

## Android Gets Brick-and-Mortar Store

Written by Marco Attard  
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Google continues inching towards the retail business-- after opening the "shop within a shop" Chromezone in a London PC World branch, Google opens an "Androidland" store within a Telstra outlet in Melbourne, Australia.



The store collaboration involves not only Google and Telstra, but also Samsung, HTC, Sony Ericsson, Motorola and LG. The outlet showcases different devices running on the Google OS, with special displays and gaming kiosks "that will help shoppers learn about Android phones and tablets."

Meanwhile Google-trained "experts" get to help customers.

It all sounds very much like the Apple take on retail, even if lacking the hype Apple stores tend to get. But the idea is fairly sound, as the dozens of Android devices can lead to consumer (and retailer!) confusion.

There is no mention if Google has any plans to export the Androidland concept towards Europe yet, but the Australian opening could very possibly be a test case for further Google forays into retail space.

Go [Androidland Opens in Melbourne](#)

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