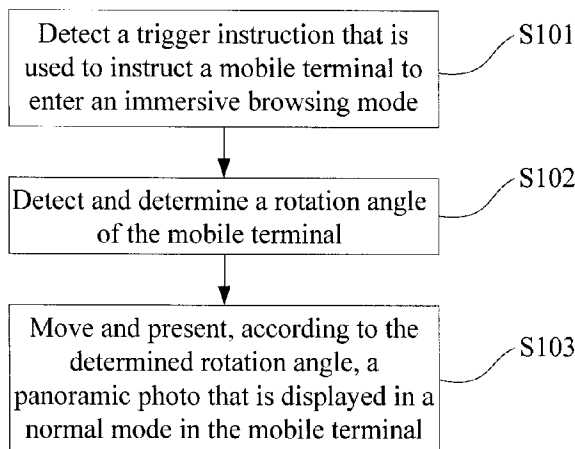




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 (72) **Inventeurs/Inventors:**  
 LI, XIAOJUAN, CN;  
 GAO, WENMEI, CN  
 (73) **Propriétaire/Owner:**  
 HUAWEI TECHNOLOGIES CO., LTD., CN  
 (74) **Agent:** GOWLING WLG (CANADA) LLP

(54) **Titre : PROCÉDE ET APPAREIL DE PRESENTATION D'UNE PHOTO PANORAMIQUE SUR UN TERMINAL MOBILE, ET TERMINAL MOBILE**  
 (54) **Title: METHOD AND APPARATUS FOR PRESENTING PANORAMIC PHOTO IN MOBILE TERMINAL, AND MOBILE TERMINAL**



(57) **Abrégé/Abstract:**

The present invention provides a method and an apparatus for presenting a panoramic photo in a mobile terminal, and a mobile terminal. In the present invention, a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode is detected, where the immersive browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates; and if the trigger instruction is detected, a rotation angle of the mobile terminal is detected and determined, and a panoramic photo that is presented in a normal mode in the mobile terminal is moved and presented according to the determined rotation angle. By using the present invention, complexity of panoramic photo browsing can be reduced, which makes it convenient for a user to browse a panoramic photo.

**ABSTRACT**

The present invention provides a method and an apparatus for presenting a panoramic photo in a mobile terminal, and a mobile terminal. In the present invention, a trigger instruction that is used to instruct the mobile terminal to enter an immersive  
5 browsing mode is detected, where the immersive browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates; and if the trigger instruction is detected, a rotation angle of the mobile terminal is detected and determined, and a panoramic photo that is presented in a normal mode in the mobile terminal is moved and presented according to the determined rotation angle. By using  
10 the present invention, complexity of panoramic photo browsing can be reduced, which makes it convenient for a user to browse a panoramic photo.

# METHOD AND APPARATUS FOR PRESENTING PANORAMIC PHOTO IN MOBILE TERMINAL, AND MOBILE TERMINAL

## TECHNICAL FIELD

5 [0001] The present invention relates to the field of communications technologies, and in particular, to a method and an apparatus for presenting a panoramic photo in a mobile terminal, and a mobile terminal.

## BACKGROUND

10 [0002] With the rapid development of communications technologies, functions of a mobile terminal become increasingly powerful, and a range and an environment in which a mobile terminal is used become increasingly diverse. For example, currently, many mobile terminals such as mobile phones, personal digital assistants, and personal computers all have a function of panoramic photographing.

15 [0003] When a mobile terminal performs panoramic photographing, a user rotates the mobile terminal to photograph a scene that needs to be photographed. A basic principle of "panoramic photographing" is that: edge parts of two photos are searched for, and registration is performed on areas that have closest imaging effects, so as to complete automatic stitching of the photos. Multiple photographed photos may be then stitched as one panoramic photo according to the foregoing stitching principle,  
20 and a vision of a scene recorded in the panoramic photo is relatively broad. When browsing a photo, a user may browse relatively rich image content on a panoramic photo, which features a relatively strong visual impact.

25 [0004] However, although currently, relatively rich photo content can be recorded in a panoramic photo, the photo is relatively large when the panoramic photo is presented in a mobile terminal. When browsing the panoramic photo, a user needs to manually paddle the photo to browse the photo content, which is relatively complex in terms of operations.

## SUMMARY

**[0005]** Embodiments of the present invention provide a method and an apparatus for presenting a panoramic photo in a mobile terminal, and a mobile terminal, so as to reduce complexity of panoramic photo browsing, and make it convenient for a user to  
5 browse a panoramic photo.

**[0006]** According to a first aspect, a method for presenting a panoramic photo in a mobile terminal is provided, including:

detecting a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode, where the immersive browsing mode is a  
10 browsing mode in which a panoramic photo moves as the mobile terminal rotates;

if the trigger instruction is detected, detecting and determining a rotation angle of the mobile terminal; and

moving and presenting, according to the determined rotation angle, a panoramic photo that is displayed in a normal mode in the mobile terminal.

**[0007]** With reference to the first aspect, in a first implementation manner, the determining a rotation angle of the mobile terminal includes:

determining a placement direction in which the mobile terminal is located in a rotation process; and

determining the rotation angle of the mobile terminal according to the  
20 placement direction.

**[0008]** With reference to the first implementation manner of the first aspect, in a second implementation manner, the determining a placement direction in which the mobile terminal is located in a rotation process includes:

detecting an angle of a gravity direction of the mobile terminal with  
25 respective to a direction of an X-Y plane of a reference three-dimensional coordinate system, where the X-Y plane of the reference three-dimensional coordinate system is parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of the reference three-dimensional coordinate system is perpendicular to the plane in which the screen of the mobile terminal is located; and

30 determining, according to the angle of the gravity direction of the mobile terminal with respective to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

**[0009]** With reference to the second implementation manner of the first aspect, in a third implementation manner, the determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process includes:

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

**[0010]** With reference to the second implementation manner of the first aspect or the third implementation manner of the first aspect, in a fourth implementation manner, the determining the rotation angle of the mobile terminal according to the placement direction includes:

determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

**[0011]** With reference to any one of the foregoing implementation manners of the first aspect, in a fifth implementation manner, before the moving, according to the

determined rotation angle, a panoramic photo that is presented in a normal mode in the mobile terminal, the method further includes:

determining that the rotation angle of the mobile terminal reaches a preset rotation angle threshold.

5 **[0012]** With reference to the fifth implementation manner of the first aspect, in a sixth implementation manner, before the moving, according to the determined rotation angle, a panoramic photo that is presented in a normal mode in the mobile terminal, the method further includes:

10 determining a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

15 the moving a panoramic photo that is presented in a normal mode in the mobile terminal includes:

moving the panoramic photo for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

20 **[0013]** With reference to the first aspect, in a seventh implementation manner, before the detecting and determining a rotation angle of the mobile terminal, the method further includes:

providing prompt information that is used to instruct to rotate the mobile terminal.

25 **[0014]** With reference to the seventh implementation manner of the first aspect, in an eighth implementation manner, before the providing prompt information that is used to instruct to rotate the mobile terminal, the method further includes:

acquiring a rotation direction of the mobile terminal that is saved when the panoramic photo is photographed; and

the providing prompt information that is used to instruct to rotate the mobile terminal includes:

30 providing the prompt information that is used to instruct to rotate the mobile terminal according to the acquired rotation direction.

**[0015]** According to a second aspect, an apparatus for presenting a panoramic photo in a mobile terminal is provided, including a detecting unit, a determining unit, and a presenting unit, where:

the detecting unit is configured to: detect a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode; and when the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected, transmit a detection result to the determining unit, where  
 5 the immersive browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates;

the determining unit is configured to: receive the detection result transmitted by the detecting unit; and if the detection result is that the trigger instruction is detected, detect and determine a rotation angle of the mobile terminal,  
 10 and transmit the determined rotation angle of the mobile terminal to the presenting unit; and

the presenting unit is configured to: receive the rotation angle of the mobile terminal determined by the determining unit; and move and present, according to the determined rotation angle, a panoramic photo that is presented in a normal  
 15 mode in the mobile terminal.

**[0016]** With reference to the second aspect, in a first implementation manner, the determining unit is specifically configured to determine the rotation angle of the mobile terminal in the following manner:

determining a placement direction in which the mobile terminal is located  
 20 in a rotation process; and

determining the rotation angle of the mobile terminal according to the placement direction.

**[0017]** With reference to the first implementation manner of the second aspect, in a second implementation manner, the determining unit is specifically configured to  
 25 determine, in the following manner, the placement direction in which the mobile terminal is located in the rotation process:

detecting an angle of a gravity direction of the mobile terminal with  
 respective to a direction of an X-Y plane of a reference three-dimensional coordinate  
 system, where the X-Y plane of the reference three-dimensional coordinate system is  
 30 parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of  
 the reference three-dimensional coordinate system is perpendicular to the plane in  
 which the screen of the mobile terminal is located; and

determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference

three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

[0018] With reference to the second implementation manner of the second aspect, in a third implementation manner, the determining unit is specifically configured to determine, in the following manner, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process:

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

[0019] With reference to the second implementation manner of the second aspect or the third implementation manner of the second aspect, in a fourth implementation manner, the determining unit is specifically configured to determine, in the following manner, the rotation angle of the mobile terminal according to the placement direction:

determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

**[0020]** With reference to any one of the foregoing implementation manners of the second aspect, in a fifth implementation manner, the apparatus further includes a judging unit, where:

the judging unit determines, before the presenting unit moves, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, that the rotation angle of the mobile terminal reaches a preset rotation angle threshold.

**[0021]** With reference to the fifth implementation manner of the second aspect, in a sixth implementation manner, the determining unit is further configured to:

before the presenting unit moves, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, determine a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

the presenting unit is specifically configured to move, in the following manner, the panoramic photo that is presented in the normal mode in the mobile terminal:

moving the panoramic photo for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

**[0022]** With reference to the second aspect, in a seventh implementation manner, the apparatus further includes a prompting unit, where:

the prompting unit is configured to: receive the detection result transmitted by the detecting unit; and when the detection result is that the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected by the detecting unit, provide prompt information that is used to instruct to rotate the mobile terminal.

**[0023]** With reference to the seventh implementation manner of the second aspect, in an eighth implementation manner, the apparatus further includes an acquiring unit, where:

the acquiring unit is configured to acquire a rotation direction of the

mobile terminal that is saved when the panoramic photo is photographed, and transmit, to the prompting unit, the acquired rotation direction of the mobile terminal that is saved when the photo is photographed; and

5 the prompting unit is specifically configured to provide, in the following manner, the prompt information that is used to instruct to rotate the mobile terminal:

providing the prompt information that is used to instruct to rotate the mobile terminal according to the rotation direction acquired by the acquiring unit.

**[0024]** According to a third aspect, a mobile terminal is provided, including an input device, a sensor, a processor, and a display screen, where:

10 the display screen is configured to present a panoramic photo;

the input device is configured to input a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode, where the immersive browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates;

15 the sensor is configured to detect a rotation angle of the mobile terminal; and

the processor is configured to, when it is detected that the trigger instruction is input by the input device, move, according to the rotation angle determined by means of detection, a panoramic photo that is presented in a normal mode in the mobile terminal.

20

**[0025]** With reference to the third aspect, in a first implementation manner, the sensor is configured to:

determine a placement direction in which the mobile terminal is located in a rotation process, and determine the rotation angle of the mobile terminal according to the placement direction.

25

**[0026]** With reference to the first implementation manner of the third aspect, in a second implementation manner, the sensor is specifically configured to determine, in the following manner, the placement direction in which the mobile terminal is located in the rotation process:

30 detecting an angle of a gravity direction of the mobile terminal with respective to a direction of an X-Y plane of the reference three-dimensional coordinate system, where the X-Y plane of the reference three-dimensional coordinate system is parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of the reference three-dimensional coordinate system is perpendicular to the

plane in which the screen of the mobile terminal is located; and

determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

5 [0027] With reference to the second implementation manner of the third aspect, in a third implementation manner, the sensor is specifically configured to determine, in the following manner, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference  
10 three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process:

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement  
15 direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement  
20 direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

[0028] With reference to the second implementation manner of the third aspect or the third implementation manner of the third aspect, in a fourth implementation manner, the sensor is specifically configured to determine, in the following manner,  
25 the rotation angle of the mobile terminal according to the placement direction:

determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

30 using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional

coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

5 [0029] With reference to any one of the foregoing implementation manners of the third aspect, in a fifth implementation manner, the processor is further configured to:

before moving, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, determine that the rotation angle of the mobile terminal reaches a preset rotation angle threshold.

10 [0030] With reference to the fifth implementation manner of the third aspect, in a sixth implementation manner, the processor is further configured to:

before moving, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, determine a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

the processor is specifically configured to move, in the following manner, the panoramic photo that is presented in the normal mode in the mobile terminal:

20 moving the panoramic photo for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

[0031] With reference to the third aspect, in a seventh implementation manner, the processor is further configured to:

25 when it is detected that the trigger instruction is input by the input device, provide prompt information that is used to instruct to rotate the mobile terminal.

