Google Lens

Perform any search using only your mobile phone's camera

By Google LLC

4.4/10

android   ios

Review

You can now perform visual searches with one of the most used Google tools, which will allow you to identify anything that is around you, just by pointing your mobile phone, from monuments to things, going through animals or plants, we are talking about **Google Lens**.

This service identifies almost anything you see, using your mobile device's camera as its eyes, turning it into an instruction manual for anything you need and don't know how to describe. **Download Google Lens for free**, you find it available for **Android** and **iOS** operating systems.

The objective of this tool is to help its users find the answer they need without the need to write, directly capturing a photograph of the object and you just have to let this application do the work. The Google Lens application will show you the information and results on the Internet of what you have shown it, comparing it with other searches.

To use it you will only need your mobile phone, your camera and Internet connection, the application itself takes care of the rest. It is a very curious tool that will make it easier for you to search on the web, since it makes the process much more comfortable for the user and the response time is relatively short. You can photograph anything from monuments, animals, food, etc. Lighting and framing is very important, because if the image is not taken well, it may not be recognized correctly and the results it offers us are not correct, showing some that have nothing to do with it.

The responses that the application will provide you are generic actions related to the object, each one being different from the others and even being more than one. To achieve this level of precision, it is related and integrated with the rest of Google applications.

The **Google Lens application** represents a great technological advance, since it allows an interaction between technology and reality. The way it works is very easy, it analyzes the image with Deep Learning and shows you actions that are related to it, based on that analysis in real time that it does. This means that it learns with each of the examples we are giving it, so each time we use it we are helping to continue improving the tool.

✓ Pros

✗ Cons

- You only need your mobile camera.
- You can see menus through your mobile.
- Translate texts in real time.
- Make purchases online.

- Sometimes he does not recognize objects well.
- The results shown may not match.
- The translations are not accurate.
- Fail to search for images.

Download

App Store | Google Play