**Bing historical PR timeline**

**April 2014**

**April 23, 2014**

Bing unveiled the next phase of the Bing in the Classroom program, including broad availability of the ad-free, safer, more private search to all eligible K–12 public and private schools in the U.S. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/04/22/binginclassroom.aspx).

**April 22, 2014**

Bing announced two new offers for Bing Rewards members. Now members can search and earn airline miles with popular airlines and hotels, as well as earn free gas at major stations with FuelCircle. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/04/22/search-and-earn-airline-miles-and-gas-with-bing.aspx).

**April 21, 2014**

Bing announced Bing predictions, which will accurately predict the outcome of popularity shows by analyzing signals from search queries and social information. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/04/21/predicts.aspx).

**April 14, 2014**

Bing announced a new functionality with Windows Phone 8.1 that allows Voice Commands to leverage the functionality of both Cortana and Bing to deliver customized, large-vocabulary transcriptions of user utterances. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/04/14/integrating-store-apps-with-cortana-in-windows-phone-8-1.aspx).

**April 2, 2014**

Bing announced the Bing Knowledge Widget and app linking, allowing developers to utilize the power of Bing’s knowledge repository. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/webmaster/archive/2014/04/02/announcing-bing-knowledge-widget-amp-app-linking.aspx).

**April 2, 2014**

At Build 2014, Microsoft announced the Windows Phone 8.1 Update with Cortana, powered by Bing. The technologies harnessed by the Bing platform allow Cortana to be the first digital personal assistant. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/04/02/bingplatform.aspx).

**March 31, 2014**

Bing released 150 million more entities to our entity repository. These entities come alive in Snapshot on the search results page on Bing.com, including new categories for doctors, lawyers, dentists and real estate properties. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/03/31/150-million-more-reasons-to-love-bing.aspx).

**March 18, 2014**

Bing released updates to driving directions that included the addition of estimated travel time, mileage and map at the top of the search results page in Bing. For more information please visit the [Bing Blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/03/18/bing-helps-you-get-there-faster.aspx).

**March 13, 2014**

Bing released Image Match for Bing Image search that allows people to match an image in a few simple clicks. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/03/13/find-it-faster-with-image-match.aspx).

**March 4, 2014**

Following the Xbox One system update, Bing announced the availability of Bing Web search on Xbox One. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/03/04/bing-web-search-arrives-on-xbox-one.aspx).

**Feb. 24, 2014**

Bing released updates to the Bing for iPhone app, including a streamlined navigation widget, search management, trending tiles, flexible browsing and bookmarks, and a shake-to-search feature. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/02/24/bing-for-iphone-app-updates-now-live.aspx).

**Feb. 21, 2014**

Bing announced Timeline, an expansion of the entity collection that shows important events in a timeline of influential or famous people’s lives. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/02/21/timeline-understanding-important-event-s-in-people-s-lives.aspx).

**Feb. 18, 2014**

Bing released three new apps to Windows Phone and a comprehensive update to the Bing apps with fresh features and the ability for personalized content to roam across all Windows 8.1 devices. The new apps for Windows Phone include Bing Travel, Food & Drink and Health & Fitness. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/02/18/new-bing-apps-arrive-ready-to-roam.aspx).

**Feb. 17, 2014**

Bing announced the availability of the Bing Code Search Visual Studio extension to help find relevant code samples inside Visual Studio. Code sources include top code repositories on the Web like MSDN, StackOverflow, Donnetperls and CSharp411. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/02/17/codesearch.aspx).

**Feb. 10, 2014**

Bing announced the release of Bitcoin conversions, allowing for an easy way to track real-time fluctuations in the digital currency. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/02/10/coinbit.aspx).

**Jan. 29, 2014**

Bing released Bing Rewards for mobile, rolling out the ability to search, earn and take advantage of offers on iOS and Android devices, with Windows Phone coming soon. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/01/29/bing-rewards-is-going-mobile.aspx).

**Jan. 14, 2014**

Bing announced the availability of Bing Translator app for Windows to deliver the same speech-to-speech functionality offered in the Bing Translator app for Windows Phone 8. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2014/01/14/hello-world-speech-input-arrives-in-bing-translator-app.aspx).

**Dec. 20, 2013**

Bing announced the most popular Bing homepages of 2013 based on customer interactions. To check out the top images visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/12/20/the-most-popular-bing-homepages-for-2013.aspx).

**Dec. 17, 2013**

Following the release of the new OneNote app, Bing announced the ability to optimize the Bing apps, including Travel, Food & Drink, Health & Fitness, News, Finance, Weather, and Sports, and seamlessly share content to OneNote. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/12/17/streamlined-sharing-arrives-on-onenote-and-bing-apps.aspx).

**Dec. 12, 2013**

Bing released several new categories in Snapshot, showcasing an improved knowledge repository of entities (people, places and things). New categories include TED talks, famous speeches, online courses, scientific concepts, animals and software. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/12/12/expand-your-understanding-with-bing.aspx).

**Dec. 10, 2013**

Bing released a preview of the new Photosynth, a groundbreaking experience that analyzes digital photographs to generate three-dimensional views of real-world spaces. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/12/10/photo.aspx).

**Dec. 9, 2013**

Bing announced major redesigns of the iPad and Android Bing apps, including the ability to set the Bing homepage images to the lockscreen. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/12/09/bing-app-updates-for-ios-and-android-arrive.aspx).

**Dec. 5, 2013**

Bing announced the release of the Bing Maps preview app on Windows 8.1. The preview app includes high-quality imagery of over 70 cities from around the world, taking advantage of smart Windows features including Snapview, Windows notification and live tiles. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/12/05/maps3d.aspx).

**Dec. 1, 2013**

Bing released the top search results of 2013 in the U.S. in categories such as most searched person, news story, sports team, musician, song and more. In addition, Bing shared top results in 11 different counties on <http://www.BingTrends.com>. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/12/01/eoy.aspx).

**Nov. 21, 2013**

With the release of Windows 8.1, Bing announced updates to Smart Search and Bing.com to make it easier to quickly compare hotel prices from the world’s largest travel site, TripAdvisor. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/11/21/tripadvisor.aspx).

**Nov. 19, 2013**

With the launch of Xbox One, Bing has added a variety of improvements across voice search and navigation, making the overall voice experience on Xbox more refined and natural. Bing made improvements to categories such as task completion and speed, NUI, and Bing as a platform to help people spend less time searching and more time enjoying their favorite entertainment content. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/11/19/xboxone.aspx).

**Nov. 18, 2013**

Bing partnered with Top Chef Tom Colicchio to share tips and tricks for holiday cooking with the Bing Food & Drink app for Windows 8.1. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/11/18/expert-advice-from-tom-colicchio.aspx).

**Nov. 11, 2013**

Bing released a new way to explore, discover and browse music videos on Bing. Built from the ground up to make it easier for you to access the best music videos available on the Web, the new music video experience was designed with music lovers in mind. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/11/11/new-music-video-search-arrives.aspx).

**Oct. 17, 2013**

With the release of Windows 8.1, Bing announced Smart Search and updates to the Bing apps for Windows 8.1, including the Food & Drink and Health & Fitness apps. For more information on [Bing Smart Search](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/10/18/smart.aspx) and the [Bing apps for Windows 8.1](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/10/18/appex2.aspx) please visit the Bing blogs.

