# Google to Unveil New AI Features at Google I/O Conference with Focus on Generative AI Integration



Google is set to feature new artificial intelligence (AI) functionalities at its annual Google I/O developer conference, which starts on Tuesday, May 14, 2024, in California. The conference serves as a primary platform for announcing updates to Google's major products like Search, Maps, YouTube, and Android-operated devices.

This year, significant attention is expected to focus on the integration of generative AI into Google's offerings. Earlier, the company launched Gemini, a revamped AI chatbot, and began testing generative AI for responding to some search queries in the UK.

Additionally, rumors suggest Google might introduce a new digital assistant for Pixel smartphones with capabilities to handle text, images, and audio inputs. Google may also preview the upcoming flagship Pixel smartphone, due for release in autumn, along with other hardware such as tablets and smart home devices.

The developments come as other tech giants such as Microsoft and Apple also prepare for their conferences, promising major advances in generative AI. Amid these innovations, there are ongoing discussions and proposals in the UK regarding the regulation of AI, highlighting challenges in keeping pace with technology's rapid evolution.