

Press Releases Activity

Google Unveils "Lens Explore," Transforming Visual Search with Immersive 3D Experiences

Mountain View, California – 09/18/2024 – Google today launched “Lens Explore,” a new feature within Google Lens that transforms real-world images into interactive 3D models. By pointing their smartphone at objects like landmarks, artworks, or flowers, users can view and explore detailed 3D representations. “This innovation opens up new ways for users to interact with their surroundings,” said Simon Tokumani, Product Manager at Google.

Lens Explore allows users to:

- **Dive Deeper into Objects:** Explore objects from all angles, zoom in on intricate details, and gain a more complete understanding of their features. Imagine seeing a 3D model of the Eiffel Tower or examining a flower's delicate petals in full detail.
- **Unlock Contextual Knowledge:** Learn more about the objects you capture with contextual information, historical details, and related content. For example, you can point your camera at a sculpture and discover information about the artist and its creation.
- **Share Your Discoveries:** Share your 3D explorations with friends and family via social media or messaging platforms. It's a fun and engaging way to share your discoveries with others.

Lens Explore is rolling out gradually to Google Lens users worldwide, starting with select Android devices and regions, including the United States, Europe, and Asia. To learn more and see if you have access, visit [[link to Google's Lens Explore Page](#)].

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