

The Next Google Step in Wearables

Written by Marco Attard
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Glasses are not enough for Google-- the company reveals a prototype Android-powered talking shoe designed to keep wearers active with words of either encouragement or mockery.



Shown off at the South by Southwest (SXSW) 2013 conference, the "Google Shoe" consists of an Adidas sneaker with an accelerometer, gyroscope, Bluetooth radio, custom-built microcontroller and a circular speaker grafted in the tongue.

The hardware provides amusing aural feedback (such as "if standing still was a sport, you'd be world champion" or "you've made me a very proud shoe") as per wearer movements, and pairs with Android smartphones to push further commentary on Google+ and other social media outlets.

However the talking shoe does not represent further Google steps into footwear-- the company insists it is just an experiment in connected objects, as part of the company's Art, Copy & Code initiative. However, judging by the positive buzz generated at SXSW 2013, don't be too surprised if an actual Google Shoe hits the market in the next few years...

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