**Oct. 2, 2013**

Bing announced Image collections for Bing image search, which brings together curated collections of images from around the Web. Now when you search for an image on Bing, related boards on Pinterest will appear alongside regular search results. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/10/02/explore-pinterest-boards-with-bing.aspx).

**Sept. 20, 2013**

With the release of iOS7, people can now experience Bing search results in Siri, as well as experience updates to the Bing app for iPhone and iPod touch. With Bing seamlessly integrated into Siri and the updates to the Bing app for iPhone, people can easily find what they’re looking for and do more on their iOS device. For more information on the updates, please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/09/20/bing-on-ios.aspx).

**Sept. 17, 2013**

Bing unveiled the new logo and a new modern design focused on simplicity, speed and visual appeal to give people a better search experience regardless of the device they are using. For more information of the new logo please visit this [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/09/17/refresh.aspx) post. For more information on the new Bing.com please visit this [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/09/16/next-phase.aspx) post.

**Sept. 5, 2013**

Bing refreshed Bing News to showcase top trending topics from Facebook, Twitter and Bing as well as related people from across the Web. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/09/05/bings-news-gets-modern-makeover.aspx).

**Sept. 4, 2013**

Bing released a completely re-imaged search experience for video on Bing. The new experience includes streamlined navigation showcasing larger and higher resolution previews so you can quickly browse, discover and view videos on the Web. For more information please visit the [Bing blog.](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/09/04/new-bing-video-experience-let-s-you-browse-the-best-video-on-the-web.aspx)

**Aug. 21, 2013**

Bing officially launched Bing for Schools, a new initiative designed to improve digital literacy for students by putting technology in the classrooms, helping students learn how to use the power of search and enabling them to do it in an ad-free, safer environment. In addition, Bing added a new feature to Bing for Schools that utilizes the Bing Rewards program and allows people to use their credits to help schools put Surface RT tablets in classrooms. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/08/21/bfs.aspx).

**Aug. 7, 2013**

Bing released the Bing apps for Windows Phone 8 including News, Finance, Weather, Sports, Travel and Maps. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/08/07/bing-apps-released-for-windows-phone-8.aspx).

**Aug. 6, 2013**

Bing teamed up with 500px, a leading photo-sharing platform for aspiring and professional photographers, to bring even more of the world’s great imagery to Bing. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/08/06/500pxhomepage.aspx).

**July 17, 2013**

Building on People Autosuggest, Bing expanded the number of categories that will show up in Autosuggest to include brands, movies, albums, places, software, sport teams, animal species and more. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/07/17/bing-autosuggest-expands.aspx).

**July 1, 2013**

Bing and Klout announced that Bing search results will now factor into a person’s Klout score. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/07/01/kloutbing.aspx).

**July 1, 2013**

Bing released the Search by License feature for Bing image search, allowing for a simplified process to filter by usage rights and only see images that have a [Creative Commons license](http://creativecommons.org/licenses/). For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/07/01/filter.aspx).

**June 26, 2013**

With the release of Windows 8.1 at the 2013 Build conference, Bing announced the expansion of its platform that unites the intelligent services that power Bing.com, making these capabilities available to third-party developers via new APIs and controls. In addition, Bing released two new apps for Windows 8.1, Food & Drink and Health & Fitness, as well as discussed 3-D mapping and voice-control capabilities. For more information on the Bing platform please visit the Bing blog [here](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/26/bingbuild.aspx). For more information on the new Bing apps for Windows 8.1 please visit the Bing blog [here](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/26/bingapps.aspx).

**June 24, 2013**

Bing announced Bing for Schools, a new initiative that will offer schools the option to tailor the Bing experience for K–12 students by removing all advertisements from Bing search results and strictly filtering to help prevent adult content. This free, voluntary program will be available at a later date, but for more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/24/bing-for-schools.aspx) or [http://www.bing.com/schools](http://intranetus/sites/bing/Shared%20Documents/Bing/Product%20Info/Fact%20Sheets/2013/Q4%202013%20Fact%20Sheets/DRAFT/www.bing.com/schools).

**June 20, 2013**

Bing introduced Bing Boards, a social experiment that allows for food and lifestyle bloggers, experts, and social influencers to tell a story through a visual collections of images, videos and links. Designed to be complimentary to Web search result, appearing in the middle column of Bing, Bing Boards are aimed to help people discover new, visually rich content. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/20/boards.aspx).

**June 17, 2013**

Bing announced that new Bing voice improvements for Windows Phone will return results twice as fast and improve accuracy by 15 percent. With the help of Microsoft Research’s DNN technology, Bing voice for Windows Phone functions similar to the human brain in detecting tiny variations in speech, decreasing word error rate from 16 percent to 13.5 percent. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/17/dnn.aspx).

**June 11, 2013**

Bing announced the addition of 270 terabyte of Bird’s Eye imagery as well as additional Venue Maps, offering a total of more than 4,700 Venue Maps. Bird’s Eye is now available in 72 countries, and Venue Maps offers interior maps of malls, airports, casinos, shopping districts, etc., to more than 59 countries. For more information please visit the[Bing blog](http://www.bing.com/blogs/site_blogs/b/maps/archive/2013/06/11/largest-shipment-of-bird-s-eye-100-000-dvds-of-imagery.aspx).

**June 10, 2013**

At Apple’s Worldwide Developer Conference, Apple announced that Bing Web results will be integrated into Siri as part of the larger roundup of changes that iOS7 will offer to iPhone and iPad users this fall. When users ask Siri a question, either the specific answer or Web search links will now be delivered automatically so users can find information even faster. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/10/exciting-new-chapter-in-bing-s-collaboration-with-apple.aspx).

**June 7, 2013**

Bing released a new version of the Bing Desktop that includes inline search, faster ways to explore via Bing Desktop Apps, real-time weather snapshot, news at a glance and trending topics and Facebook notifications. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/07/desktop.aspx).

**June 6, 2013**

Bing released the Bing Translator app for Windows, delivering “augmented reality” translation to content in more than 40 languages. Users can point a device’s camera at the printed text and watch translation automatically overlay over the video stream, creating subtitles in real time. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/06/06/translator.aspx).

**May 30, 2013**

With the release of Windows 8.1, Bing’s new search capabilities allow users to find personal materials and content from the Web from the Start screen. Serving as the ultimate toolbox, Bing’s modern search for Windows 8.1 provides a fluid, organized and creative search experience across all devices. For more information visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/05/30/8-1.aspx).

**May 23, 2013**

Bing introduced a new feature to the Bing news vertical that allows users to explore people, places and things in a visual and easy-to-use carousel format. Now, top news results from across the Web are displayed in a visual carousel, as are related individuals on the right-hand side for a deeper understanding of current event. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/05/23/explore-your-world-with-bing-news.aspx).

**May 13, 2013**

Bing released a faster way to find people from the search box with Autosuggest. When searching for a celebrity, politician, athlete or a person with a public LinkedIn profile, Bing provides a snapshot of information about them below the search bar. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/05/13/understand-more-with-people-autosuggest.aspx).

**April 25, 2013**

Bing launched Bing Offers, which aggregates deals from a broad set of partners, including many of the leading local deal providers. With great deals in one place and available on any device with Internet access, users can quickly find specific deals by searching keywords or filtering offers by location or category. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/04/25/bing-offers-discover-deals-from-across-the-web-in-one-place.aspx).

