CLAIMS

1. A method for determining user location, the method comprising:

identifying, by an augmented reality client terminal of a mobile terminal, initial location information for a location of a user;

capturing a street scene picture as a captured street scene picture based on the location of the user;

executing image matching between the street scene picture and street scene pictures in a preset street scene picture set, wherein the street scene pictures in the preset street scene picture set are each marked with a corresponding accurate location;

in response to the captured street scene picture matching a target street scene picture in the street scene picture set, determining an accurate location marked for the target street scene picture;

correcting, based on the accurate location marked for the target street scene picture, the initial location information of the user;

transmitting, to a location-based-service (LBS) server terminal in real time, the accurate location; and

receiving, from the LBS server terminal, a push message comprising virtual data based on the accurate location.

2. The method of claim 1, wherein the accurate location comprises floor information in a target place of a height.

3. The method of claim 1, wherein executing image matching between the captured street scene picture and street scene pictures in the preset street scene picture set comprises:

acquiring the location of the user determined by the mobile terminal where the augmented reality client terminal is located;

downloading, from the LBS server terminal, indoor street scene pictures within a preset location range of the location to generate the preset street scene picture set; and

executing image matching between the captured street scene picture and each of the indoor street scene pictures in the preset street scene picture set.

4. The method of claim 1, wherein executing image matching between the captured street scene picture and street scene pictures in the preset street scene picture set comprises:

acquiring the location of the user determined by the mobile terminal where the augmented reality client terminal is located; and

reporting the captured street scene picture and the location to the LBS server terminal, wherein the LBS server terminal generates the preset street scene picture set on a basis of indoor street scene pictures within a preset location range of the location, and executes image matching between the captured street scene picture and each of the street scene pictures in the preset street scene picture set.

5. The method of claim 1, further comprising:

parsing the virtual data of the push message as parsed virtual data;

fusing the parsed virtual data with the street scene picture as a fused street scene picture; and

performing visualization of the fused street scene picture.

6. The method of claim 1, wherein the initial location information represents planar location information, and the accurate location comprises elevation information.

7. The method of claim 1, wherein the initial location information is generated using global positioning system (GPS) of the mobile terminal.

8. The method of claim 1, wherein the augmented reality client terminal reports the initial location information to a background server terminal.

9. The method of claim 8, wherein the augmented reality client terminal downloads the preset street scene picture set from the background server terminal based on the initial location information.

10. An apparatus for determining user location, the apparatus comprising a plurality of

modules configured to perform the method of any one of claims 1 to 9.