

# Launch Night In

## Company Participants

- Isabelle Olsson, Industrial Designer - Devices
- Mark Ronson, Artist, Producer, DJ
- Mark Spates, Product Lead, Smart Speakers
- Maya Lewis, Product Marketing Manager, Pixel
- Rick Osterloh, Senior Vice President, Devices
- Shalini Govil-Pai, General Manager - Google TV
- Shenaz Zack, Product Manager - Pixel
- Soniya Jobanputra, Product Manager - Pixel

## Presentation

### **Rick Osterloh** {BIO 15100996 <GO>}

Hi, everyone. Thanks for tuning in today. 2020 has been an incredibly challenging year for so many reasons. And we hope you and your families are doing okay. Given what's going on today, Google's Northstar of being helpful to people feels more important than ever. There are a lot of things weighing heavily on people's minds right now, and not everyone has access to some of the usual outlets that bring us comfort and relief. Things like connecting with family and friends, traveling, or even simply going to the movies has been challenging.

So today, we want to bring a few of the things we've been working on across Google that we hope will bring a little joy, entertainment and connection in the people's lives. Today, you will hear from our team about how our devices and Services play a unique role in the delivery of Google's helpfulness. Shalini and Isabelle will tell you how the new Google TV and Chromecast will change the way people search for and organize content on their TVs.

Mark, with the help of special guest, Mark Ronson, will explain how we've designed our new smart speaker to fill your entire home with music on demand from streaming services like YouTube for a fraction of what the whole home audio systems would normally cost. And Maya, Shenaz, and Soniya will share how we're putting the G in 5G on our two new Pixel phones built on Android. They're not just faster, but more helpful and affordable so that more people can experience this next chapter of mobile technology.

These latest products and services bring together the best of Google's AI, software, and hardware to create helpful experiences built around you, your needs, and your wants. And where all you need to do is say Hey, Google or tap a button to get help

in the moment. So grab a snack, get comfortable, and enjoy this first look at our new line up of helpful products.

Play Launch Night In.

## **Shalini Govil-Pai**

(Video Presentation)

For many families, TV is the heart of entertainment in the home. I remember growing up in India, I always looked forward to Sunday evening when my family would come together to watch TV. It's usually a Bollywood movie. There was only one channel. It was called Doordarshan and literally the only thing that was on at that time. Now there is so much content to choose from whether it's movies, shows, Live TV, YouTube and it's across hundreds of content providers. It can actually take longer to choose something to watch than to watch the content itself. Building on everything we've learned from Android TV, today I am really excited to introduce Google TV.

(Video Presentation)

Google makes it so easy for anyone to enter something they are looking for and find results right away. That's the same experience we want to recreate on Google TV, a whole new approach, whose aim is to deliver an entertaining and personal experience with recommendations and a discovery paradigm made just for you. For example, I'm a huge fan of dramas. I would usually look within all my different apps to figure out what should I watch.

But with Google TV, I'll see a row of tailored recommendations from across all my favorite streaming subscriptions, all in one place making it way faster to find something to watch. How many times has it happened to you that someone tells you about a great movie to watch or a great show to watch and you're on the street and you want to remember the name, but you've forgotten it by the time you've gotten home. It happens to me all the time.

Another great feature that we brought to Google TV is a watchlist, which gives you one easy place to bookmark movies and shows that you want to save for later. You can even add to your watchlist from your phone or your laptop and it will be waiting for you on your TV when you get home. With YouTube TV fully integrated, you need never miss live events. You can record from your phone, as well as get unlimited DVR functionality.

You can also play music from your favorite services. And in ambient mode, turn your TV into your large digital photo frame showing all the favorite pictures you've taken. It even works with your Nest cameras and doorbells. We will be bringing the Google TV experience to many more streaming devices in the Android TV ecosystem. Today Google TV is making its debut on the all-new Chromecast.