[0032] With reference to the seventh implementation manner of the third aspect, in an eighth implementation manner, the processor is further configured to:

30 before providing the prompt information that is used to instruct to rotate the mobile terminal, acquire a rotation direction of the mobile terminal that is saved when the panoramic photo is photographed; and

the processor is specifically configured to provide, in the following manner, the prompt information that is used to instruct to rotate the mobile terminal:

providing the prompt information that is used to instruct to rotate the mobile terminal according to the acquired rotation direction.

[0033] According to a method and an apparatus for presenting a panoramic photo in a mobile terminal, and a mobile terminal that are provided in the embodiments of the present invention, when a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode is detected, a rotation angle of the mobile terminal is detected and determined; and a panoramic photo that is displayed in a normal mode in the mobile terminal is moved and presented according to the determined rotation angle. By using the present invention, a panoramic photo may be enabled to move as a mobile terminal rotates, so that browsing of the panoramic photo may be implemented without requiring manual paddling on a screen of the mobile terminal, which is easy and convenient in terms of operations.

### BRIEF DESCRIPTION OF DRAWINGS

- [0034] FIG. 1 is a flowchart of implementation of a method for presenting a panoramic photo in a mobile terminal according to an embodiment of the present invention;
- 15 [0035] FIG. 2 is another flowchart of implementation of a method for presenting a panoramic photo in a mobile terminal according to an embodiment of the present invention;
- [0036] FIG. 3 is a schematic diagram of a process of determining a rotation angle of a mobile terminal according to an embodiment of the present invention;
- 20 [0037] FIG. 4 is a schematic diagram of implementation of determining a placement direction in which a mobile terminal is located in a rotation process according to an embodiment of the present invention;
- [0038] FIG. 5A and FIG. 5B are schematic diagrams of placement directions of a mobile terminal involved in an embodiment of the present invention;
- 25 [0039] FIG. 6 is a schematic diagram of implementation of determining a rotation angle of a mobile terminal according to a placement direction according to an embodiment of the present invention;
- [0040] FIG. 7 is a schematic diagram of implementation of controlling, according to a determined rotation angle of a mobile terminal, a panoramic photo to move along a direction opposite to a rotation direction of the mobile terminal according to an embodiment of the present invention;
- 30 [0041] FIG. 8 is a schematic diagram of implementation of a program for

presenting a panoramic photo in a mobile terminal according to an embodiment of the present invention;

5 [0042] FIG. 9A is a schematic diagram of implementation of a process of photographing a panoramic photo according to an embodiment of the present invention;

[0043] FIG. 9B is a schematic diagram of implementation of a process of browsing a panoramic photo according to an embodiment of the present invention;

10 [0044] FIG. 10A to FIG. 10D are schematic structural diagrams of an apparatus for presenting a panoramic photo in a mobile terminal according to an embodiment of the present invention; and

[0045] FIG. 11 is a schematic structural diagram of a mobile terminal according to an embodiment of the present invention.

## DESCRIPTION OF EMBODIMENTS

15 [0046] The following clearly and completely describes the technical solutions in the embodiments of the present invention with reference to the accompanying drawings in the embodiments of the present invention. Apparently, the described embodiments are some but not all of the embodiments of the present invention. All other embodiments obtained by persons of ordinary skill in the art based on the embodiments of the present invention without creative efforts shall fall within the protection scope of the present invention.

20 [0047] According to a method for presenting a panoramic photo in a mobile terminal provided in the embodiments of the present invention, a panoramic photo moves as the mobile terminal rotates. For ease of description in the embodiments of the present invention, a browsing mode in which a panoramic photo moves as the mobile terminal rotates is referred to as an "immersive browsing mode", and a browsing mode of a panoramic photo in the prior art is referred to as a normal mode in the following, which is certainly not limited thereto; for example, the "immersive browsing mode" may also be referred to as "panorama browsing mode". When browsing a panoramic photo that is displayed in a normal mode in the mobile terminal, 25 a user may choose to enter the immersive browsing mode. In the immersive browsing mode, the panoramic photo may be browsed by rotating the mobile terminal, and it is not required to manually paddle on a screen of the mobile terminal to browse the 30

panoramic photo.

**[0048]** FIG. 1 shows a flowchart of implementation of a method for presenting a panoramic photo in a mobile terminal according to an embodiment of the present invention. The method may be performed by a mobile terminal, or specifically by components in the mobile terminal. As shown in FIG. 1, the method includes:

**[0049]** S101: Detect a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode.

**[0050]** In this embodiment of the present invention, if the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected, S102 is performed.

**[0051]** S102: Detect and determine a rotation angle of the mobile terminal.

**[0052]** S103: Move and present, according to the rotation angle determined in S102, a panoramic photo that is displayed in a normal mode in the mobile terminal.

**[0053]** According to the method for presenting a panoramic photo in a mobile terminal provided in this embodiment of the present invention, when a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode is detected, a rotation angle of the mobile terminal is detected and determined; and a panoramic photo that is displayed in a normal mode in the mobile terminal is moved and presented according to the determined rotation angle. By using the present invention, a panoramic photo may be enabled to move as a mobile terminal rotates, so that browsing of the panoramic photo may be implemented without requiring manual paddling on a screen of the mobile terminal, which is easy and convenient in terms of operations.

**[0054]** In this embodiment of the present invention, there may be multiple implementation manners for specifically implementing a rotation process of the mobile terminal. For example, a user may rotate the mobile terminal in a predefined manner immediately after the user triggers the mobile terminal to enter the immersive browsing mode, where the predefined manner may be obtained, for example, by pre-learning from a user manual. For example, after the user triggers the mobile terminal to enter the immersive browsing mode, the mobile terminal may further provide prompt information that is used to instruct to rotate the mobile terminal, so as to prompt the user to perform rotation.

**[0055]** An implementation manner in which a mobile terminal provides prompt information that is used to instruct to rotate the mobile terminal is used as an example

in an embodiment of the present invention in the following to describe in detail the method for presenting a panoramic photo in a mobile terminal involved in the foregoing embodiment.

5 [0056] FIG. 2 shows another flowchart of implementation of a method for presenting a panoramic photo in a mobile terminal according to an embodiment of the present invention. The method may be performed by a mobile terminal, or specifically by components in the mobile terminal. As shown in FIG. 2, the method includes:

[0057] S201: Detect a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode.

10 [0058] In this embodiment of the present invention, a user may input, by using a display screen or a key of the mobile terminal, the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode. For example, in this embodiment of the present invention, an enabling control on whether to enable the immersive browsing mode may be set on a display interface of the mobile terminal. An enabling status of the enabling control is used to determine whether to  
15 perform the immersive browsing mode, and when it is detected that the enabling control starts, it can be determined that the mobile terminal needs to enter the immersive browsing mode. For example, an immersive browsing button is set on the display interface of the mobile terminal. When choosing to enter the immersive  
20 browsing mode to browse a panoramic photo, the user can trigger the button, to instruct the mobile terminal to enter the immersive browsing mode; and if the mobile terminal receives the trigger instruction, it may be considered that the user needs to browse the panoramic photo in the immersive browsing mode.

[0059] Optionally, in this embodiment of the present invention, the user may be  
25 further prompted, when it is detected that the user is browsing a panoramic photo, to trigger the enabling control that is used to instruct to enable the immersive browsing mode.

[0060] S202: When the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected, provide prompt  
30 information that is used to instruct to rotate the mobile terminal.

[0061] In this embodiment of the present invention, in order to implement immersive mode browsing, the user needs to rotate the mobile terminal, so that the panoramic photo can move as the mobile terminal rotates. Generally, for better browsing of the panoramic photo, the prompt information that is used to instruct to

rotate the mobile terminal may be provided to notify the user that the mobile terminal needs to be rotated according to a preset direction, where the preset direction may be, for example, rotating from left to right, and certainly, may also be rotating from right to left.

5 [0062] In this embodiment of the present invention, the provided prompt information may be text information displayed on the display interface, and certainly, may also be voice information notified by voice information, which is not specifically limited in this embodiment of the present invention.

[0063] Optically, in this embodiment of the present invention, a rotation direction  
10 of the mobile terminal that is saved when the panoramic photo is photographed may be further acquired, and the acquired rotation direction is notified in a form of prompt information; prompt information that is used to instruct to rotate the mobile terminal according to the notified rotation direction is provided to prompt the user to rotate the mobile terminal according to the acquired rotation direction of the mobile terminal  
15 that is saved when the panoramic photo is photographed.

[0064] S203: Detect and determine a rotation angle of the mobile terminal.

[0065] In this embodiment of the present invention, the rotation angle of the mobile terminal is detected in real time, so as to control, in a timely manner, the panoramic photo to move.

20 [0066] When photographing the panoramic photo, the user generally positions the mobile terminal in a determined placement direction. However, when browsing the panoramic photo, the user may be much likely to use a placement direction different from the determined placement direction in photographing the panoramic photo to browse the panoramic photo. Therefore, in this embodiment of the present invention,  
25 in order to browse the panoramic photo in a relatively precise manner, the rotation angle of the mobile terminal may be determined according to a placement direction in which the mobile terminal is located in a rotation process.

[0067] A process of determining the rotation angle of the mobile terminal in S203  
30 in this embodiment of the present invention may use the following manner for the determining. As shown in FIG. 3:

[0068] S2031: Determine a placement direction in which the mobile terminal is located in a rotation process.

[0069] S2032: Determine a rotation angle of the mobile terminal according to the placement direction determined in S2031.

**[0070]** In this embodiment of the present invention, the placement direction in which the mobile terminal is located may be determined by using a gravity direction of the mobile terminal indicated by a gravity sensor disposed in the mobile terminal, and the rotation angle of the mobile terminal is determined by using an angle of a gyro sensor disposed in the mobile terminal. Optionally, in this embodiment of the present invention, the gravity sensor used to determine the placement direction of the mobile terminal and the gyro sensor used to determine the rotation angle of the mobile terminal may be enabled when the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected.

**[0071]** Optionally, the determining the placement direction in which the mobile terminal is located in the rotation process in S2031 in this embodiment of the present invention may use a method shown in FIG. 4 for the determining. As shown in FIG. 4, the process includes:

**[0072]** S2031a: Establish, based on a plane in which a screen of the mobile terminal is located, a reference three-dimensional coordinate system.

**[0073]** In this embodiment of the present invention, the reference three-dimensional coordinate system may be established based on the plane in which the screen of the mobile terminal is located, where an X-Y plane of the reference three-dimensional coordinate system is parallel to the plane in which the screen of the mobile terminal is located, and a Z-axis of the reference three-dimensional coordinate system is perpendicular to the plane in which the screen of the mobile terminal is located.

**[0074]** The mobile terminal is located different placement directions in the rotation process, and a corresponding reference three-dimensional coordinate system also rotates according to the different placement directions of the mobile terminal. For example, schematic diagrams of reference three-dimensional coordinate systems are separately corresponding to a vertical placement direction in FIG. 5A and a horizontal placement direction in FIG. 5B.

**[0075]** S2031b: Detect an angle of a gravity direction of the mobile terminal with respect to a direction of an X-Y plane of the reference three-dimensional coordinate system established in S2031a.

**[0076]** S2031c: Determine the placement direction in which the mobile terminal is located in the rotation process according to the angle, obtained by means of detection in S2031b, of the gravity direction of the mobile terminal with respect to the

direction of the X-Y plane of the reference three-dimensional coordinate system.

[0077] Optionally, in this embodiment of the present invention, in order to simplify a control process of controlling presentation of the panoramic photo, when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, it may be determined that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, it may be determined that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

[0078] It should be noted that in this embodiment of the present invention, when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is equal to 45 degrees, it may be determined that the placement direction in which the mobile terminal is located is the vertical placement direction, or is the horizontal placement direction, and may be specifically set to the vertical placement direction in this embodiment of the present invention.

[0079] In this embodiment of the present invention, if the placement direction in which the mobile terminal is located in the rotation process is determined by using the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system in S2031, a determining manner shown in FIG. 6 may be used when determining the rotation angle of the mobile terminal is performed in S2032:

[0080] S2032a: Determine a corresponding axial direction of the mobile terminal in the rotation process.

[0081] In this embodiment of the present invention, when it is determined that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, a direction of the Z-axis in the reference three-dimensional coordinate system is used as the corresponding axial direction of the mobile terminal in the rotation process; or

when it is determined that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, a

direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system is used as the corresponding axial direction of the mobile terminal in the rotation process.

5 [0082] It should be noted that in this embodiment of the present invention, the foregoing determining an axial direction determined in the rotation process of the mobile terminal is merely to simplify a process of determining the rotation angle of the mobile terminal, and a specific determining manner is not limited thereto.

10 [0083] S2032b: Use an angle by which the mobile terminal rotates with respective to the axial direction determined in S2032a as the rotation angle of the mobile terminal.

[0084] In this embodiment of the present invention, the gyro sensor used to determine the rotation angle of the mobile terminal may be enabled when the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected. An angle by which the gyro sensor disposed on the mobile terminal rotates with respective to the axial direction is detected, and the rotation angle of the mobile terminal with respective to the corresponding axial direction is determined according to the angle by which the gyro sensor rotates.

15 [0085] S204: Move, according to the determined rotation angle of the mobile terminal, a panoramic photo that is displayed in a normal mode in the mobile terminal.

