market info

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SEARCH

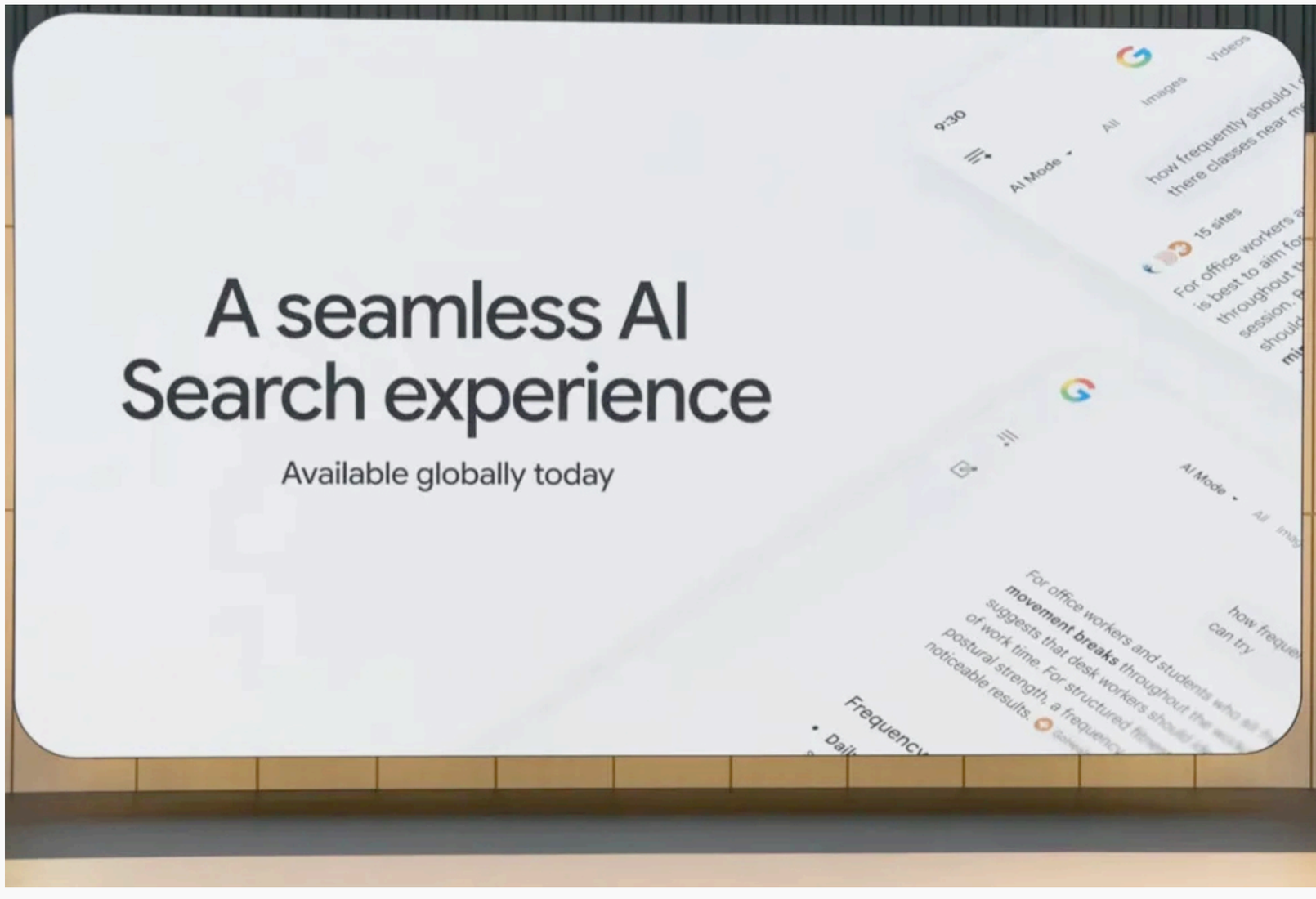
Google's latest I/O event announced over 100 new features, and their most familiar software, Google Search has remained one of the internet's most recognisable interfaces: a blank box, a blinking cursor and the expectation that users know what they are looking for. That formula appears to have shifted more dramatically than at any point since Search launched. The headline change is not simply a visual redesign of the search bar, but a reimagining of what Search is supposed to do. Rather than acting as a destination for isolated queries, Google wants Search to become an ongoing conversation powered by Gemini and capable of completing tasks on a user's behalf.

At the centre of this push are AI agents — specialised systems designed to monitor, act and return with results. One of the earliest examples is the so-called information agent, which transforms Search from a tool you actively use into one that quietly works in the background. Instead of repeatedly checking apartment listings, product announcements or availability updates, users will be able to set criteria and allow Search to monitor the web continuously, delivering alerts only when something relevant appears. Google is also extending this idea into transactions. Booking activities directly through Search is becoming more integrated, with users able to find venues and reserve experiences without leaving Google's ecosystem. In selected categories, Search may even contact businesses on the user's behalf. Alongside this comes Universal Cart, a shopping layer designed to persist across Search, Gemini, YouTube and eventually Gmail, allowing products from different retailers to be collected in one place while AI tracks stock, pricing and compatibility.

