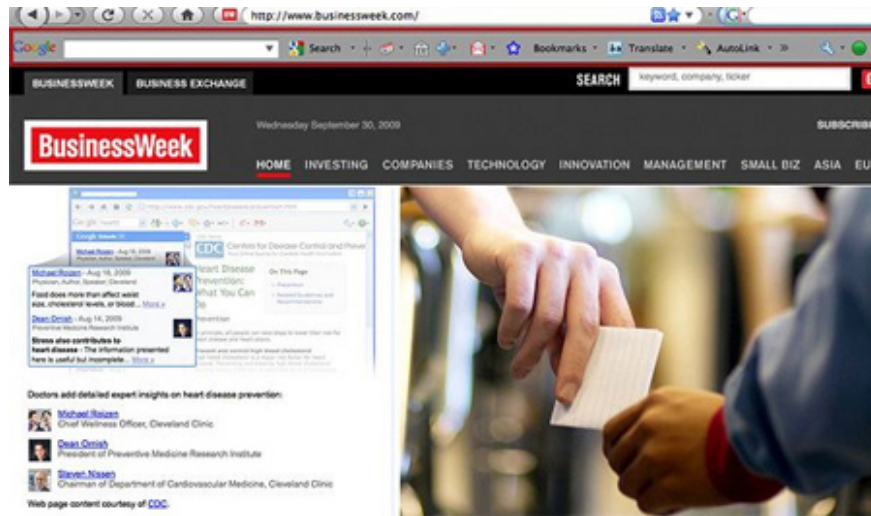


# The hottest new tools from Google

Google is still considered greedy when it does not stand on the 'throne' to search online, but it also produces many other successful services.

**Google is still considered greedy when it does not stand on the "throne" to search online, but also produces many other successful services from e-mail, maps, news aggregation to video sharing. .**

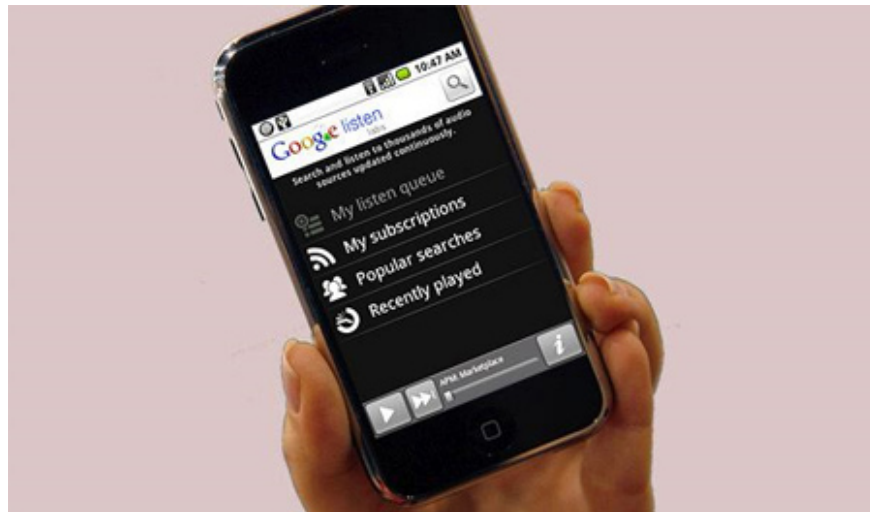
Which of their next ideas will succeed? *BusinessWeek* magazine lists some of its most promising tools.



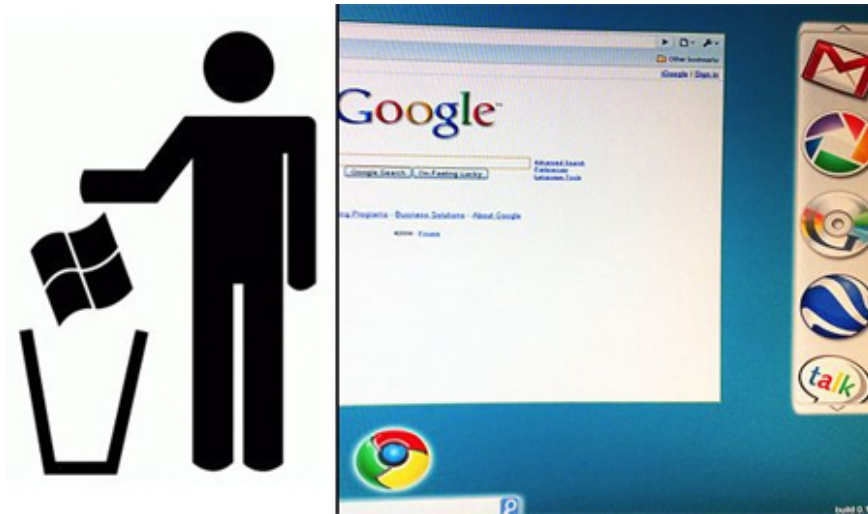
**Sidewiki** is Google's latest test to allow readers to comment on any posts, videos . they watch. The website owner is almost unable to censor comments, which are supported by bloggers but many people object.



