

The Next Wave of AI innovation with Microsoft Bing and Edge

Just three months ago, Microsoft unveiled the new AI-powered Microsoft Bing and Edge to reinvent the future of search with your copilot for the web. They aimed to tackle a universal problem with traditional search – that nearly half of all web searches go unanswered, resulting in billions of people’s searches falling short of the mark. We launched the new Bing to bring you better search results, answers to your questions, the ability to create and compose, and with a new level of ease of use by being able to chat in natural language. Bing combines powerful large language models like OpenAI’s GPT-4 with our immense search index for results that are current, cited and conversational – something you can’t get anywhere else but on Bing. This is fundamentally changing the way people find information.

In just 90 days, Microsoft customers have engaged in over a half a billion chats, using chat features to get summarized answers to help them with everything from finding the best place to travel for someone with pollen allergies, to organizing the last 10 years of worldwide volcanic activity into a table. Microsoft has also seen people create over 200 million images with Bing Image Creator. All up, Bing has grown to exceed 100 million daily active users and daily installs of the Bing mobile app have increased 4X since launch. As a result Microsoft is seeing growth of Bing share and it follows the eight straight quarters of growth in our Microsoft Edge browser share. They are excited about continuing to make Bing more accessible by its introduction to the Windows taskbar, reaching over half a billion customers every month.

Entering the next generation of AI-powered search

Microsoft is moving to the next generation of AI-powered Bing and Edge to transform the largest category of software in the world – search – by greatly expanding the vision and capabilities we think of as Your Copilot for the Web. This next generation is defined by:

- Opening up Bing to more people by moving from Limited Preview to Open Preview and eliminating the waitlist for trial.
- Moving from text-only search & chat to one that is incredibly more visual with rich image/video answers and coming shortly, new multimodal support.
- Moving from single use chat/search sessions to multi-session productivity experiences with chat history and persistent chats within Edge.

- Opening up platform capabilities so developers and third parties can build on top of Bing to help people take actions on their queries and complete tasks.

Bing now in Open Preview

Thanks to tremendous customer adoption, engagement and feedback, Microsoft is ready to take the next step by announcing **that new Bing is now in Open Preview** and no longer has a waitlist. This means that it will now be easier than ever for everyone to try the new Bing and Edge by simply signing into Bing with your [Microsoft Account](#).

Making search more visual

We know from research that the human brain processes visual information about 60,000 times faster than text, making visual tools a critical way people search, create and gain understanding. Bing has always been known for its visual experiences including features like Knowledge Cards and visual search. And now they are delivering those same experiences in chat. They are introducing richer, **more visual answers** including **charts** and **graphs** and **updated formatting** of answers, helping you find the information you seek more easily.

Bing Image Creator is now integrated into the new Bing chat experience making Bing the only search experience with the ability to generate both written and visual content in one place, from within chat. And today, Microsoft is **expanding Image Creator to all languages in Bing** – that’s more than 100 languages – so now you can create images in your native language.

They are also beginning their journey to a **redesigned Microsoft Edge** where one in four Bing chats originate. Edge continues to be your copilot for the web, the first to use AI, and the only browser with Bing built-in. As these changes begin to roll out, you’ll begin to see a sleeker and enhanced user interface including a streamlined look, rounded corners, organized containers and semi-transparent visual elements.

Lastly, Microsoft is expanding what’s possible with multi-modal capabilities and are beginning the work to incorporate **visual search in chat** so you will be able to upload images and search the web for related content.

Making search more productive

Two of the most requested features are maintaining access to your chat history and being able to share and export. Starting shortly, you'll be able to pick up where you left off and return to previous chats in Bing chat with **chat history**. And when you want to dig into something deeper and open a Bing chat result, your chat will **move to your Edge sidebar**, so you can keep your chat on hand while you browse. Over time, Microsoft is exploring making your chats more **personalized** by bringing context from a previous chat into new conversations.

Starting soon, we're also adding **export** and **share** functionalities into chat. For times when you want to easily share your conversation with others in social media or continue iterating on a newly discovered idea, you can export it directly – the format stays the same to make an easy transition to continue in collaborative tools like Microsoft Word.

Chat in Microsoft Edge will also soon have **improved summarization** capabilities for long documents, including PDFs and longer-form websites, making it easier to consume dense online content. They are also introducing Edge actions. Available in the coming weeks, people will soon be able to lean on AI to complete even more tasks with fewer steps. For example, if you want to watch a particular movie, actions in Edge will find and show you options in chat in the sidebar and then play the movie you want from where it's available. **Edge mobile** will also soon include page context, so you can ask questions in Bing chat related to the mobile page you're viewing. The compose feature in sidebar can also now tailor drafts based on feedback you give like tone, length, phrasing and more.

Moving from a product to a platform

The new AI-powered Bing has already helped people more easily find or create what they are looking for, making chat a great tool for both understanding and taking action. The integration of Image Creator saves you time by completing the task of creating the image you need right within chat.

They will soon build third-party plug-ins into the Bing chat experience creating a platform for developers. For example, if you're researching the latest restaurant for dinner in Bing chat, it will leverage OpenTable to help you find and book a reservation. Or, with Wolfram|Alpha, you can create powerful visualizations and get answers to complex science, math and human-curated data-based questions directly

from Bing chat. Microsoft is working with their partners at OpenAI to make it easier and as consistent as possible for developers to take advantage of this opportunity. These types of skills are a game-changer in the reinvention of search and to advance opportunities for developers in search.