



enveloping us ALL

Beast SIG

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History

- * Google - Created as Search Engine in 1998
Larry Page / Sergey Brin, Students at Stanford
- * Deja News - NewsGroup archive started in 2001,
bought by Google 2004 and expanded dramatically
- * Picasa - started in 2002, bought by Google in 2004
became/replaced as Google Photos in 2016
- * YouTube - created Feb-2005, bought by Google Nov-2006
Key source of free video material, millions of topics
- * Android - started 2003, bought by Google 2005
became Open Source in 2007 (for phones etc)
- * Many other acquisitions . . (2014 DeepMind-AI)
- * 2015 - conglomerate launched, Alphabet Inc ???



Products

- * Search Engine - uses Ad traffic at top of search results -> revenue
- * Google Translate - convert search results to other languages
- * Google Mail / Calendar - rival to MS Hotmail/Outlook, Yahoo Mail
- * Google Doc / Drive - online rival to MS Office, OneDrive, DropBox
- * YouTube - millions of videos, topics, easy uploads
- * Google Photos - (ex Picasa) Editing, Recognition and Storage
- * Google Maps - Locations, Street View, Driving, Tracking
- * Google Earth - (ex Keyhole) Global presentation 3D style, with Maps



But wait - there's more

- * Chrome Browser - rival to IE, Edge, FF, Opera etc
- * Chrome OS - reduced size for tablets, low-cost PCs
- * Chromecast Dongle - Smart phones display on TVs
- * Nexus and Pixel Smartphones, Google Watch (next month)
- * Google Home Speakers - Artificial Intelligence, Google Duplex
- * Wind Farms for renewable energy for their Offices, DataCentres



Staffing

- * April 2018 - 85,000 employees
- * 78 offices in 50 countries
- * Distinctive Company colours, as above . . .
- * Unique Corporate Culture - freedom, company benefits
- * Main R&D area - Googleplex in Palo Alto, California
- * Campus Tour
- * [Tour of Googleplex](#)
- * Unique employee benefits
- * [Top 10 Cool Benefits at GooglePlex.mp4](#)



Community concerns

- * Information privacy
- * Search and Network neutrality
- * Data Aggregation - what, where, when
- * Information censorship
- * Copyright (esp. Google Books, Newspapers)
- * Patent infringements
- * International tax avoidance
- * USA - 'antitrust' issues (monopolies, trade restraint)
- * EU - anti-competitive behaviour



Activity that Google may save

- * **Web & App Activity** - both searches and Chrome usage
- * **Location History** - map of signed-in devices, by date/time
- * **Device Information** - emails, contacts, calendars, apps
- * **Voice & Audio Activity** - voice and audio inputs
- * **YouTube search history** - YouTube searches
- * **YouTube watch history** - what has been watched

Overall, “saved” to provide better future advice & responses

Video - [How much does Google know about us](#)