



Key Takeaways from Google I/O Keynote 2017

# Overview

## What is I/O?

- Google's annual developer conference (9th year)
- Showcases new software & hardware
- New Android OS version is revealed as well as updates to Wear, TV, Auto and Home
- Opening keynote by Sundar Pichai (Google CEO) on day one followed by 3 days of developer sessions

## Key #IO17 Takeaways

1. Growth of Android
2. Android Go
3. Assistant
4. Lens
5. Home
6. Other: Photos, Kotlin, O, Auto, TV and Daydream (VR)

This report summarises the key announcements and what they mean for Travelport Digital & the travel industry

2 BILLION  
MONTHLY ACTIVE DEVICES

Travelport Digital   
Redefining travel commerce



# Android

- There are now **2 billion active users** on Android
- This number has doubled since the 2014 event where the 1 billion users announcement was made

## Travel Industry Impact:

Previously the poor cousin to the App Store (in both downloads and revenue generated from Android apps) Google says “number of devs with 1million+ installs grew 35% in last year”. It’s time to take Android as a mobile platform seriously!

# Android Go



OS



Apps



Play

# Android Go

- Google are targeting the **emerging mobile markets** with Android Go – a lightweight version of Android O for cheaper, entry-level phones
- Go comes with **optimised Google apps** that require less memory, storage and data to run
- It also has its **own Google Play Store**, which features apps that are more suited to developing markets

## Travel Industry Impact:

Huge opportunity for airlines and travel companies to extend their brand reach into emerging mobile markets where 'standard apps' are not downloaded or used due to device storage, quality of smartphones available or poor network coverage of 3G/4G



Hi, how can I help?



# Google Assistant

- SDK will be released soon, making Assistant available on all devices, **including iOS!**
- **Actions on Google** (like Alexa Skills – Apps) will be introduced to Assistant enabling transactions (payments, notifications, receipts, identification)
- **‘The Google Assistant’** can now be downloaded from the App Store (US only)

## Travel Industry Impact:

A new ‘non app’ platform that will allow travel brands to build apps to engage users through Google Home, Android phones, iPhones and in the future, through every experience where the Google Assistant is available



Google Lens



# Google Lens

- A new technology which brings AI and machine learning to the phone's camera
- It enables Assistant to **make sense of surroundings** and display relevant info on the device
- Lens is another way for Google to expand on its original mission statement: "**to organize the world's information and make it universally accessible and useful.**"

## Travel Industry Impact:

Bringing the power of Google search, translate & machine learning together, the opportunities for travel are endless. e.g. Aim your phone at a restaurant to see the name, rating & other info, translate foreign text in airports...

Google Home



# Google Home

- **Proactive assistance** – send timely messages such as flight updates (users can control what notifications they receive)
- **Phone calling** now available
- **Visual responses** now supported – e.g. ask Home for directions & a route map will open on your phone/TV

## Travel Industry Impact:

Google follows Amazon (Alexa) to create a new notifications platform using VPT (Voice Powered Technology). Traffic alerts, flight status, hotel addresses, meeting reminders all possible. Incredible new touchpoint pre travel

## Other Updates

- **Google Photos:** Introduction of suggested sharing, shared libraries and photo books
- **Kotlin:** One of the biggest updates for developers. Kotlin is now an official programming language for Android
- **Google O:** New Android OS version out of beta, focuses on a fluid experience & improved vitals
- **Android Auto:** Coming to Volvo & Audi. Google Assistant to integrate soon
- **Android TV:** UI is getting a make-over with a new channel-based interface
- **Daydream:** Standalone VR headsets from HTC & Lenovo announced



Thank You