

# Hey Google

Meet the Google Assistant. Ask it questions. Tell it to do things. It's your own personal Google, always ready to help.

# Hands up if you have...



✓ Forgotten a family member's birthday



✓ Shown up late because of traffic



✓ Looked up sports scores or movie times



✓ Been unsure if you locked the front door



# The Google Assistant and Artificial Intelligence

May 2019



# Agenda

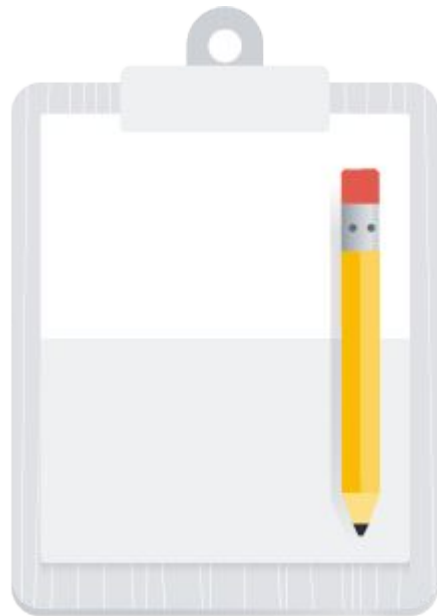
Meet the Google Assistant

Why the Google Assistant?

What's new with the Google Assistant

Artificial Intelligence at Google

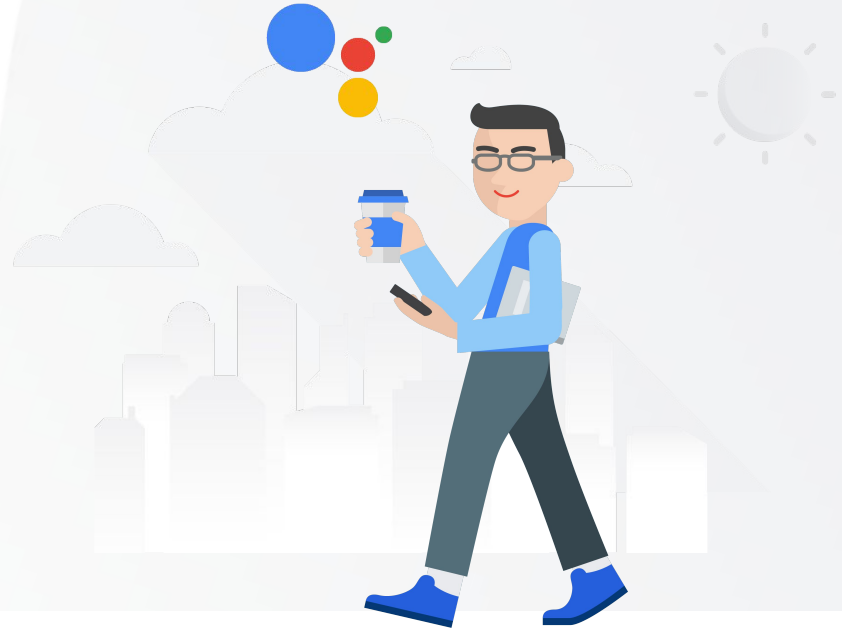
beyond the Assistant



# The Google Assistant is...

Your own personal digital assistant,  
always ready to help.

- ✓ Ask it questions and tell it to do things
- ✓ Helps you get things done
- ✓ Organizes your information in one streamlined place