**April 15, 2013**

Bing announced a significant set of updates to the Bing Apps for Windows 8, including News, Finance, Weather, Sports, Maps and Travel. The six vertical apps now feature new customization features, enabling users to conveniently track and prioritize what’s important to them. Each app also includes deeper content and more tools to help users get things done in fast and fluid ways. For more information please visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/04/15/appex.aspx).

**April 12, 2013**

Bing added the option to pin image results directly from Bing Images to Pinterest, making it easy to capture images from the Web and save them to a specific Pinterest board. In addition, Bing even lets you search within a specific website, such as Trip Advisor or Lonely Planet, and automatically gives proper attribution to the original source. For more information please visit the [Bing blog](http://www.bing.com/blogs/Site_Blogs/b/search/archive/2013/04/11/pin.aspx).

**March 21, 2013**

Bing announced updates to snapshot, the center column of Bing’s search results, providing richer information and answers at-a-glance for people, places and things. The update included more quick facts about people and official social information from Facebook, Twitter, Klout and LinkedIn for celebrities, co-workers and friends. For searches about movies, celebrities or places, Bing lets people ask a question rather than search for an answer. Visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/03/21/satorii.aspx) for more information.

**March 11, 2013**

Bing announced an update to the Bing Desktop that improves discoverability and allows you to search anytime through the search bar and is available from the Windows taskbar when you minimize the Bing Desktop. In addition, users in the U.S., U.K., Canada, Australia, India, France, Germany and Japan are able to login to Facebook directly to access their latest content directly from Bing Desktop. We’ve also improved the options menu so you can easily customize your Bing Desktop just the way you want it. Visit the [Bing blog](http://www.bing.com/blogs/site_blogs/b/search/archive/2013/03/11/bing-desktop.aspx) for more information.

**Feb. 25, 2013**

Bing Maps added additional aerial imagery to its robust amount of images of the Earth, bringing total coverage to more than 13 million square kilometers. The updated imagery includes a new top of world imagery that enhances the overall viewer experience with Bing Maps and the Windows 8 Map App, encompassing 165 countries. Visit the Bing blog for more information.

**Feb. 8, 2013**

Bing announced Bing.com/Politics, the new interactive experience for the State of the Union.Bing.com/Politics is a nonpartisan online destination designed to meet a growing need for up-to-the-minute political information and second-screen experiences that are a great companion to political broadcasts. Visit the [Bing blog](http://blogs.technet.com/b/microsoft_blog/archive/2013/02/08/introducing-the-bing-pulse-and-the-bing-interactive-state-of-the-union-experience.aspx) for more information.

**Feb. 4, 2013**

Bing announced an ongoing campaign for the awards season, highlighting key features that help consumers stay in the know for all things Grammys and Academy Awards. With a variety of tactics Bing shared tips and tricks for staying up-to-date with all awards news, party planning tips and search trend data. Please visit the Bing blog for more information about the [Grammys](http://www.bing.com/community/site_blogs/b/search/archive/2013/02/11/top-grammy-searches-on-bing.aspx) and [Academy Awards](http://www.bing.com/community/site_blogs/b/search/archive/2013/02/19/oscars.aspx).

**Jan. 31, 2013**

Bing announced the Bing Apps for Office, providing free Bing-powered apps that can be used within Office products such as Microsoft Word and Excel. There are currently five Bing Apps for Office including Bing Finance for Excel (Beta), Bing Maps for Excel, Bing Image Search for Word, Bing News Search for Word, and Bing Dictionary for Excel and Word. Visit the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2013/01/31/bing-apps-for-office.aspx) for more information.

**Jan. 17, 2013**

Bing enhanced the sidebar to help people get things done with the help of their friends. Five times more information from Facebook was added, including status updates, shared links and comments. This is a much richer data set that not only helps show what your friends may know, but what knowledge they possess that can aid in your search. The recent changes are part of an ongoing effort to evolve how we meet user needs and to improve overall search quality. The increased signals Bing receives from Facebook will help us better understand user intent and deliver the most relevant results. For more information check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2013/01/17/bing-social-updates-arrive-today-for-every-search-there-is-someone-who-can-help.aspx).

**Dec. 18, 2012**

Bing announced an update to its image search experience that makes it easier for people to view searched for photos in a bigger, more beautiful way. The updates included dimmer background to make it easier to view images in high definition, large filmstrip results to make viewing and browsing the images easier, full-screen mode to view images up close, lightning-fast loading speed to view the picture immediately, and unique page snapshot preview to see if the Web page is helpful before clicking on it.

**Dec. 14, 2012**

Bing announced a more customizable Bing Desktop, allowing people to reposition the search bar to conduct searches anywhere on the their desktop and instantly see top trending searches, news headlines, images and videos, without having to open their browser. In addition, the new Bing Desktop is expanding to all people using Windows (Windows XP and higher) and for an additional four languages. For more information check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/12/13/the-next-version-of-bing-desktop-now-available-expands-language-availability-and-support-for-all-versions-of-windows-xp-and-higher.aspx).

**Dec. 11, 2012**

Bing enhanced the sidebar to make it easier for people to see what information their friends and experts are saying about the topics they are searching for. Specifically, consumers do not need to hover over a friend or expert; Bing now shows shared content from friends and experts directly in sidebar. For more information please see the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/12/11/the-bing-social-sidebar-gets-a-new-look.aspx).

**Dec. 10, 2012**

Bing announced updates to snapshot to cover more categories, including people search, which results in a more prominent and useful experience for consumers. Bing added people search and landmarks to snapshot, allowing consumers to search for famous people and places to help them go quickly from searching to doing. With links to social content and reviews from Facebook, Twitter, Quora, Klout, LinkedIn and foursquare, people can easily access reviews, download their favorite artist’s newest song, instantly go to a celebrity’s social media profile, and much more. For full details check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/12/10/find-famous-people-and-places-in-a-snap.aspx).

**Nov. 28, 2012**

Bing announced the Don’t Get Scroogled campaign to educate holiday shoppers about Google’s unfair “pay-to-rank” shopping practices. The campaign continued through the holiday shopping season with Bing-sponsored Don’t Get Scroogled activities online and offline to demonstrate why consumers should be concerned and help them take action. Consumers can visit <http://www.scroogled.com> or [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/11/28/holiday-shopping.aspx) to get information about Google’s practices and campaign updates.

**Nov. 26, 2012**

Bing unveiled 2012’s top-searched terms, which highlighted the most important people, places and moments in time throughout the year. Topics included most-searched person, social networks, consumer electronics, news stories, and many more. For more information check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/11/26/year-end.aspx).

**Oct. 29, 2012**

Bing announced Bing on Windows Phone 8, which includes improvements to many popular features like Local Scout and Bing Music to help people search less and *do* more, especially while on the go. For example, Local Scout now offers a personalized “For You” tab, featuring results for deals, restaurants and more, based on a person’s previous searches and recommendations from their Facebook friends. In addition, the new Bing-powered Wi-Fi Finder helps people easily locate hotspots near them. Bing also powers search and discovery in the Store. For more information check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/10/29/windows-phone-8-and-bing.aspx).

**Oct. 26, 2012**

Bing announced the Bing Elections Hub (bing.com/elections), providing the most up-to-date comprehensive election news updates and social media insights, all in one place. The site offers news viewable from the right, left or center perspective, the latest polls across national, state and local races, full access and analysis of the social conversations across Facebook and Twitter, polling locations, and up-to–the-minute results on Election Day. For more information please see the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/10/26/elections.aspx).

