

Google changes Bard's name to Gemini, launches mobile app and new Ultra 1.0 version

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Talking about the decision to change the brand from Bard to Gemini, Google Vice President and General Manager of Gemini experience and Google Assistant Sissie Hsiao said:

Since Bard launched last year, people around the world have used the tool to collaborate with AI in a whole new way — to prepare for job interviews, debug code, new business ideas or even artistic creations.

Google's mission with Bard has always been to provide users with direct access to our AI models, and Gemini represents one of the most capable models available today. To emphasize that spirit, Bard will now be known simply as Gemini.

In addition to the new name, Google also launched an official mobile app for Gemini on Android. Users can access and use this application like any other application, and completely replace Google Assistant.

The "Hey Google" command launches a new feedback interface, with quick access to Gemini and contextualization of what's happening on your device's screen. Google also said that the Gemini app supports most of the Assistant features, such as setting timers, making calls, controlling home devices, etc.

For iOS, iPhone owners will be able to access Gemini using the regular Google app. The company is currently rolling out the Gemini app for Android and the Google app update on iOS to customers in the US, with more countries expected to follow in the coming weeks.

Google is finally ready to launch the paid version of Gemini, called Gemini Advanced. The tool is powered by Google's "most advanced and powerful AI model": Ultra 1.0. The company says Gemini Advanced is capable of performing much more complex tasks, such as writing code, reasoning, following nuanced instructions, completing creative tasks, etc. Additionally, with Gemini Advanced, you can have longer and more detailed conversations.

Gemini Advanced currently supports English in more than 150 countries. Like Microsoft's Copilot Pro, Gemini Advanced costs \$19.99/month. However, the service is linked to a Google One subscription, which offers

additional perks, such as 2TB in Google Drive. Additionally, users can also try the Google One AI Premium Plan for free for two months.

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