## CLAIMS

1. A computer-implemented method for information presentation, the method comprising the steps of:

sending (S101), by a client device, current scenario information of the client device to a server, wherein the current scenario information comprises

information reflecting an environment that the client device is located in, wherein the information reflecting the environment that the client device is located in comprises global positioning system positioning information of the client device and information about a Wireless Fidelity Network to which the client device is connected;~~, and~~

~~usage information and setting information of a first application running on the client device, wherein the usage information is generated by a user performing an operation on the client device to interact with a service using the first application;~~

obtaining (S102), by the client device, service information of a plurality of services returned by the server, wherein the service information is obtained by the server by matching the current scenario information against predetermined scenario content information, wherein the service information is obtained by the server by matching the information reflecting the environment that the client device is located in against predetermined geographical location information, and wherein the service information corresponds to successfully matched geographical location information;

performing, by the server, based on a predetermined integration rule and filtering rule, integration and filtering on the service information of the plurality of services corresponding to the successfully matched scenario content information to obtain service information of a plurality of services that are not repeated and a template indication information;~~ and~~

obtaining, by the client device, the template indication information returned by the server; and

displaying (S103), by the client device, the service information in a specified interface by using a visualization template indicated by the template indication information returned by the server, wherein the service information and the template indication information returned by the server is in a form of a character string and comprises access entry information of an ~~second~~ application or an application interface of the ~~second~~ application.

2. The method according to claim 1, wherein sending (S101), by the client device, the current scenario information of the client device to the server comprises the step of:

sending, by the client device, the current scenario information of the client device to the server when the client device is started or the specified interface is refreshed.

~~3. The method according to claim 1, wherein before displaying (S103) the service information in the specified interface by using the visualization template, the method further comprises the step of:~~

~~obtaining, by the client device, template indication information returned by the server.~~

~~4. The method according to claim 1, wherein displaying (S103) the service information in the specified interface by using the visualization template comprises the step of:~~

~~displaying the service information in the specified interface by using the visualization template indicated by the template indication information.~~

3~~5~~. The method according to claim 1, wherein displaying (S103) the service information in the specified interface by using the visualization template comprises the steps of:

adding the service information to a same visualization template; and

displaying the visualization template that comprises the service information in the specified interface.

4~~6~~. The method according to claim 1, wherein when the service information comprises the access entry information of the ~~second~~ application, after the displaying the service information in the specified interface by using the visualization template, the method further comprises the step of:

in response to detecting a specified operation performed on the displayed visualization template that comprises the access entry information of the ~~second~~ application, displaying, by the client device, an application interface of the ~~second~~ application corresponding to the service information, wherein the specified operation is a click operation or a press operation performed by a user on an area displayed by the access entry information of the application.

5~~7~~. The method according to claim 1, wherein the service information corresponds to scenario content information on the server that is successfully matched with the current scenario information.

68. The method according to claim 57, wherein after displaying (S103) the service information in the specified interface by using the visualization template, the method further comprises the step of:

in response to determining that the current scenario information of the client device is no longer successfully matched with the successfully matched scenario content information, deleting or hiding, by the client device, the displayed visualization template that comprises the service information.

79. The method according to any one of claims 1 to 35, wherein the visualization template comprises a card-style template.

810. The method according to claim 79, wherein the card-style template is configured to add the service information corresponding to one of the plurality of services to a respective service card.

911. The method according to claim 810, wherein the visualization template is configured to simultaneously display a plurality of cards corresponding to the plurality of services.

102. A system for information presentation, the system comprising a plurality of modules (601, 602, 603) located in a client device and a plurality of modules (701, 702, 703) located in a server device, the system configured to perform the method of any one of claims 1 to 911.