# Meet the Google Assistant

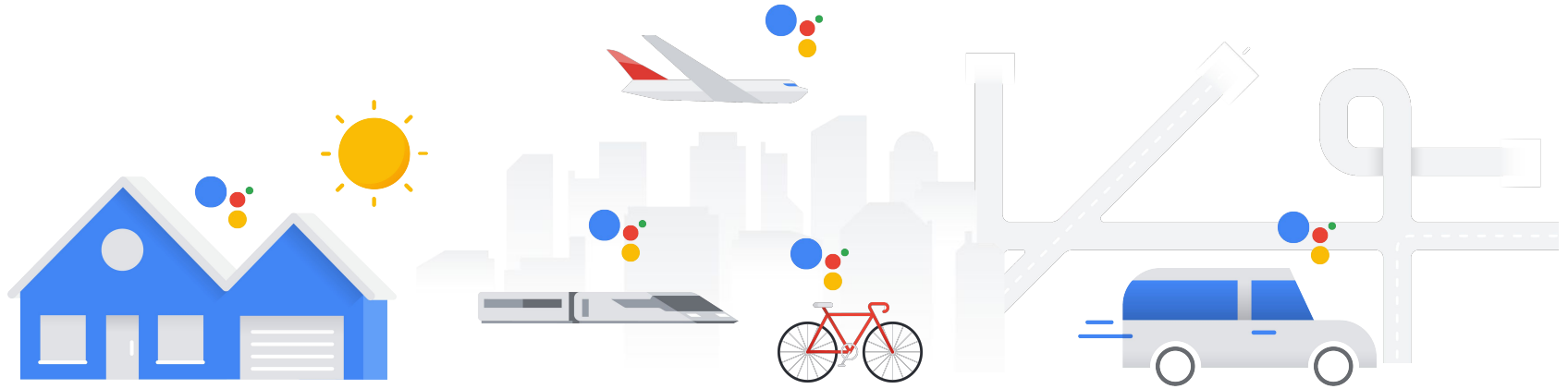




Hi Aimee, how can I help?

# From good morning to goodnight

And everything in between



At Home



On the Go

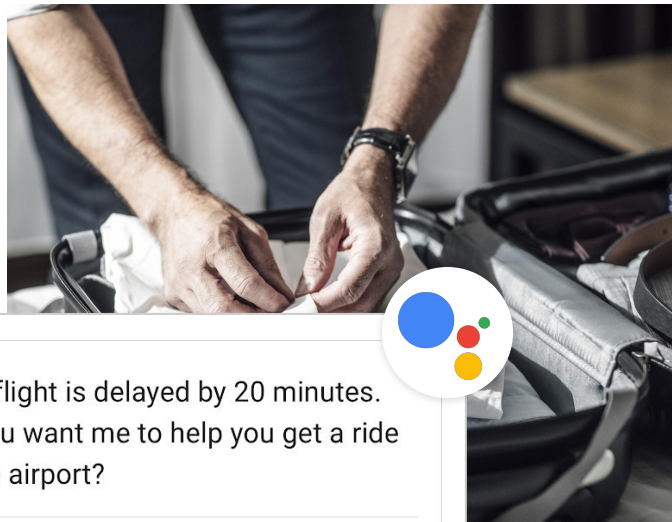


In the Car



# Your personal Google, always ready to help

The more you use it, the  
more useful it gets.



