

The head of the Google unit engaged in hardware and Android, Rick Osterlo noted that from the moment the first Pixel model was released, the deepening of AI, built into the gadgets, and focus on advanced software. According to him, Google is not chasing innovation in design, so the appearance of the new Pixel 10 series has not changed much compared to its predecessor. Osterlo said that the development of the Pixel line increases annually by 30%, and this applies primarily to internal improvements.

Google pays the main attention to artificial intelligence and interaction with devices. Pixel 10 actively uses AI in photography and other functions. But in order to talk about development, including the design of devices, including new form factors, you need to understand their place in the market.

In an interview with Bloomberg, the observer and insider, Mark Gurman Osterlo, said that Google has currently froze the development of a new tablet just for the indicated reason. And Google is not chasing a new folding smartphone – the company is enough for what it has achieved here and now, despite the new solutions of competitors, including Samsung, Honor, Huawei and Motorola. To this, the rejection of the newfangled “smart” rings is added to this.

In addition, the company introduced new “smart” watches and headphones with AI support aimed at improving interaction with the ecosystem. And all this is the implementation of the declared Google policy.

The material emphasizes that Google seeks to prove to the world the significance of its devices, competing with companies such as Apple and Openai. The first is not chasing innovations in aesthetics, making a bet on the design as a working and understandable system of the system.