## Isabelle Olsson

To me the incredible part about Chromecast that we were able to make old TVs new TVs. So something that was antiquated all of a sudden became smart. Millions of people around the world use it every day to cast their favorite movies, shows, and music. The new Chromecast with Google TV builds on everything that people love about Chromecast and it's the perfect complement to Google TV. And the biggest news here is the addition of a remote to help you navigate with either your finger or your voice.

So my favorite button is the Assistant button and that's why we even made it a fun pop color. And with the Assistant button, it's so easy, you just press it and you ask it what you want and it just magically shows up even when you say something like play The Great British Baking Show on Netflix.

Remotes can often feel bulky and boxy with too many buttons. And for me, anything you bring into your home should feel like it's a part of your life and your personality even remotes. The new Chromecast remote has a floating stance that invites you to pick it up and it comes in three distinct colors that live naturally in their surroundings: snow, sky and sunrise.

We wanted to make the remote as delightful as a bowl of candy. We also have dedicated buttons for today's most popular streaming services like Netflix and YouTube to give even quicker access to the content that you love.

## Shalini Govil-Pai

There is so much wonderful content out there and we want to help you find it easily. Think of Google TV, as your personal entertainment content curator. And the new Chromecast with Google TV is available today for just \$49.99 in the US and it's coming to more countries by the end of this year. It's time for you to get cozy on the couch and let Google help you find what you're looking for.

Open YouTube TV.

(Video Presentation)

## Mark Spates

Hello. I'm Mark Spates and I'm the Product Lead for Smart Speakers at Google. The original Google Home provided users with great sound. And for the first time, handsfree help from the Google Assistant. Well, we learned a lot since that journey. And one thing that was very clear is that people love music. Today we're introducing a new product to our family. Meet Nest Audio. Our goal was to create the very best smart speaker for listening to music for only \$99.

What's really great with Nest Audio as well as Nest Mini is that they all work together seamlessly. One that could easily connect with other Nest speakers and displays and it could be the center of your whole home audio system. We spoke to sound engineers, musicians, and audio specialists on our own team. They told us that there are three key things that you have to get right in an awesome smart speaker: more bass, more volume, and maintaining that natural clear sound.

Nest Audio delivers 50% more bass, 75% more volume than the original Google Home. We introduce a 19-millimeter tweeter for consistent high-frequency coverage in clear vocals and added a 75-millimeter mid-woofer that really brings that bass. As a result, Nest Audio delivers fuller, clearer, and more natural sound. And this really starts to take the music listening experience to the next level. So you're probably wondering how are we going to demonstrate sound quality virtually. We invited our friend, Mark Ronson, to give us his opinion.

## **Mark Ronson**

How are you doing?

## **Mark Spates**

I would love for you to test out Nest Audio on one of your favorite songs And see if it really brings it to life.

## **Mark Ronson**

Well, I wouldn't mind hearing something that I made because I'm familiar With it so that I can really, like, hear the speaker and enjoy it for what it is. Hey, Google, play Valerie by Mark Ronson and Amy Winehouse.

All right, Valerie feat Amy Winehouse. Version revisited by Mark Ronson. Playing on YouTube Music.

(Video Presentation)

You can't, like, not smile and listen to that song.

## **Mark Spates**

So Mark, what do you think?

## **Mark Ronson**

When you're listening on a good speaker you can get the sense of the space, you know the drum is a little bit to the left, the piano in the center and it has like a very warm sound to it.

## **Mark Spates**

What's unique about sound is it's personal. It's very subjective the way that I like to listen to one song and versus the way that you like to hear it.

## **Mark Ronson**

I love to put my ear up next to the speaker because I've been doing that since I was three years old. Like this the whole time, like, planting myself down next to the speakers, kind of, just want to get lost in it. So I want to feel the sound like whether the speaker is this big, this big, I just want to feel the sound. I came from an era where you had to have two speakers and a turntable going to listen to music. And if you wanted to listen to music in the kitchen and you had to turn it up really loud in the living room and then, that doesn't go down so well with the neighbors.

