

Google Goggles

www.google.com/mobile/goggles

Visual searches on your mobile phone

what is it?

Goggles turns Android-based or iPhones into visual search engines. Simply point your phone's camera at a book, take a picture, and Google will return search results based on the book title—including online availability and reviews. Goggles can also help identify landmarks, works of art, logos and business cards.

educational use?

The future looks bright for visual search. Sending students to an art museum with a Goggles-powered device can turn the trip into an active experience. When looking at a painting, they can easily find information about the work on the Web.

pros & cons?

Even Google admits that Goggles is in its early stages. The search often cannot recognize simple things. But as the capability grows, expect to see widespread use of search based on images, instead of just text.

what's it cost?

Free to use.

alternatives?

<http://www.bing.com/visualsearch>

resources?

A helpful video demonstrating the application:

<http://www.youtube.com/watch?v=HhgFz0zPmH4>