

The logo for zwilly, featuring the word "zwilly" in a white, lowercase, sans-serif font. The letter "i" has a small yellow dot above it. The logo is positioned on a teal square background.

Google Glimpse

An augmented event

The Apple iPhone has dominated the smart phone market since it's launch in 2007.

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With the release of the new Pixel 2 smart phone, Google can overturn that dominance.

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Augmented Reality (AR)
is the way to get there.

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With a little help from Christmas.*

*And Chanukah and Kwanzaa.

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And a brand new product from Google.

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Introducing "Google Lane"
as experienced through
"Google Glimpse".

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Picture Christmas season 2020.

One incredibly charming street,
chosen for its historical value,
in various major cities worldwide.

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Imagine going to Google Lane, raising your Pixel 2 for a streetview, and being transported back 100 years to the same street at Christmas-time by using the app Google Glimpse.

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As your Pixel 2 scans over a building,
it virtually visualizes what was in
that exact spot 100 years ago.

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As your Pixel 2 scans over modern-day cars and transport, it converts them to horses, carriages, streetcars, and early automobiles.

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As your Pixel 2 scans over
all the people around you,
their clothing and hairstyles
change to a 100 years ago.

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And you share all of this
on social media.

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Again, and again, and again.

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Google would own the holidays.

So how would Google Lane work?

Only the best.

- Historians chosen for their attention to detail and deep local historical knowledge would use archival photos to help envision the Google Lane of 100 years ago.
- An animation team would work closely with the historians to recreate the street in 3-D animation with extreme accuracy down to the smallest details.
- Actors and actresses would be hired for lifestyle “scenes” of 100 years ago; inside stores, inside houses, etc. Scenes you would witness as you walked by the windows and lifted up your Pixel 2...i.e. a family opening up presents in their living room with a crackling fire in the fireplace, a father and daughter buying food in a century old grocery store, and more.
- The animated actors and actresses also would “stroll” down the lane past you (maybe a dog or two could run by as well). These scenes would only be viewable through your phone and through augmented reality.

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The Google experience.

- Google would have a large holiday-themed booth at the beginning and end of Google Lane to “borrow” a Pixel 2 (free by using a credit card as collateral) so people without a Pixel 2 could experience the augmented stroll and the phone.
- As virtual reality (VR) becomes more commonplace, Google Lane will fit in perfectly. The Google VR user will have their very own full virtual reality experience at the Google Lane of 100 years ago.
- Google Lane could spread to other cities nationally and worldwide, and become a new holiday destination and tradition everywhere.

And the even bigger idea?

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Google
Glimpse

Introducing 2020's "must have" app.

Glimpse back (or forward) at locations.

Google Glimpse could be used within Google Maps to peer back in time on any street view. You would be able to quickly view that exact location, year-after-year, as it changes before your eyes until the present day view. This would use all the years of street view data Google Maps has collected.

It also would show you through augmented depiction, what that site looked like before development was there. Imagine seeing the hills of San Francisco, in an augmented view through your Pixel 2, before it had any people and buildings. We have that data, it would just have to be mapped and visualized.

Architects, realtors, developers, and city planners would use Google Glimpse to give the public a future view of a location. Any proposed new development could give prospective buyers and an interested public a true and virtual walk-through of what that space will look like after completion.



Glimpse back at your most treasured memories.

Imagine being able to walk around the house you grew up in, exactly as it was, 20 years later? Or store a loved one's 3-D image and voice exactly as they are today, to revisit at a later time.

For a future augmented and virtual walk-around, Google Glimpse could be used to map and store virtually *anything* you wanted to remember.

This new app from Google could 3-D map and store all the places you have lived, people you have loved, even store yourself, in this moment of your life, to virtually revisit years later.

There are endless meaningful possibilities with Google Glimpse.