[0086] In this embodiment of the present invention, when a panoramic photo is browsed, the panoramic photo is generally first displayed in a normal browsing mode; for example, it may be that a panoramic photo with a relatively low resolution, or only a part of the panoramic photo such as a leftmost part of the panoramic photo or a rightmost part of the panoramic photo is displayed in a display screen of the mobile terminal. In this embodiment of the present invention, after the rotation angle of the mobile terminal is determined, the panoramic photo that is displayed in the normal mode in the mobile terminal may be moved to implement immersive browsing of the panoramic photo.

20 [0087] Optionally, in this embodiment of the present invention, multiple implementation manners may be used for moving the panoramic photo that is displayed in the normal mode in the mobile terminal. For example, the panoramic photo that is displayed in the normal mode in the mobile terminal may be moved along a direction the same as the rotation direction of the mobile terminal, and the

panoramic photo may also be moved along a direction opposite to the rotation direction of the mobile terminal. In this embodiment of the present invention, in order to implement a better display effect, preferably, the panoramic photo that is displayed in the normal mode in the mobile terminal is moved along the direction opposite to the rotation direction of the mobile terminal.

**[0088]** Optionally, in this embodiment of the present invention, in order to implement smooth moving of the panoramic photo, a rotation angle threshold may be preset, and before S204 is performed, it is determined that the rotation angle of the mobile terminal reaches the preset rotation angle threshold. When the panoramic photo is browsed in the immersive browsing mode, the rotation angle of the mobile terminal is detected in real time; and when the rotation angle of the mobile terminal reaches the preset rotation angle threshold, the panoramic photo is controlled to move, which implements smooth moving of the panoramic photo. If the preset rotation angle threshold is not reached, the panoramic photo may not be moved.

**[0089]** In this embodiment of the present invention, the moving, according to the determined rotation angle of the mobile terminal, the panoramic photo that is displayed in the normal mode in the mobile terminal along the direction opposite to the rotation direction of the mobile terminal in S204 may use an implementation manner shown in FIG. 7 (when the panoramic photo is moved along the direction the same as the rotation direction of the mobile terminal, a similar manner may also be used):

**[0090]** S2041: Determine whether the rotation angle of the mobile terminal reaches the preset rotation angle threshold; if the rotation angle of the mobile terminal reaches the preset rotation angle threshold, perform S2042; otherwise, perform S202 to detect the rotation angle of the mobile terminal.

**[0091]** S2042: When the rotation angle reaches the preset rotation angle threshold, move the panoramic photo that is displayed in the normal mode in the mobile terminal along a direction opposite to the rotation direction of the mobile terminal.

**[0092]** Optionally, in this embodiment of the present invention, in order to further enhance an effect of smooth moving, a minimum displacement may be further determined, and when each time being controlled to move along the direction opposite to the rotation direction of the mobile terminal, the panoramic photo is moved for the determined minimum displacement. A unit of the minimum displacement is pixel.

[0093] In this embodiment of the present invention, the minimum displacement of the panoramic photo may be determined according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed. The rotation angle of the mobile terminal when the panoramic photo is photographed and the photo width of the panoramic photo along the rotation direction of the mobile terminal when the panoramic photo is photographed are generally recorded and saved when the panoramic photo is photographed, which may be directly obtained from a relevant attribute of the panoramic photo that is saved when the panoramic photo is photographed in this embodiment of the present invention. It should be noted that in this embodiment of the present invention, a unit of the photo width of the panoramic photo is also pixel.

[0094] Optionally, in this embodiment of the present invention, the determining the minimum displacement of the panoramic photo may use the following manner:

the minimum displacement of the panoramic photo is determined

according to a formula  $s = d \frac{\varphi_1}{\varphi^2}$ ; where

s is the minimum displacement of the panoramic photo; d is the photo width of the panoramic photo;  $\varphi_1$  is the preset rotation angle threshold; and  $\varphi^2$  is the rotation angle of the mobile terminal when the panoramic photo is photographed.

[0095] In this embodiment of the present invention, for the browsed panoramic photo, when the panoramic photo is determined, the photo width d of the panoramic photo and the rotation angle  $\varphi^2$  of the mobile terminal when the panoramic photo is photographed are fixed values (if the rotation angle  $\varphi^2$  is recorded in a process of photographing the panoramic photo, the recorded value is used; and if the rotation angle  $\varphi^2$  is not recorded during photographing, some reference values, such as 180 degrees or 360 degrees, may be used as the rotation angle); therefore, in this embodiment of the present invention, in order to implement smooth moving of the panoramic photo, an appropriate rotation angle threshold  $\varphi_1$  may be preset. If the preset rotation angle threshold  $\varphi_1$  is fixed, the minimum displacement for which the panoramic photo is moved in the rotation process is determined. In a process of

browsing the panoramic photo, the rotation angle of the mobile terminal is detected and determined in real time, and if it is determined that the rotation angle of the mobile terminal reaches the preset rotation angle threshold  $\varphi_1$ , the panoramic photo is moved for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

5 [0096] In this embodiment of the present invention, the rotation angle of the mobile terminal may be an angle difference between an angle corresponding to a current position of the mobile terminal and an angle corresponding to a corresponding position of the mobile terminal when the panoramic photo is moved for a previous time (if it is the first time to determine the rotation angle of the mobile terminal, it may be considered that a corresponding angle of the mobile terminal is 0 when the panoramic photo is moved for a previous time). In this embodiment of the present invention, a process of determining whether the rotation angle of the mobile terminal reaches the preset rotation angle threshold may be understood as a continuously executed and reset process, that is, each time the rotation angle of the mobile terminal reaches the preset rotation angle threshold  $\varphi_1$ , an initial rotation angle of the mobile terminal may be set to 0, the rotation angle is detected and determined, and the panoramic photo is moved according to whether the determined rotation angle reaches the preset rotation angle threshold. For example, the initial rotation angle of the mobile terminal is set to 0, and in a process in which the mobile terminal rotates from 0 degree to  $\varphi_1-1$  degrees, the panoramic photo does not move; when the mobile terminal rotates to  $\varphi_1$  degrees, the panoramic photo moves for the minimum displacement, the rotation angle is reset, and the rotation angle of the mobile terminal continues to be detected; and when the mobile terminal rotates to  $\varphi_1$  degrees, the panoramic photo moves for the minimum displacement again, which is repeated until the mobile terminal stops rotating.

25 [0097] Further, in this embodiment of the present invention, a process of moving the panoramic photo may be an immediately executed process, that is, the panoramic photo is moved once it is determined that the rotation angle of the mobile terminal reaches the preset rotation angle threshold; for example, the preset rotation angle threshold  $\varphi_1$  is 5 degrees, the panoramic photo is moved for the minimum displacement once the rotation angle reaches 5 degrees. The process of moving the

panoramic photo may also be a process executed with delay, that is, the panoramic photo is moved for the minimum displacement within a period of time after it is determined that the rotation angle of the mobile terminal reaches the preset rotation angle threshold.

5 [0098] The rotation angle of the mobile terminal may further be a difference between the angle corresponding to the current position of the mobile terminal and the angle corresponding to the initial position of the mobile terminal, that is, in this case, the rotation angle of the mobile terminal may be a continuously accumulated value as a user moves the mobile terminal. In this case, a directly proportional relationship  
10 may be set between a displacement for which the panoramic photo moves and the rotation angle. That is, a larger rotation angle of the mobile terminal indicates a larger displacement for which the panoramic photo moves, and a smaller rotation angle of the mobile terminal indicates a smaller displacement for which the panoramic photo moves.

15 [0099] There may further be other embodiments for the foregoing manner of moving the panoramic photo and manner of determining manner of the minimum displacement, and specific implementation manners thereof are not limited in the present invention.

[0100] S205: Present the panoramic photo in the immersive browsing mode.

20 [0101] In implementation of panoramic photo browsing of a panoramic photo in an immersive browsing mode in this embodiment of the present invention, moving of the panoramic photo is implemented by rotating a mobile terminal instead of implementing moving of the panoramic photo by sliding the panoramic photo by using a finger. Another manner for presenting a panoramic photo may use an existing  
25 implementation solution, for example, when the panoramic photo is presented, an existing implementation manner may be used in a process of adapting the panoramic photo to a size of a display screen.

[0102] According to the method for controlling presentation of a panoramic photo provided in this embodiment of the present invention, when a trigger instruction that  
30 is used to instruct a mobile terminal to enter an immersive browsing mode is detected, a user is prompted to rotate the mobile terminal according to a set direction, and a placement direction in which the mobile terminal is located in a rotation process is determined, and a rotation angle of the mobile terminal in a corresponding direction is further determined according to the placement direction. A minimum displacement for

which the panoramic photo moves is determined according to a preset rotation angle threshold, and the panoramic photo is moved for the minimum displacement along a direction opposite to a rotation direction of the mobile terminal and is presented. By using the present invention, a panoramic photo may be enabled to move as a mobile terminal rotates, so as to further implement browsing of the panoramic photo without requiring manual paddling on a screen of the mobile terminal to browse the panoramic photo, which is easy and convenient in terms of operations.

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10 [0103] In this embodiment of the present invention, an implementation process of presenting a panoramic photo in a mobile terminal may use an implementation process of a program shown in FIG. 8, and the present invention is certainly not limited thereto.

15 [0104] Implementation of the method for controlling presentation of a panoramic photo in a mobile terminal provided this embodiment of the present invention is based on photo parameters that are saved when the panoramic photo is photographed, where the photo parameters are: for example, an angle by which the mobile terminal rotates and a rotation direction of the mobile terminal when the panoramic photo is photographed, a photo width of the photographed panoramic photo. Therefore, in order to implement the method for presenting a panoramic photo in a mobile terminal provided in this embodiment of the present invention, the method may also differ from existing panoramic photo photographing during panoramic photo photographing. The following embodiments of the present invention describe a photographing process and a browsing process of a panoramic photo by using examples with reference to actual cases.

20 [0105] FIG. 9A shows a schematic diagram of implementation of a process of photographing a panoramic photo according to an embodiment of the present invention. As shown in FIG. 9A, the implementation process includes:

[0106] S301: Enable a panoramic photographing mode.

[0107] S302: Start a gyro sensor disposed on a mobile terminal.

30 [0108] S303: A user performs panoramic photographing by rotating the mobile terminal.

[0109] S304: Determine an angle by which the mobile terminal rotates during the panoramic photographing.

[0110] In this embodiment of the present invention, a rotation angle of the mobile terminal may be determined by using an angle by which the gyro sensor started in

S302 rotates.

[0111] S305: Save attribute information of the photographed panoramic photo.

[0112] In this embodiment of the present invention, the saved attribute information of the panoramic photo includes at least a photo type, a photographing angle, and a photo size, where the current photo is indicated as a panoramic photo by using the photo type, the photographing angle indicates the angle by which the mobile terminal rotates when the panoramic photo is photographed, and the photo size indicates a photo width of the panoramic photo.

[0113] Optionally, in this embodiment of the present invention, the saved attribute information of the panoramic photo may further include a rotation direction of the mobile terminal when the panoramic photo is photographed, where the rotation direction may be, for example, from right to left, and certainly, may also be from left to right.

[0114] FIG. 9B shows a schematic diagram of implementation of a process of browsing a panoramic photo according to an embodiment of the present invention. As shown in FIG. 9B, the implementation process includes:

[0115] S401: Detect a type of a photo that a user browses.

[0116] S402: When it is detected that the type of the photo that the user browses is a panoramic photo, send prompt information to the user, where the prompt information is used to prompt the user whether to choose to enter an immersive browsing mode. If the user chooses to enter the immersive browsing mode, perform S403; otherwise, browse the photo in a normal photo browsing mode.

[0117] S403: When it is detected that the user triggers a trigger instruction that is used to instruct a mobile terminal to perform the immersive browsing mode, a gravity sensor and a gyro sensor that are disposed on the mobile terminal are started.

[0118] S404: The user browses the panoramic photo by rotating the mobile terminal.

[0119] S405: Determine a placement direction in which the mobile terminal is located according to a gravity direction indicated by the gravity sensor, where the determined placement direction may be a horizontal placement direction, or may be a vertical placement direction. For a specific process of the determining, reference may be made to relevant description of the foregoing embodiments.

[0120] S406: Determine a rotation angle of the mobile terminal in a corresponding axial direction according to the placement direction determined in

S405 and an angle value of the gyro sensor in an axial direction corresponding to the placement direction, that is, when the placement direction of the mobile terminal is the horizontal placement direction, determine an angle by which the mobile terminal rotates in a direction of a Z-axis, and when the placement direction of the mobile terminal is the vertical placement direction, determine an angle by which the mobile terminal rotates in a direction of an X-axis or a Y-axis.

**[0121]** S407: Determine whether the rotation angle determined in S406 reaches a preset rotation angle threshold; and if yes, perform S408; otherwise, perform S409.

**[0122]** S408: Control the panoramic photo to move for at least a determined minimum displacement along a direction opposite to a rotation direction of the mobile terminal.

**[0123]** S409: Detect the placement direction and the rotation angle of the mobile terminal; when the placement direction of the mobile terminal changes, perform S405, and when the rotation angle changes, perform S407.

**[0124]** In this embodiment of the present invention, when a panoramic photo is browsed, variations of a placement direction and a rotation angle of the mobile terminal are detected in real time, so as to adjust moving of the panoramic photo in a timely manner.