## **Mark Spates**

We end up having a lot more dance parties at home. Either Lil Baby or Bossa nova is my dish music.

## **Mark Ronson**

I like that combo that's -- you're a bad boy.

## **Mark Spates**

It's the same thing, either you're really chill, right, or you need a little bit of energy. I love that not only you are an artist and your passion about music, but I think your creativity goes far beyond that. When you're in your processing, you're creating, how does the actual artist play into the way that you produce the music for them?

## **Mark Ronson**

You're just always trying to make everything tailor-made perfectly to that artist. So if you're in the studio, it doesn't matter if it's Amy Winehouse or Ghostface Killah or...

## **Mark Spates**

Every time you say Ghostface Killah, it makes me smile because I can just think, like, so many great songs.

## **Mark Ronson**

I'm just always looking for that great vocal or that performance that sort of makes you feel it here.

## **Mark Spates**

We wanted to make sure that we started to design it so that people really heard what the artist wanted them to hear. It's important when they come out of the speaker that they sound the way that I intended them. The other thing that I would love to hear your thought about is the design.

## **Mark Ronson**

I am such a sucker for anything covered in fabric like this. It's kind of simple and classic and elegant.

## **Mark Spates**

It's actually recycled material and it uses the same type of sustainable covering that we use on our other speakers. Well Mark, thanks so much for joining us. We would love to have you play one more song before you head out.

## **Mark Ronson**

Hey, Google, play Todd Rundgren, I Saw the Light

All right. I Saw the Light by Todd Rundgren playing on YouTube Music. (Video Presentation)

## **Mark Spates**

Well, that was fun. As you heard, Nest Audio is a smart speaker designed for everyone who loves music and it's available for \$99. (Video Presentation)

## **Maya Lewis**

Last year, we launched the Pixel 3a, an affordable phone with a really awesome camera. And this year, we launched the Pixel 4a and it's selling even faster than the 3a. And today we're introducing the 5G version, Pixel 4a 5G. With Pixel 4a 5G, you get the best of 4a as a 5G experience. It has a larger edge-to-edge OLED display and a more powerful battery. The Pixel a series has always been about making the best of our technology as affordable as possible. And with 5G gaining momentum, we wanted to make this new technology available at an affordable price.

The Pixel 4a 5G starts at only \$499. We know that some people also want more with their phone. So we're introducing the new Pixel 5, which brings together the best of Google's 5G experiences with water resistance, eight gigabytes of RAM and wireless and reverse wireless charging. So you can use that with your Pixel stand or to charge your Pixel buds on the go.

## **Shenaz Zack**

In addition to the hardware, what really makes the Pixel phones incredible is the software. 5G makes many of the great experiences we deliver faster, but people

want more than just speed. Speed is still a big part of it. For example, you can download a movie in just seconds now. And we are also optimizing video streaming quality in both photos and YouTube for 5G speeds. But then with Wi-Fi features like smart downloads on 5G, your YouTube Music playlists are proactively downloaded. So even when you don't have connectivity, your entertainment continues seamlessly.

5G and Google Duo can make connecting with friends and family more engaging and entertaining, not only can you connect with anyone on any phone, you can now share your screen and watch videos together, especially now being apart from friends and family. It's great to be able to share fun moments while on a video call like men's haircut tutorials hoping this video tutorials can help me cut my husband's hair better and my son gets the confidence for his mom to let him cut his hair.

Pixel 5G and Stadia combined to create an instantaneous gaming experience. Today's biggest games ready wherever you are. Play in all your favorite places at home or on the go. No more waiting for game downloads or updates. Pick up your Pixel and play instantly.

## **Soniya Jobanputra**

Some people think that to get all the benefits of 5G at an affordable price, there needs to be a compromise on some of our core features like camera, but that's not true. Pixel 5 and Pixel 4a 5G share the same front and rear camera system, and it's our best one yet.

Starting with the hardware, we've put a new ultra wide lens in the back and each year plus has received a serious upgrade mixing Google novel techniques with traditional HDR techniques like exposure bracketing to help you take even clearer, sharper photos.

