

Google's Project Glass could spark major new trend

Submitted by: Query Click Ltd

Thursday, 5 April 2012

Tech-specs are set to be the new "accessory du jour" as Google unveiled its Project Glass earlier this week. The Google goggles use voice control to perform commands, and offer users e-mail and video chat features, as well as GPS directions via a panel screen in front of their eyes, supported by a sturdy tech-packed frame. The demo video released by Google reveals the glasses run on what appears to be a variation of its existing Android operating system.

QueryClick, a leading UK SEO agency (<http://uk.queryclick.com>) welcomes the innovative new tool. "If Google pulls this off, their rivals at Apple will really have their work cut out for them. I see this becoming a major trend that could surpass past frenzy over the newest iPads and iPods," comments managing director Christopher Liversidge. "There is definitely a niche in the market for mobile technology that doesn't come in the form of a phone or a tablet. I see varied target audiences find appeal in Google goggles, from trend-following teenagers to businessmen whose busy schedules would benefit from a crafty device that lets them do so much on the go."

The demo video shows New York through a whole new light. Starting with the user checking his diary for the day and weather report, it moves on to advise him a Google Maps-powered alternative route to the suspended subway line. Thanks to the integrated Latitude feature, he meets up with a friend and checks into his lunch stop. To end the impressive introductory film, he video chats with a friend overlooking the city's skyline at twilight.

An official launch date for the device is yet to be announced. The goggles are being developed at the search giant's top secret Google X lab, reportedly located in Mountain View, California where engineers are encouraged to produce innovative research and development projects. Perhaps the best known of these ideas is the rumoured elevator to space.

Critics have expressed concern over the glasses' impact on human health. They worry that, if the receiver is built into the goggles and functions similarly to the microwave technology found in mobile phones, it could lead to brain tumours and other harm.

About QueryClick

QueryClick is one of the UK's leading providers of Search Engine Marketing (SEM) solutions for companies ranging from FTSE 100 listed brands to ambitious small businesses looking to grow aggressively.

QueryClick specialise in Search Engine Optimisation

(<http://uk.queryclick.com/en/search-engine-optimisation-seo/>) (SEO), Pay Per Click

(<http://uk.queryclick.com/en/pay-per-click-ppc/>) (PPC) and Conversion Rate Optimisation

(<http://uk.queryclick.com/en/conversion-rate-optimisation-cro/>) (CRO) to deliver the best return on investment in the industry with proven results for businesses of any size.

It's this level of success that has seen QueryClick experience recession-defying growth as a company but also manage to create record return on investment for their clients, the list of which includes a variety of companies from globally renowned FTSE 100 firms to local start-up businesses.

Pioneers in innovation with their finger firmly on the industry pulse, QueryClick continue to put

Scotland, and the UK, on the world map in terms of those leading the charge in innovative, results-led search marketing solutions.

Contact:

QueryClick Ltd (SC342868)

50 Albany Street

Edinburgh

EH1 3QR

+44 (0)131 556 7078