

FIG. 1

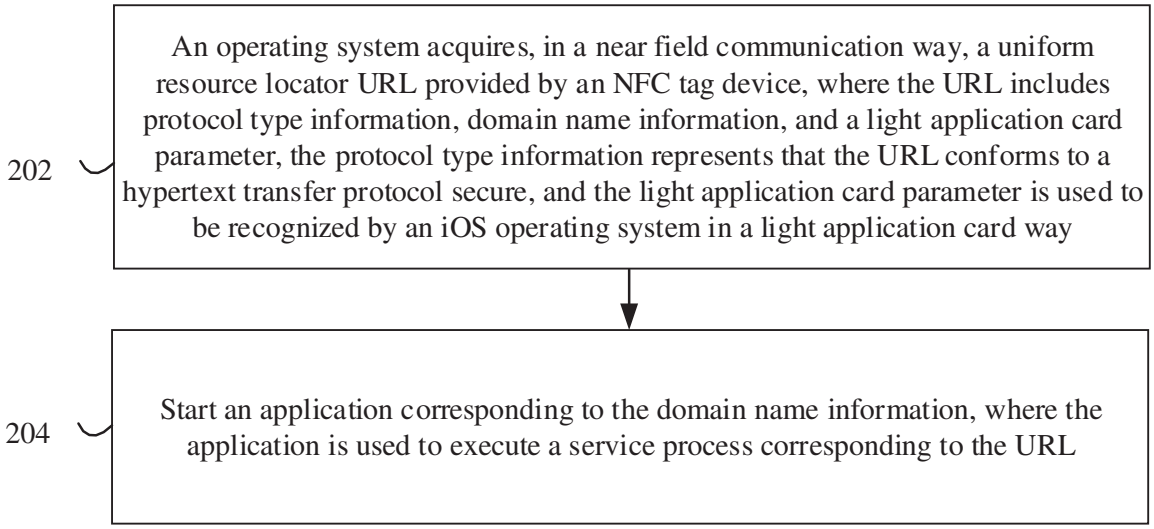

FIG. 2

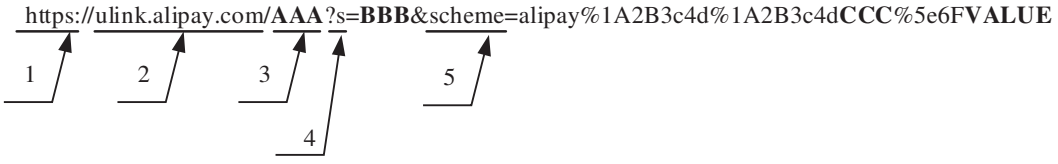

FIG. 3

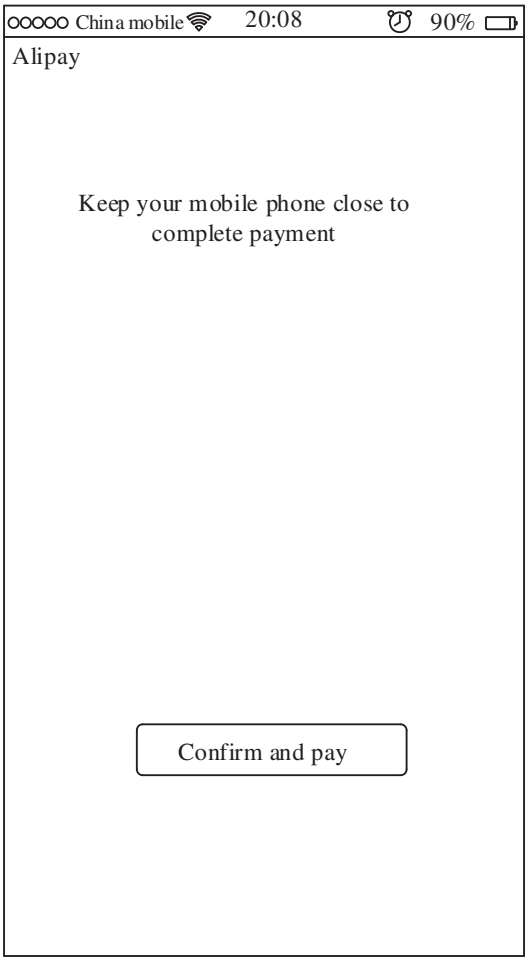
China mobile
20:08
90%
Alipay
Keep your mobile phone close to complete payment
Confirm and pay

