

Google Now is an intelligent personal assistant developed by Google. Google Now is available within the Google Search mobile application for Android and iOS, as well as the Google Chrome web browser on personal computers. Google Now uses a natural language user interface to answer questions, make recommendations, and perform actions by delegating requests to a set of web services. Along with answering user-initiated queries, Google Now proactively delivers to users information that it predicts (based on their search habits) they may want. It was first included in Android 4.1 ("Jelly Bean"), which launched on July 9, 2012, and was first supported on the Galaxy Nexus smartphone. The service was made available for iOS on April 29, 2013. Google Now was released for Google Chrome on March 24, 2014. *Popular Science* named Google Now the "Innovation of the Year" for 2012.

Google Now “On Tap”

The idea is to extend the reach of Google Now across your device, making it easier and faster to find the information you need.

It's designed to bridge the gap between Google and the rest of your phone, delivering results without you having to stop what you're doing.

The results then simply pop-up at the bottom, suggesting contextual results based on what is on that page.