CA123

DELAY

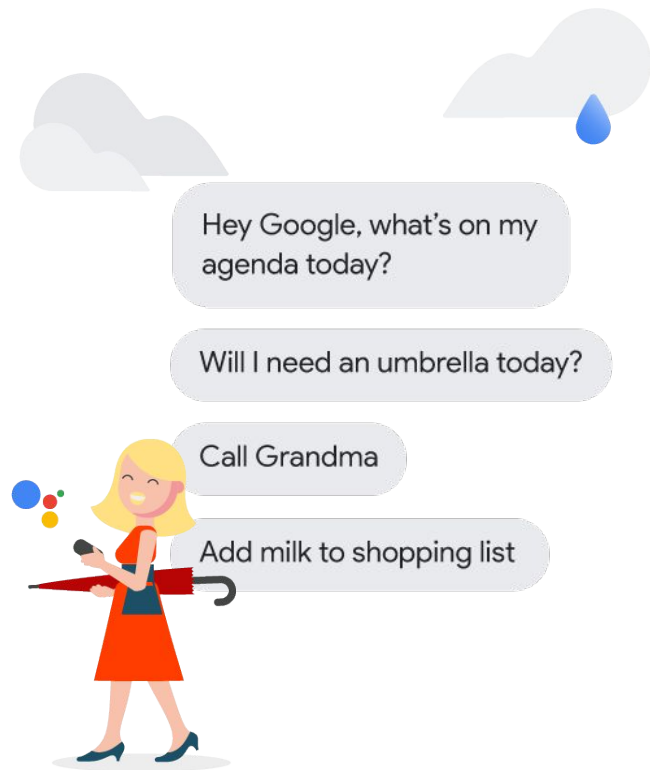
SFO



PEK

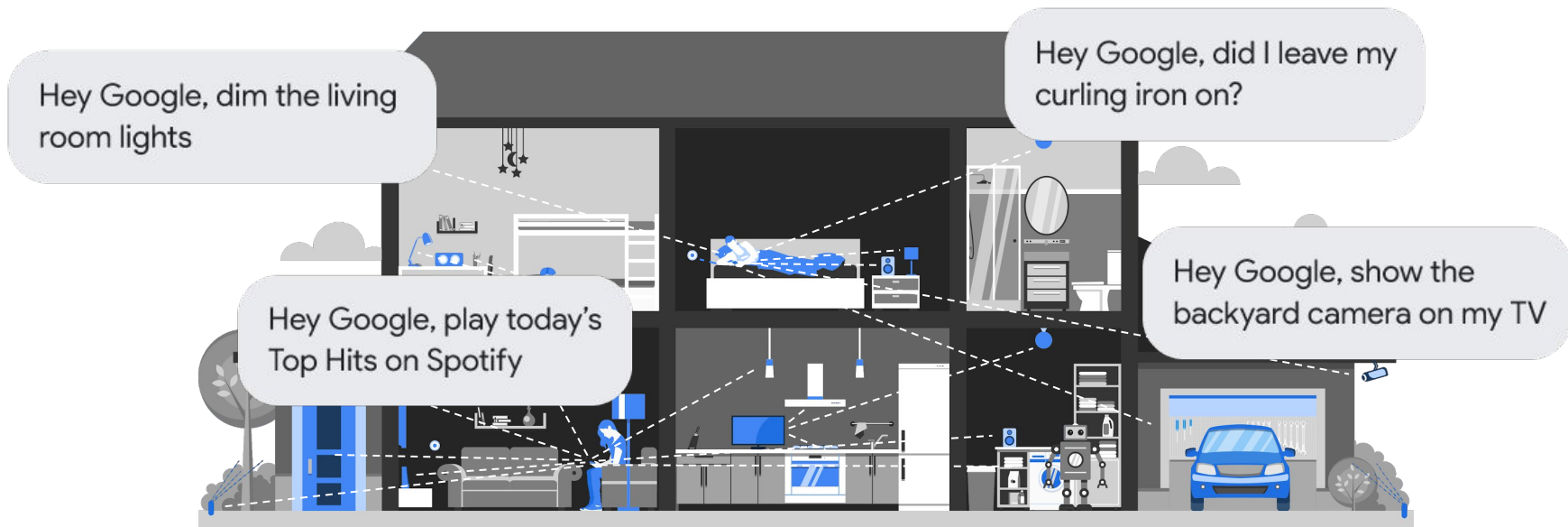
# Use your Google Assistant to get things done

Get answers and complete tasks.



# Everything is connected

Rather than just a connected home, the Google Assistant provides a connection with your home.



# Where can you find the Google Assistant?



# How do you activate the Google Assistant?

A

Hey Google

B

Ok Google

C

Google

D

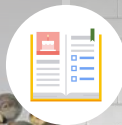
Both a and b

A two-story house with a grey shingled exterior and white trim. The house features a prominent front porch with white columns and a railing. The interior lights are on, and the porch is decorated with a wreath on the door and cushions on the chairs. The text "Some actions with Google Assistant" is overlaid in white, bold, sans-serif font across the center of the image.

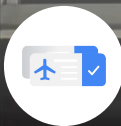
# Some actions with Google Assistant



Hey Google, show me baked salmon recipes



Hey Google, show me my boarding pass





Meet the Google Assistant

# Demo

The Google Assistant  
hotwords and queries



# Key takeaways



The Google Assistant is your own personal Google.



