

# Amazon Lens Live Launches: Live Shopping Using Cameras and AI

Amazon introduces Lens Live, a real-time product search feature that lets users scan around to find, compare, and add to cart or wishlist right from the Amazon app.

Amazon has announced Lens Live, its answer to products like Gemini Live. Powered by Amazon OpenSearch and SageMaker, the new feature offers real-time visual product search. Lens Live will be available to all US iOS customers "in the coming months."

Don't confuse Amazon Lens, the visual search tool that's already available in the Amazon Shopping app, with Lens Live. The old Lens required users to take a photo or upload one from their library to find a product. Lens Live is a step up: it provides a continuous, real-time search stream as you pan the camera around a store or even your home.

Just open the camera, Lens Live will scan the surroundings instantly, displaying a carousel below with corresponding products from the Amazon warehouse. Users can:

1. Tap an object in the frame to focus your search.
2. Add products to cart with the + icon, or save to wishlist with the heart icon, all right within the live camera interface.

Not only that, Lens Live is also integrated with Rufus, Amazon's AI shopping assistant. While using the live camera, you'll see question suggestions and a quick summary of the product right below the results slider.



Amazon has been aggressively pushing AI lately. In May, its Audible subsidiary launched AI Narration, a feature that quickly creates audiobooks for publishers. Amazon also just introduced Vulcan, its first robot equipped with a sense of touch thanks to force sensors, allowing it to handle items with ease in crowded warehouses—a task that was challenging for previous generations of robots.

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