

Keep tabs on your valuables with Google Pixel Tag

Datum 19.8.2026
Subjekt Google Italia
Region Itálie
Kategorie Spotřební zboží, IT a komunikace, Technologie

Google's first-ever finder tag is here to help you keep track of your most important items.

Introducing Google Pixel Tag, our first-ever finder tag. Helpful and secure, it uses Google's Find Hub network to quickly and easily locate your favorite items. It's great for your keys, wallet, or even luggage. ¹

Tiny but mighty

Thin and light, Pixel Tag is made of durable stainless steel that's designed to resist flexing and cracking, and is IP67 water- and dust-resistant. ² It's built with a speaker that can play a sound to help locate it, and it even works in reverse — it has a button you can press to ring and find your phone. ¹

Pixel Tag has a long-lasting battery life, up to one year. And you can replace the battery yourself, with ease. ³

Simple to set up

To connect your tag, just pull the battery tab and bring the tag close to your Android device running Android 9 or newer. Follow the instructions on the screen, and it seamlessly pairs via Fast Pair. You can name items by selecting an item category or typing a custom label right in the Find Hub app ¹. And you can share Pixel Tag with up to 10 people to easily find shared items together. ⁴

Fast and secure finding

Open the Find Hub app to see your items on a map. If you misplace an item attached to the tag, you can ring it if you're within Bluetooth range. Ultra-Wideband with Bluetooth Channel Sounding also enables precision finding, with visual distance and directional cues for guidance. So you can find your missing items even when they're under a pile of laundry or stuck between the couch cushions. ⁵

Left Behind alerts can be enabled to proactively help prevent leaving your items behind. ⁶ And if Pixel Tag is out of range, Find Hub taps into our massive network of over one billion Android devices to help you securely locate your missing belongings. This crowdsourced network uses safety features like end-to-end encrypted location information, protecting your data while helping you quickly reunite with your lost items.

Your phone will automatically alert you when it detects an unknown tag is traveling with you. It will also tell you how to ring the tag to help you find it and tips for what to do next.

Hands-free help from your other Pixel devices

Pixel Tag works with more than just your phone. You can locate and ring the tag right from your Pixel Watch, using the Find Hub app or browser. You can even use your Pixel Buds to ask Gemini to ring the tag for you.

Get yours from the Google Store

Purchase a Google Pixel Tag for \$29, or snag a 4-pack for \$99 when it hits shelves on November 11.

Visit the Google Store for more information on availability and product updates.

<https://blog.google/products-and-platforms/devices/pixel/google-pixel-tag>