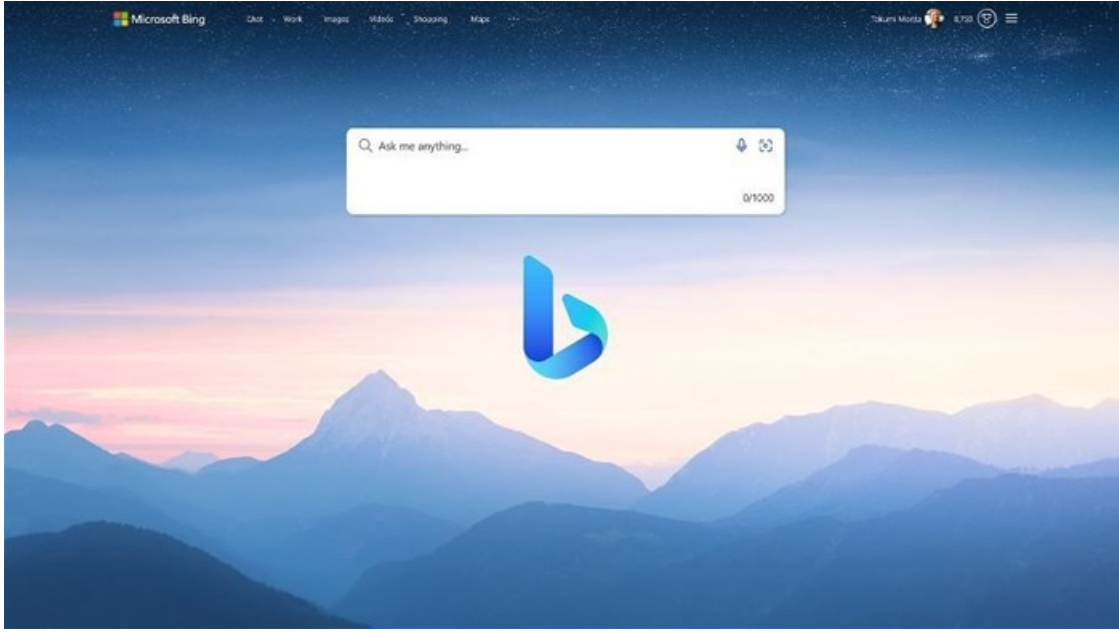


Microsoft launches new AI search engine 'more powerful than ChatGPT'

Microsoft has launched an all-new, AI-powered Bing search engine and Edge browser, available in preview now at [Bing.com](https://bing.com). The new search engine will 'deliver better search, more complete answers, a new chat experience and the ability to generate content'.



Microsoft says it has brought together search, browsing and chat into one unified experience users can invoke from anywhere on the web, delivering:

- The new Bing gives an improved version of the familiar search experience, providing more relevant results for simple things like sports scores, stock prices and weather, along with a new sidebar that shows more comprehensive answers if you want them.
- Bing reviews results from across the web to find and summarise the answer you're looking for. For example, you can get detailed instructions for how to substitute eggs for another ingredient in a cake you are baking right at that moment, without scrolling through multiple results.

- For more complex searches – such as for planning a detailed trip itinerary or researching what TV to buy – the new

Bing offers new, interactive chat. The chat experience empowers you to refine your search until you get the complete answer you are looking for by asking for more details, clarity and ideas – with links available so you can immediately act on your decisions.

- There are times when you need more than an answer – you need inspiration. The new Bing can generate content to help you. The new Bing also cites all its sources, so you're able to see links to the web content it references.
- Microsoft has also updated the Edge browser with new AI capabilities and a new look, and added two new functionalities: chat and compose.



Introducing Bard, Google's experimental conversational AI service

7 Feb 2023



Microsoft says the new Bing experience is a culmination of four 'technical breakthroughs':

- Next-generation OpenAI model. "We're excited to announce the new Bing is running on a new, next-generation OpenAI large language model that is more powerful than ChatGPT and customised specifically for search. It takes key learnings and advancements from ChatGPT and GPT-3.5 – and it is even faster, more accurate and more capable.
- "Microsoft Prometheus model. We have developed a proprietary way of working with the OpenAI model that allows us to best leverage its power. We call this collection of capabilities and techniques the Prometheus model. This combination gives you more relevant, timely and targeted results, with improved safety.
- "Applying AI to core search algorithm. We've also applied the AI model to our core Bing search ranking engine, which led to the largest jump in relevance in two decades. With this AI model, even basic search queries are more accurate and more relevant.
- New user experience. We're reimagining how you interact with search, browser and chat by pulling them into a unified experience. This will unlock a completely new way to interact with the web," the company said.

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