



Google+ Hangout Apps

Create memorable, branded experiences with all the magic of Google+ Hangouts



At a Glance

- Google+ Hangouts lets you share a live video chat with up to 10 people at the same time, and broadcast it to thousands more in a Google+ Hangout On Air
- And now, bring brand experiences to life by creating a custom Google+ Hangout App with the Hangouts API

Innovative Google+ Hangout App Uses

- Let users “model” custom virtual gear with your brand’s logo
- Create a body-controlled game
- Enable users to interact around your videos and choose their favorites
- Build a virtual scavenger hunt or trivia challenge

What is the Google+ Hangouts API?

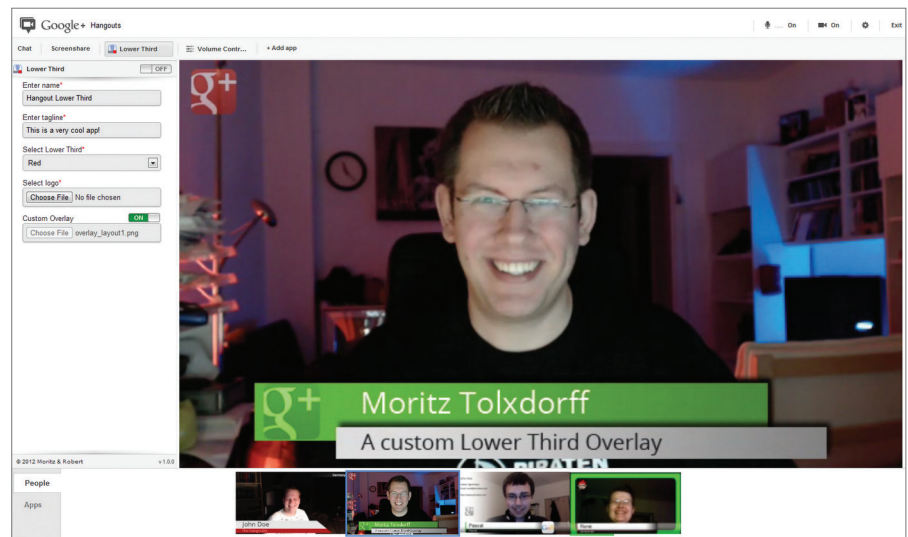
There’s a lot you can do with a webcam and an Internet connection. Now you can do a whole lot more. We’ve taken Google+ Hangouts – the group video chat feature of Google+ that’s become a favorite of everyone from chefs teaching virtual cooking classes to photographers looking to share their great new camera tips – and we’ve made it customizable through the Google+ Hangouts API. To join your customized Google+ Hangout, users simply click the Google+ Hangout button on your site and start interacting, making user engagement with your brand more memorable, relevant and playful. You can run collaborative apps inside of a Google+ Hangout that can increase engagement by making users’ interactions more memorable, more relevant, and more playful.

What are the nuts and bolts of a Google+ Hangout App?

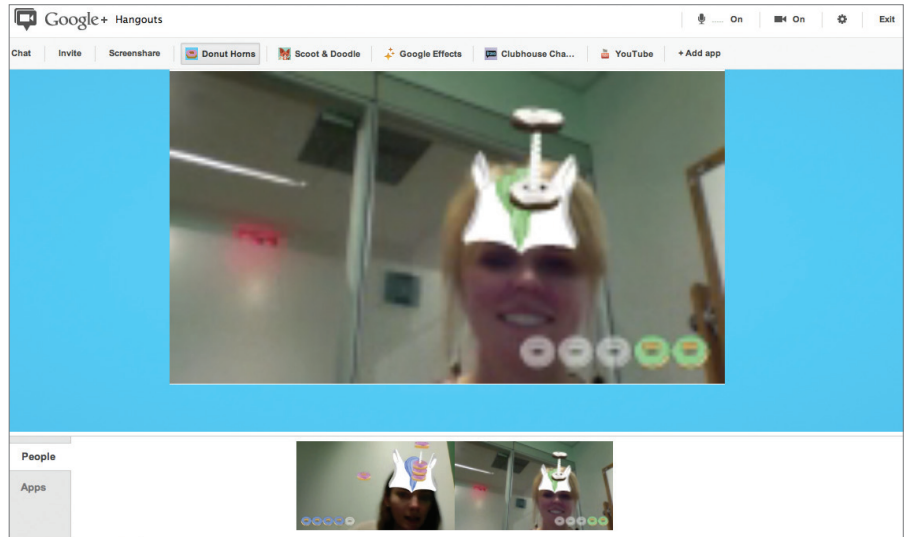
A Google+ Hangout App behaves like a normal web app, but with the addition of the rich, real-time functionality provided by the Google+ Hangouts API. Apps have the ability to control aspects of the user interface, synchronize data between Google+ Hangout participants, and respond to various events in the Google+ Hangout. The app is an iFrame inside a Google+ Hangout and you have full control over the content of the iFrame. The user interface of the Google+ Hangout stays constant.

What are some things I can do with a Google+ Hangout App?

There are many opportunities for branded experiences in Google+ Hangout Apps. Here are a few of them:



Google+ Hangouts can look as official as the nightly news with the Lower Third app, which adds customizable titles for on-screen participants.



Move over, Homer Simpson: Google+ Hangouts participants play DonutHorns.

- **Let users control the app with their bodies.** In “Draw With Your Face,” Google+ Hangout participants draw hands-free in a way that’s fast-paced, challenging, and fun. <http://drawwithyourface.com>
- **Create custom media effects.** Technology that responds to facial movement means that any Google+ Hangout participant can wear virtual mustaches, hats, sunglasses, scarves, and more. You could even brand them with your logo! For a creative use of this feature, take a look at “Donut Horns,” which turns any Google+ Hangout participant into a unicorn. Your mission is to catch as many donuts as you can with your horn! <http://www.donuthorns.com>
- **Enable real-time collaboration.** Users can work and create together even if they’re far away from one another. Check out “Scoot & Doodle,” a collaborative drawing game created by moms with the intent of helping families and friends connect and draw together virtually. <http://scootdoodle.com/hangouts>
- **Build group games for your brand.** TV powerhouse Bravo has used Google+ Hangouts to build its “Clubhouse Challenge,” where fans of its hit reality shows compete to see who has the best pop culture trivia knowledge. It’s a fresh take on game shows! <http://www.bravotv.com/watch-what-happens-live/clubhouse-challenge>

What’s the Google+ Hangout button?

We created the Google+ Hangout button to make it possible for your users and fans to go straight to your Google+ Hangout App from your site. You are able to program the button to do one of three things:

- Launch a new Google+ Hangout
- Launch a new Google+ Hangout with your app pre-loaded
- Launch a new Google+ Hangout, immediately launch your app, and pre-load information related to the page that you were previously on

To learn more, check out <https://developers.google.com/+hangouts>
Or follow Google+ Developers: <http://g.co/googleplusdevs>

