

## **Focus on the User and All Else Will Follow – Innovation the Google Way**

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Google's mission is to organize the world's information and make it universally accessible and useful. We believe we are still only at the beginning of delivering on our mission and a lot of further innovations will be necessary to get us step by step closer to fulfilling our mission. "The perfect search engine," says Google co-founder Larry Page, "would understand exactly what you mean and give back exactly what you want." Given the state of search technology today, that's a far-reaching vision requiring research, development and innovation to realize. Google is committed to blazing that trail. Though acknowledged as the world's leading search technology company, Google's goal is to provide a much higher level of service to all those who seek information, whether they're at a desk in Boston, driving through Bangkok, or strolling in Lübeck.

To that end, Google has persistently pursued innovation and pushed the limits of existing technology to provide a fast, accurate and easy-to-use search service that can be accessed from anywhere. To fully understand Google, it's helpful to understand all the ways in which the company has helped to redefine how individuals, businesses and technologists view the Internet. In his talk, Dr. Wieland Holfelder, Director Engineering of Google Germany will reflect on the current state of the Internet, highlight some of the technological and business model changes that happened in recent years and then expand on 10 Google principles that are an important part of Google's innovation process and that guide Google developers in their every day work.