**Oct. 26, 2012**

Bing completely re-imagined search for the new experiences of Windows 8 and introduced new touch-first Bing-powered apps including Bing search, Finance, Maps, News, Sports, Travel and Weather. Each application is visually organized, intuitive and dynamic, putting control at people’s fingertips by allowing them to tap into the vast amounts of information from Bing and its content partners. All the Bing-powered apps for Windows 8 are available in all Windows 8 markets and are available in 107 languages. For more information check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/10/26/bing-apps-on-windows-8-now-available-worldwide.aspx).

**Oct. 22, 2012**

Bing on Xbox announced improvements to voice search and voice-recognition capabilities on Xbox Live. In addition to Web search with Internet Explorer, music and genre search are available off the console of your phone, tablet and PC to deliver games, music, TV and movie experience that are personal to you. In addition to Xbox voice and text search availability in the U.S., U.K. and Canada, Bing on Xbox voice capabilities expanded to additional markets, including Australia, Austria, Brazil, Canada (French), France, Germany, Ireland, Italy, Japan, Mexico, Spain, and Switzerland (French and German). For more details check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/10/22/bing-on-xbox-updates-arrive-on-xbox-live.aspx).

**Oct. 5, 2012**

Bing announced the addition of news experts to the sidebar. Now when searching on Bing, people will begin to see these additional experts and enthusiasts integrated into the From Social Networks section of the sidebar. In addition, users can now hover over these experts and enthusiasts to visit an “author page” for more information on that author, including recent articles and tweets, enabling people to access more content from Bing. For more information check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/10/05/discover-news-authors-on-bing.aspx).

**Oct. 5, 2012**

Bing announced the Edibly app, created by Bing in collaboration with Pike Place Market Preservation & Development Authority, that enables shoppers to find information about the market and its merchants to help them shop with confidence, save time and discover new products at Pike Place Market. Check out more details on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/10/05/a-better-way-to-shop-edibly-mobile-app-debuts-at-historic-pike-place-market.aspx).

**Sept. 27, 2012**

Bing announced plans to integrate and partner with Klout to strengthen social search and online influence. The announcement included a strategic investment in Klout and product integration on Bing and Klout to help enrich the discovery and recognition of influencers across platforms. Bing users will begin seeing Klout scores and influential topics for many of the experts in the People Who Know section of the sidebar and on Klout, and Bing will begin surfacing Bing highlights on some Klout users’ profiles. For more information check out the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/09/27/bing-and-klout-.aspx).

**Sept. 9, 2012**

Bing launched a new campaign called “Bing It On” designed to help people compare the quality of Web search results between Bing and Google. According to a study conducted by a third party,1 people with a choice prefer Bing’s Web search results to Google’s nearly two to one in blind comparison tests.2 To make it easy for people to judge for themselves, Bing created a fun experience at <http://www.bingiton.com> to help people compare Web search results from Bing and Google. Check out the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/09/06/challenge-announce.aspx) for full details.

**Aug. 30, 2012**

The Bing Maps team announced the completion of its ambitious mapping effort, Global Ortho Project, for the United States. In two years, the Bing Maps Imagery team collected nearly every square inch of the continental United States and Western Europe at 30 centimeters resolution (1 foot equals 1 pixel). For more information check out the Bing [blog post](http://www.bing.com/community/site_blogs/b/maps/archive/2012/08/30/global-ortho-project-complete-for-united-states.aspx).

**Aug. 30, 2012**

Bing announced the new Friends’ Photos feature, offering a landing page that allows users to quickly browse relevant photos from their Facebook network. Friends’ Photos expanded on the existing photo experience that launched in May, which surfaced Facebook friends’ photos that were relevant to a person’s search query. Now, when a friend with related photos surfaces in sidebar, people can click into his or her album and browse directly from within Bing. From the new Friends’ Photos landing page, people can also browse all recent photos from their Facebook friends in one place, making it easier to find what they’re looking for more quickly. For more details visit the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/08/30/search-and-browse-your-facebook-friend-s-photos-on-bing.aspx).

**Aug. 22, 2012**

As part of the ongoing commitment to work with industry partners to make the social experience compelling and useful for customers, Bing began working with Quora to surface even more great content when searching on Bing. Quora contributors will be featured in the Bing sidebar when relevant to a query, bringing the wealth of shared knowledge on Quora to Bing users. Check out more details on the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/08/22/quora.aspx).

**July 30, 2012**

In the sidebar, Bing suggests “Friends Who Might Know” about the topic a person is searching for, based on their “likes,” their Facebook profile (e.g., hometown, current city, school, employer) and photos they’ve shared on Facebook. Bing launched Friend Tagging to allow people to tag friends that Bing does not suggest (in addition to those Bing does suggest) to get their input on a search. Check out the Bing [blog post](http://www.bing.com/community/site_blogs/b/search/archive/2012/07/30/tagfriends.aspx) for more details.

**July 18, 2012**

Bing began surfacing public tips from foursquare users integrated into the “People Who Know” section of the sidebar. Now, when planning that dream destination or night out on the town, people can get tips from experts and enthusiasts who are knowledgeable about the place they’re searching for, based on what people have publically shared on foursquare. For more details check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/07/18/foursquare-.aspx).

**July 12, 2012**

Bing announced Bing Fund, an angel fund with an incubator program founded by entrepreneurs, sponsored by Bing, and backed by the experience, expertise and resources of Microsoft. The goal of Bing Fund is to partner with like-minded entrepreneurs — great talent that is innovating online to solve big problems and create amazing new experiences. For more details check out the Bing [blog post](http://www.bing.com/community/site_blogs/b/search/archive/2012/07/12/bing-seeks-to-drive-innovation-with-bing-fund.aspx).

**June 21, 2012**

Bing introduced several changes to image search, including bigger thumbnails, less white space, improved scrolling and a more immersive experience, with helpful tools on the top bar and right sidebar. Within this improved interface, images are better organized with the incorporation of filters, related searches and trending image searches, making it easier for people to find what they want. For more details check out the [Bing blog post](http://www.bing.com/community/site_blogs/b/search/archive/2012/06/21/bing-image-search-updates-roll-out-today.aspx).

**June 11, 2012**

Bing began featuring Qwikis in search results. Qwikis are interactive presentations combining images, videos, maps and spoken narration. In other words, Qwikis are a gateway for further exploration that offer a unique, visual experience to help you quickly get information and do more. Qwikis and other visual elements in Bing help people decide what they want to do by creatively exposing them to information that might otherwise take them awhile to find.

**June 7, 2012**

Bing announced a partnership with Encyclopedia Britannica to include Britannica Online answers directly in the Bing results page. The answer provides a quick overview of the subject, a thumbnail image, and useful facts and figures, making it easier than ever to get trusted content in search. Check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/06/07/bing-introduces-new-britannica-online-encyclopedia-answers.aspx) for more details.

**June 6, 2012**

Bing launched the “Phoenix” update to Bing Webmaster Tools, including a new, fresh user experience, a range of new tools including Link Explorer (beta) and SEO Analyzer/SEO Reports (beta). In addition, Bing released updates to several existing tools, such as the Keyword Research Tool (beta), and URL Removal Tool, among others. For more information check out the [Bing blog](http://www.bing.com/community/site_blogs/b/webmaster/archive/2012/06/06/bing-webmaster-tools-announces-new-features-tools-and-ways-to-access-data.aspx).

