

# Google Home



## VOICE-ACTIVATED SPEAKER

Meet your Google Assistant. Ask it questions. Tell it to do things. It's your own Google, always ready to help.

Google Home's high-excursion speaker delivers crystal-clear highs and rich bass. It can also hear you reliably when you say "Ok Google," thanks to far-field microphones and sophisticated natural language processing.

## TOP FEATURES



### Enjoy your music

Controlling music on services like YouTube Music, Pandora, and Google Play Music is easy with Google Home's voice commands. It'll sound great too, as it's streaming via the cloud. And because Google Home has Multi-room built in, you can group it with Chromecast Audio and Chromecast built-in products, and enjoy the same song throughout your house.



### Manage your everyday tasks

Get help with the little things that matter most to you. Google Home can do everything from setting alarms and baking timers, to adding items to your shopping list and retrieving flight details. There's also a My day feature that'll tell you your daily schedule, so you know exactly what's coming up.



### Get answers from Google

Thanks to Google's rich history in search, you can ask Google Home about the things you want to know — like the latest sports scores, weather, traffic conditions, and even local business information — and get accurate, real-time answers.



### Control devices around your home

Google Home seamlessly connects to home automation devices — like Philips Hue, Nest thermostats, Samsung SmartThings, and IFTTT — as well as Chromecast, Chromecast Audio, and Chromecast built-in products. Control everything from lights and temperature to movies, music, and more with easy voice commands.

## DEMO IDEAS

### Voice-controlled tunes

1. Say "Ok Google, play chill music on Spotify" to start playing on Google Home.
2. Now show off a few other commands. Skip ahead with "Ok Google, next song"
3. Ready for one more? Increase the volume with "Ok Google, louder."

### Keep the questions coming

1. Say "Ok Google, how far away is the moon?"
2. Wow. 238,900 miles! Now let your customer ask Google a question.
3. If they're shy, suggest some topics like sport scores, weather, or traffic.

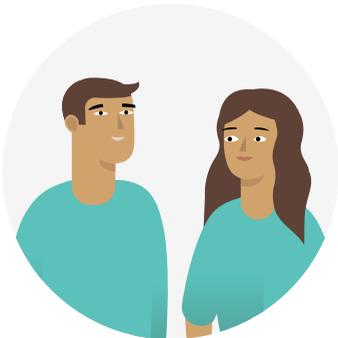
## WHAT THEY'LL LOVE



### Young Families

With so much going on, young families need tech that makes their lives easier and more organized. Tell them:

- From the latest news to weekend weather forecasts, they'll be able to get hands-free answers from Google, right when they need them.
- It's the perfect helper around the home. It can do things like keep track of shopping lists, set timers for baking, and more.
- They can use it to control other smart devices that already make their lives easier — like Philips Hue, Nest thermostat, Samsung SmartThings, IFTTT, and Chromecast.



### Young Professionals

Young professionals are always busy, so they need devices that keep up with all of their work and play needs. Tell them:

- Playing and controlling their favorite tunes on services like YouTube Music, Pandora, and Google Play Music is easy with Google Home's voice commands.
- Whether it's cool new brunch spots or the latest sports scores, Google's rich history in search means Google Home can help them get real-time answers, real fast.
- Staying on top of their busy schedules just got a whole lot easier. My day will get them up to speed on calendar appointments, traffic for their commute, and more.

## OK GOOGLE



Want to really show off Google Home to your customers? Try the following interactions. And remember, you'll need to start each one by saying "Ok Google."

**Music:** "Play the weekend party playlist."

**Sports scores:** "Who won the Giants game?"

**Weather:** "Will I need an umbrella today?"

**Traffic:** "How long will it take to get to work?"

**Nutrition:** "How many calories in an apple?"

**Local businesses:** "Where is the nearest pharmacy?"

## HOW ARE WE DOING?

We'd love to know what's working (and what isn't). Let us know at <https://goo.gl/ChNM1u>.