FIG. 4

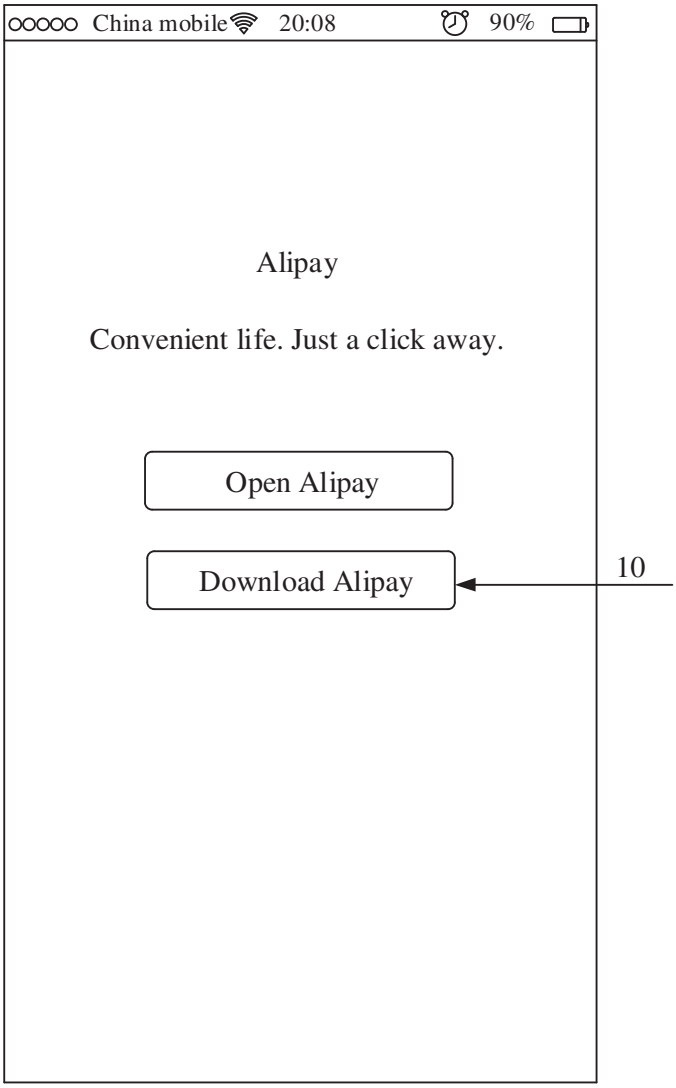
China mobile
20:08
90%
Alipay
Convenient life. Just a click away.
Open Alipay
Download Alipay
10

FIG. 5

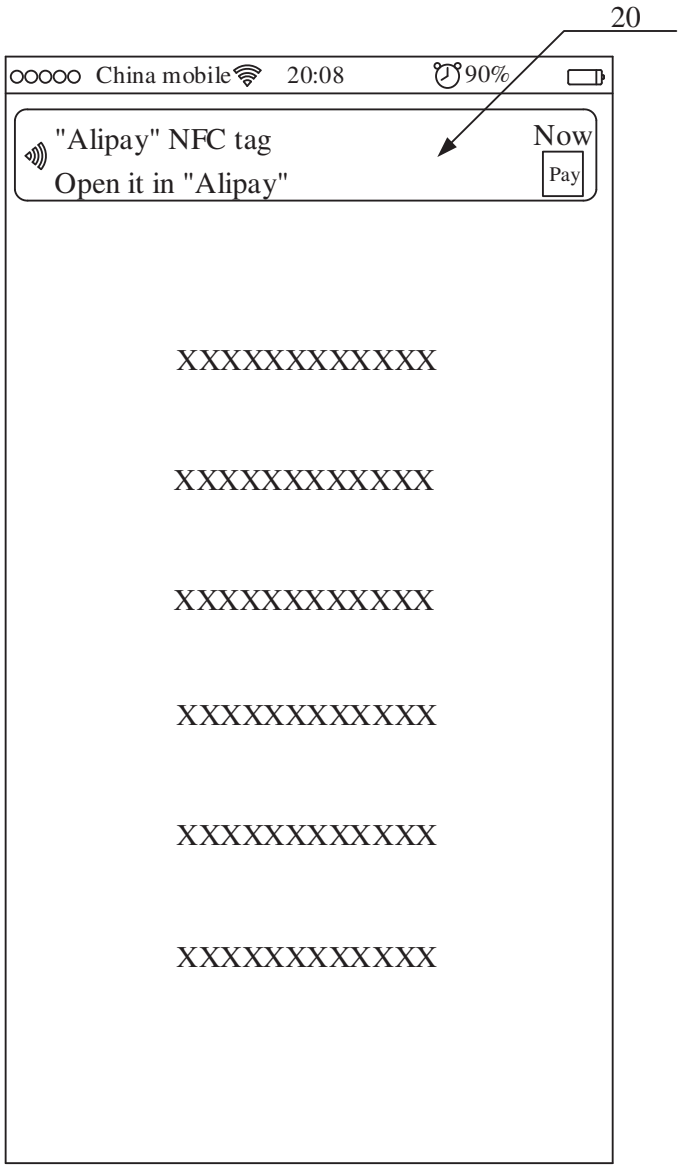
20
China mobile
20:08
90%
"Alipay" NFC tag
Open it in "Alipay"
Now
Pay
XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX

FIG. 6

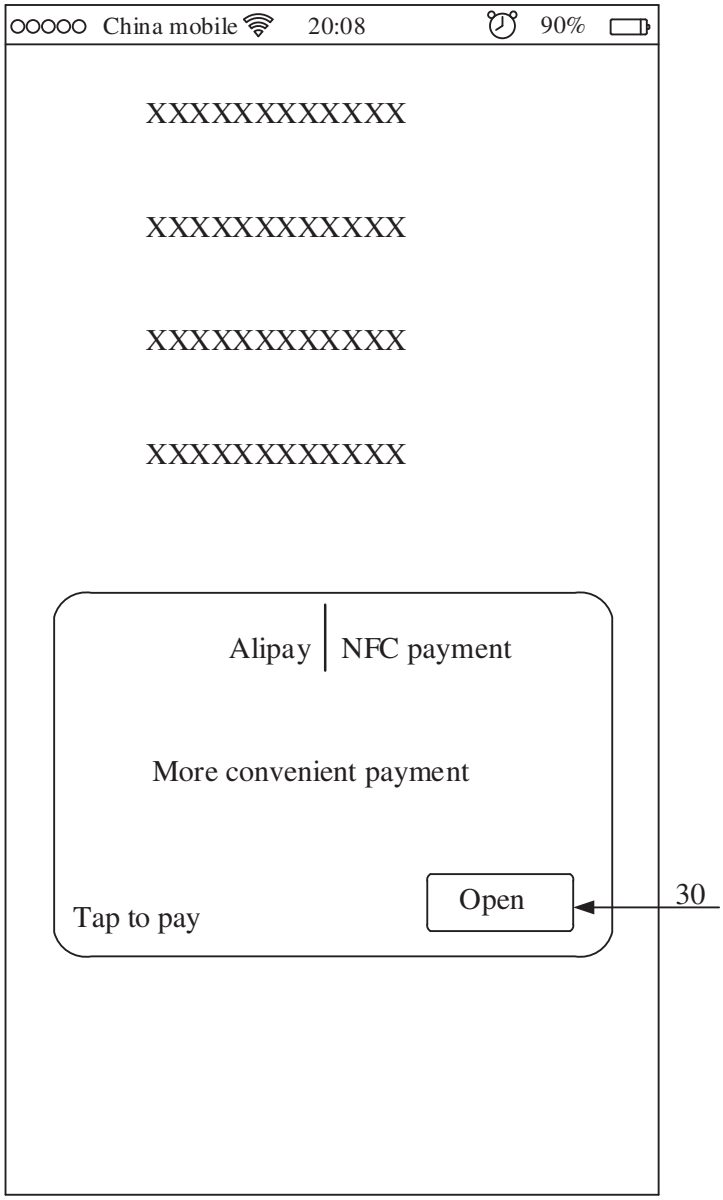
China mobile
20:08
90%
XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX
Alipay
NFC payment
More convenient payment
Tap to pay
Open
30

