



**Problem:** In the last years, the Government of Colombia, through the **Ministry Of Communication and Technology**, achieved the largest penetration of Internet in the history of the country.

Regardless of all the efforts that have been made, many people in different regions are still having no access to Internet or Smartphones, due their remote geographical location.

#### Challenge:

How can we get all those people closer to all the information they're missing?

**Idea:** We created **MY LINE Powered By Google**, a traditional telephone landline people can call no matter the moment, the place or the device. The only thing they need to do is to call **6000913** and ask whatever they want to.



**Development:** My Line brings the power of Google Assistant to anyone with access to a standard phone line. This inclusive technology makes search in artificial intelligence available to people without a smartphone or a computer.

After placing a call to a regular local telephone number, the caller can ask to **Google Assistant** the question. In just a second or two, we process the question in a custom software and connect with Google Systems in the cloud. My line receives the response and speaks it back to the caller by phone.



**Results:** For the first time in history, **99.3%** of the population of the country have access to the information available in the Google Systems.



GEOGRAPHIC LOCATION



PEOPLE



PROMOTED CAMPAIGN