**[0125]** According to the method for presenting a panoramic photo in a mobile terminal provided in this embodiment of the present invention, in an immersive browsing mode, the panoramic photo moves as the mobile terminal rotates. By using the present invention, when browsing a panoramic photo, a user may choose to enter the immersive browsing mode, where in the immersive browsing mode, the panoramic photo may be browsed by rotating the mobile terminal, and it is not required to manually paddle on a mobile terminal screen to browse the panoramic photo.

**[0126]** Based on the method for presenting a panoramic photo in a mobile terminal provided in the foregoing embodiment, an embodiment of the present invention further provides an apparatus 900 for presenting a panoramic photo in a mobile terminal. As shown in FIG. 10A, the apparatus 900 includes a detecting unit 901, a determining unit 902, and a presenting unit 903.

**[0127]** The detecting unit 901 is configured to: detect a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode; and when the trigger instruction that is used to instruct the mobile terminal to enter the

immersive browsing mode is detected, transmit a detection result to the determining unit 902, where the immersive browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates.

5 [0128] The determining unit 902 is configured to: receive the detection result transmitted by the detecting unit 901; and if the detection result is that the trigger instruction is detected, detect and determine a rotation angle of the mobile terminal, and transmit the determined rotation angle of the mobile terminal to the presenting unit 903.

10 [0129] The presenting unit 903 is configured to: receive the rotation angle of the mobile terminal determined by the determining unit 902; and move and present, according to the determined rotation angle, a panoramic photo that is presented in a normal mode in the mobile terminal.

15 [0130] In a first implementation manner, the determining unit 902 is specifically configured to determine the rotation angle of the mobile terminal in the following manner:

determining a placement direction in which the mobile terminal is located in a rotation process; and

determining the rotation angle of the mobile terminal according to the placement direction.

20 [0131] In a second implementation manner, the determining unit 902 is specifically configured to determine, in the following manner, the placement direction in which the mobile terminal is located in the rotation process:

25 detecting an angle of a gravity direction of the mobile terminal with respect to a direction of an X-Y plane of a reference three-dimensional coordinate system, where the X-Y plane of the reference three-dimensional coordinate system is parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of the reference three-dimensional coordinate system is perpendicular to the plane in which the screen of the mobile terminal is located; and determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of  
30 the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

[0132] In a third implementation manner, the determining unit 902 is specifically configured to determine, in the following manner, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y

plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process:

5 when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

10 when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

**[0133]** In a fourth implementation manner, the determining unit 902 is specifically configured to determine, in the following manner, the rotation angle of the mobile terminal according to the placement direction:

15 determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process, and using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

20 determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process, and using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

**[0134]** In a fifth implementation manner, the apparatus further includes a judging unit 904, as shown in FIG. 10B, where:

30 before the presenting unit 903 moves, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, the judging unit 904 determines that the rotation angle of the mobile terminal reaches a preset rotation angle threshold.

**[0135]** In a sixth implementation manner, the determining unit 902 is further

configured to:

before the presenting unit 903 moves, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, determine a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

the presenting unit 903 is specifically configured to move, in the following manner, the panoramic photo that is presented in the normal mode in the mobile terminal:

moving the panoramic photo for the foregoing determined minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

**[0136]** In a seventh implementation manner, the apparatus further includes a prompting unit 905. As shown in FIG. 10C, where:

the prompting unit 905 is configured to: receive the detection result transmitted by the detecting unit 901; and when the detection result is that the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected by the detecting unit 901, provide prompt information that is used to instruct to rotate the mobile terminal.

**[0137]** In a seventh implementation manner, the apparatus further includes an acquiring unit 906, as shown in FIG. 10D, where:

the acquiring unit 906 is configured to acquire a rotation direction of the mobile terminal that is saved when the panoramic photo is photographed, and transmit, to the prompting unit 905, the acquired rotation direction of the mobile terminal that is saved when the photo is photographed; and

the prompting unit 905 is specifically configured to provide, in the following manner, the prompt information that is used to instruct to rotate the mobile terminal:

providing the prompt information that is used to instruct to rotate the mobile terminal according to the rotation direction acquired by the acquiring unit 906.

**[0138]** It should be noted that, for the apparatus for presenting a panoramic photo in a mobile terminal provided in FIG. 10A to FIG. 10D in this embodiment of the

present invention, if a process of specifically implementing presentation of a panoramic photo in a mobile terminal is not described with sufficient details, reference may be made to relevant description of the method embodiments, and details are not described herein again.

5 [0139] According to the method for presenting a panoramic photo in a mobile terminal provided in this embodiment of the present invention, in an immersive browsing mode, the panoramic photo moves as the mobile terminal rotates. By using the present invention, when browsing a panoramic photo, a user may choose to enter the immersive browsing mode, where in the immersive browsing mode, the  
10 panoramic photo may be browsed by rotating the mobile terminal, and it is not required to manually paddle on a mobile terminal screen to browse the panoramic photo.

[0140] Based on the method and the apparatus for presenting a panoramic photo in a mobile terminal that are provided in the foregoing embodiments, an embodiment  
15 of the present invention further provides a mobile terminal 1000. As shown in FIG. 11, the mobile terminal 1000 includes an input device 1001, a sensor 1002, a processor 1003, and a display screen 1004, where:

the input device 1001 is configured to input a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode, where the  
20 immersive browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates;

the sensor 1002 is configured to detect a rotation angle of the mobile terminal;

the processor 1003 is configured to, when it is detected that the trigger  
25 instruction is input by the input device 1001, move, according to the rotation angle determined by means of detection, a panoramic photo that is presented in a normal mode in the mobile terminal; and

the display screen 1004 is configured to present the panoramic photo.

[0141] In this embodiment of the present invention, there may be one or multiple  
30 input devices 1001, for example, the input device 1001 may be a display screen or a button, and may be integrated with the processor 1003, or may be an independent peripheral device (for example, a scanner, a camera, or a loudspeaker). If the input device 1001 is a peripheral device, the input device 1001 may be connected to the processor 1003 by using a wired connection (for example, a cable/port) or a wireless

connection (for example, Bluetooth).

5 [0142] The processor 1003 may be implemented on a single chip, multiple chips or multiple electronic components, and may use multiple types of architectures, including a dedicated or embedded processor, a dedicated processor, a controller, and the like.

[0143] There may be one or multiple sensors 1002, where the sensor 1002 may have or may not have an operation processing function. For example, the sensor 1002 in this embodiment of the present invention may be at least one of: a gravity sensor and a gyro sensor.

10 [0144] In this embodiment of the present invention, if the sensor 1002 has the operation processing function, the sensor 1002 may determine the rotation angle of the mobile terminal; and if the sensor 1002 does not have the operation processing function, the sensor 1002 may detect the rotation angle of the mobile terminal, and transfer the rotation angle of the mobile terminal obtained by means of detection to  
15 the processor 1003. The processor 1003 determines the rotation angle of the mobile terminal.

[0145] In a first implementation manner, the sensor 1002 may be configured to:  
determine a placement direction in which the mobile terminal is located in  
a rotation process, and determine the rotation angle of the mobile terminal according  
20 to the determined placement direction.

[0146] In a second implementation manner, the sensor 1002 is specifically configured to determine, in the following manner, the placement direction in which the mobile terminal is located in the rotation process:

25 detecting an angle of a gravity direction of the mobile terminal with respective to a direction of an X-Y plane of a reference three-dimensional coordinate system, where the X-Y plane of the reference three-dimensional coordinate system is parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of the reference three-dimensional coordinate system is perpendicular to the plane in which the screen of the mobile terminal is located; and determining, according to the  
30 angle of the gravity direction of the mobile terminal with respective to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

[0147] In a third implementation manner, the sensor 1002 is specifically configured to determine in the following manner, according to the angle of the gravity

direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process:

5 when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

10 when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

[0148] In a fourth implementation manner, the sensor 1002 is specifically  
15 configured to determine, in the following manner, the rotation angle of the mobile terminal according to the placement direction:

20 determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process, and using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

25 determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process, and using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

[0149] In a fifth implementation manner, the processor 1003 is further configured  
30 to:

before moving, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, determine that the rotation angle of the mobile terminal reaches a preset rotation angle threshold.

[0150] In a sixth implementation manner, the processor 1003 is further configured

to:

before moving, according to the determined rotation angle, the panoramic photo that is presented in the normal mode in the mobile terminal, determine a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

the processor 1003 is specifically configured to move, in the following manner, the panoramic photo that is presented in the normal mode in the mobile terminal:

moving the panoramic photo for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

**[0151]** In a seventh implementation manner, the processor 1003 is further configured to:

when it is detected that the trigger instruction is input by the input device 1001, provide prompt information that is used to instruct to rotate the mobile terminal.

**[0152]** In an eighth implementation manner, the processor 1003 is further configured to:

before providing the prompt information that is used to instruct to rotate the mobile terminal, acquire a rotation direction of the mobile terminal that is saved when the panoramic photo is photographed; and

the processor 1003 is specifically configured to provide, in the following manner, the prompt information that is used to instruct to rotate the mobile terminal:

providing the prompt information that is used to instruct to rotate the mobile terminal according to the acquired rotation direction.

**[0153]** It should be noted that, for the mobile terminal provided in FIG. 11 in this embodiment of the present invention, if a process of specifically implementing controlling the panoramic photo to display in the mobile terminal is not described with sufficient details, reference may be made to relevant description of the method embodiments, and details are not described herein again.

**[0154]** According to the mobile terminal provided in this embodiment of the present invention, when a user chooses to browse a panoramic photo in an immersive browsing mode, the panoramic photo moves as the mobile terminal rotates. By using the present invention, when browsing a panoramic photo, a user may choose to enter

an immersive browsing mode, where in the immersive browsing mode, the panoramic photo may be browsed by rotating the mobile terminal, and it is not required to manually paddle on a mobile terminal screen to browse the panoramic photo.

5 **[0155]** Persons skilled in the art should understand that the embodiments of the present invention may be provided as a method, a system, or a computer program product. Therefore, the present invention may use a form of hardware only embodiments, software only embodiments, or embodiments with a combination of software and hardware. Moreover, the present invention may use a form of a computer program product that is implemented on one or more computer-usable  
10 storage media (including but not limited to a disk memory, a CD-ROM, an optical memory, and the like) that include computer-usable program code.

**[0156]** The present invention is described with reference to the flowcharts and/or block diagrams of the method, the device (system), and the computer program product according to the embodiments of the present invention. It should be understood that  
15 computer program instructions may be used to implement each process and/or each block in the flowcharts and/or the block diagrams and a combination of a process and/or a block in the flowcharts and/or the block diagrams. These computer program instructions may be provided for a general-purpose computer, a dedicated computer, an embedded processor, or a processor of any other programmable data processing  
20 device to generate a machine, so that the instructions executed by a computer or a processor of any other programmable data processing device generate an apparatus for implementing a specific function in one or more processes in the flowcharts and/or in one or more blocks in the block diagrams.

**[0157]** These computer program instructions may also be stored in a computer  
25 readable memory that can instruct the computer or any other programmable data processing device to work in a specific manner, so that the instructions stored in the computer readable memory generate an artifact that includes an instruction apparatus. The instruction apparatus implements a specific function in one or more processes in the flowcharts and/or in one or more blocks in the block diagrams.

30 **[0158]** These computer program instructions may also be loaded onto a computer or another programmable data processing device, so that a series of operations and steps are performed on the computer or the another programmable device, thereby generating computer-implemented processing. Therefore, the instructions executed on the computer or the another programmable device provide steps for implementing a

specific function in one or more processes in the flowcharts and/or in one or more blocks in the block diagrams.

5 **[0159]** Although some preferred embodiments of the present invention have been described, persons skilled in the art can make changes and modifications to these embodiments once they learn the basic inventive concept. Therefore, the following claims are intended to be construed as to cover the preferred embodiments and all changes and modifications falling within the scope of the present invention.

10 **[0160]** Obviously, persons skilled in the art can make various modifications and variations to the embodiments of the present invention without departing from the spirit and scope of the embodiments of the present invention. The present invention is intended to cover these modifications and variations provided that they fall within the scope of protection defined by the following claims and their equivalent technologies.

## CLAIMS

What is claimed is:

1. A method for presenting a panoramic photo in a mobile terminal, comprising:  
photographing a panoramic photo with a mobile terminal moving along one direction;

detecting a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode, wherein the immersive browsing mode is a browsing mode in which the panoramic photo moves as the mobile terminal rotates;

providing prompt information that is used to instruct to rotate the mobile terminal according to a preset direction, wherein the prompt information is a text information, wherein the text information is used to instruct to rotate the mobile terminal from left to right, or the text information is used to instruct to rotate the mobile terminal from right to left;

moving and presenting the panoramic photo as the mobile terminal rotates in response to the mobile terminal entered an immersive browsing mode.

2. The method according to claim 1, wherein the method further comprising determining a rotation angle of the mobile terminal, wherein the determining a rotation angle of the mobile terminal comprises:

determining a placement direction in which the mobile terminal is located in a rotation process; and

determining the rotation angle of the mobile terminal according to the placement direction.

