Boyi); 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。谢洁琪(XIE, Jieqi); 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。崔维健(CUI, Weijian); 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。黎智(LI, Zhi); 中国广东省深圳市南山区高新区科技中一路腾讯大厦 35 层, Guangdong 518057 (CN)。

(54) Title: MARK PROCESSING METHOD AND APPARATUS IN VIRTUAL SCENARIO, AND DEVICE, MEDIUM AND PRODUCT

(54) 发明名称: 虚拟场景中的标记处理方法、装置、设备、介质及产品

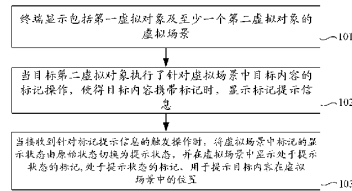


图 3

- 101 A terminal displays a virtual scenario, which comprises a first virtual object and at least one second virtual object
- 102 When a target second virtual object has executed a marking operation for target content in the virtual scenario such that the target content is marked, display mark prompt information
- 103 When a trigger operation for the mark prompt information is received, switch a display state of a mark in the virtual scenario from an original state to a prompt state, and display, in the virtual scenario, the mark, which is in the prompt state, wherein the prompt state is used for indicating the position of the target content in the virtual scenario

(57) Abstract: A mark processing method in a virtual scenario. The method comprises: displaying a virtual scenario, which comprises a first virtual object and at least one second virtual object; when a target second virtual object in the at least one second virtual object has executed a marking operation for target content in the virtual scenario such that the target content is marked, displaying corresponding mark prompt information; and when a trigger operation for the mark prompt information is received, switching a display state of a mark from an original state to a prompt state, and displaying, in the virtual scenario, the mark, which is in the prompt state, wherein the prompt state is used for indicating the position of the target content in the virtual scenario. Further provided are a mark processing apparatus in a virtual scenario, and an electronic device, a computer-readable storage medium and a computer program product. By means of the mark processing method, the timeliness of receiving mark prompt information can be ensured; hardware display resources

(74) 代理人: 北京派特恩知识产权代理有限公司(CHINA PAT INTELLECTUAL PROPERTY OFFICE); 中国北京市海淀区苏州街3号大恒科技大厦南座五层503, Beijing 100080 (CN)。

(81) 指定国(除另有指明, 要求每一种可提供的国家保护): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW。

(84) 指定国(除另有指明, 要求每一种可提供的地区保护): ARIPO (BW, CV, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), 欧亚 (AM, AZ, BY, KG, KZ, RU, TJ, TM), 欧洲 (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, ME, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG)。

本国际公布:

— 包括国际检索报告(条约第21条(3))。

of an electronic device are fully utilized, such that the utilization rate of device display resources is improved; and in addition, the target content can be quickly located, thereby reducing the cost of searching for marks, improving the efficiency of using the marks, and enhancing the human-machine interaction experience.

(57) 摘要: 一种虚拟场景中的标记处理方法, 包括: 显示包括第一虚拟对象及至少一个第二虚拟对象的虚拟场景; 当至少一个第二虚拟对象中目标第二虚拟对象执行了针对虚拟场景中目标内容的标记操作, 使得目标内容携带标记时, 显示相应的标记提示信息; 当接收到针对标记提示信息的触发操作时, 将标记的显示状态由原始状态切换为提示状态, 并在虚拟场景中显示处于提示状态的标记, 其中, 提示状态, 用于提示目标内容在虚拟场景中的位置。还提供了一种虚拟场景中的标记处理装置、电子设备、计算机可读存储介质及计算机程序产品。该标记处理方法能够保证接收标记提示信息的及时性; 充分利用了电子设备的硬件显示资源, 提高了设备显示资源的利用率, 同时, 能够快速定位目标内容的位置, 从而降低针对标记的寻找成本、提高针对标记的使用效率并提升人机交互体验。