

Google Opens First Google-Branded Shop

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Google opens a first branded store-in-a-store-- called the Google shop-- selling Android smartphones and tablets, Chromebook notebooks and Chromecasts inside the Currys PC World on Tottenham Court Road, London.



The outlet allows customers to test out the aforementioned devices, as well as play with a surround screen installation dubbed "Portal," scrawl own versions of the Google logo with virtual spray paint on a Doodle Wall and consume media in a self-explanatory Chromecast Pod. Google also plans to organise classes and events on topics such as device use, online security and basic coding.

"This will be a new and innovative way for customers to engage in store, interacting with the immersive technology as well as having fun while learning," Currys PC World says. "Google experts will be on hand to maximise the experience for users and provide help and support around the Google eco-system. This fantastic space compliments the interactive and informative environment we aim to create for customers visiting all of our stores."

Google plans to open two other such stores, in Currys PC World's Fulham and Thurrock Megastores. Mind, the Google shop is not the search giant's first foray in brick-and-mortar retail-- in 2011 the company opened a ["Chromezone" shop inside a London PC World](#) , where it offered Chromebooks and related accessories.

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