

The 411 on Google's 411

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This morning I was looking around on the web to see what was new and cool. I came across a new service from Google Labs. This great new service is Google 411. Google 411 replaces traditional 411 from all mobile phones and landlines. Google is able to provide this service for free because the system is voice menu driven.

I tried the services under several different circumstances and got the result I needed every time. I found the number that I was looking for and was automatically connected. The best part was the price was my favorite 4 letter "F" word... "Free".

To use the Google 411 service, dial 1-800-GOOG-411 (1-800-466-4411) from any phone. You will be asked a couple of questions and before you know it you will have the phone number you are looking for and can even be connected to them.

One real advantage of this service is that you can enter a location, either zip code or cross street, and Google will find the closest type of service you are looking for. Example ask for Pizza with the zip code of 30329 or Briarcliff and Lavista and you will get Mellow Mushroom Pizza. Mellow Mushroom is excellent and is located very near the corner of Briarcliff and Lavista.

I wonder how widely this service will become adopted. If the general public becomes aware of this Google system it will take a big cut out of all the Cell phone 411 services as well as the land line 411 services. It will be hard to imagine people still continuing to pay for a service that is now available for free. I personally do not use these services to often because I feel that they charge too much money. I believe Verizon may charge as much as \$1.25 per call.

Here is the Google Labs 411 page: <http://labs.google.com/goog411/>

Enjoy your free 411 calls.