

Amazon introduced the new Lens Live tool, which simplifies online shopping. Now it is enough to enter a phone camera on any item – and the application will show similar goods on Amazon.

The function is based on the existing Amazon Lens, but now works with the support of generative AI. Thanks to this, the system recognizes objects better and quickly finds coincidences in the store catalog.

How does this work:

- **In the application** Amazon needs to click on the camera icon in the search bar.
- **Camera** Automatically determines the contour of the object and compares it with goods in the database.
- **Found** Options appear at the bottom of the screen in the form of cards that can be stuck.
- **I like** The goods can be immediately added to the basket using the “+” button.

In addition, you can turn to a built-in voice assistant. He will briefly talk about the characteristics of the goods and will help to understand the details.

So far, Lens Live is launched in the United States for iOS users, but in the coming months, Amazon plans to expand access.