



HOME > INTERNATIONAAL > GOOGLE UNVEILS ITS NEWEST MAJOR PRODUCT: THE GOOGLE HOME SPEAKER

## Google unveils its newest major product: the Google Home speaker

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Foto: Matt Rosoff/Business Insider Google Home.

Google has invaded our computers, web browsers, phones, TVs, and tablets.

Now it's coming into the home.

With Google Home, a WiFi speaker, the company aims to have its new digital helper Google Assistant with you everywhere, not just on your phone. It's Google's answer to the Amazon Echo, a surprise hit that proved a hunger for voice-controlled computers with AI assistants living inside.

Like the Echo, you can use Google Home to control streaming music, connected appliances,

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Home is available for pre-order now and costs \$129. It'll ship in early November.

Here's a dive into everything Home can do:

## Music

You can use the trigger phrase "OK Google" and tell Home what song you want to listen to. You can also use your voice to control volume or switch tracks.

Home works with YouTube Music, one of Google's music subscription services. It'll also work with third-party services like Spotify, Pandora, and TuneIn.



**Foto: source Reuters/Beck Diefenbach**

But Google has added an extra bit of smarts to music control. If you don't remember the specific name of a song, you can use a general query and Google will know what you're talking about. For example, you can say, "Play that Shakira song from 'Zootopia'" and it'll know what you mean.

As for audio quality, Google says Home sounds better than any other device in the category,

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## Queries

You can ask Home anything you'd normally ask Google. It uses Google's Knowledge Graph, which is designed to give you the direct answer to what you want. If Google doesn't have the answer, it'll read snippets from trusted sources like Wikipedia. Home can also remember your last query for followup questions too.

Home integrates with Google Maps and finds locations near you and gives you traffic updates when you want to know how long it'll take you to get there.

There's a new feature called My Day that gives you an update on everything you need to know to start the day including weather, traffic updates to work, your calendar appointments, and more. It's a daily briefing based on everything Google knows about you.

Home's Assistant can track notes and reminders and push them to the Assistant on your new Pixel phone too. (Future Android phones will also get Assistant.)

That's not a comprehensive list, of course, and Home will get smarter over time as more people use it and Google Assistant learns new tricks. But for now, you can expect Home to help you with everything you normally rely on Google for.

## Smart Home

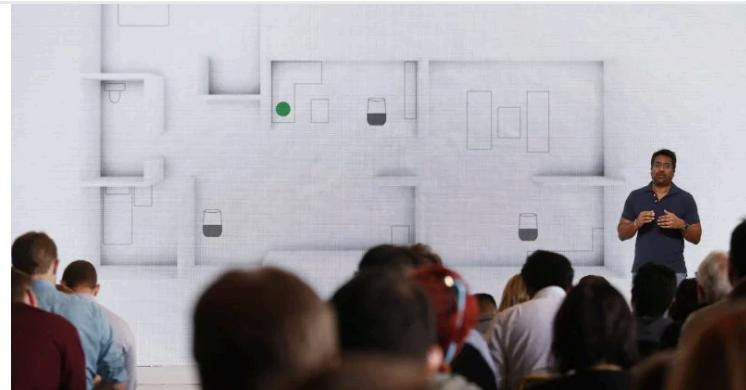


Foto: source Reuters/Beck Diefenbach

Google Home lets you use your voice to control connected gadgets in your home. It works with Nest, Chromecast on TV, SmartThings, and a few other smart home companies.

On Chromecast, for example, you can tell Google Home to play YouTube videos. Eventually, other partners like Netflix will support this feature. Google calls this feature "Voicecasting."

If you have multiple Home speaker or Chromecast Audios connected to your speakers, you can control your entire home. Only the device nearest you will respond.

## Pricing

Google Home will cost \$129. It'll come with a free six-month trial of YouTube Red, which gives you streaming music and ad-free YouTube videos. It's available for pre-order now and ships November 4.

By contrast, Amazon's Echo costs \$179.99 and the Echo Dot, which can connect to an external speaker, costs \$49.99.

## Partners

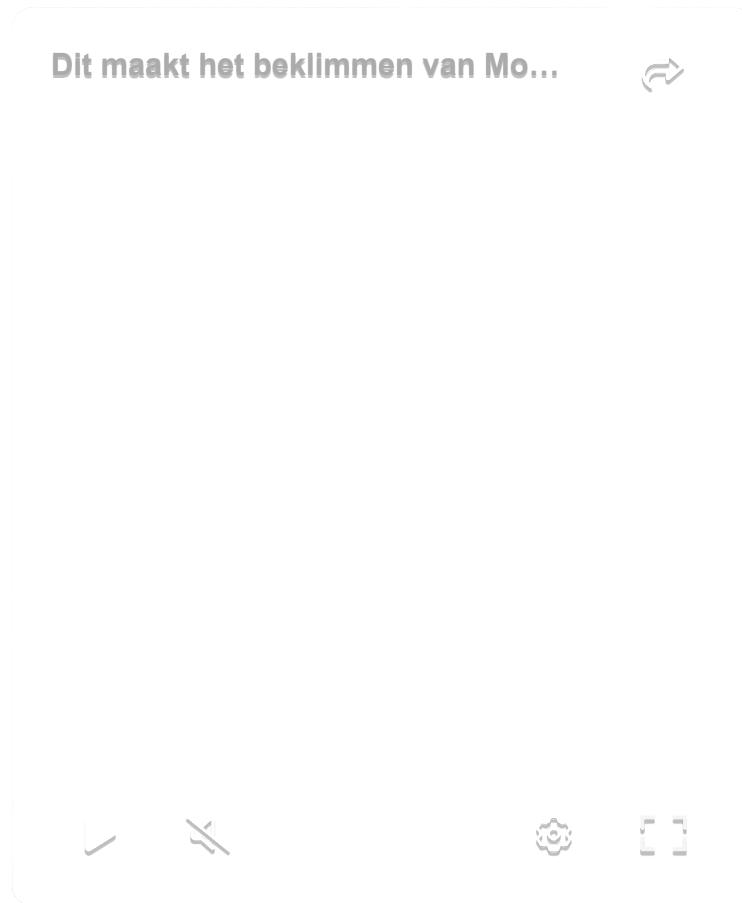
Google Assistant will have an open developer platform launching in December. That means third-parties can build voice-controlled services

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about where you want to go and what kind of car you want.

Amazon's Alexa already allows third-party partners. Apple's Siri does too, but it's limited to certain categories like payments and messaging.

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