**Fast Flip** was introduced in September, helping readers quickly open newsletters that Google exercises and categorize them by topic as they flip a newspaper page.



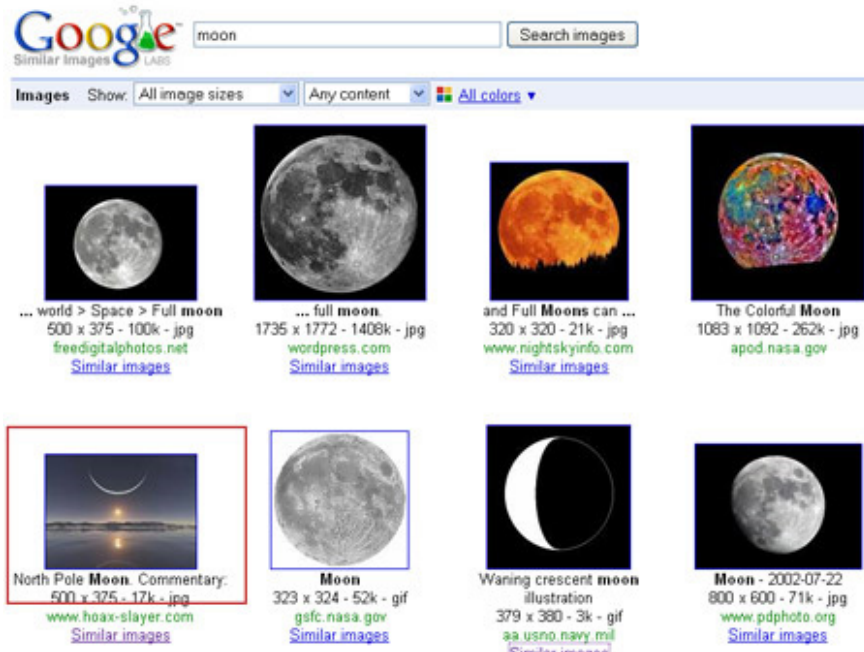
Google has gone a long way in mobile software with Android. They are busy making applications for this operating system such as **Google Listen** - a free program that supports searching podcasts and audio sources on the web.



Google competes with Microsoft in search, office applications, browsers, and in June, it announced plans to confront the US software company's key product, the operating system. **Chrome OS** promises high speed, light, web application support and will appear in the second half of 2010.



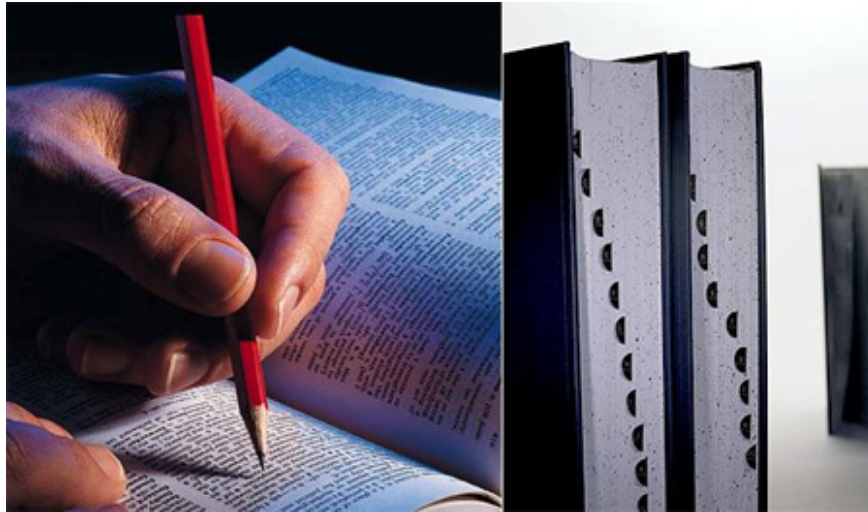
One of Google's ambitious projects is **Wave** - a service that combines e-mail, social networking, instant messaging, video, document editing tools . in one platform. Wave is currently limited testing and will likely help Google entice users from Facebook and Twitter.



