



PROSPECTIVE: UPCOMING GOOGLE I/O WILL START A NEW ROUND OF FIERCE COMPETITIONS



2014 6 26 Google I/O

Google I/O 2014, a great event of the scientific and technological circles, will be held at 0:00, June 26 (Beijing time) in San Francisco, US.

Android 5.0





Android 5.0 is coming and the OS competition continues

ibtimes Google Android "Quantum Paper" Android UI WWDC iOS 8 swift

As reported by ibtimes, Google is planning to integrate the design elements of [Android applications & services](#) and release a design language called "Quantum Paper". The new version of Android system is quite different from old versions in UI. In consideration of iOS 8 and "swift" programming language released by Apple at the WWDC recently, the OS competition continues.

Unclear wearable device market pattern

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At WWDC, Apple announced iWatch, which is expected to be launched in October. Google's Android Wear system is also expected to be launched, with LG G Watch and Moto 360 being the first devices to run on the platform.

Although Apple did not launch iWatch at the WWDC, the product is likely to come to market in this October to impact the existing smart watch market, said by a supplier of Apple. Actually, Google has released the Android Wear system for some time and it is widely predicted that LG G Watch and Moto 360 based on Android Wear will be displayed at this conference. It is also said that Samsung will also be likely to exhibit its first watch product based on Android Wear.

“Three companies compete in car display market”

Three companies compete in car display market

Google will officially launch its first on-vehicle OS in Google I/O at the end of this month to compete with Apple's CarPlay and Microsoft's Windows In The Car. Users can connect the on-vehicle OS with their Android phones to operate phones on the OS. The voice control function is available to make calls, send SMS, read news and blogs and obtain traffic conditions and navigation information and third-party software is supported.

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Google is unwilling to give up TV screen

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Google always has high aspirations towards the TV screen. Reported by Gigaom, Google will launch a new TV platform, Android TV, at Google I/O to integrate apps from various streaming media and Android video & game developers. However, it is still unclear how this system and Chromecast mutually supports and most likely, Android will focus on games.

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Smart home market can be the next battlefield

At the just concluded WWDC, Apple launched HomeKit. Currently, the smart home market is thriving and Google, of course, has taken some actions. After the purchasing Nest with 3,200 m USD and Dropcam with 550 m USD, Google is expected to make further effort in this field. At Google I/O in this year, Google is likely to make the Google Now service penetrate into smart home. Whether Google will release a suite similar to Apple's HomeKit or develop a system similar to Android Wear for smart home is noteworthy.

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Read Also: [Google Makes Efforts to Change the World in 12 Ways](#)

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From: The 36Kr

Translated by Steve, CCJK Technologies Co.,Ltd.

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