You can get things done and stay connected when you use the Google Assistant.



The Google Assistant benefits you throughout your day.



# Why the Google Assistant?

# Top Voice Assistants



Google Assistant



Amazon Alexa



Siri

# Each voice assistant has different strengths

	Amazon Alexa	Google Assistant	Apple Siri
	Best for Device Compatibility	Best for Accurate Responses	Best for Apple Users
Popular Compatible Devices	Echo Dot, Echo, Echo Plus, Echo Show, Echo Spot, Android, and iPhones through Alexa app	Google Home Mini, Google Home, Google Home Max, Android, and iPhones through Google Assistant app	HomePod, iPhones
Number of Compatible Brands	3,500	1,000	50
Supported Languages	English (AU, CA, GB, IN, US) German Japanese	English (AU, CA, GB, US) French German Japanese	Arabic Chinese Danish Dutch English (AU, CA, IN, NZ, SG, US, ZA) Finnish French German Hebrew Italian Japanese Korean Malay Norwegian Portuguese Russian Spanish Swedish Thai Turkish

You can control 5000+ smart devices using your Google Assistant.

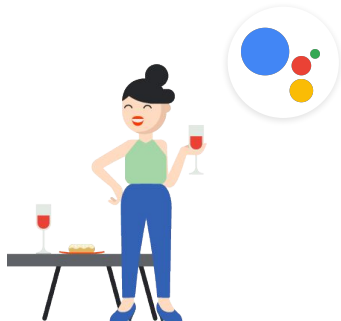
True

False

Contains the Google  
Assistant versus  
Google Assistant  
Compatible



# Why the Google Assistant?



## Always ready to help

Ask it questions. Tell it to do things.  
It's your own personal Google.

## Control naturally

Actions let you interact with your  
favorite services & home devices.

## Reliable and secure

Secure from the ground up. You stay in  
control of the information you share.

## Seamless setup

Smart & simple setup. Get up and  
running in no time.

## Works together everywhere

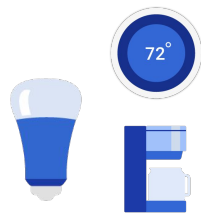
The same experience across all  
devices, helping you wherever you go.

## Made simple

The more you use your Google  
Assistant, the more useful it gets.



# What makes your Google Assistant unique?



Control over **5000 smart devices** using your Google Assistant.

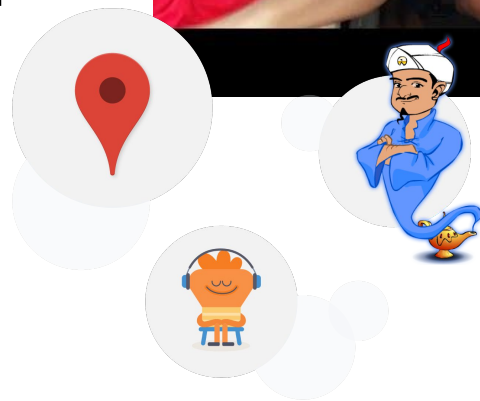
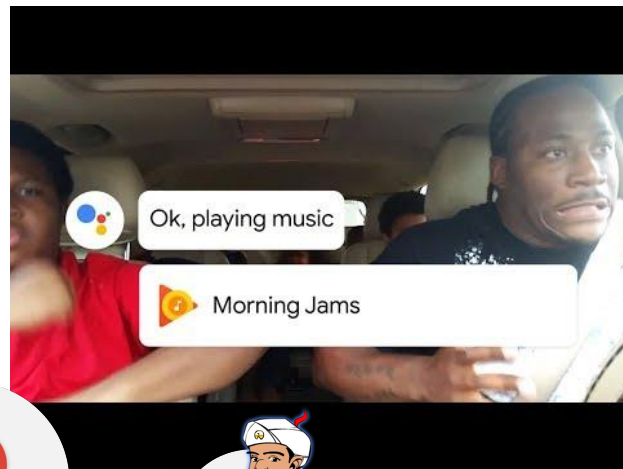


There are **50+ Google Assistant-enabled devices**, and many more to come.