3. The method according to claim 2, wherein the determining a placement direction in which the mobile terminal is located in a rotation process comprises:

detecting an angle of a gravity direction of the mobile terminal with respect to a direction of an X-Y plane of a reference three-dimensional coordinate system, wherein the X-Y plane of the reference three-dimensional coordinate system is parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of the

reference three-dimensional coordinate system is perpendicular to the plane in which the screen of the mobile terminal is located; and

determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

4. The method according to claim 3, wherein the determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process comprises:

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

5. The method according to claim 3 or 4, wherein the determining the rotation angle of the mobile terminal according to the placement direction comprises:

determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

6. The method according to claims 1 to 5, wherein before the moving and presenting the panoramic photo, further comprising:

determining that a rotation angle of the mobile terminal reaches a preset rotation angle threshold.

7. The method according to claim 6, wherein before the moving and presenting the panoramic photo, further comprising:

determining a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

the moving a panoramic photo that is presented in a normal mode in the mobile terminal comprises:

moving the panoramic photo for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

8. The method according to claim 1, before the providing prompt information that is used to instruct to rotate the mobile terminal, further comprising:

acquiring a rotation direction of the mobile terminal that is saved when the panoramic photo is photographed; and

the providing prompt information that is used to instruct to rotate the mobile terminal comprises:

providing the prompt information that is used to instruct to rotate the mobile terminal according to the acquired rotation direction.

9. An apparatus for presenting a panoramic photo in a mobile terminal, comprising a detecting unit, and a presenting unit, wherein:

the detecting unit is configured to: detect a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode, wherein the

immersive browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates, wherein the panoramic photo is photographed with the mobile terminal moving along one direction;

the presenting unit is configured to move and present the panoramic photo as the mobile terminal rotates in response to the mobile terminal entered the immersive browsing mode;

the apparatus further comprising a prompting unit which is configured to: provide prompt information that is used to instruct to rotate the mobile terminal when the trigger instruction that is used to instruct the mobile terminal to enter the immersive browsing mode is detected by the detecting unit, wherein the prompt information is a text information, wherein the text information is used to instruct to rotate the mobile terminal from left to right, or the text information is used to instruct to rotate the mobile terminal from right to left.

10. The apparatus according to claim 9, the apparatus further comprising a determining unit which is specifically configured to determine a rotation angle of the mobile terminal in the following manner:

determining a placement direction in which the mobile terminal is located in a rotation process; and

determining the rotation angle of the mobile terminal according to the placement direction.

11. The apparatus according to claim 10, wherein the determining unit is specifically configured to determine, in the following manner, the placement direction in which the mobile terminal is located in the rotation process:

detecting an angle of a gravity direction of the mobile terminal with respect to a direction of an X-Y plane of a reference three-dimensional coordinate system, wherein the X-Y plane of the reference three-dimensional coordinate system is parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of the reference three-dimensional coordinate system is perpendicular to the plane in which the screen of the mobile terminal is located; and

determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional

coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

12. The apparatus according to claim 11, wherein the determining unit is specifically configured to determine, in the following manner, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process:

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

13. The apparatus according to claim 11 or 12, wherein the determining unit is specifically configured to determine, in the following manner, the rotation angle of the mobile terminal according to the placement direction:

determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

14. The apparatus according to any one of claims 9 to 13, wherein the apparatus further comprises a judging unit, wherein:

the judging unit determines, before the presenting unit moves and presents the panoramic photo, that a rotation angle of the mobile terminal reaches a preset rotation angle threshold.

15. The apparatus according to claim 14, wherein the determining unit is further configured to:

before the presenting unit moves and presents the panoramic photo, determine a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

the presenting unit is specifically configured to move, in the following manner, the panoramic photo:

moving the panoramic photo for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

16. The apparatus according to claim 9, wherein the apparatus further comprises an acquiring unit, wherein:

the acquiring unit is configured to acquire a rotation direction of the mobile terminal that is saved when the panoramic photo is photographed, and transmit, to the prompting unit, the acquired rotation direction of the mobile terminal that is saved when the photo is photographed; and

the prompting unit is specifically configured to provide, in the following manner, the prompt information that is used to instruct to rotate the mobile terminal:

providing the prompt information that is used to instruct to rotate the mobile terminal according to the rotation direction acquired by the acquiring unit.

17. A mobile terminal, comprising an input device, a processor, and a display screen, wherein:

the input device is configured to input a trigger instruction that is used to instruct the mobile terminal to enter an immersive browsing mode, wherein the immersive

browsing mode is a browsing mode in which a panoramic photo moves as the mobile terminal rotates;

the processor is configured to:

photograph a panoramic photo with the mobile terminal moving along one direction;

in response to the trigger instruction is input by the input device, provide prompt information that is used to instruct to rotate the mobile terminal according to a preset direction, wherein the prompt information is a text information, wherein the text information is used to instruct to rotate the mobile terminal from left to right, or the text information is used to instruct to rotate the mobile terminal from right to left;

move and present the panoramic photo as the mobile terminal rotates in response to the mobile terminal entered an immersive browsing mode; and

the display screen is configured to present the panoramic photo.

18. The mobile terminal according to claim 17, wherein the mobile terminal further comprises a sensor which is specifically configured to:

determine a placement direction in which the mobile terminal is located in a rotation process, and determine a rotation angle of the mobile terminal according to the placement direction.

19. The mobile terminal according to claim 18, wherein the sensor is specifically configured to determine, in the following manner, the placement direction in which the mobile terminal is located in the rotation process:

detecting an angle of a gravity direction of the mobile terminal with respect to a direction of an X-Y plane of the reference three-dimensional coordinate system, wherein the X-Y plane of the reference three-dimensional coordinate system is parallel to a plane in which a screen of the mobile terminal is located, and a Z-axis of the reference three-dimensional coordinate system is perpendicular to the plane in which the screen of the mobile terminal is located; and

determining, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional

coordinate system, the placement direction in which the mobile terminal is located in the rotation process.

20. The mobile terminal according to claim 18, wherein the sensor is specifically configured to determine, in the following manner, according to the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system, the placement direction in which the mobile terminal is located in the rotation process:

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is not greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a vertical placement direction; and

when the angle of the gravity direction of the mobile terminal with respect to the direction of the X-Y plane of the reference three-dimensional coordinate system is greater than 45 degrees, determining that the placement direction in which the mobile terminal is located in the rotation process is a horizontal placement direction.

21. The mobile terminal according to claim 19 or 20, wherein the sensor is specifically configured to determine, in the following manner, a rotation angle of the mobile terminal according to the placement direction:

determining that the placement direction in which the mobile terminal is located in the rotation process is the horizontal placement direction, and using a direction of the Z-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal; or

determining that the placement direction in which the mobile terminal is located in the rotation process is the vertical placement direction, and using a direction of an X-axis or a direction of a Y-axis in the reference three-dimensional coordinate system as a corresponding axial direction of the mobile terminal in the rotation process; and

using an angle by which the mobile terminal rotates with respect to the axial direction as the rotation angle of the mobile terminal.

22. The mobile terminal according to any one of claims 17 to 21, wherein the processor is further configured to:

before move and present the panoramic photo , determine that a rotation angle of the mobile terminal reaches a preset rotation angle threshold.

23. The mobile terminal according to claim 22, wherein the processor is further configured to:

before move and present the panoramic photo , determine a minimum displacement of the panoramic photo according to the preset rotation angle threshold, a rotation angle of the mobile terminal when the panoramic photo is photographed, and a photo width of the panoramic photo along a rotation direction of the mobile terminal when the panoramic photo is photographed; and

the processor is specifically configured to move, in the following manner, the panoramic photo:

move the panoramic photo for the minimum displacement along a direction opposite to the rotation direction of the mobile terminal.

24. The mobile terminal according to claim 17, wherein the processor is further configured to:

before providing the prompt information that is used to instruct to rotate the mobile terminal, acquire a rotation direction of the mobile terminal that is saved when the panoramic photo is photographed; and

the processor is specifically configured to provide, in the following manner, the prompt information that is used to instruct to rotate the mobile terminal:

providing the prompt information that is used to instruct to rotate the mobile terminal according to the acquired rotation direction.

25. A method for presenting a panoramic photo using a mobile terminal, the method comprising:

photographing the panoramic photo while the mobile terminal is moving in a first direction;

receiving an instruction for entering an immersive browsing mode; and  
performing the following operations in the immersive browsing mode:

displaying only a first part of the panoramic photo;

displaying an indication to prompt a user to rotate the mobile terminal;

detecting the mobile terminal rotating in the first direction;

displaying a second part of the panoramic photo in response to detecting  
the mobile terminal rotating in the first direction;

detecting the mobile terminal rotating in a second direction; and

displaying a third part of the panoramic photo in response to detecting  
the mobile terminal rotating in the second direction, wherein the second  
direction is opposite the first direction, wherein the second part of the  
panoramic photo is different than the first part of the panoramic photo, and  
wherein the third part of the panoramic photo is different than the first part of  
the panoramic photo.

26. The method according to claim 25, wherein the first direction is either from  
left to right or from right to left.

27. The method according to claim 25 or 26, wherein the first part of the  
panoramic photo is either a leftmost part of the panoramic photo or a rightmost part of  
the panoramic photo.

28. The method according to any one of claims 25 to 27, wherein the first direction  
is from left to right, wherein the second part is to the right of the first part, and wherein  
the third part is to the left of the first part.

29. The method according to any one of claims 25 to 27, wherein the first direction is from right to left, wherein the second part is to the left of the first part, and wherein the third part is to the right of the first part.

30. The method according to any one of claims 25 to 29, further comprising:  
displaying the panoramic photo in a normal mode that is different than the immersive browsing mode;  
displaying an icon in the normal mode;  
detecting an input on the icon; and  
entering the immersive browsing mode in response to detecting the input on the icon.

31. The method according to any one of claims 25 to 30, wherein the immersive browsing mode is a mode in which the panoramic photo is displayed in a movable way in response to rotation of the mobile terminal.

32. The method according to any one of claims 25 to 31, wherein rotation of the mobile terminal in either the first direction or the second direction is detected by a gyro sensor of the mobile terminal.

33. A mobile terminal, comprising:  
one or more processors; and  
a memory coupled to the one or more processors and comprising instructions that, when executed by the one or more processors, cause the mobile terminal to:

photograph a panoramic photo while the mobile terminal is moving in a first direction;

receive an instruction for entering an immersive browsing mode; and

perform the following operations in the immersive browsing mode:

displaying only a first part of the panoramic photo;

displaying an indication to prompt a user to rotate the mobile terminal;

detecting the mobile terminal rotating in the first direction;

displaying a second part of the panoramic photo in response to detecting the mobile terminal rotating in the first direction;

detecting the mobile terminal rotating in a second direction; and

displaying a third part of the panoramic photo in response to detecting the mobile terminal rotating in the second direction, wherein the second direction is opposite the first direction, wherein the second part of the panoramic photo is different than the first part of the panoramic photo, and wherein the third part of the panoramic photo is different than the first part of the panoramic photo.

34. The mobile terminal according to claim 33, wherein the first direction is either from left to right or from right to left.

35. The mobile terminal according to claim 33 or 34, wherein the first part of the panoramic photo is either a leftmost part of the panoramic photo or a rightmost part of the panoramic photo.

36. The mobile terminal according to any one of claims 33 to 35, wherein the first direction is from left to right, wherein the second part is to the right of the first part, and wherein the third part is to the left of the first part.

37. The mobile terminal according to any one of claims 33 to 35, wherein the first direction is from right to left, wherein the second part is to the left of the first part, and wherein the third part is to the right of the first part.

38. The mobile terminal according to any one of claims 33 to 37, wherein the instructions further cause the mobile terminal to:

display the panoramic photo in a normal mode that is different than the immersive browsing mode;

display an icon in the normal mode;

detect an input on the icon; and

enter the immersive browsing mode in response to detecting the input on the icon.

39. The mobile terminal according to any one of claims 33 to 38, wherein the immersive browsing mode is a mode in which the panoramic photo is displayed in a movable way in response to rotation of the mobile terminal.

40. The mobile terminal according to any one of claims 33 to 39, further comprising a gyro sensor coupled to the one or more processors and configured to detect rotation of the mobile terminal in either the first direction or the second direction.

41. A non-transitory computer-readable storage medium comprising instructions that, when executed by a mobile terminal, cause the mobile terminal to:

photograph a panoramic photo while the mobile terminal is moving in a first direction;

receive an instruction for entering an immersive browsing mode; and

perform the following operations in the immersive browsing mode:

displaying only a first part of the panoramic photo;

displaying an indication to prompt a user to rotate the mobile terminal;

detecting the mobile terminal rotating in the first direction;

displaying a second part of the panoramic photo in response to detecting the mobile terminal rotating in the first direction;

detecting the mobile terminal rotating in a second direction; and

displaying a third part of the panoramic photo in response to detecting the mobile terminal rotating in the second direction, wherein the second direction is opposite the first direction, wherein the second part of the panoramic photo is different than the first part of the panoramic photo, and wherein the third part of the panoramic photo is different than the first part of the panoramic photo.

42. The non-transitory computer-readable storage medium according to claim 41, wherein the immersive browsing mode is a mode in which the panoramic photo is displayed in a movable way in response to rotation of the mobile terminal.

43. The non-transitory computer-readable storage medium according to claim 41 or 42, wherein the first direction is either from left to right or from right to left.

