

Google integrates a video conferencing service directly into Gmail

Google continues to actively develop its own video conferencing service by trying to make it more accessible to users.

According to *GizChina*, previously, Google Meet could only be used by enterprise customers as part of a G Suite subscription, but recently the service was made available to everyone free of charge. Now developers at Google have added Google Meet integration to the Gmail service.

Some Gmail users have noticed that the link to access Google Meet appears in the left panel of the mail service interface, and it looks like it's just starting to roll out on a user basis, meaning it may not be available to all Gmail users.

Innovation is Google's next step in competing success with Zoom. This is a video conferencing service whose popularity soared when the Covid-19 pandemic broke out. It is worth noting that Google Meet has security tools that Zoom lacks.

To join a Meet in meeting is not simply a link when participants need to sign in to their Google account. If the meeting organizer does not invite them to participate directly in the conversation, they will be moved to the waiting room. To be forwarded to the conversation, the user needs the approval of the meeting organizer. This approach will not allow random and unwanted people to join the conversation.

It's hard to conclude whether Google can compete with services like Zoom or Teams, but it's clear that Google is trying to improve everything for Meet. Many people around the world continue to work remotely, forcing them to rely on video conferencing tools to interact with colleagues. If Meet has not been integrated into Gmail, users can wait a few more days to see it appear in their Gmail account.

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