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**Bing-Powered Apps for Windows 8**

**Fact Sheet**

**October 2012**

**Welcome to the Bing-powered apps for Windows 8**

Bing has completely re-imagined search for the new experiences of Windows 8. Although people can still rely on the great Bing Web experience in Internet Explorer 10, the built-in, Bing-powered apps take advantage of unique Windows 8 features to help people quickly find what they’re looking for, so they can search less and do more.

The new touch-first Bing-powered apps, including Bing search, Finance, Maps, News, Sports, Travel and Weather, demonstrate what is possible when you combine the evolving needs of consumers with the platform capabilities of Windows 8. Each application is visually organized, intuitive and dynamic, putting control at people’s fingertips by tapping into the vast amount of information from Bing and its content partners.

**Bing app**

The Bing app is search for the modern tablet and enables finger-friendly searching of both the Web and images. Visual results and images take center stage in the app, making search a more immersive experience with elements such as autosuggest, search results and the iconic Bing homepage. Highlights of the Bing app include the following:

* **Autosuggest and rich answers.** Get to results faster by seeing suggested words or phrases for your search as you type. Rich answers allow your eyes to quickly pick up the differences among search results based on smart captions and image previews so the first tap or click into a result yields just what you’re looking for.
* **Bing homepage.** The iconic Bing homepage and hover points are a big part of the app experience, providing the familiar look and feel people expect from Bing.
* **Images results.** When looking for that perfect photo on the Web, Bing brings back a comprehensive collage listing of images. Tapping or clicking on any one of them takes you to a full-screen preview. A simple swipe of the finger lets you scroll through the next set of results.
* **Snap and Search charm.** Taking advantage of Snap in Windows 8, Bing presents the list of search results side by side with your browser, allowing you to rip through Web pages without ever leaving search. The Search charm means you can initiate a Bing search from anywhere in the modern Windows 8 experience.

**Finance**

The Finance app, powered by Bing, helps people stay on top of fast-changing market conditions, so they can make the most-informed financial decisions. Distinguishing features include the following:

* **Market updates.** Get a snapshot of current market conditions including major indices, such as the Dow Jones Industrial Average, NASDAQ, S&P 500 and Russell 2000. Scan market headlines and access business news search results about specific topics from multiple, trusted providers.
* **Research.** Investigate interactive charts, analyst ratings, industry and peer comparisons, company financial visualizations, and fund trends to provide deeper insights and help make informed financial and investment decisions.
* **Rates.** Check the latest mortgage, home equity, auto loan, CD and credit card rates and browse local rates provided by different lenders in a user’s local area.
* **Personalize.** Quickly and easily track the stocks, mutual funds and exchange traded funds that a consumer cares about in a personal watch list.
* **Currencies.** Check how currencies are trading for the day, and use the currency converter to convert specific amounts across all key currencies.
* **Tile.** Get a quick overview of how today's market is trading in a real-time desktop tile. Click or tap for easy access to the full market conditions and headlines.
* **Content partners.** The Wall Street Journal, MarketWatch Inc., Barron’s, Bloomberg L.P., Morningstar Inc., Kiplinger, Business Insider Inc., Thomson Reuters, The Associated Press, Informa plc. and Benzinga.

**Maps**

The Maps app, powered by Bing,makes it easy for people to find the places they are looking for by pinpointing desired locations, finding directions, seeing traffic conditions and much more. Distinguishing features include the following:

* **Rich maps.** Find addresses and points of interest. Choose between Road view and Aerial view, and zoom to get a high level of map detail. Browse arich library of venue maps for places such as shopping malls, airports and amusement parks.
* **Directions.** Get exactly where you want to go with detailed directions. The Maps app suggests which roads to take and even provides estimated driving times.
* **Traffic.** Evaluate traffic conditions along different routes, and compare estimated driving times to help you reach your destination faster.
* **User pushpins.** Get directions to or from anywhere on the map, and add a pin to share the location out to a network of friends.
* **Global services.** Geocoding will be available in 107 Windows languages, and routing will be supported in 97 languages. In addition, China-specific map tiles will also be available.
* **Content partners.** Nokia/NAVTEQ, DigitalGlobe Inc., ZENRIN USA Inc., Infogroup and PagesJaunes.

