# Google Unveils AI-Powered Search Enhancements and Creative Tools at Google I/O Conference



**Google Rebuilds Search Engine with AI and Unveils New Creative Tools**

At the annual Google I/O developer conference held in California, Google introduced a range of AI-powered products and enhancements. Sundar Pichai, CEO of Google, announced a "new era for search," driven by the company’s Gemini AI model.

**Key Announcements:**

**Search Engine Overhaul**: Google is integrating generative AI into its search engine. The new AI Overviews will deliver AI-generated suggestions in response to search queries. This feature aims to simplify complex queries and provide a comprehensive overview from multiple perspectives. The rollout will start in the US before expanding globally.

**Project Astra**: Demonstrated by Sir Demis Hassabis, founder of DeepMind, this initiative envisions a future AI assistant capable of interacting in real-time with its environment via smartphone cameras or smart glasses.

**Veo and Imagen 3**: Google launched Veo, a video creation tool that generates 1080p videos from text prompts, and Imagen 3, an AI-driven image generator also based on text inputs. These tools are aimed at enhancing creative output for users, from musicians like Wyclef Jean to filmmakers like Donald Glover.

**Gemini AI Integrations**: The Gemini AI model is being embedded into various Google apps, including a new Ask Photos feature in Google Photos, which retrieves specific images based on text prompts. Additionally, it supports Workspace apps like Gmail, helping users manage emails more efficiently.

The announcements coincide with notable advancements in the AI sector by major tech companies, emphasizing a competitive push towards innovative AI solutions.