FIG. 7

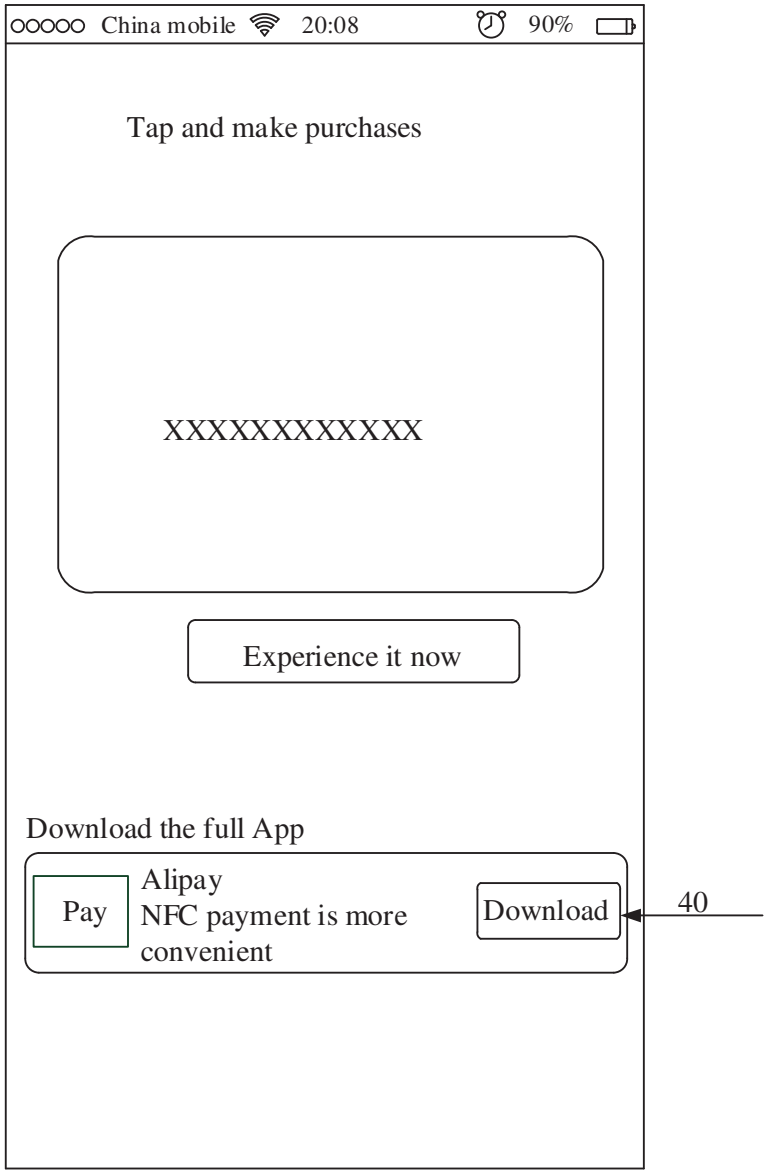
China mobile
20:08
90%
Tap and make purchases
XXXXXXXXXXXX
Experience it now
Download the full App
Pay
Alipay
NFC payment is more convenient
Download
40

FIG. 8

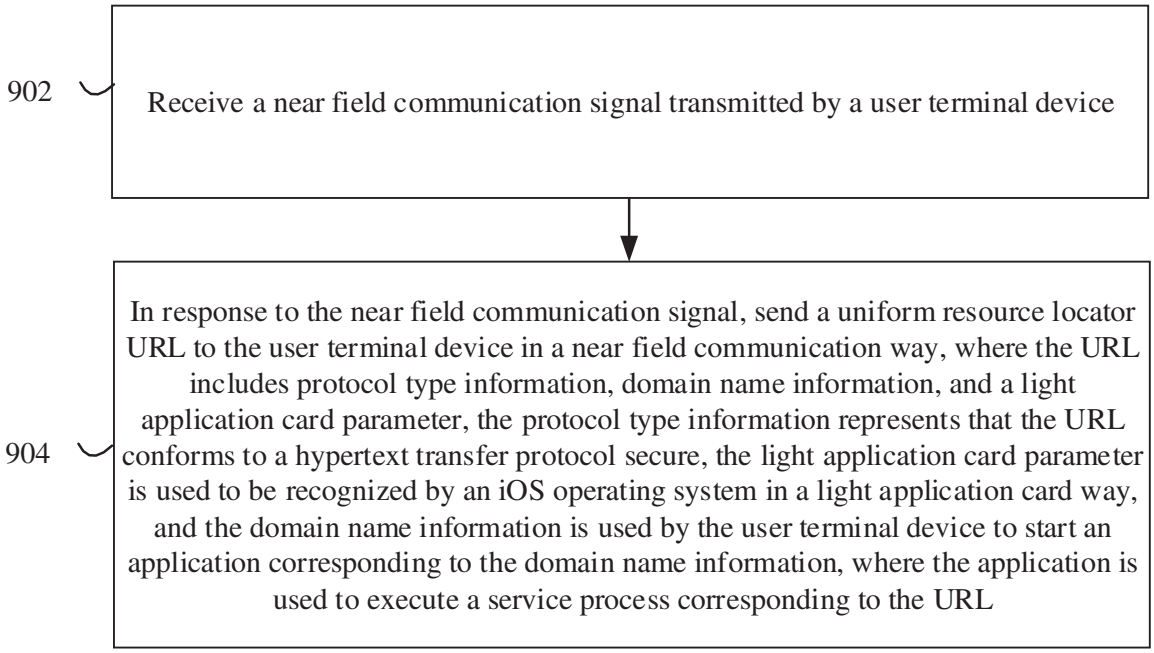
902
Receive a near field communication signal transmitted by a user terminal device
904
In response to the near field communication signal, send a uniform resource locator URL to the user terminal device in a near field communication way, where the URL includes protocol type information, domain name information, and a light application card parameter, the protocol type information represents that the URL conforms to a hypertext transfer protocol secure, the light application card parameter is used to be recognized by an iOS operating system in a light application card way, and the domain name information is used by the user terminal device to start an application corresponding to the domain name information, where the application is used to execute a service process corresponding to the URL

