# Google pushes AI boundaries with Search mode and Gemini tools at I/O 2025



Google's I/O 2025 event has showcased an array of exciting advancements that promise to reshape how users interact with technology, particularly through AI. Though many announcements lead to an anticipation of features yet to come, this year’s event was more practical, presenting tools that are already available for users to explore.

At the forefront of these innovations is the highly anticipated AI Mode in Search, now rolling out across the United States. This new feature is designed to transform traditional search queries into interactive, conversational exchanges, reminiscent of ChatGPT interactions. It aims to cater to approximately 8.5 billion daily queries with enhanced context and understanding. Sundar Pichai, CEO of Google, has labelled this an essential shift, stating it marks "a total reimagining of search." While the full global rollout remains pending, early users have noted its efficiency in research and planning, suggesting it could significantly streamline online information gathering.

In tandem with Search, Google has introduced several AI-driven tools within its Gemini platform, which focus on generating high-quality content through advanced machine learning models. Notably, Veo 3 has emerged as a game-changer in the realm of AI video generation. This latest iteration offers the ability to produce realistic videos complete with synchronised audio—a highly sought-after feature that enhances the user experience by creating more seamless content. Available to Gemini Ultra subscribers in the U.S., it holds potential for significant implications in fields ranging from media production to marketing, especially as the technology matures.

To facilitate users in creating comprehensive video content, Google also unveiled Flow, an intuitive AI video editor. Designed for users who may find traditional editing cumbersome, Flow allows for natural language commands to navigate editing tasks. This user-friendly approach could democratise video editing, making it accessible to a wider audience without the need for extensive training in conventional software.

On the visual front, Imagen 4 emerges as a significant upgrade in AI-generated imagery, providing users the capacity to create high-resolution images—up to 2K quality—while overcoming previous limitations in text representation. This enhancement is crucial for professionals in creative sectors, where clarity and detail in visual content are paramount.

The rollout of Gemini Live, which allows users to engage with an AI assistant via voice while using their smartphone camera, further exemplifies Google's commitment to making AI more personable and integrated into daily life. Alongside similarly novel features like the Virtual Try-On in Google Shopping—allowing users to virtually fit clothing without leaving home—these tools are set to reshape consumer behaviour dramatically.

Moreover, Google's educational focus is evident in its commitment to students across the US and UK, by offering free access to its AI Pro subscription. This initiative, which includes features such as personalised quizzes and study aids, points towards a future where AI simplifies learning and enhances academic performance.

The event also highlighted significant advances in real-time communication, particularly through Google Meet’s speech translation feature. Initially supporting English and Spanish, this capability illustrates Google's vision for breaking language barriers in communication, a valuable asset in our increasingly globalised society.

While Google I/O 2025 has introduced a plethora of tools ready for immediate use, some significant projects remain in the pipeline. Innovations such as Project Mariner promise the integration of advanced planning and execution abilities in AI, indicating a forward trajectory that is set to further elevate user experience in the near future.

As competitors like OpenAI and Anthropic ramp up their offerings, Google’s aggressive push into AI with accessible, useful tools reflects its determination to maintain a leading position. The integration of subscription-based models, such as the new AI Ultra plan, which commands a premium fee but delivers extensive features, also suggests a future where advanced AI tools are more systematically monetised, diversifying Google's revenue streams in an era of evolving digital interaction.

As Google continues on this trajectory, the long-term implications of these advancements, both for everyday users and for professionals, will undoubtedly foster a rich landscape of innovation that redefines the boundaries of technology and creativity.

### Reference Map

1. Paragraphs 1-3, 5-6, 8-9, 12
2. Paragraphs 1-3, 5-6, 8-9, 12
3. Paragraphs 5, 6, 8-9
4. Paragraphs 5-9, 11-12
5. Paragraphs 2-3, 5-6, 11
6. Paragraphs 2-3, 5-6
7. Paragraphs 1-3, 11-12