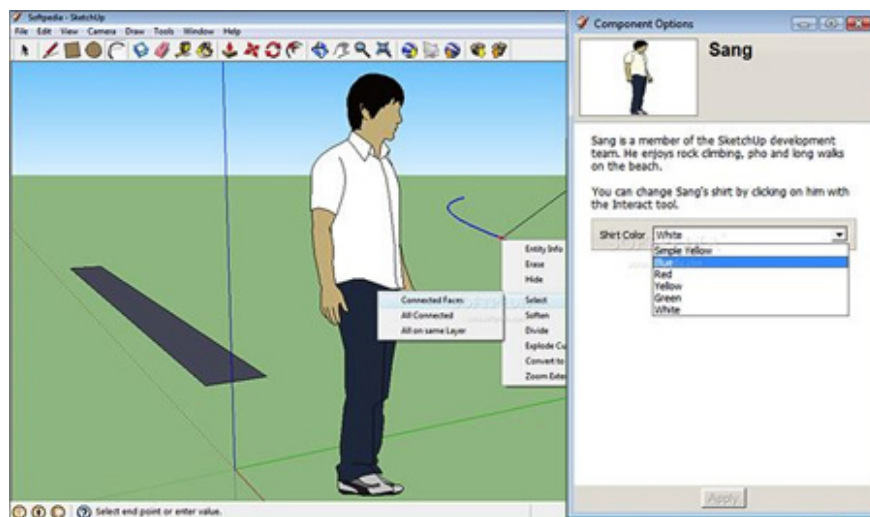
Instead of searching for images based on descriptive words, Google developed tools that could identify similar characteristics between photos. For example, if you enter the word "moon" and see the first picture of row 2 is what they need, they can click on the **Similar images** to see similar images.



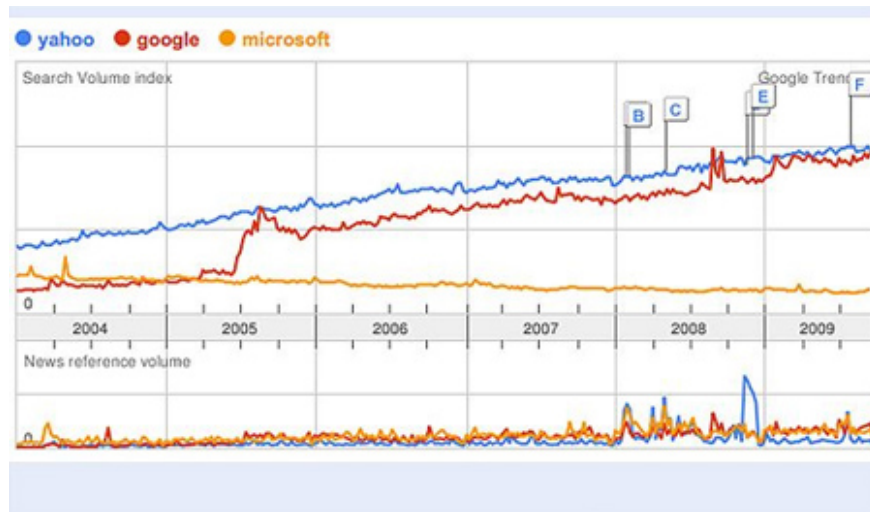
Wolfram Alpha, Aardvark or Twitter are introducing new search methods, forcing Google to change. Their **Wonder Wheel** displays results in a grid format, for example, entering the keyword Apple will show many related terms about its products and services for users to categorize. This tool is located in the Option section for all search commands on Google.



Google also wants to build an encyclopedia site like Wikipedia. Appearing in 2007, **Knol** brings together user-contributed articles for all topics from cancer to 3D graphics. But unlike Wikipedia, this site contains ads and the community cannot participate in editing.



@Last Software attracted Google's attention thanks to virtual object creation software that interacts with the Google Earth environment. Google acquired the company and launched **SketchUp**, a free 3D image creation software used by many architects, game developers and users to improve 3D maps on Google Earth.



**Google Trends** compares the most popular search terms in a certain period (by day, month, year .).

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