# Google Unveils New AI Features to Enhance Services at Google I/O Conference



On May 14, 2024, at the annual Google I/O developer conference held in Mountain View, California, Google announced several new artificial intelligence (AI) features and products aimed at enhancing its widely used services. Key announcements included AI-generated search results using Google's Gemini AI model, set to be available to U.S. users starting this week, with plans to extend it to over a billion people globally by the end of the year.

Sundar Pichai, Google's CEO, highlighted the rollout of "AI Overviews," which provide summarized responses to search queries at the top of search results pages. This feature aims to simplify complex searches by compiling information from various sources. The company also introduced a text-to-video AI model, Veo, designed to create video content from text prompts, marking Google's entry into competition with OpenAI’s Sora.

Additionally, Google previewed an AI assistant under the working title Project Astra, capable of using a smartphone’s camera to identify locations, interpret computer code, and generate alliterative sentences. Other innovations include AI enhancements to Google Photos, Gmail, and various productivity tools allowing users to search photos for specific information, summarize emails, and interact with documents more efficiently.

These new features come in response to competitive pressure from OpenAI, which recently unveiled its voice-interactive model, GPT-4o. Google's updates reflect its goal to integrate AI more deeply into daily user interactions, potentially reshaping how people engage with technology and consume information.