



A GUIDE TO GOOGLE+ HANGOUTS

1. What's this all about?

What exactly is a Hangout?

Hangouts let you have face-to-face conversations online with up to 10 people at once. Think in-person chats, but without the physical effort, traffic, pollution and general fuss of moving from one place to another.

So it's just a video chat?

Not quite, but you're headed in the right direction. Hangouts can be small, like a video chat or huge, broadcasted to thousands across the globe. When you broadcast your Hangout, it's also recorded and automatically posted to YouTube for you to share.

What's this Hangout app business all about?

In a word, magic. The Hangouts API allows you to create custom experiences for Hangouts. A few are pre-built into Hangouts - like the ability to share your screen or watch YouTube videos together. But, you can create your own too. Think title cards for "official" broadcasts, swings of a ping-pong paddle controlled with your head (for those virtual team offsites), or being able to whiteboard together online. In short, apps can allow your participants to get even more involved in a Hangout.

Did you know

- The average duration of a Hangout increases by 2.5 times when participants use an app
- 1 in every 3 Hangouts uses an app

Ready to get started?

Check out our getting-started guide for the Hangouts API. <https://developers.google.com/+hangouts>.



2. How can I use Hangouts?

Build your brand.

• Launch a product

Unveil a new product or design one together, live, over Hangouts. Fiat launched a new model, the Panda, over a mobile Hangout, showing off the new car to fans. g.co/plusfiat

• Support your customers

Teach customers how to use your products or services to the limit. For instance, at Google, we hold Help Desk Hangouts weekly to answer advertiser questions in real-time.

• Connect with the stars

Are you working with a celebrity or a VIP at your company? Give your audience a backstage pass with a Hangout. Check out Cadbury's Hangout with its super-sweet brand ambassador, Olympic swimmer Rebecca Adlington. g.co/pluscadbury

Enchant your audience.

• Connect folks from near and far

A Story Before Bed allows users to read childrens books together, even across multiple cities, all while seeing each other's reactions. No more flashlights under blankies required! <http://astorybeforebed.com/hangouts>

• Bring your site to life

By enabling Hangouts, The Google Art Project allows users from around the world to share their art collections with each other. <http://googleartproject.com>

Run your business.

• Have virtual meetings

Connect with your customers via Hangout for meetings. Share your screen to jointly view documents. For example, Mashable uses Hangouts to connect its employees. g.co/plusmashable

• Collaborate online

Use happy-making Hangout apps like Scoot & Doodle to whiteboard with co-workers or even draw with your kids. <http://scootdoodle.com/>



3. OK, tell me more.

Google+ Hangout apps basics

A Google+ Hangout app behaves like a normal web app, but with the addition of rich, real-time functionality provided by the Google+ Hangouts API. Anything you can put in an iFrame, you can add to a Hangout app, since it's just an iFrame inside a Google+ Hangout. You have full control of the iFrame content, but the Hangout user interface stays constant. Think of the wild possibilities.

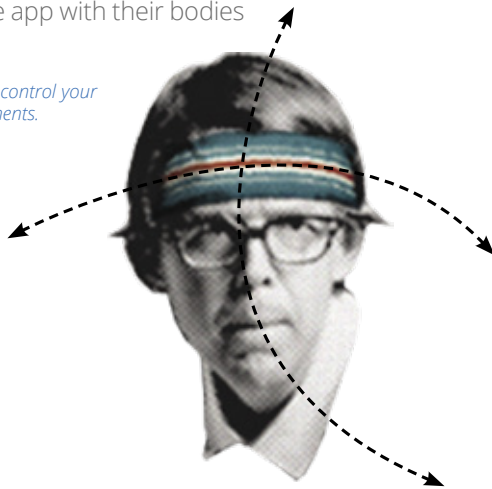
What can you do with the Google+ Hangouts API?

Try a game of Hangout ping-pong and you'll get a glimpse of the possibilities...

- **Make it physically interactive**

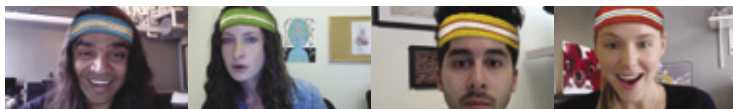
Let users control the app with their bodies

With ping-pong Hangout, you control your paddle with your head movements.



- **Create custom media effects**

Media effects allow you "stick" any image to a user's head as they move around the screen in the Hangout. It's not just for funny hats or mustaches or reindeer antlers (though we love 'em). Anything you can put on someone's head, you can create here... and imagine branding these digital accessories with your logo.



In ping-pong Hangout, each player gets a sweatband that matches the color of their paddle.

- **Collaborate or play in real time**

With synchronized data across all Hangouts in an app, you can draw, play, sketch, share, and whiteboard, as if you were in the same conference room, man-cave or basement rec-room together.



The game is synced between all players as they each hit a ball back and forth.



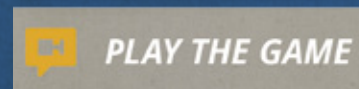
Pro tips

Launch a Hangout app directly from your website

Embed a Hangout button on your site to start a Hangout with your app pre-loaded.



You can include the standard Hangout button, or customize it based on your app.



Measure your app just like you would your site

Use Google Analytics to track playback on your app just like you would tag your site. For instance, track events such as an app opening or a player reaching a high score.



To learn more about Hangouts, visit <http://www.google.com/+learnmore/hangouts/>.

To dive deeper into the Hangouts API, check out <https://developers.google.com/+hangouts>.