**June 5, 2012**

Bing launched the on{X} Android App, enabling developers to program Android smartphones to react to different signals from the environment. With the app, developers can create any arbitrary push notification. More information can be found on the [Bing blog post](http://www.bing.com/community/site_blogs/b/search/archive/2012/06/05/introducing-on-x-automate-your-life.aspx).

**June 1, 2012**

Bing and DoSomething.org celebrated the launch of the new Bing experience by kicking off the Summer of Doing campaign. The summerlong campaign started with a volunteer project at Heart of Los Angeles, a community center that provides thousands of underserved and at-risk youth with exceptional, free, after-school programs, with volunteers and celebrities including Cody Simpson, Hilary Duff and Keke Palmer, among others.

**June 1, 2012**

Bing’s new three-column design became broadly available in the United States on bing.com. The new Bing combines the best of search with relevant people from your social networks, including Facebook and Twitter. For more information, visit the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/06/01/summer-of-doing.aspx).

**May 30, 2012**

An updated version of the Photosynth app rolled out globally for phones running Windows Phone 7.5 or higher, letting users create, process, view and store panoramas while on the go and share them on Bing Maps, Facebook and Twitter. More information is available on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/05/30/photosynth-for-windows-phone-is-here.aspx).

**May 17, 2012**

The Bing Search API transitioned to the Windows Azure Marketplace, offering a free tier for developers using fewer than 5,000 queries per month. Check out the [Bing blog](http://www.bing.com/community/site_blogs/b/developer/archive/2012/05/17/bing-developer-update-2.aspx) for more information.

**May 15, 2012**

The initial roll out of the new Bing began at <http://www.bing.com/new>. Bing began integrating search and social through a dedicated social sidebar. For more information check out the [Bing blog post](http://www.bing.com/community/site_blogs/b/search/archive/2012/05/15/start-doing-more-now-try-the-new-bing-today.aspx).

**April 24, 2012**

Bing Desktop officially launched, allowing people to see Bing homepage images on their desktops. Once downloaded, the desktop wallpaper updates daily with the Bing global homepage image. People can also click on a taskbar icon or simply hit the Start button, then “H” to open a search box right in Windows. For more information check out the [Bing blog post](http://www.bing.com/community/site_blogs/b/search/archive/2012/04/24/bing-desktop-brings-beauty-and-convenience-to-windows-7.aspx).

**April 16, 2012**

Bing released the Translator app for Windows Phone to provide a fast, intuitive and natural way to help people understand languages by translating text, audio and video inputs. The app recognizes and translates languages spoken aloud; written on scanning signs, transit schedules, menus and more; and text that is typed into the app. Check out the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/04/16/new-translator-app-for-windows-phone-powered-by-bing-available-for-free-download.aspx/) for more information.

**April 12, 2012**

Bing released the Bing Bar 7.1, which offers Facebook Chat, Slacker Radio, a refreshed News app, and Suggested Searches, in addition to all the great features already in the Bing Bar, without leaving the Web page you’re on. For more information check out the Bing [blog post](http://www.bing.com/community/site_blogs/b/search/archive/2012/04/12/bing-bar-7-1-rolling-out-connect-with-facebook-chat-listen-to-slacker-radio-get-relevant-news-and-search-faster.aspx).

**March 5, 2012**

Bing launched a new blog series called Bing Search Quality Insights, aimed at giving people deeper insight into the algorithms, trends and people behind Bing. Topics range from the complexities of social search to disambiguating spelling errors, taking people behind the search box for an up-close view into the core of the Bing search engine. For more information check out the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/03/05/introducing-bing-search-quality-insights.aspx).

**Feb. 29, 2012**

The Windows Team announced the availability of the Windows 8 Consumer Preview, along with the opening of the Windows Store, at Mobile World Congress in Barcelona. Three Bing-powered apps — Finance, Weather and Maps — were available in the Windows Store at launch, providing an intuitive, visually organized experience for both touch devices and standard navigation with a mouse. Full details are available on the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/02/29/win8.aspx).

**Feb. 28, 2012**

Microsoft and Nokia announced a new joint map design available on Bing Maps, Nokia Maps and Windows Phones. The combined map style brings key elements from Microsoft’s design, including strong typography, improved readability and a clean user interface to help people find and use mapping information more quickly. In addition to the joint map design, Microsoft is also updating Bing Maps with Nokia’s vector data, which means more mapping coverage in a number of countries around the world. Check out the Bing [blog](http://www.bing.com/community/site_blogs/b/maps/archive/2012/02/28/bing-maps-and-nokia-release-unified-map-design.aspx) for more info.

**Jan. 20, 2012**

Bing launched a new advertising campaign, illustrating how decisions enable people to go beyond searching to doing. Bing has features designed not just to connect people to the information they’re looking for, but also to help them get things done right from Bing.com. Full details on the campaign can be found on the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2012/01/20/bing-is-for-doing-kevin-pearce-s-story.aspx).

**Dec. 4, 2011**

Bing on Xbox launched as part of the [new Xbox 360 experience](http://www.microsoft.com/xbox), allowing people to sort through all their entertainment content — including movies, games, TV shows, apps and music — using just their voice. Bing on Xbox voice search enables people to easily find content across Netflix, Hulu Plus, Comcast’s Xfinity on Demand, HBO GO, Zune and more from Xbox LIVE. Check out the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/12/04/bingxbox.aspx) for full details about Bing on Xbox.

**Nov. 23, 2011**

Bing kicked off its holiday ad campaign with new adaptations to some of the most beloved holiday characters of all time — Rudolph the Red-Nosed Reindeer, Bumble the Abominable Snow Monster, Yukon Cornelius, Hermey the Misfit Elf and of course Santa Claus. The new ad campaign adapted the original Rankin/Bass production of “Rudolph the Red-Nosed Reindeer,” the stop-motion animated classic that first premiered in 1964 and introduces modern conflicts that are solved using Bing technology. For example, [watch](http://www.bing.com/videos/watch/video/bing-originals-bumble-less/1vqjkdrpj) Bumble learn how to roar. For complete details about the ad campaign check out the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/11/23/get-ready-for-the-holidays-with-bing-rudolph-and-friends.aspx).

**Nov. 2, 2011**

Bing for Mobile launched updated apps for iPhone and select Android devices, based on HTML5 technology. The apps bring together the Bing for Mobile browse and Bing for Mobile app experiences, with the goal of creating a consistent and seamless experience across most mobile platforms and devices. Additional information and a list of all compatible Android phones can be found on the Bing [blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/11/02/bing-for-mobile-goes-html5.aspx).

**Sept. 29, 2011**

Bing announced airport venue maps, available on Bing Maps. The new airport maps make it easy to navigate airports by providing a wealth of information, including parking, cafes, ticket counters, shops, currency exchange, baggage claims, gates, and more. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/maps/archive/2011/09/29/new-airport-maps-for-bing.aspx).

**Sept. 23, 2011**

Microsoft Corp. launched Bing Deals — available at bing.com/deals — which visually organizes nearly 300,000 of the hottest deals from across the Web in one convenient location. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/09/23/deluged-by-daily-deals-browse-over-200k-offers-with-bing-deals.aspx).

**Sept. 23, 2011**

Microsoft unveiled video on the Bing homepage, providing people with a new animated homepage experience. Powered by HTML5, the videos will be showcased on occasion. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/09/23/something-new-on-the-homepage.aspx).