44. The non-transitory computer-readable storage medium according to any one of claims 41 to 43, wherein the first part of the panoramic photo is either a leftmost part of the panoramic photo or a rightmost part of the panoramic photo.

45. A method for presenting a panoramic photo in an electronic device, comprising:

photographing, by the electronic device, the panoramic photo;

displaying, by the electronic device, the panoramic photo in a normal mode;

displaying, by the electronic device, an icon to instruct the electronic device to enter an immersive browsing mode when the panoramic photo is displayed in the normal mode;

receiving, by the electronic device, an input on the icon;

entering, by the electronic device, the immersive browsing mode based on the input on the icon, wherein the immersive browsing mode is a mode in which the panoramic photo is displayed in a movable way in response to rotation of the electronic device;

providing, by the electronic device, prompt information that is used to instruct to rotate the electronic device;

moving and presenting, by the electronic device, the panoramic photo as the electronic device rotates.

46. The method according to claim 45, wherein the prompt information is used to instruct to rotate the electronic device according to a preset direction.

47. The method according to claim 45 or 46, wherein the prompt information comprises a text information, wherein the text information is used to instruct to rotate the electronic device from left to right, or the text information is used to instruct to rotate the electronic device from right to left.

48. The method according to any one of claims 45 to 47, wherein the displaying, by the electronic device, the panoramic photo in a normal mode, comprises:

displaying, by the electronic device, a part of the panoramic photo.

49. The method according to any one of claims 45 to 48, wherein the displaying, by the electronic device, the panoramic photo in a normal mode, comprises:

displaying, by the electronic device, a leftmost part of the panoramic photo or a rightmost part of the panoramic photo.

50. An electronic device, comprising:

at least one processor;

at least one computer-readable memory coupled to the at least one processor, wherein the computer-readable memory stores instructions that, when executed by the at least one processor, cause the electronic device to:

photograph a panoramic photo;

display the panoramic photo in a normal mode;

display an icon to instruct the electronic device to enter an immersive browsing mode when the panoramic photo is displayed in the normal mode;

receive an input on the icon;

enter the immersive browsing mode based on the input on the icon, wherein the immersive browsing mode is a mode in which the panoramic photo is displayed in a movable way in response to rotation of the electronic device;

provide prompt information that is used to instruct to rotate the electronic device;

move and present the panoramic photo as the electronic device rotates.

51. The electronic device according to claim 50, wherein the prompt information is used to instruct to rotate the electronic device according to a preset direction.

52. The electronic device according to claim 50 or 51, wherein the prompt information comprises a text information, wherein the text information is used to instruct to rotate the electronic device from left to right, or the text information is used to instruct to rotate the electronic device from right to left.

53. The electronic device according to any one of claims 50 to 52, wherein the instructions cause the electronic device to display the panoramic photo in a normal mode, comprises:

display a part of the panoramic photo.

54. The electronic device according to any one of claims 50 to 53, wherein the instructions cause the electronic device to display the panoramic photo in a normal mode, comprises:

display a leftmost part of the panoramic photo or a rightmost part of the panoramic photo.

55. A computer readable medium comprising instructions that, when executed by an electronic device, cause the electronic device to execute the method according to any one of claims 45 to 49.

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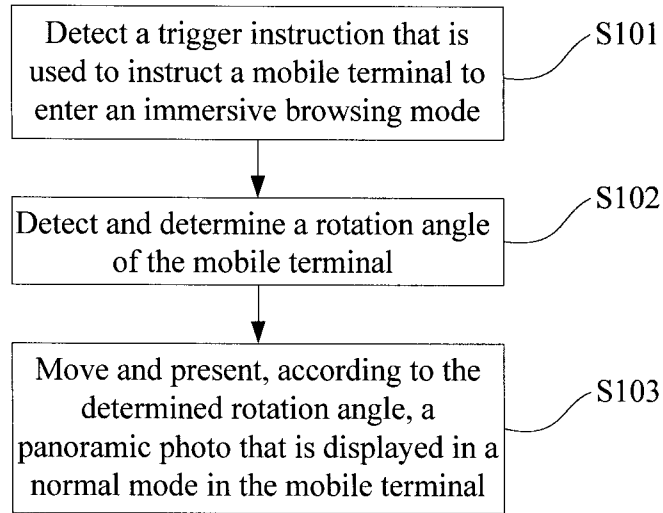


FIG. 1

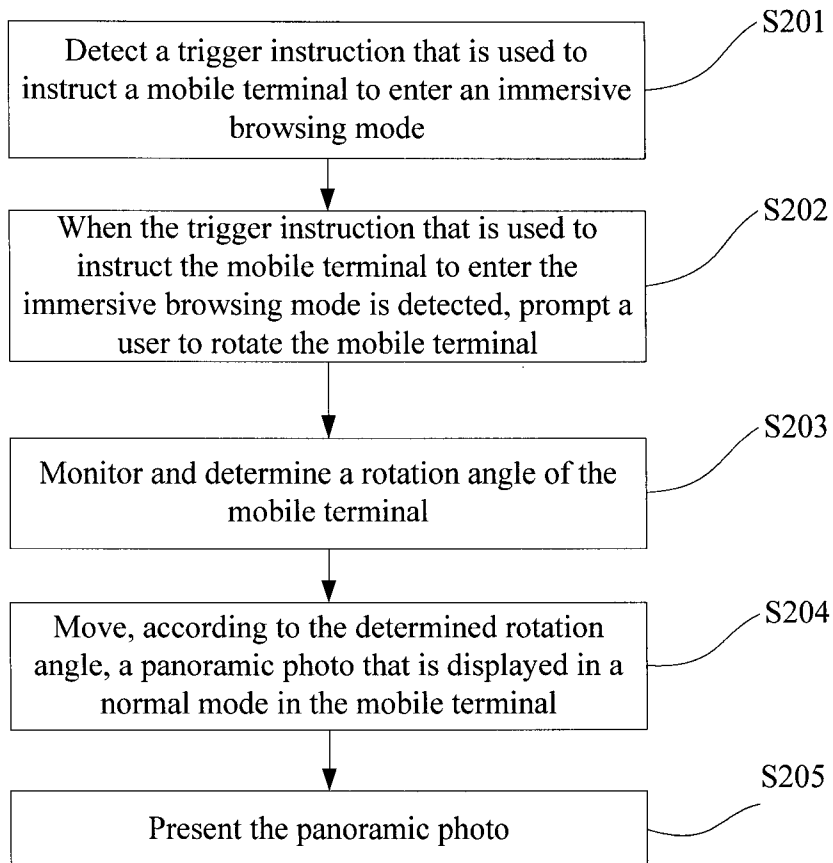


FIG. 2

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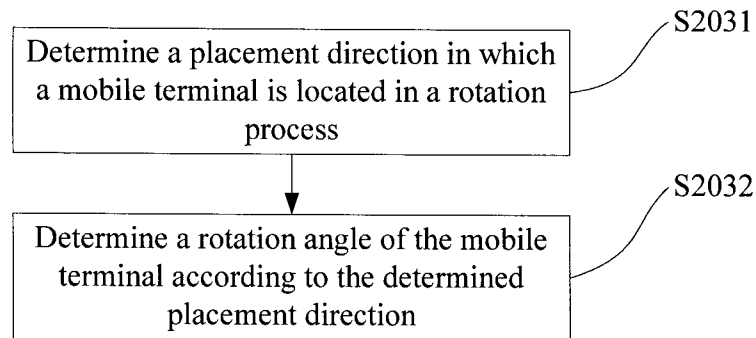


FIG. 3

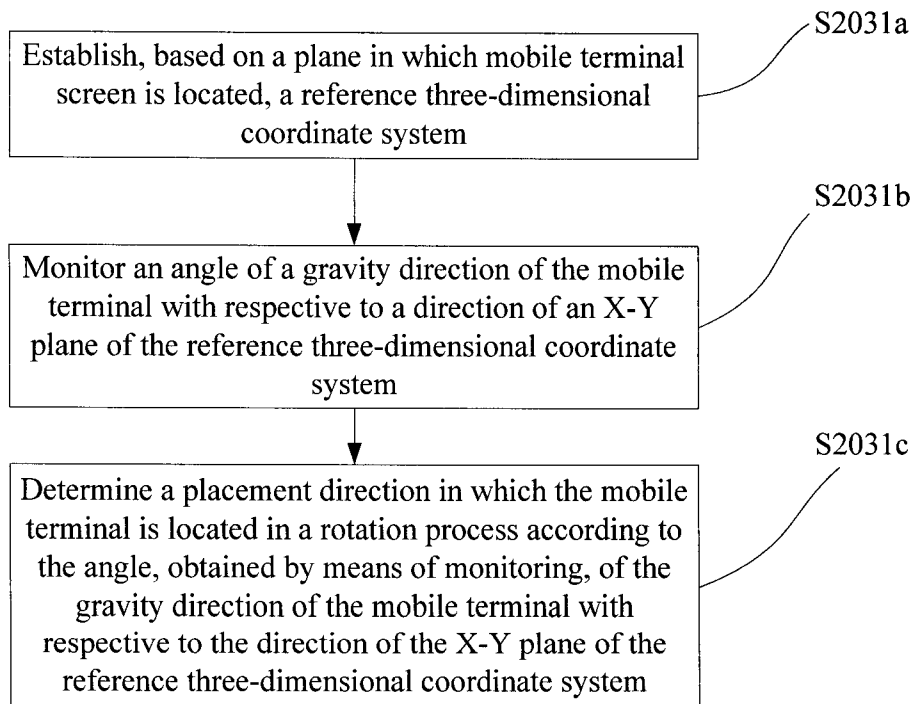


FIG. 4

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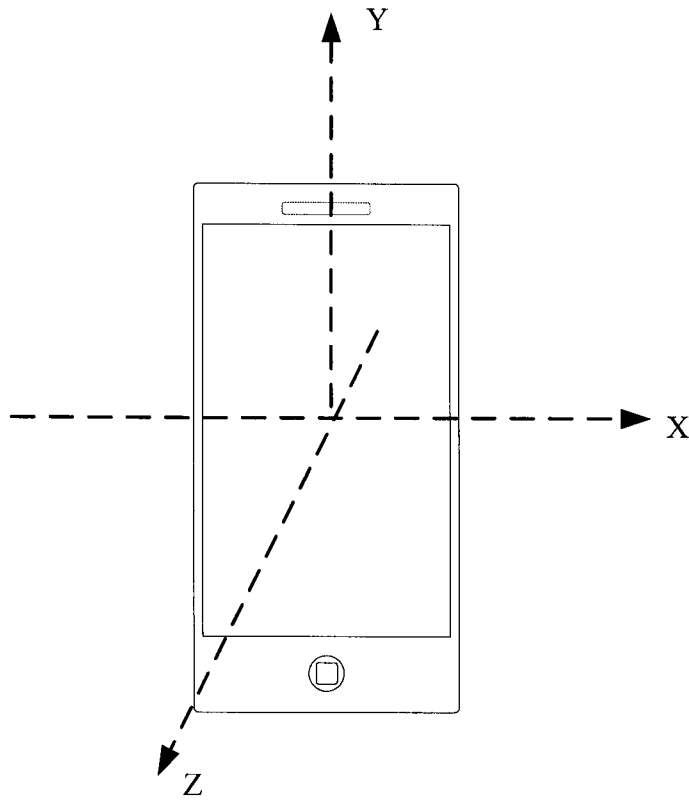


FIG. 5A

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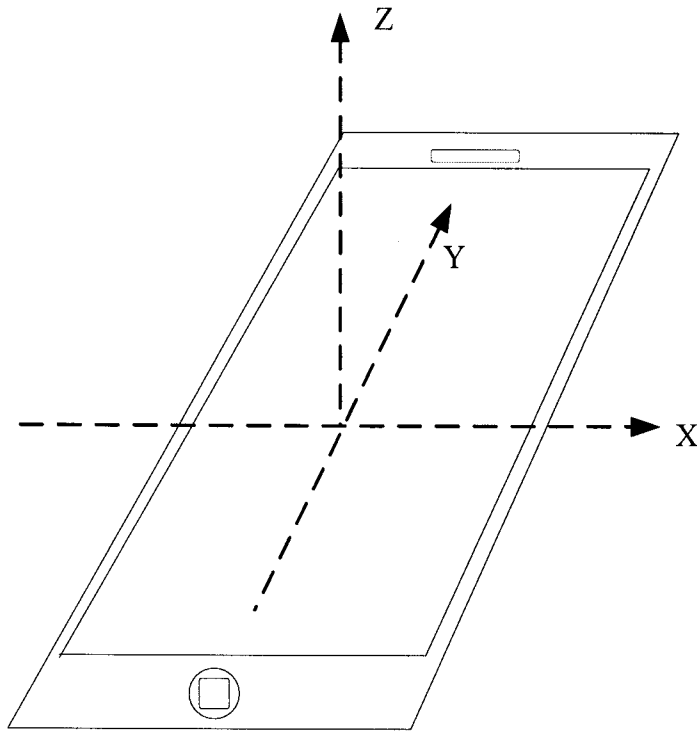