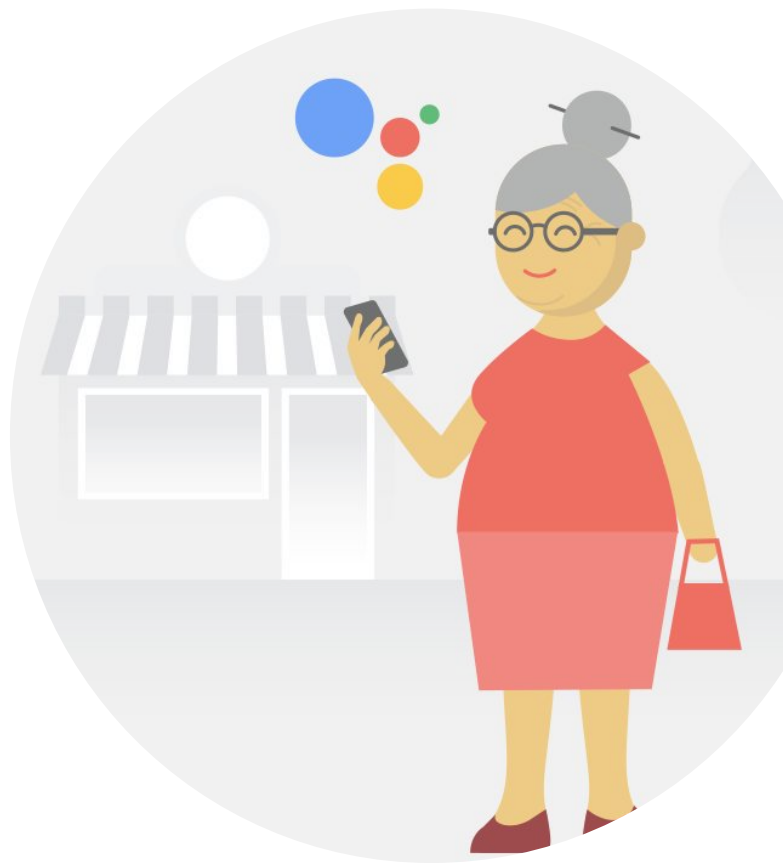
Your Google Assistant can understand your voice up to **50% better**.

# The Google Assistant can help with over 1 million actions

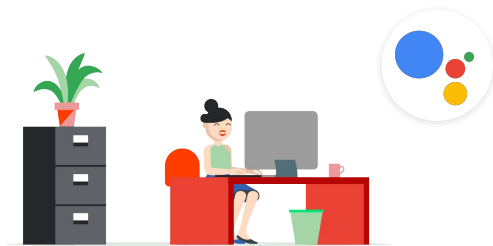


# Security

User privacy comes first. Only the things you say after "Hey Google" or "Ok Google" are stored, and even that can be changed.



# Key takeaways



The Google Assistant experience is the same across all devices.



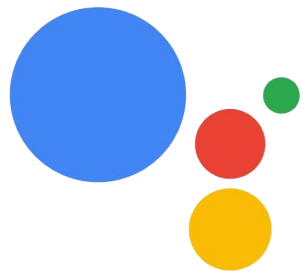
Over 5000 smart devices work with the Google Assistant.



The Google Assistant can help with over one million actions.



# The Google Assistant at I/O 2019



# The Next Generation Google Assistant



# Driving Mode



# Personal References





Question:

Is the Google Assistant  
only available on products  
Made by Google?





Answer:

No way. The Google Assistant is also available on hundreds of products made by our partners.

Question:

# What is Voice Match?





Answer:

Voice Match helps your Assistant recognize when you're speaking so you get personalized answers.

# AI at Google beyond the Assistant



# Project Euphonia



Figure 1.4 - How are you today?



# Poem Portraits

Biodiversity burst forth upon the altar of  
stones.