**Sept. 21, 2011**

Bing launched Action Buttons, which surface when you search for queries such as airlines, hotels, banks, software, restaurants, car rentals and courier sites. These are buttons for the top tasks people do on those sites directly in the SERP. For example, the result for United Airlines includes the links “check in online,” “baggage” and “flight search,” while a search for Enterprise would include “rent a car.” Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/09/21/take-action-on-bing.aspx?cc=it).

**Sept. 14, 2011**

Bing unveiled Adaptive Search, another step forward for the personalized search efforts on Bing. Adaptive Search learns from a person’s search history to create context for queries and modifies the ranking of results based on their relevance to a searcher’s intent. This personalization reduces the ambiguity often found in searches to help people find what they’re looking for more quickly, make a decision and get things done. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/09/14/adapting-search-to-you.aspx).

**Sept. 13, 2011**

In an extensive, multiscreen alliance, Bing teamed with the CW Television Network to launch “TV to Bing About” — an integrated marketing campaign to launch the CW’s eagerly awaited fall premieres and promote Bing. The collaboration stretched across multiple screens and includes over 50 pieces of original content. For the first time ever, CW temporarily re-dubbed its “TV to Talk About” tagline to “TV to Bing About.” This alliance perfectly infused the intrigue and popularity of CW with the power of decisions from Bing by bringing customized creative content to the Gen Y audience in an innovative and contextually relevant way. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/09/13/cwbing.aspx).

**Sept. 6, 2011**

Bing and Twitter announced via tweet that they will extend their alliance, allowing Twitter’s fire-hose to feed into the Bing real-time search feature.

**Aug. 18, 2011**

Microsoft announced the app “We’re In” for Windows Phone. “We’re In” is a free real-time location sharing application that is powered by Bing Maps and lets people share their location information with a select group of friends for a specific time. The app makes it easy to meet up with friends, connect with family, schedule a meeting, and more. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/08/18/share-your-where-with-friends-introducing-the-we-re-in-app-from-bing.aspx).

**Aug. 3, 2011**

Bing announced that mall maps and map search are available on Bing for Mobile Browse. The collection of more than 400 shopping malls is available from m.bing.com, making it easier to get where you’re going and find what you need on the go. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/08/03/new-airport-maps-for-bing-and-mall-maps-come-to-mobile.aspx).

**June 30, 2011**

Microsoft announced an update to Bing for iPad, which included Lasso, a feature that lets people browse and search faster in two simple steps and with the touch of a finger. Bing also announced updates to the theater gallery and image of the day, among other things. The updated Bing for iPad offers an easy, touch-friendly search experience to help you make everyday decisions. Additional details can be found on the [Bing blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/07/05/bing-for-ipad-update-searching-without-a-search-box.aspx).

**June 8, 2011**

At SMX Advanced 2011, Bing unveiled several enhancements to Bing Webmaster Tools, dubbed the “Honey Badger” updates, including enhanced crawl delay management, index explorer, data tracking updates, and user and role management. Additionally, the http://m.bing.com experience underwent a refresh for HTML5-capable browsers, which included a number of new features to help customers make faster, more informed local decisions and share things with friends on Facebook. Additional details can be found on the [Bing Webmaster blog](http://www.bing.com/community/site_blogs/b/webmaster/archive/2011/06/08/updates-to-bing-webmaster-tools-data-and-content.aspx) and the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/06/08/bing-for-mobile-browse-gets-more-social.aspx).

**June 6, 2011**

At E3 2011, Microsoft announced the Bing on Xbox experience, focused on helping users easily and quickly find the entertainment content they want to enjoy. Bing on Xbox uses Kinect for Xbox 360 and Microsoft Tellme cloud speech recognition to search Netflix, Hulu+ and ESPN, as well as the Xbox LIVE Music Channel, Xbox LIVE Video Store and Xbox LIVE marketplace to find exactly the entertainment a person is seeking. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/06/06/bing-on-xbox-you-are-the-controller.aspx).

**June 2, 2011**

Bing, in collaboration with Google and Yahoo, announced [Schema.org](http://schema.org/), an initiative designed to create and support a common set of schemas for structured data markup across the Web. Schema.org serves as a one-stop shop for site owners and developers, providing the tips and tools necessary to help improve how their sites appear in search results on Bing, Google and Yahoo. Consumers also benefit from this effort by experiencing richer search experiences and content from a much broader set of publishers. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/06/02/bing-google-and-yahoo-unite-to-build-the-web-of-objects.aspx).

**May 31, 2011**

Bing enhanced the Bing Maps Streetside experience to provide street-level panoramas that allow users to take a virtual walk up and down the street to see neighborhoods and find businesses. As users slide the street level imagery sideways, the view of the sidewalk is seamlessly constructed to include an overlay of business listings, street names and store fronts. Additional details can be found on the [Bing Maps blog](http://www.bing.com/community/site_blogs/b/maps/archive/2011/05/31/a-new-streetside-view.aspx).

**May 17, 2011**

Bing announced an expansion of the integration of “Like” results to include not only pages and links liked by a person’s Facebook friends, but also results related to trending topics, articles and Facebook fan pages. Facebook Profile Search capabilities were enhanced to return more detailed information when searching for a specific person on Bing. Additionally, social results are integrated into Bing travel and Bing shopping, allowing people to get help from their trusted friends when making decisions online. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2010/10/13/new-signals-in-search-the-bing-social-layer.aspx).

**April 22, 2011**

Bing announced the expansion of Bing Rewards, the Bing header for quick and easy access to earning credits and redeeming rewards. Bing Rewards is now available to users on Internet Explorer 7 or later, as well as the latest versions of Firefox, Chrome and Safari browsers. By expanding the ways to participate in Bing Rewards, new members are no longer limited to using Internet Explorer and the Bing Bar. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/04/22/a-new-way-to-earn-with-bing-rewards.aspx).

**April 18, 2011**

Bing announced the Photosynth app for iOS devices, including iPhone, iPad and iPod Touch. The Photosynth app lets users capture amazing panoramas of their favorite places to share with friends. The interactive Photosynth panoramas allow users to look left, right, up and down, allowing them to capture and view more of the places they visit. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/04/18/capture-panoramas-anywhere-you-go-with-the-photosynth-app-and-share-on-bing.aspx).

**April 11, 2011**

Bing announced the beta launched of the Bing Business Portal (BBP), a set of easy-to-use tools that allow business owners to claim, verify and manage their local listings on Bing. The BBP replaced the existing Bing Local Listing Center as the one-stop shop for local listing management. With the new tools, business owners can customize their listings with enhanced details, such as photos, logos, hours-of-operation, menus and more. The BBP also allows businesses to create and promote deals and discounts for free, which will show up on both the Bing desktop and mobile experiences, and can be published to a business’s Facebook page. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/04/11/see-how-the-bing-business-portal-can-help-your-business-grow.aspx).

**April 7, 2011**

Bing announced the Bing for iPad app, which delivers a visually rich, touch-enabled search experience that aggregates content all in one place. Users can browse news, movies, Bing homepage images, local business listings and much more — all with the swipe of a finger. Additionally, with the new Trends feature, people can explore top trending searches for the past seven days using the touch screen interface to scroll through content. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/04/07/bing-for-ipad.aspx).