FIG. 5B

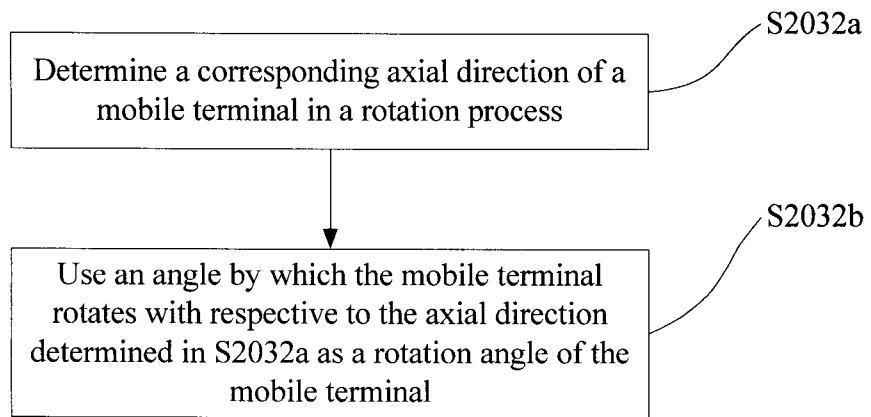


FIG. 6

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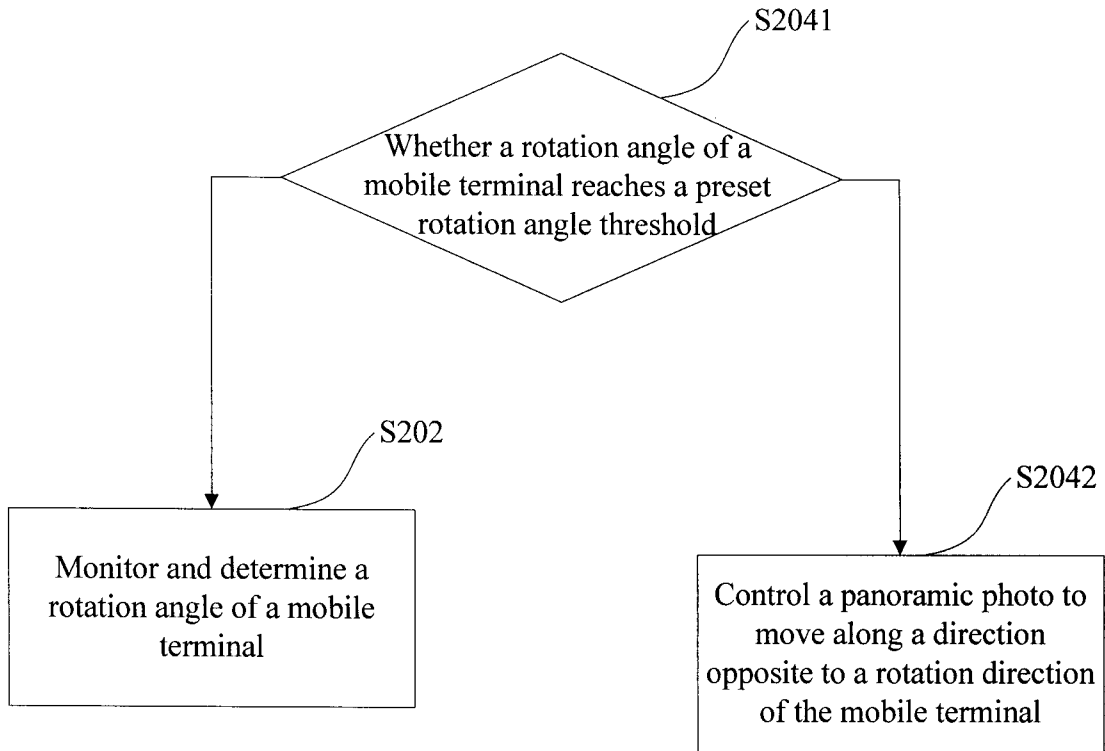