FIG. 9

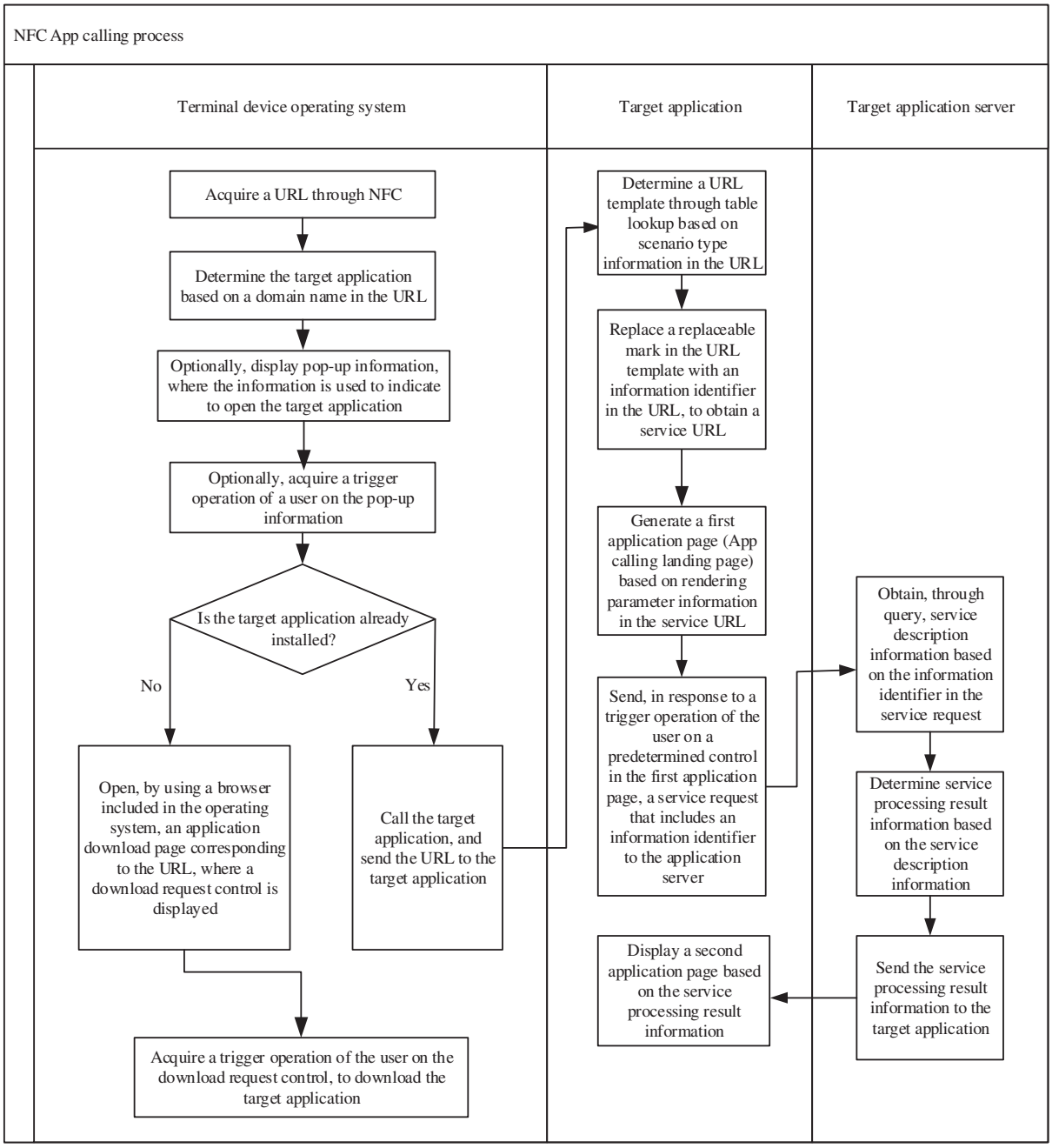
NFC App calling process
Terminal device operating system
Target application
Target application server
Acquire a URL through NFC
Determine the target application based on a domain name in the URL
Optionally, display pop-up information, where the information is used to indicate to open the target application
Optionally, acquire a trigger operation of a user on the pop-up information
Is the target application already installed?
No
Yes
Open, by using a browser included in the operating system, an application download page corresponding to the URL, where a download request control is displayed
Call the target application, and send the URL to the target application
Acquire a trigger operation of the user on the download request control, to download the target application
Determine a URL template through table lookup based on scenario type information in the URL
Replace a replaceable mark in the URL template with an information identifier in the URL, to obtain a service URL
Generate a first application page (App calling landing page) based on rendering parameter information in the service URL
Send, in response to a trigger operation of the user on a predetermined control in the first application page, a service request that includes an information identifier to the application server
Display a second application page based on the service processing result information
Obtain, through query, service description information based on the information identifier in the service request
Determine service processing result information based on the service description information
Send the service processing result information to the target application