Perhaps the most ambitious move, however, is the introduction of agentic coding. Google demonstrated Search generating lightweight applications directly from prompts, including personalised tools that combine location data, calendar events, shopping history and other account information. The implication is that Search is evolving beyond retrieval into something closer to software creation. Search results themselves may also become more dynamic, generating visualisations, simulations and interactive outputs rather than static lists of links. That evolution could fundamentally change expectations of what a search engine is and how people interact with information online.

Meanwhile, Personal Intelligence is expanding internationally, bringing deeper connections between Search and services such as Photos, Gmail and Calendar. In practice, this means Search increasingly understands not just the web, but the context of an individual user's digital life.

The redesigned search box may look like a modest interface update, but symbolically it marks something larger: Google is no longer asking users what they want to find. It is asking what they want done. Whether users embrace that shift — and how comfortable they are handing over more decision-making to AI — may ultimately determine whether this becomes Search's next great chapter or simply its most ambitious experiment yet.



OMNI

Alaso announced was Gemini Omni, a new multimodal creative system designed to combine Gemini's reasoning capabilities with tools for generating and editing media across formats. The ambition is expansive: instead of treating images, audio and video as separate creative disciplines, Google wants them to become part of a single conversational workflow. The first release, Gemini Omni Flash, puts video at the centre of that vision.

Google's pitch is straightforward but ambitious. Rather than opening traditional editing software and navigating timelines, layers and menus, users will be able to begin with almost any input — text, an image, a voice note or existing footage — and build from there through conversation. Gemini Omni Flash is launching across the Gemini app, Google Flow, YouTube Shorts and YouTube Create, with broader access planned later for developers and enterprise users.

In many ways, this feels like the next step in a direction Google has already been moving towards. Last year's advances in AI image generation demonstrated that generative tools could become less about producing novelty and more about enabling practical creativity — restoring old photographs, refining rough sketches and accelerating visual concepts.

Gemini Omni expands that philosophy into motion. What appears to matter most to Google is reducing friction. Editing has traditionally required learning software; Omni attempts to replace that process with natural language. Users describe changes instead of performing them manually, with the system maintaining continuity across revisions. Characters remain recognisable, scenes persist between edits and movement behaves more consistently instead of resetting with every prompt.

Google also claims improvements in physical understanding, allowing generated scenes to respond more naturally to motion, gravity and interaction. The result, at least in demonstration, is media that feels less assembled and more responsive — where reflections distort realistically or impossible objects still behave in believable ways.

That positions Gemini Omni as more than another entrant in the increasingly crowded AI video market. The competition is no longer simply about generating the most impressive clips. It is becoming a race to make creative tools intuitive enough that ordinary people adopt them without thinking of themselves as creators. Google's longer-term plans suggest video is only the beginning. Future versions are expected to combine prompts, photographs, music and reference footage into unified projects.

Yet capability alone does not guarantee confidence. Google emphasised that content created with Gemini Omni will include SynthID watermarking and broader verification systems across Gemini, Chrome and Search. As creative AI becomes more convincing, trust may become the harder problem to solve than generation itself.

XR AI

Samsung revealed its premium Android XR glasses — and notably, it did not do so alone. The company brought in two names more commonly associated with style than silicon: Warby Parker and Gentle Monster. That partnership feels deliberate. After years of bulky prototypes and gadget-first thinking across the wearable industry, Samsung appears to recognise that if smart glasses are ever going mainstream, people have to actually want to wear them.

The glasses themselves are designed less as a standalone computer and more as an extension of the smartphone already sitting in your pocket. Equipped with cameras, microphones and speakers, they offer an always-available layer of assistance powered through a connection to your phone. Navigation, notification summaries, live audio translation, text translation from signs and first-person photo and video capture all sit at the centre of the experience.

If that sounds familiar, it should. Meta has already spent years pushing smart eyewear into the mainstream through its Ray-Ban partnership, and Samsung's approach shares clear similarities. Yet Samsung and Google appear to be drawing an important distinction.

Rather than positioning these glasses as a future replacement for your handset, they are framing Android XR eyewear more like a smartwatch — a companion device that augments the smartphone experience instead of competing with it.

That philosophy could matter more than specifications. One of Samsung's biggest advantages may not be hardware at all, but software. By leaning on Gemini, the glasses gain access to Google's increasingly mature AI ecosystem and native connections across Android services including email, calendars and apps. Where rivals often rely on building integrations one by one, Google enters with an existing platform advantage that could make the experience feel more seamless from day one.

There is also the possibility that this approach creates practical benefits around privacy and responsiveness if more processing eventually shifts onto connected devices rather than distant cloud infrastructure. Still, Samsung faces one unavoidable challenge: anticipation is not availability.

Meta's biggest advantage today is simple — consumers can already walk into a shop and buy its glasses. Samsung, Google, Warby Parker and Gentle Monster stopped short of announcing pricing or a firm launch date, promising only a US release window this autumn and more details in the months ahead.

Yet perhaps the most encouraging signal from the announcement had little to do with AI. By involving fashion brands from the outset, Samsung seems to understand a truth the wearables industry has repeatedly overlooked: people do not wear technology because it is clever. They wear it because it fits into who they already are.