FIG. 7

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1 // Description (pseudocode) of a core algorithm of this IDEA
2 function panoramView(){
3     float  $\theta_{realtime} = 0^\circ$ ; // Real-time angle by which an axis in a gyroscope rotates
4     float  $\theta_{z-last} = 0^\circ$ ; // Angle of a Z-axis when a displacement of a photo is triggered at a previous time
5     float  $\theta_{y-last} = 0^\circ$ ; // Angle of a Y-axis when the displacement of the photo is triggered at the previous time
6     float  $\Delta\theta = 0^\circ$ ; //  $\Delta\theta$  is the real-time angle minus the angle when the displacement of the photo is triggered at the previous time
7     int  $\Delta d = (1^\circ / \text{Total rotation angle}) * \text{Photo width}$ ; //  $\Delta d$  is an absolute value of a pixel value that the photo needs to be displaced once
8     SET( Set a current state of each axis of the  $0^\circ$ ; // the mobile photo rotates by  $1^\circ$ 
9         gyroscope to // Initialize the gyroscope
10
11     while ( A user exits an immersive
12             browsing mode )
13     {
14         GET( Status of a gravity sensor ); // Acquire a current state of the mobile phone: horizontality or verticality, where  $45^\circ$ 
15         // may be selected for a status switchover threshold
16         if( The mobile phone
17             is horizontal ){
18              $\theta_{realtime} = \text{GET}(\text{Current rotation angle of the } Z\text{-axis of the gyroscope})$ ;
19              $\Delta\theta = \theta_{realtime} - \theta_{z-last}$ ;
20             if( $\Delta\theta \approx 1^\circ$ ){ // It is assumed that the rotation angle is a positive value when rotating clockwise, and each time a positive  $1^\circ$  is rotated,
21                 // the photo is triggered to move leftwards for a minimum displacement
22                 Move the photo leftwards for the minimum displacement  $\Delta d$ ;
23                  $\theta_{z-last} = \theta_{realtime}$ ;
24             }
25             else if( $\Delta\theta \approx -1^\circ$ ){ // It is assumed that the rotation angle is a negative value when rotating counterclockwise, and each time a
26                 // negative  $1^\circ$  is rotated, the photo is triggered to move rightwards for a minimum displacement
27                 Move the photo leftwards for the minimum displacement  $\Delta d$ ;
28                  $\theta_{z-last} = \theta_{realtime}$ ;
29             }
30         }
31         else if( The mobile
32                 photo is vertical ){
33              $\theta_{realtime} = \text{GET}(\text{Current rotation angle of the } Y\text{-axis of the gyroscope})$ ;
34              $\Delta\theta = \theta_{realtime} - \theta_{y-last}$ ;
35             if( $\Delta\theta \approx 1^\circ$ ){ // It is assumed that the rotation angle is a positive value when rotating clockwise, and each time a positive  $1^\circ$  is rotated,
36                 // the photo is triggered to move leftwards for a minimum displacement
37                 Move the photo leftwards for the minimum displacement  $\Delta d$ ;
38                  $\theta_{y-last} = \theta_{realtime}$ ;
39             }
40             else if( $\Delta\theta \approx -1^\circ$ ){ // It is assumed that the rotation angle is a negative value when rotating counterclockwise, and each time a
41                 // negative  $1^\circ$  is rotated, the photo is triggered to move rightwards for a minimum displacement
42                 Move the photo leftwards for the minimum displacement  $\Delta d$ ;
43                  $\theta_{y-last} = \theta_{realtime}$ ;
44             }
45         }
46     }
47     if( The user exits the immersive
48         browsing mode ){
49         break;
50     }
51     pause(5ms); // Assuming that a sampling rate of the gyroscope is 100Hz (a sampling interval is 10ms), to ensure
52                 // precision, this program only needs to be repeated once every 5ms
53 }

```

FIG. 8

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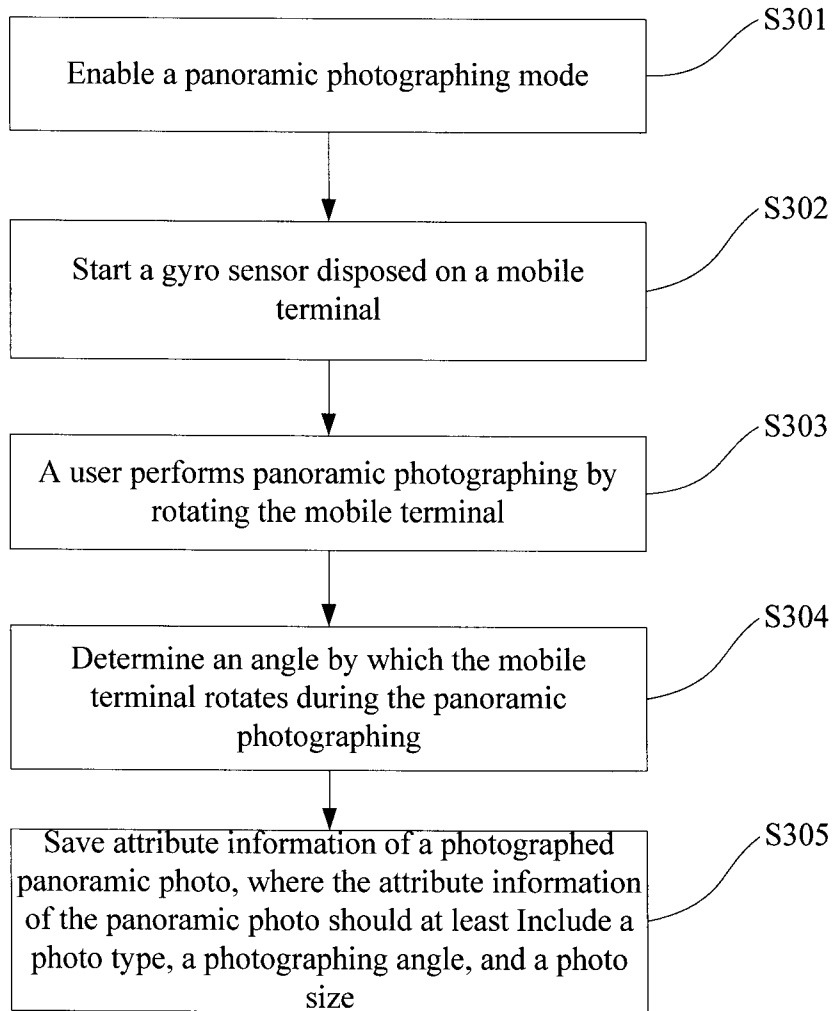


FIG. 9A

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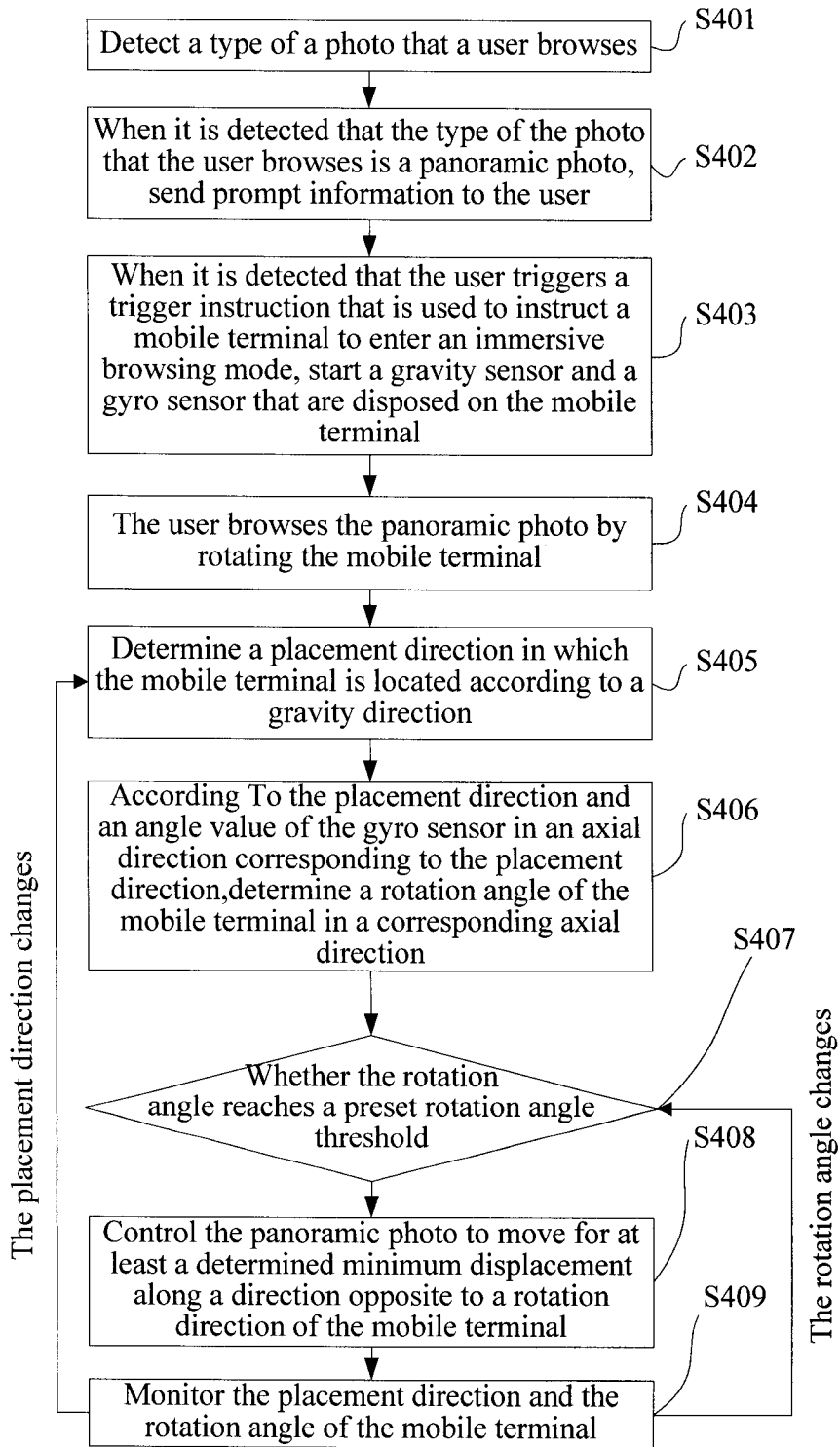


FIG. 9B

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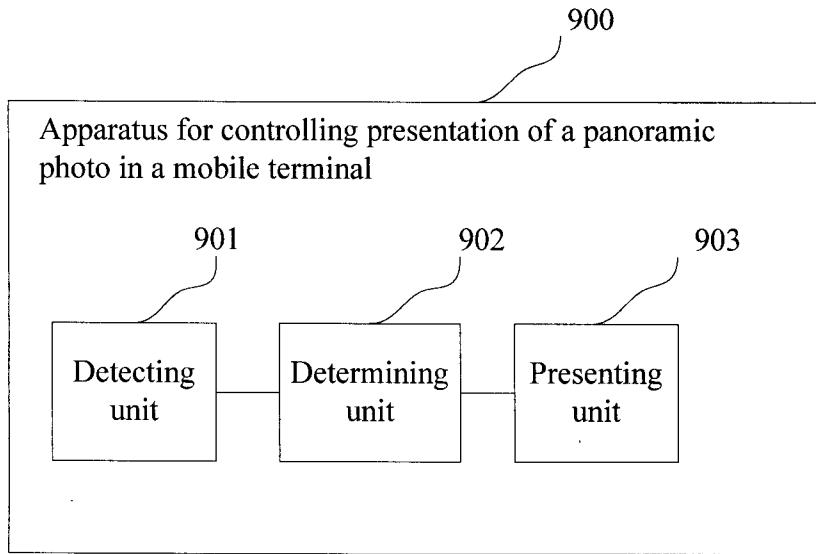


FIG. 10A

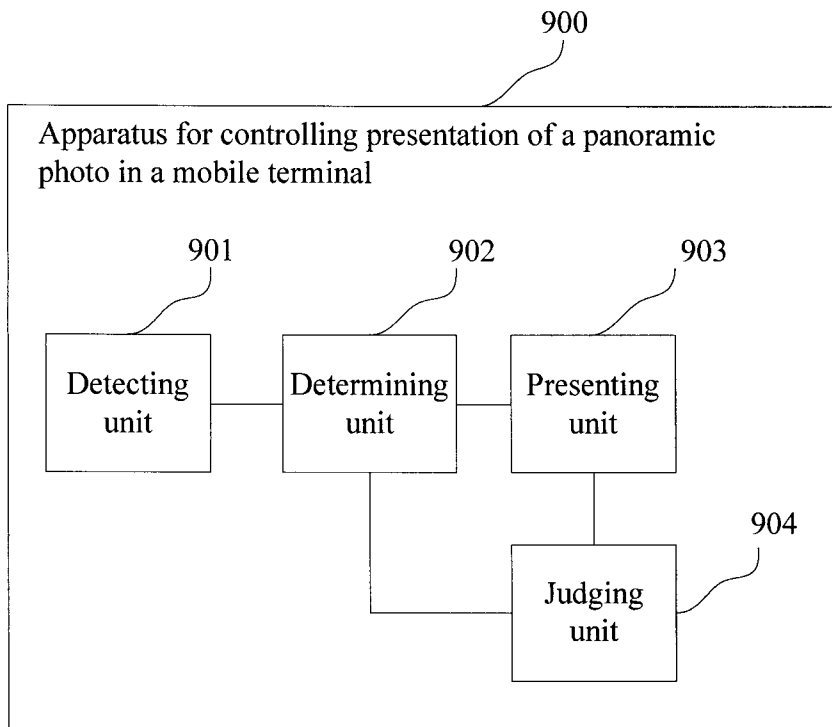


FIG. 10B

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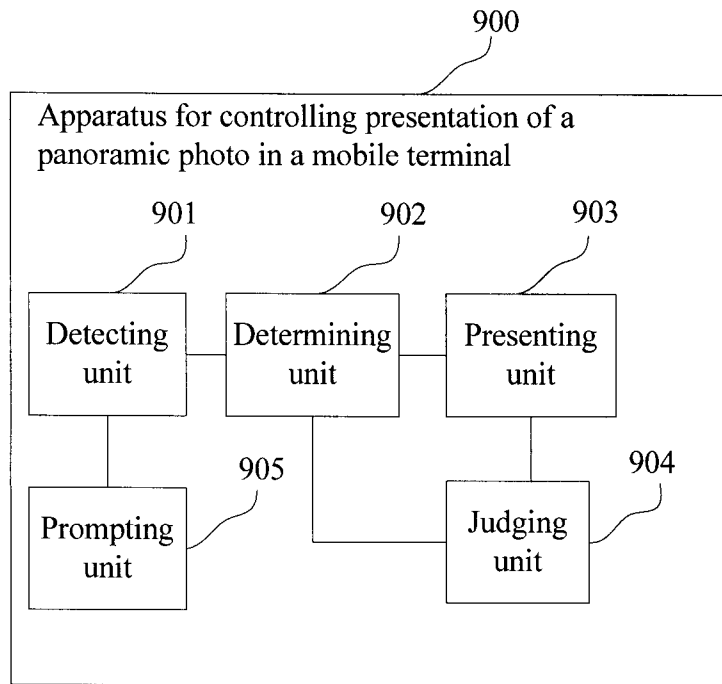


FIG. 10C

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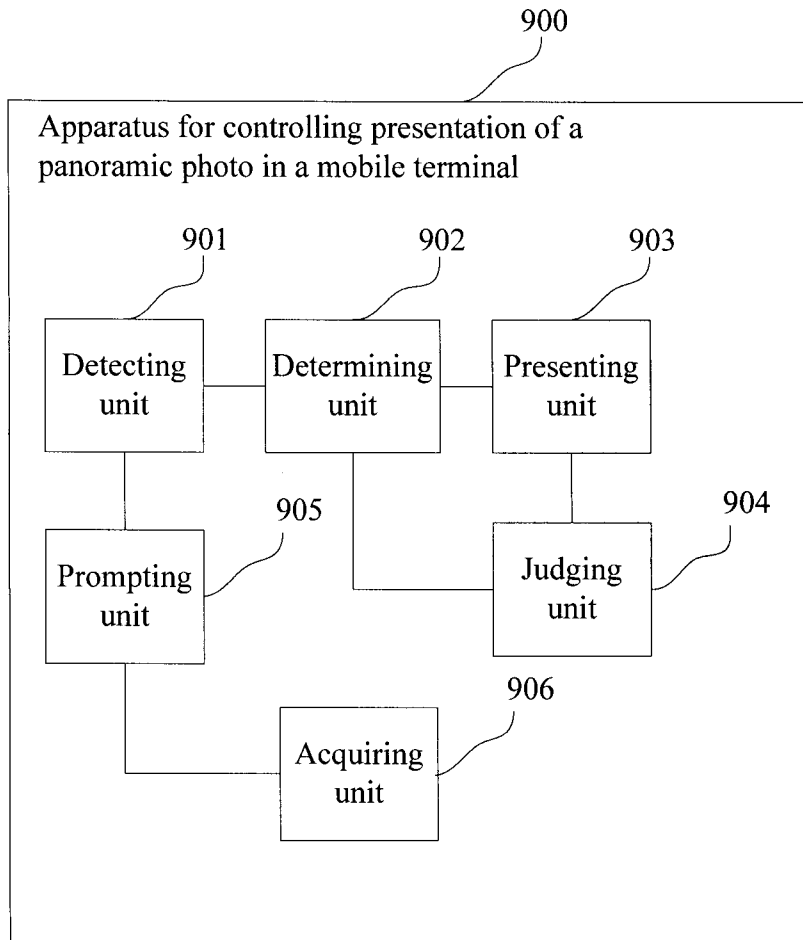


FIG. 10D

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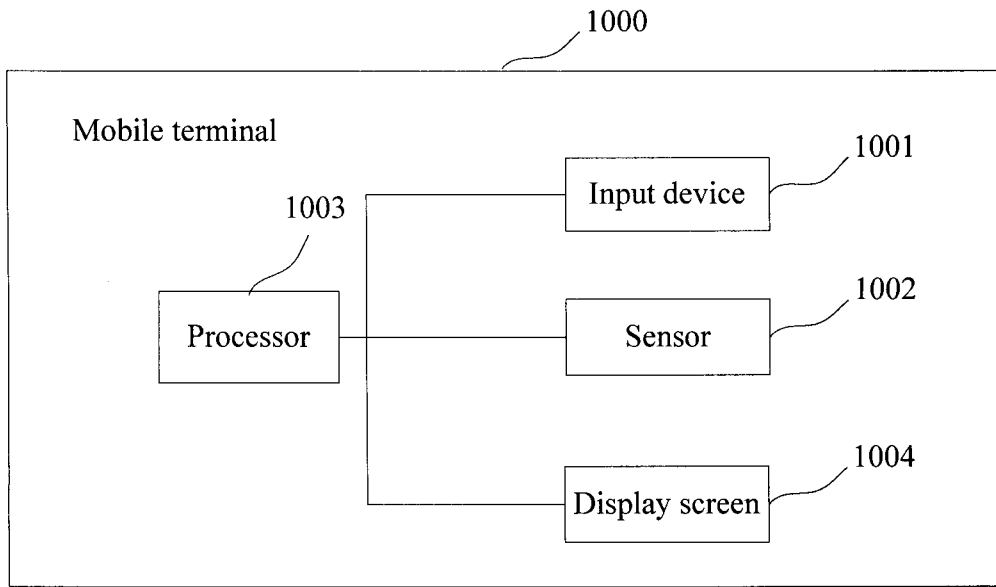


FIG. 11

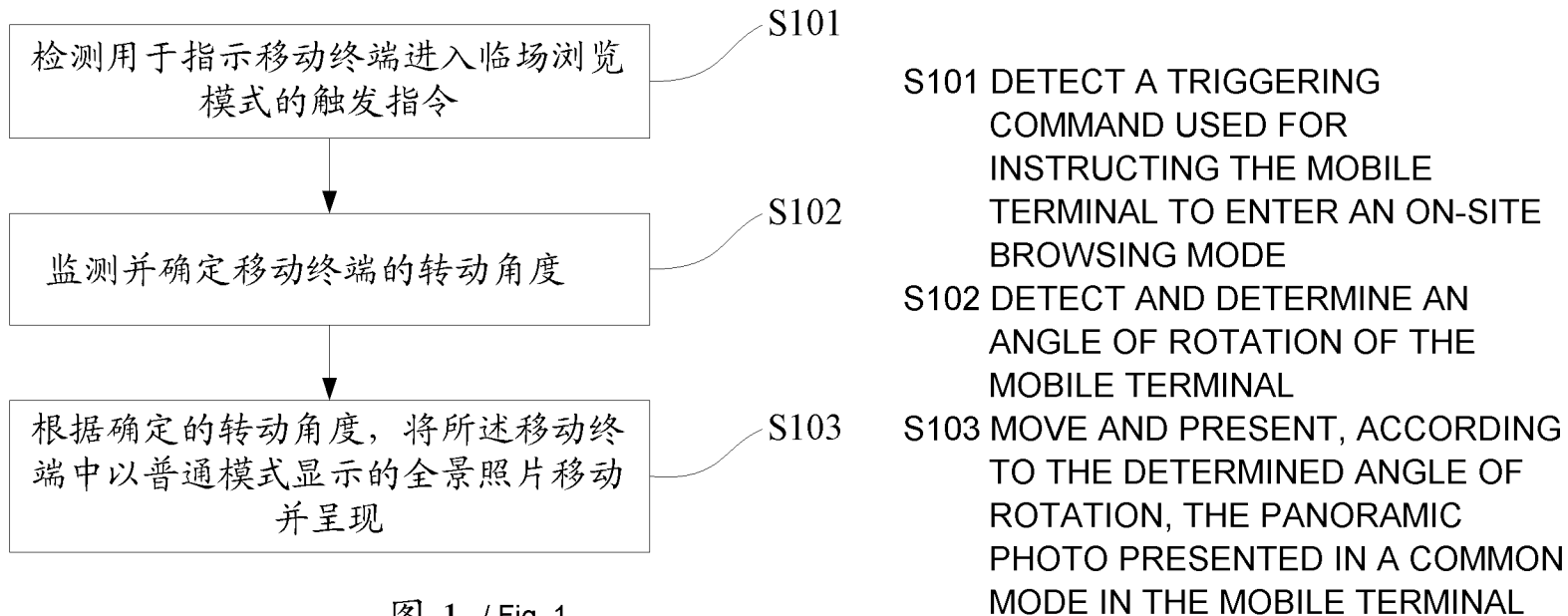


图 1 / Fig. 1