

Google Launches AI-Powered Search Live in the US, India to Follow

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What happened

Google has launched Search Live in the US, a new AI-powered feature that lets users have natural voice conversations with Google Search and share a live camera feed to ask questions about what they see.

Google has taken a major step forward in reshaping how people interact with search. Last day, the company officially rolled out Search Live in the United States, making it available to all users without the need for a Google Labs opt-in. India is set to become the first country outside the US to access the new feature, underscoring its role as a leading mobile-first market.

A New Way to Search

Search Live transforms Google into a conversational, real-time assistant. Users can now have natural voice conversations with Google Search, enhanced by AI-powered responses. The feature also introduces camera integration, allowing people to share a live feed and ask questions about what they see. Whether it's pointing at tangled cables for help or scanning kitchen tools while learning a recipe, the service combines voice, vision, and traditional search in one seamless experience.

At its core, Search Live runs on a custom version of Gemini AI, which has been tuned to deliver faster, more natural voice responses. Importantly, it doesn't just talk back-it also provides links to web pages so users can explore deeper when needed.

How to Access It

A new "Live" icon now appears beneath the search bar in the Google app on Android and iOS. The feature also integrates directly with Google Lens, where camera sharing is enabled by default. Once activated, Search Live can continue working in the background while users switch between apps.

Everyday Uses

Google highlighted several practical applications:

- Tech help: Troubleshooting electronics by pointing the camera at ports or cables.
- Learning skills: Getting step-by-step guidance on making matcha tea or using unfamiliar tools.
- Education: Students can ask for support with math problems or science experiments.
- Travel: Real-time insights into landmarks, neighborhoods, and cultural sites.
- Entertainment: Comparing board games to find the best fit for a group.

Under the Hood

Search Live uses a technique called query fan-out, breaking questions into subtopics for richer answers. It combines web results with AI-generated responses, balancing real-time data with conversational assistance. Users will also have access to transcripts and conversation history through AI Mode.

Not the Same as Gemini Live

Google was quick to stress that Search Live is not just another Gemini product. While Gemini Live focuses on being a conversational AI assistant, Search Live maintains Google's search roots by providing real-time web links and results alongside the conversation. It's a hybrid of search and chat, designed to keep Google's dominance in the search market intact.

Global Rollout Plans

India will lead the global expansion, following its early adoption of AI Mode earlier this year. Hindi support has already been added to AI Mode, and Google has confirmed that more languages and regions will follow.

Industry Impact

The move is widely seen as a direct answer to competition from OpenAI's ChatGPT voice mode. By blending search with voice and vision, Google is steering away from keyword-based queries and moving towards conversational discovery. The shift also extends the "zero-click search" trend, where users get answers instantly without needing to open external sites.

Bigger Picture

Search Live is part of Google's broader strategy to reinvent search for the generative AI era—evolving from a tool that retrieves information to what the company calls an "intelligence product." With over 180 countries already using AI Mode, the addition of Search Live signals Google's intent to keep its edge in the fast-changing AI-driven search landscape.