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.techradar.com/tech-events/the-12-useful-new-tools-from-google-i-o-2025-you-can-actually-try-right-now> - Please view link - unable to able to access data
2. <https://www.ft.com/content/b9d13cc7-f0f0-4d0d-9dfd-7d387ac2cdf9> - On May 20, 2025, Google announced a major overhaul of its search engine by introducing an 'AI Mode' that offers conversational, chatbot-like interactions, akin to ChatGPT. This update, now available to all U.S. users via Google Search and Chrome, is part of a broader push to integrate generative AI into Google's services amid increased competition from OpenAI and Anthropic. CEO Sundar Pichai called it a 'total reimagining of search,' highlighting its potential to serve 8.5 billion daily queries more intelligently. Alongside AI Mode, Google launched new AI agents, including Project Mariner, which can perform complex tasks like booking travel or conducting research, and previewed Project Astra, a multimodal assistant that uses voice and visual inputs. The company is transitioning from an ad-supported model, offering paid subscriptions for advanced AI features—$25/month for 'AI Pro' and $250/month for an 'Ultra' package. Despite privacy concerns, Google is pushing ahead by enhancing its Gemini large language model, claiming its latest version outperforms competitors in benchmarks. The company is also implementing the Model Context Protocol to facilitate interaction between AI agents across apps and platforms, signaling its commitment to leading the evolving AI ecosystem.
3. <https://as.com/meristation/betech/la-inteligencia-artificial-da-cada-vez-mas-miedo-asi-son-veo-3-y-flow-de-google-las-ia-que-crean-videos-realistas-con-musica-y-voz-n/> - Google has presented its latest advancements in artificial intelligence during the Google I/O 2025 event, notably highlighting Veo 3. This new version of its video generation model now allows the creation of realistic clips with synchronized music and voice, achieving impressive lip-syncing. The result is so convincing that it resembles scenes from real movies or documentaries. Veo 3 interprets text and image inputs with great precision and is already available for Ultra subscribers of the Gemini app in the U.S. and for enterprises via Vertex AI. In addition to Veo 3, Google also announced Flow, a professional AI that combines Veo, Imagen, and Gemini from DeepMind to offer advanced audiovisual creation tools aimed at professionals. Flow enables the generation of detailed scenes from simple descriptions of cast, location, and visual style and is available to Pro and Ultra users in the U.S. Furthermore, Imagen 4 was launched, the new image generation model that improves realism and detail in elements such as water, fabrics, and animal skins. With these innovations, Google aims to position itself against competitors like OpenAI and X in the global race to lead the AI field.
4. <https://www.techradar.com/news/live/google-i-o-2025-live-project-astra-gemini-and-more> - Google I/O 2025 unveiled a vast array of technological innovations and AI advancements. Key highlights included the debut of Android XR Glasses in collaboration with Samsung, live-demoed by NBA star Giannis Antetokounmpo, showcasing real-time translation and AI interaction. Project Astra was introduced as a universal AI assistant, arriving on Android and iOS, capable of real-time video analysis and multitasking. A major leap in search technology was demonstrated with AI Mode and Search Live, leveraging multimodal inputs like voice, text, and images for more intuitive queries. Google Gemini's suite saw major upgrades including Gemini 2.5 Pro and Flash versions, enhancing live coding, deep research, and context-aware functions. Gemini Live now offers camera and screen-sharing capabilities, and integrates with Chrome for real-time webpage analysis. New creative tools—Imagen 4, Veo 3, and the comprehensive Flow video suite—offer groundbreaking text-to-video generation with audio. Conference attendees were also introduced to Google Beam, a 3D video conferencing tool, and NotebookLM's podcast-generating capabilities now available on mobile. Google also announced new subscription tiers for AI services, including AI Ultra at $249.99/month. Lastly, Wear OS 6 improvements and AI-driven shopping experiences further showcased Google's multifaceted AI vision.
5. <https://elpais.com/tecnologia/2025-05-20/google-avanza-hacia-la-ia-universal-para-dotar-a-gemini-de-capacidad-de-comprension-de-contexto-planificacion-y-ejecucion.html> - During the Google I/O 2025 conference, the company presented significant advancements towards a 'universal AI,' focusing on equipping its Gemini system with capabilities for contextual understanding, planning, and execution. Demis Hassabis and Sundar Pichai highlighted personalization, content generation, and low latency as key elements of progress. Notable among the new features were a new search mode with advanced reasoning, the 3D technology Project Starline, and the Google Beam tool for immersive video calls. They also launched improvements in Gemini Live, AI integration in Google Workspace, advancements in AI-assisted shopping, and real-time translation in Google Meet. Gemini will incorporate proactive agents through Project Mariner.
6. <https://cloud.google.com/blog/products/ai-machine-learning/what-google-cloud-announced-in-ai-this-month/> - This month, we announced six new models (some in preview, some generally available) for our customers: Gemini 2.5 Pro is available in preview on Vertex AI and the Gemini app. Gemini 2.5 Flash — our workhorse model optimized specifically for low latency and cost efficiency — is coming soon to Vertex AI, AI Studio, and the Gemini app. Imagen 3, our highest quality text-to-image model, now has improved image generation and inpainting capabilities for reconstructing missing or damaged portions of an image. Chirp 3, our groundbreaking audio generation model, now includes a new way to create custom voices with just 10 seconds of audio input. Lyria, the industry's first enterprise-ready, text-to-music model, can transform simple text prompts into 30-second music clips. Veo 2, our industry-leading video generation model, is expanding with new features that help organizations create videos, edit them, and add visual effects.
7. <https://www.theverge.com/24153841/google-io-2024-ai-gemini-android-chrome-photos> - Google’s answer to OpenAI’s Sora is a new generative AI model that can output 1080p video based on text, image, and video-based prompts. Videos can be produced in a variety of styles, like aerial shots or timelapses, and can be tweaked with more prompts. The company is already offering Veo to some creators for use in YouTube videos but is also pitching it to Hollywood for use in films.