The new ultra wide lens on the back let's you capture more of the scene in both your photos and videos whether you're capturing a breathtaking landscape or a family get together, the ultra wide lens ensures you get it all. Users love taking photos with beautiful background blurs, but this is challenging to do in super low light conditions. So we've added Night Sight to our portrait mode for those evening strolls or backyard s'mores, this combination allows the subject in the foreground to stand out even in low light.

The funny thing is backyard s'mores is our use case. So my kids love making s'mores we have not been able to keep this year. And so we've been doing them in the backyard camping outside and making s'mores. We have not been able to camp this year, and so we've been doing them in the backyard camping outside and making s'mores on our gas fireplace, and we're able to take portrait shots of them with the background blurred with the fire just adding oranges to that background, and then popping with their s'more on their stick. It's pretty exciting.

We improved portrait mode with a new feature we call Portrait Light. We know you can't always get good lighting. That's why with Portrait Light you can illuminate your

portraits even when your backlit against a beautiful sunset or the harsh shadow on your face from the bright sun above you. Because we use AI to solve this problem, you can even apply this lighting effect in the newly redesigned Google Photos Editor to a portrait you took five years ago.

One other thing we heard from our users is how much they want to be able to capture beautiful videos. To that end, we've added three new stabilization modes: locked, active and cinematic pan. We also noticed that a lot of top YouTube videos for videography are tutorials on exactly this. So we studied the best tips from YouTube, as well as from Hollywood directors to create Cinematic Pan.

Cinematic Pan let's you make the everyday look like a moving. It creates sweeping dramatic Hollywood affects through stabilizing and slowing down the motion by 2X.

## **Shenaz Zack**

And we are also launching Extreme Battery Saver that let's you decide what essential apps, you want to keep on while everything else gets paused. It helps you increase your battery life for up to 48 hours when you need it the most. With these phones, you get three years of Android OS and security updates.

And the Titan M Chip helps to keep your operating system, passwords and transaction safe. They've been tested against real world threats to keep everything from your texts, to your pictures secure on your phone. Of all of these features, my favorite feature is Hold For Me. Honestly, I really don't like listening to elevator music or being put on hold for an hour. I don't think anybody does. Luckily, our new feature Hold For Me builds on the smarts of Duplex and Call Screen to help save you time. Google Assistant will wait on hold for you and alert you when someone comes on the line and is ready to speak to you.

## **Maya Lewis**

So we know when people buy phones, they really want their phone to last a long time. And they want to make sure that their phones stays up-to-date and has the latest and greatest and newest features. So with Pixel, we have Feature Drops that do exactly that, and they are always bringing the latest and newest technology back to your existing Pixel as soon as they're ready. For example, Extreme Battery Saver and Hold For Me are going to be coming to older generation Pixels very soon.

And we think this is great from both a user, kind of value perspective, as well as from a sustainability perspective of being able to hold on to and use your phone for longer. And for those of you, who will be purchasing one of our new 5G phones, you will be getting even more three months of Stadia Pro, YouTube Premium, a 100 gigabytes of storage with Google One and Play Pass and Play Points all on us. We're really looking forward to you experiencing these new 5G phones and how helpful they can be for yourselves. They bring together the best of Google software, new 5G experiences that go beyond speed, and the latest and computational photography



to help you capture your special memories and they start at only \$499. (Video Presentation)

**Rick Osterloh** {BIO 15100996 <GO>}

I hope you enjoyed the show. We're really excited about Google TV and how it can help you find the shows you love. Thanks to Mark Ronson for putting Nest Audio through its paces hoping to showcase its great sound. And with our new Pixels, we hope to make Google and 5G available to even more people. I'd like to end by extending a huge thanks to all of you at home for tuning in. There is even more to discover on our website, and you can pre-order everything featured in the show from the Google Store. Thanks for spending some time with us.

(Video Presentation)

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