# Google to Unveil Generative AI Features at Google I/O Developer Conference



Google is set to introduce new artificial intelligence features at its annual developer conference, Google I/O, which begins on Tuesday in California. The event, a traditional platform for significant updates to Google's major services such as Search, Maps, YouTube, and Android, will focus heavily on the integration of generative AI across its products.

Earlier this year, Google launched Gemini, a revamped AI chatbot, and tested generative AI in responding to search queries in the UK. New AI-powered features tested may be expanded during the conference, and there is speculation around the introduction of a new digital assistant with multimodal capabilities for Pixel smartphones.

Google may also preview its upcoming flagship Pixel smartphone and other hardware, including tablets and smart home devices. The emphasis on generative AI at Google I/O precedes similar expected focuses at upcoming developer conferences by Microsoft and Apple.

Concurrently, discussions persist regarding the regulation of AI technology, with proposals in the UK suggesting sector-specific regulation rather than establishing a new central AI regulator. Critics argue that the rapid pace of AI development may outstrip regulatory capabilities, creating gaps.