You're wandering the streets of London, soaking up the sites, when you stumble upon a gigantic tower with a bell that you know is famous, but cannot remember what it is. To solve the mystery, you take out your smartphone and take a photo of the tower. **Google Goggles** searches the internet for information from the snapshot.

Google Goggles is a downloadable image recognition application created by Google Inc. which can be used on Androids and Apple devices. It is used for searches based on pictures, instead of words, taken by handheld devices. For example, taking a picture of a famous landmark would search for information about it, or taking a picture of a product's barcode will search for information on the product.

Search by taking a picture: point your mobile phone camera at a painting, a famous landmark, a barcode or QR code, a product, a storefront, or a popular image. If Goggles finds it in its database, it will provide you with useful information.

Goggles can read text in English, French, Italian, German, Spanish, Portuguese, Russian, and Turkish, and translate it into other languages. So, the next time you're in Germany, you can use this app to read the entire menu!

Goggles also works as a barcode / QR code scanner.

Some things that can be snapped and inquired about include text, landmarks, books, art, wine, company logos, foreign words and more expanding rapidly. If a person was tasting a particular brand of wine that caught their fancy, they could snap a picture of the logo and be inundated with information about the company, where it was produced, ingredients, nutritional information and more. Likewise taking pictures of different landmarks returns all the pertinent information about the structure.

Android Users

Tap the Google Goggles icon from the home screen to launch the app. You will automatically be taken to your device's camera from within the app.

Snap a photo using the onscreen shutter button or your device's hardware shutter. Currently the app is best at recognizing certain objects such as landmarks, books & DVDs, logos, artwork, and barcodes. The app will now take a few seconds to analyze the image.

Browse through the search results by swiping up and down.

iPhone Users

Download the blue Google App to your iphone device.

Tap the Google Mobile app icon from your iPhone's home screen to launch the app.
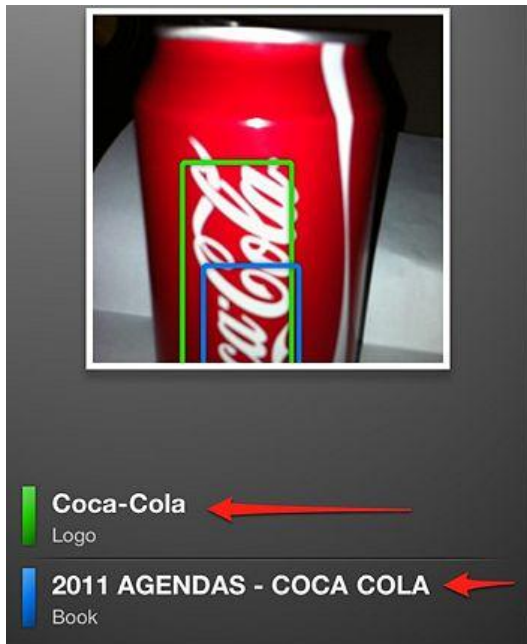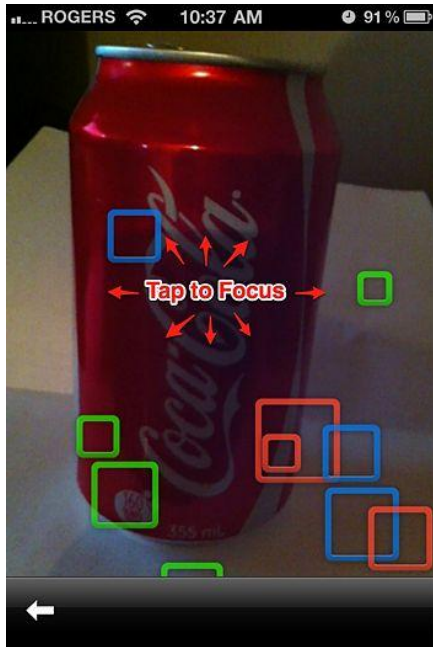

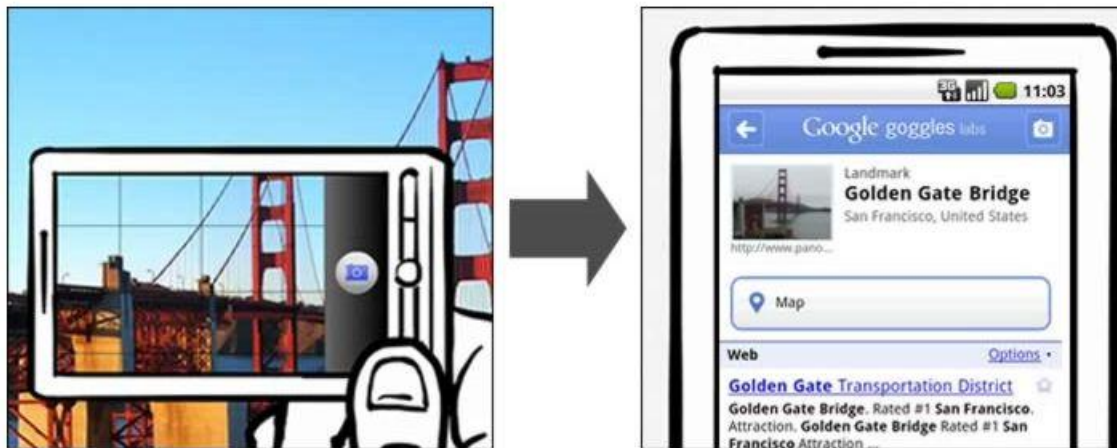**From within the "Search" tab, click the small camera icon next to the search bar.**

o **If it is your first time using the feature, you may be prompted to accept the terms of service by clicking "Accept." You will also have to sign into your Google account if you decide to enable search history.**

Snap a photo of an object, text, logo, or landmark by tapping the small camera button. The app will automatically analyze the photo. You can click the most important part of the photo to force the app to focus on that particular aspect of the image.

Click the search result best fits your criteria.

Browse through search results by swiping up and down.

The future of Google Goggles is virtually unlimited. Hikers and nature enthusiasts could someday have the capability of taking a picture of plants and leaves and scanning them to return information about the type of species as well as if a certain green is poisonous or not.

Out of curiosity, I downloaded the Google app and used Goggles. I didn't get any matches for our phone system or a couple of other office items. However, when I photographed the Mona Lisa I had several searches to choose from. Try it!