<5>127) departs, and doth not sing in the

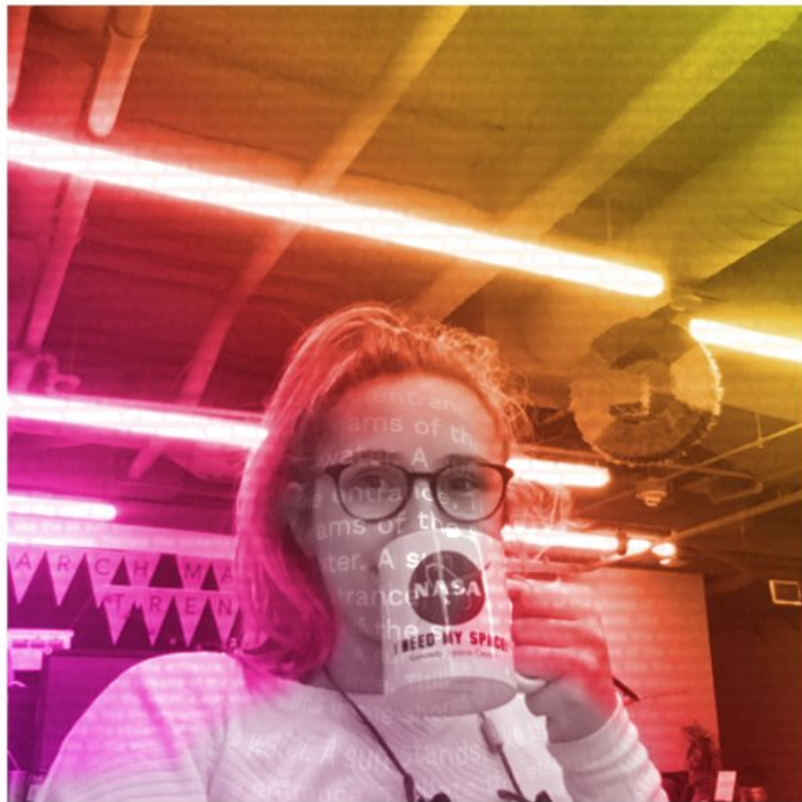
sun

Donate

Humanity hath surely drowned the  
midnight



Google Arts & Culture



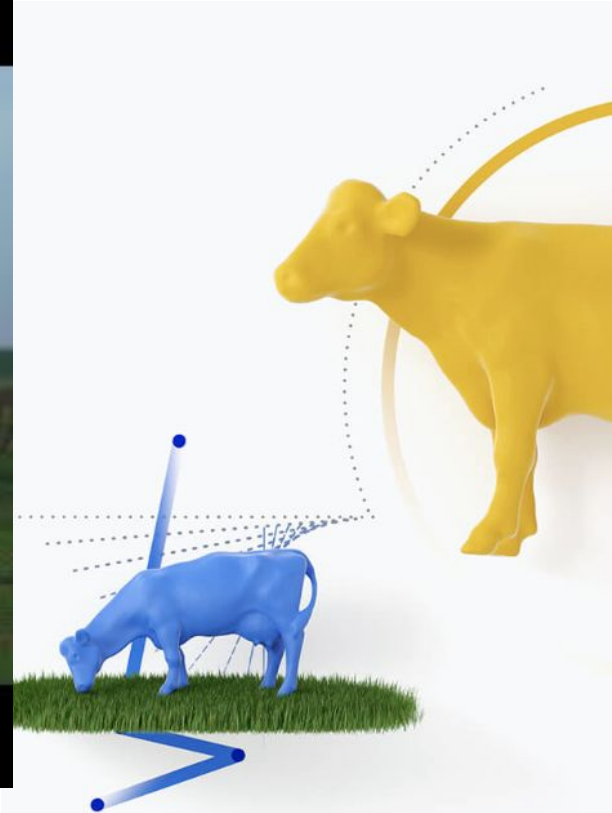
A sun stands, like the entrance,  
Titillate the streams of the shores of the water.

POEMPORTRAITS by Es Devlin

Google Arts & Culture



# Connecterra



Google



**What questions do you have?**

Thank you!