FIG. 10

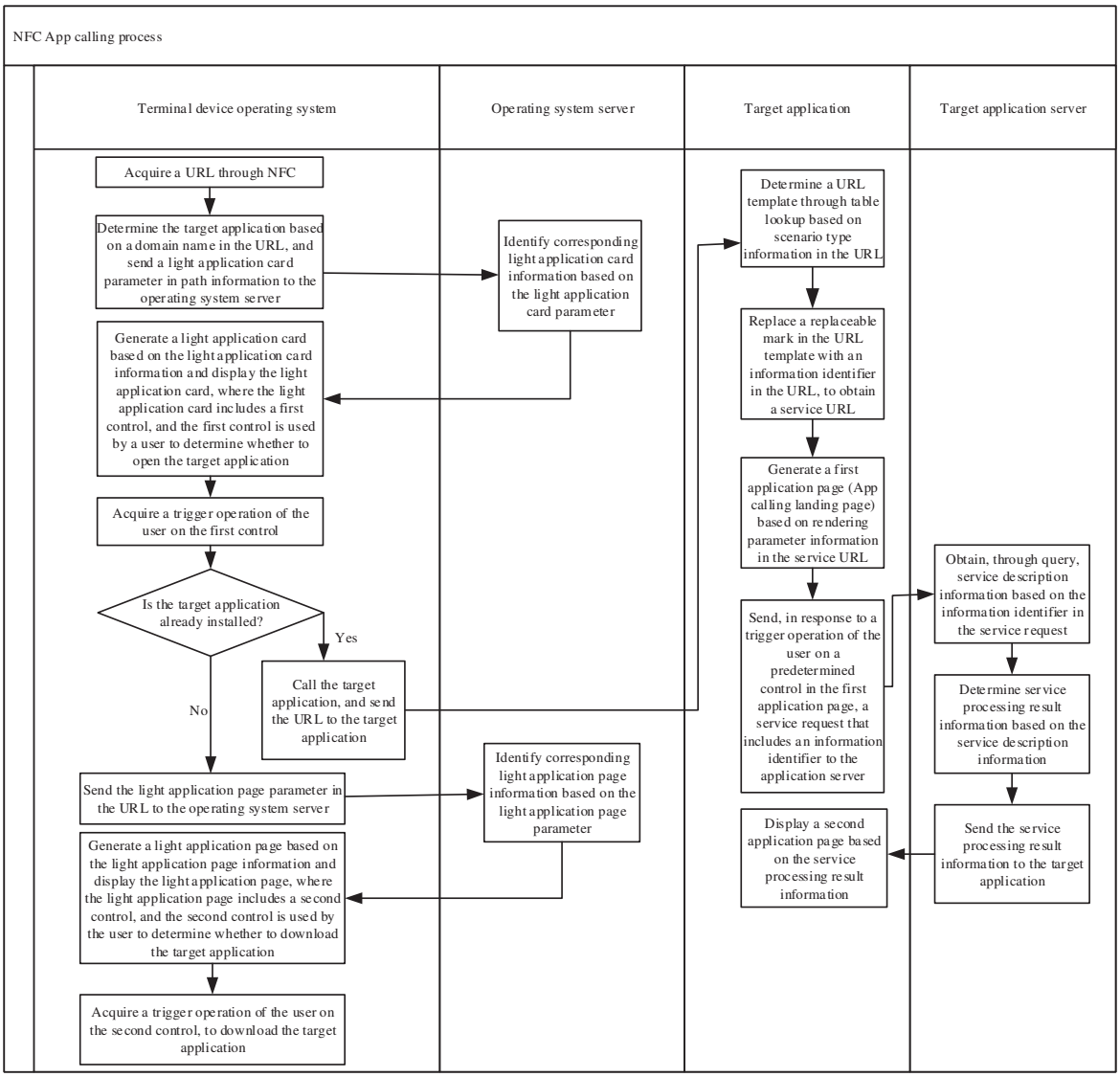
NFC App calling process
Terminal device operating system
Operating system server
Target application
Target application server
Acquire a URL through NFC
Determine the target application based on a domain name in the URL, and send a light application card parameter in path information to the operating system server
Identify corresponding light application card information based on the light application card parameter
Generate a light application card based on the light application card information and display the light application card, where the light application card includes a first control, and the first control is used by a user to determine whether to open the target application
Acquire a trigger operation of the user on the first control
Is the target application already installed?
Yes
No
Call the target application, and send the URL to the target application
Send the light application page parameter in the URL to the operating system server
Identify corresponding light application page information based on the light application page parameter
Generate a light application page based on the light application page information and display the light application page, where the light application page includes a second control, and the second control is used by the user to determine whether to download the target application
Acquire a trigger operation of the user on the second control, to download the target application
Determine a URL template through table lookup based on scenario type information in the URL
Replace a replaceable mark in the URL template with an information identifier in the URL, to obtain a service URL
Generate a first application page (App calling landing page) based on rendering parameter information in the service URL
Send, in response to a trigger operation of the user on a predetermined control in the first application page, a service request that includes an information identifier to the application server
Display a second application page based on the service processing result information
Obtain, through query, service description information based on the information identifier in the service request
Determine service processing result information based on the service description information
Send the service processing result information to the target application