**March 23, 2011**

Bing announced updates to the Bing for Mobile browse (http://m.bing.com), making it easier for people to obtain and view information while on the go. New features in this update included better and faster image search, up-to-date transit and directions, app search for the iPhone, and more. Utilizing HTML5, the new features are offered on smartphone browsers for the iPhone and Android. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/03/23/the-bing-for-mobile-browse-experience-gets-even-better.aspx).

**March 17, 2011**

Bing launched attractions pages to help users find everything they need in one spot when planning a trip, including details on top city attractions such as the Space Needle or the Smithsonian. Everything a person needs to plan an excursion — including reviews, events and photos — is now in one place. To help ensure users have up-to-date information, Bing is teaming closely with leading content providers such as Frommers, TripAdvisor, WCities and Zvents. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/03/17/bing-feature-update-discover-city-attractions-before-you-go.aspx).

**March 4, 2011**

Bing travel and KAYAK announced a collaboration to incorporate KAYAK travel search services within Bing travel in the United States. Bing users can access a more comprehensive set of flight itineraries, including more airlines, airports and cities, in addition to the unique travel tools Bing travel provides, such as price predictor, flexible search, Flights Answers and more. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/03/04/bing-welcomes-kayak.aspx).

**March 3, 2011**

Bing announced the launch of deals for both mobile and the PC. With deals, Bing offers people more than 200,000 local deals and offers in over 14,000 cities and towns across the United States. Deals are available in Bing local listings on the PC and at http://m.bing.com on select mobile devices. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/03/03/bing-launches-deals.aspx).

**Feb. 17, 2011**

Bing released the Bing Bar 7, which brings the best of the Web right to the browser with easy access to things like Bing search, Facebook, email, Bing Rewards, maps, games and more — without leaving the current webpage. The toolbar is available for download at <http://www.discoverbing.com/toolbar>. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2011/02/17/new-bing-bar-available-for-download-today.aspx).

**Dec. 20, 2010**Bing announced destinations pages, a feature that assembles relevant information about a destination on one page so you can research a city before you go. The top things you need to plan your trip — including flight information, a list of hotels in the area, popular attractions, local events, local news, civic photos, a map and a weather overview — are now in one place. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2010/12/20/bing-feature-update-get-to-know-any-city-more-quickly-with-new-destination-pages.aspx).

**Dec. 15, 2010**Bing announcedupdates to the core search experience, expanded social features and the Bing for Mobile app on iPhone and Android. These features include “Like” annotations, restaurant reservations and interior views, event tickets, Flight Answers within Bing travel, enhanced TV and movie listings, and new image search, among other things. An overview of this release can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2010/12/15/bing-search-summit-2010.aspx) and in deep dive posts on [Mobile updates](http://www.bing.com/community/site_blogs/b/search/archive/2010/12/15/bing-for-mobile-updates-launch-today.aspx), [social](http://www.bing.com/community/site_blogs/b/search/archive/2010/12/15/bing-feature-update-discover-more-things-your-friends-like.aspx) and [UX improvements](http://www.bing.com/community/site_blogs/b/search/archive/2010/12/15/bing-feature-update-new-ux-streamlines-finding-the-perfect-image.aspx). **Oct. 13, 2010**Bing announced a deeper alliance with Facebook, offering a more a personalized search experience for people who use Facebook and Bing. The features are available when an individual is logged into Facebook while searching on Bing and include Facebook profile search and “Like” results. Bing is the only major search engine that can search public “Like” information and surface it to friends, providing a personalized search experience for each customer. We intend to build upon this alliance to provide a more personalized and improved search experience in the future. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/site_blogs/b/search/archive/2010/10/13/bing-gets-more-social-with-facebook.aspx). **June 22, 2010**

Bing announced the launch of Bing Entertainment, a new vertical on Bing.com that helps people make better entertainment decisions. Bing Entertainment offers verticals for TV, music, movies and games — and is one of the only places on the Web to listen to more than 5 million entire songs for free, watch more than 1,500 shows and 20,000 full TV episodes, and get more than 35,000 insider walk-throughs and cheats for games. Bing was the first search engine to visually organize all the entertainment information people care about and help them quickly find what they’re looking for. Bing also announced a new user interface and updates to Bing travel, Bing health, Bing shopping and Bing Maps. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2010/06/22/a-new-entertainment-experience-for-bing.aspx).

**June 22, 2010**

Bing announced updates to its Bing for iPhone app — offering new and improved social, local, entertainment and shopping features. The new app enabled people to easily discover, access and use the information they need and want virtually anytime and anywhere with the convenience of their mobile devices. The new social search features allowed customers to search, view and respond to status updates from Twitter and Facebook and search for products using the iPhone camera. The new shopping tab allowed customers to search for products, ratings, reviews and prices using voice, the keyboard or the camera barcode scanning feature. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2010/06/22/bing-for-iphone-update.aspx).

**June 9, 2010**

At SMX Advanced 2010, Bing announced enhancements to its social search feature by analyzing and presenting real-time Facebook public updates from fan pages and data from public profiles. The updates are in addition to existing real-time Twitter updates. Bing also announced updates to its Bing Webmaster Tools, which are redesigned based on feedback from webmasters to provide a simplified, more intuitive experience that delivers a comprehensive view of how Bing indexes its sites. Additional details for both the [Facebook](http://www.bing.com/community/blogs/search/archive/2010/06/09/use-bing-social-to-search-facebook-and-twitter.aspx) and [Bing Webmaster Tools](http://www.bing.com/community/blogs/webmaster/archive/2010/06/09/an-smx-sneak-peek-at-the-new-bing-webmaster-tools.aspx) updates can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2010/06/09/use-bing-social-to-search-facebook-and-twitter.aspx).

**June 7, 2010**

At TechEd North America 2010 in New Orleans, Bing announced updates to Bing Maps for both consumers and developers, including opening the Bing Map App API to developers with the release of the Bing Map App Software Development Kit (SDK). The release gives developers the ability to create their own map apps built on top of Bing Maps and hosted on http://www.bing.com/maps. Two new mapping apps also were announced, including a WeatherBug app that allows people to check weather around the world or select an observation station to see the current conditions and EveryScape Eats!, which allows customers to not only read restaurant reviews and the menu, but to “step inside” to see photos or a video tour of the restaurant’s interior. Additional details can be found on the [Bing Maps blog](http://www.bing.com/community/blogs/maps/archive/2010/06/07/announcing-the-bing-map-app-sdk-and-3-new-bing-map-apps.aspx).

**May 11, 2010**

Bing announced two updates for Bing for mobile on Windows phones. The first was a redesign of the homepage, which provides people with faster access to common searches, such as movies and traffic. The second was a voice-guided navigation for Windows 6.x phones, powered by Bing Maps and Microsoft Tellme voice application. Key features of the app included faster and more informed navigation decisions, more flexibility with multiple route choices, voice guidance, and current traffic updates to stay informed on the go. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2010/05/11/updated-bing-app-for-windows-phone.aspx).

**April 13, 2010**

Bing announced the limited release of Twitter integration into Bing search results. More specifically, Bing began pulling in social content generated on Twitter to surface the most relevant updates quickly following a breaking news event. Bing analyzes what topics are generating the most interest on Twitter and surfaces the latest and most interesting content. It also utilizes Twitter data to bring customers the most popular shared links for navigational queries. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2010/04/13/get-the-latest-on-twitter-with-bing-social-search.aspx).

