

Key products and announcements from the Made by Google 2022 event

Article

Google product news roundup: This year's **Made by Google** event expanded the company's **Pixel** offerings with new smartphones, a smartwatch, and a tablet/smart display designed to

create an ambient computing experience in users' lives.

Pixel 7 and Pixel 7 Pro: The latest **Pixel** phones offer incremental spec and feature updates over last year's models, but they're also cheaper and smarter.

- The **Pixel 7** (\$599) and the **Pixel 7 Pro** (\$899) are priced below comparative **Samsung** and **Apple** devices, which could help Google increase market share. **Google has sold around 30 million Pixel phones since 2016**, per IDC. In comparison, **Samsung shipped 10 times this number in 2021 alone**.
- Google is expanding availability of Pixel 7 to 17 countries; the **Pixel 6** was available in 13.
- Key features are derived from the **Google Tensor G2** chip, which enhances photos, videos, and improves security features.
- Google has partnered with **TikTok**, **Snap**, and **YouTube** to develop the Pixel 7's HDR video capabilities, indicating an interest in social media creation.
- The company doubled down on experiences, like **Pixel Call Assist**, which has been used to screen 600 million spam calls, and **Direct My Call**, which navigates business call menu systems.

Pixel Watch: The result of collaboration between Google, Samsung, and **Fitbit**, the **Pixel Watch** marks the company's entry into fitness wearables.

- Starting at \$350, the Pixel Watch is available in Wi-Fi and 4G-LTE versions.
- The circular smartwatch is heavily focused on fashion, with a slew of watch faces and bands.
- Google is leveraging **Google Assistant** as a key component of the Pixel Watch. It also integrates **Google Maps**, **Google Wallet**, **YouTube Music**, and **Fitbit Premium**.
- Fitbit integration is apparent with on-device machine learning for heart rate and sleep tracking.
- The Pixel Watch's pricing and features make it direct competition with the **Samsung Galaxy Watch 5** (\$310). Fun fact: The Pixel Watch is powered by a Samsung **Exynos 9110** SoC.

Pixel Tablet: Unlike competitors like the **Apple iPad Pro** or **Microsoft Surface Pro**, Google's **Pixel Tablet** is shying away from pro users and offices and focusing on homes—smart homes that is.

- Coming in 2023, the Pixel Tablet will run on the same Tensor G2 chip as the Pixel 7 phones.