FIG. 11

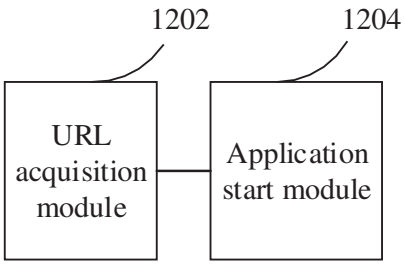
1202
1204
URL acquisition module
Application start module

FIG. 12

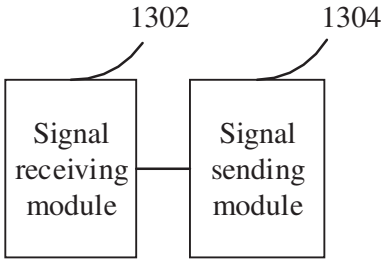
1302
1304
Signal receiving module
Signal sending module

FIG. 13

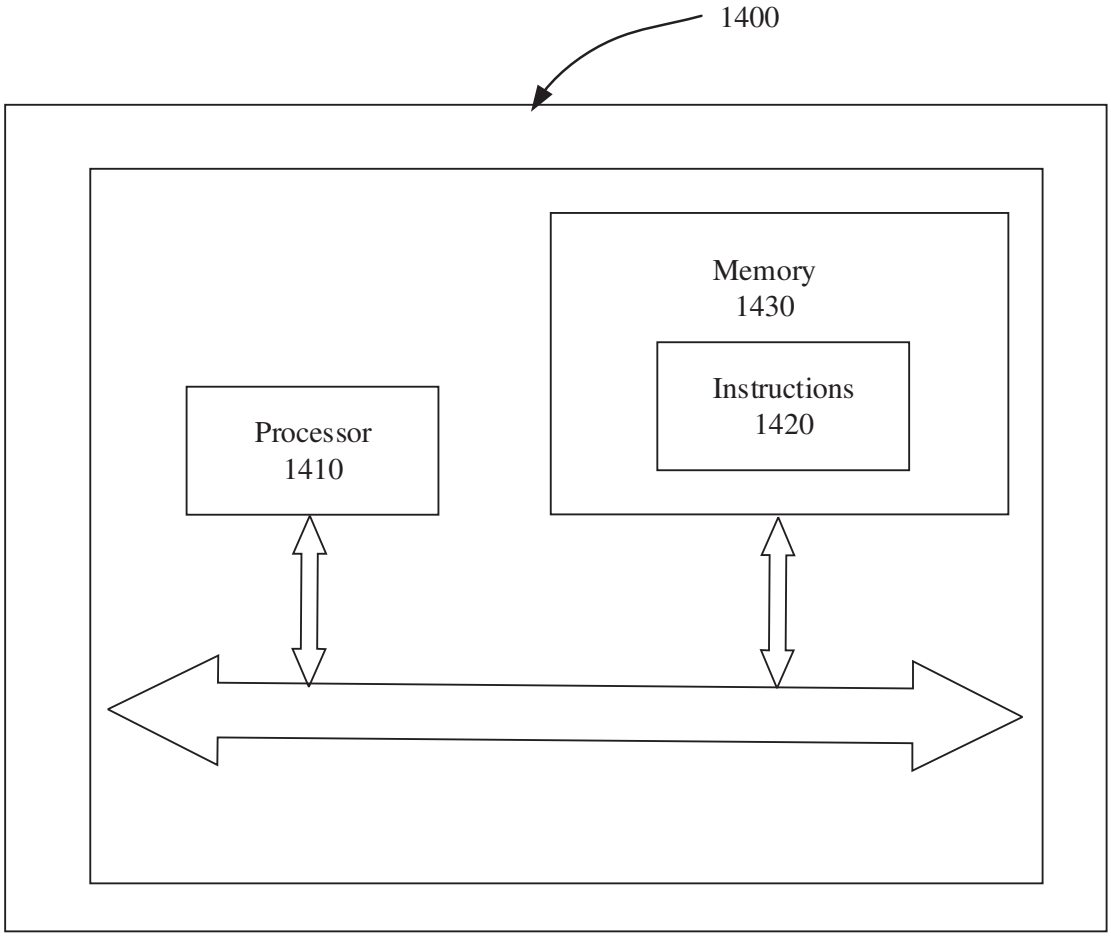

FIG. 14

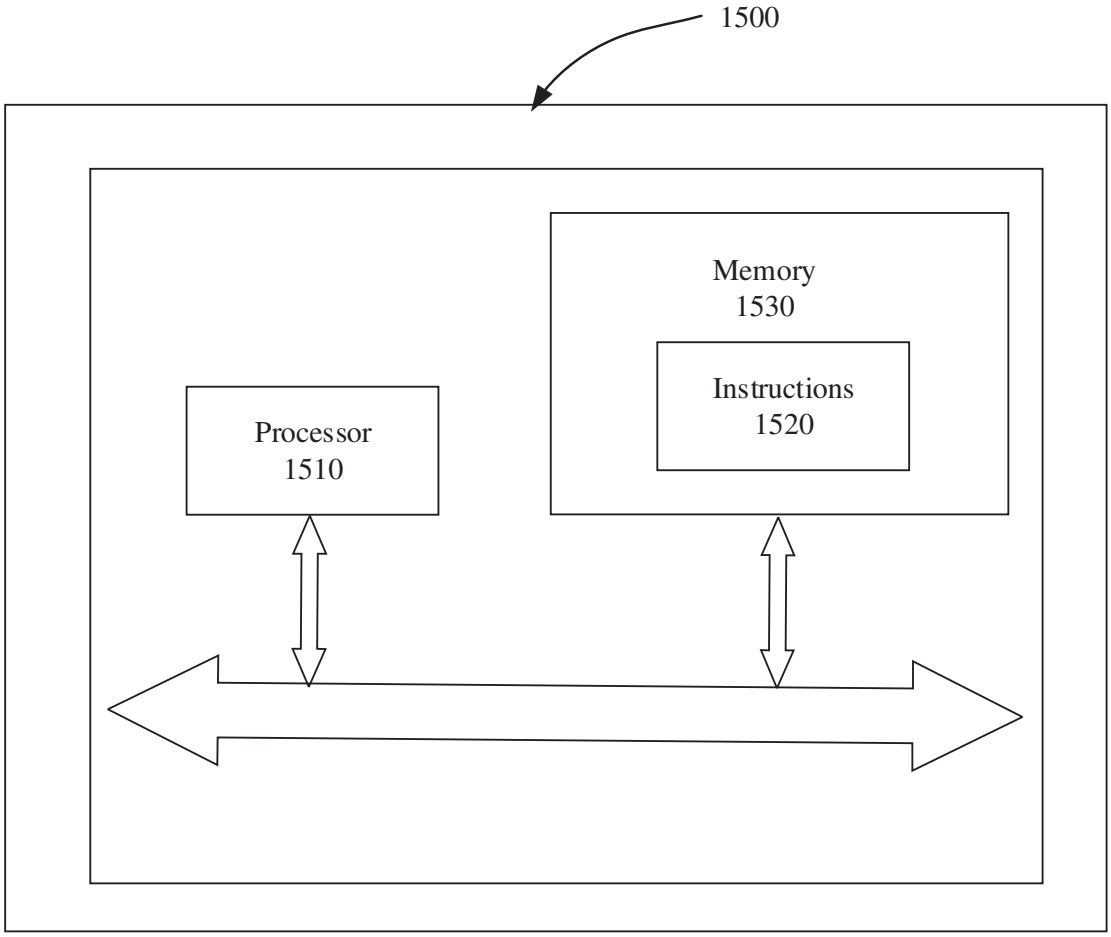

FIG. 15