**March 25, 2010**

At SES New York, Yusuf Mehdi, senior vice president of the Online Services Division, announced the future strategy of Bing and outlines what customers will see in the next major release of Bing in spring 2010, including initial tests of the new Bing user interface that adapts the page and search results based on the intent of the query, comparison Answers for Sports, new domain task pages for autos results, Autosuggest improvements for mobile, upcoming release of foursquare Bing Map application, and more. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2010/03/25/new-stuff-coming-from-bing-this-spring.aspx).

**March 17, 2010**

Bing announced the release of the Bing Maps WorldWide Telescope mapping application. Originally demoed at TED by Blaise Aguera y Arcas, the application allows customers to literally see what’s above — with constellations, planets and stars coming to life in Bing Maps as they appear in the real world. The WorldWide Telescope mapping application is an example of Microsoft’s Spatial Search vision coming to fruition. Additional details can be found on the [Bing Maps blog](http://www.bing.com/community/blogs/maps/archive/2010/03/17/new-bing-maps-application-worldwide-telescope.aspx).

**Feb. 11, 2010**

At TED, Bing Maps partner architect Blaise Aguera y Arcas outlined Microsoft’s vision for Spatial Search and demonstrated cutting-edge mapping technologies and applications, including Streetside photos application, WorldWide Telescope integration, indoor panoramas and live webcam feeds. Additional details can be found on the [Bing Maps blog](http://www.bing.com/community/blogs/maps/archive/2010/02/11/new-bing-maps-application-streetside-photos.aspx).

**Feb. 5, 2010**

Bing announced an expansion of its global search alliance with Facebook. As part of the new global agreement, Facebook customers searching for Web content on the site are presented with a fully integrated Bing experience, allowing them to more easily search the Web and make better decisions. Microsoft also no longer represents Facebook display advertising sales in the U.S. as part of its ad network offering. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2010/02/05/enhanced-cooperation-with-facebook-on-search.aspx).

**Jan. 19, 2010**

Bing announced the beta tag removal for Bing Maps Silverlight, as well as the launch of two new mapping apps, Destination Maps and Local Events. Additional details can be found on the [Bing Maps blog](http://www.bing.com/community/blogs/maps/archive/2010/01/19/bing-maps-beta-no-more.aspx).

**Dec. 15, 2009**

Bing announced the launch of the new Bing iPhone app, tailored for quick, on-the-go searches and optimized for local searches, maps and directions. Key features of the Bing iPhone app include Bing.com daily homepage image, instant answers, local search results, voice search, and driving, traffic and auto-locate mapping features. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/12/15/bing-for-mobile-comes-to-the-iphone.aspx).

**Dec. 2, 2009**

Bing announced new Bing Maps features, including the incorporation of Streetside and Photosynth imagery and Flickr photos, as well as enhancements to Bird’s Eye imagery. The features offer visual enhancements that provide an engaging mapping experience as customers change views, levels or interact with the site. Additional details can be found on the [Bing Maps blog](http://www.bing.com/community/blogs/maps/archive/2009/12/02/bing-maps-adds-streetside-enhanced-bird-s-eye-photosynth-and-more.aspx).

**Nov. 11, 2009**

Bing announced an exclusive alliance with computational search engine Wolfram Alpha. The deal allows Bing to incorporate structured data from Wolfram Alpha into the Bing search interface, providing customers with a more compelling and helpful search experience. By incorporating data from Wolfram Alpha, Bing helps people find what they’re looking for faster by providing simple and reliable answers to many common questions. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/11/11/how-many-calories-in-a-burger-what-s-2-2-2-2-2-bing-and-wolfram-alpha-have-the-answers.aspx).

**Nov. 10, 2009**

Bing announced a redesign of Bing Maps, as well as numerous new features, including Draggable Route, Zoom Bar, Command Parsing, Embeddable Maps, World Wrap, Dynamic Compute, New Navigation and enhanced performance speed. Additional details can be found on the [Bing Maps blog](http://www.bing.com/community/blogs/maps/archive/2009/11/10/bing-maps-gets-an-overhaul-and-some-new-features.aspx).

**Nov. 10, 2009**

Bing announced the rollout of Bing Videos, which provides a unified online video destination that delivers a comprehensive, organized and high-quality video experience. Bing Videos combines the powerful search experience of Bing with the expertise of MSN Video all into one destination. With Bing Videos, customers can share videos, dim the lights and access videos from across the Web, including MSN’s array of high-quality videos and videos from sites such as Hulu, ABC and YouTube. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/11/10/bringing-the-best-of-web-video-to-you-at-bing-videos.aspx).

**Oct. 21, 2009**

At Web 2.0, Qi Lu, president of Microsoft’s Online Services Division, announced a new beta feature that enables people to easily search Twitter’s real-time information feed within Bing. The feature helps customers to more fully understand the conversations taking place in Twitter by showing the most popular links people are sharing via Twitter and revealing the comments from the most authoritative users about those links. The feature refines the real-time feed by removing duplicates, links to adult content and tweets containing spam. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/10/21/bing-is-bringing-twitter-search-to-you.aspx).

**Sept. 14, 2009**

At TechCrunch50, Bing announced the beta release of Visual Search — a Bing feature that allows people to search and sort through certain types of information via images as opposed to text links. Some of the categories customers can visually search are autos, merchandise, animals and people. Visual Search also goes beyond standard Web-crawled results and relies on structured data sets from trusted content partners and providers. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/09/14/visual-search-why-type-when-you-can-see-it.aspx).

**Sept. 3, 2009**

Bing announced a new sharing feature called Bing & Ping. Bing & Ping allows users to share what they’ve found, such as local movie times or flight statuses, with their friends and family through various places such as Facebook, Twitter and email. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/09/03/share-your-search-with-bing-and-ping.aspx).

**July 29, 2009**

Yahoo! and Microsoft announced an agreement that will improve the Web search experience for users and advertisers and deliver sustained innovation to the industry. In simple terms, Microsoft will power Yahoo! search, while Yahoo! will become the exclusive worldwide relationship sales force for both companies’ premium search advertisers. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/07/29/exciting-times-for-bing-and-yahoo.aspx).

**July 9, 2009**

Bing announced the launch of Quick Add, a new feature within Windows Live Hotmail that allows customers to perform searches within the website and add the results to a new email. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/07/09/bringing-bing-to-hotmail.aspx).

**June 12, 2009**

Bing announced the incorporation of SafeSearch features, which provide tools to help limit access to inappropriate content via the Smart Motion Preview feature on Bing Videos. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/06/12/safe-search-update.aspx).

**June 3, 2009**

Microsoft announced the worldwide launch of its new search engine, Bing. Bing is the new decision engine from Microsoft, which is specifically designed to build on the benefits of today’s search engines but begins to move beyond that experience with a new approach to the user experience and intuitive tools to help customers make better decisions. Bing initially focuses on four key vertical areas: making a purchase decision, planning a trip, researching a health condition or finding a local business. Additional details can be found on the [Bing Community blog](http://www.bing.com/community/blogs/search/archive/2009/06/03/bing-shines-bright-from-seattle.aspx).

1 Bing It On Challenge research was based on a study conducted by Answers Research, an independent research company based in San Diego. The research is based on a comparison of the Web search results pane only; it excludes ads and material in other parts of the page such as Bing’s Snapshot and Social Search panes and Google’s Knowledge Graph. Learn more at <http://www.bingiton.com>.

2 Based on a comparison of Web search results pane only; excludes ads, Bing’s Snapshot and Social Search panes and Google’s Knowledge Graph. Learn more at bingiton.com.