**News**

The beautiful, photo-rich News app, powered by Bing, makes it easy for people to stay up to date on what is happening in the world from reliable sources around the Web. Distinguishing features include the following:

* **Headlines.** See the day’s top stories at a glance, and swipe through the latest news in the U.S., world, business, sports, entertainment, tech and more.
* **My News.** Choose topics of interest — such as sports team, celebrity gossip or the latest gadget — and track them in a personalized topics list.
* **Sources.** Add sources by name or by category, then visit daily to see the latest headlines all in one place.
* **Tile.** Get a quick overview of the day’s headlines, watch news and browse photos in a real-time desktop tile. Click or tap on the tile to learn more about a specific topic.
* **Content partners.** The New York Times Co., The Wall Street Journal, McClatchy-Tribune Information Services, Thomson Reuters, The Associated Press, Bloomberg L.P.

**Sports**

The Sports app, powered by Bing, helps sports fans stay on top of news related to the sports, teams and athletes they are most interested in. Distinguishing features include the following:

* **News.** Get an overview of the top sports headlines, and access the top stories for each sport. Discover nearly 100 of the most useful sports websites across the Web, handpicked by editors.
* **Teams.** Conveniently access information about specific teams, including team news, scores, schedules, statistics, leaders, rosters and player information.
* **Personalization.** The personalization features in the Sports app makes it easy to track specific leagues and teams.
* **Tile.** Get a quick overview of the day’s sports headlines and scores in a real-time desktop tile. Click or tap on the tile to learn more about a specific topic.
* **Content partners.** FOX Sports Interactive Media LLC, STATS LLC, The Associated Press, CineSport LLC, Complex Media LLC.

**Travel**

The Travel app, powered by Bing, provides travelers with all the tools they need to plan their next trip. Distinguishing features include the following:

* **Destinations.** Explore destinations from all over the world, and swipe through rich resources such as in-depth articles, attractions, virtual views and 360-degree panoramas, pictures, interactive maps, and weather conditions.
* **Flights.** Enter a destination and travel dates, then filter by price, number of stops, airline name or departure time to find the best flight.
* **Flight status.** Quickly check the status of your flight to find out the time it is scheduled to depart or arrive, as well as terminal and gate information.
* **Hotels.** Enter a destination and desired check-in and -out dates, then filter by price, hotel class or amenities to find the best hotel.
* **Best of the Web.** Discover nearly 100 of the most useful travel websites across the Web, handpicked by editors.
* **Tile.** Tap or click on one of the rotating images in the desktop tile to get more information about the destination or to access the Travel app.
* **Content partners.** KAYAK, Frommer’s, Fodor’s Travel, TripAdvisor LLC, Lonely Planet, TripFilms.

**Weather**

The Weather app, powered by Bing, helps people prepare for the latest conditions with hourly, daily and 10-day forecasts. Distinguishing features include the following:

* **Local weather.** See detailed weather conditions for your current location. Swipe through hourly and 10-day forecasts while easily comparing forecasts from multiple, trusted providers.
* **Places.** Conveniently track current and future weather conditions in the locations you care about. Use historical weather charts to help you choose the best time to visit.
* **World weather.** Browse weather for cities all over the world via an interactive map interface.
* **Maps.** Go deep into detail with radar, Doppler, cloud cover, satellite and travel maps. The Weather app provides maps and data to help people thoroughly evaluate upcoming weather conditions.
* **Severe weather alerts.** Timely notifications help you prepare for, and respond to, severe weather.
* **Tile.** See the latest weather conditions in a real-time desktop tile. Click or tap for easy access to the full 10-day forecast for specified locations.
* **Content partners.** The Weather Channel LLC, AccuWeather Inc., Foreca Ltd., Weather Underground Inc., Weather Decision Technologies Inc., Weather2Travel.

**Availability**

All the Bing-powered apps for Windows 8 will be available in all supported Window 8 markets and available in 107 languages (all Windows-supported languages except Cherokee and Inuktitut).

More information on Windows 8 is available at <http://windows.microsoft.com>.

Bing is available at <http://www.bing.com>.

Bing is on Twitter at <http://twitter.com/bing>.

Bing is on Facebook at <http://www.facebook.com/bing>.

**For more information, press only:**

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