

🔍 Bing preview experience guide 🎤 📷





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# Intro

**Introducing new versions of the Bing search engine, the Edge browser, and a new chat experience, brought together and powered by AI, to serve as your copilot for the web.**

The new Bing combines Microsoft search and Azure AI Supercomputing technologies with a new, next-generation OpenAI large language model, that is more powerful than ChatGPT, and customized specifically for searching the web. It delivers better search, answers complicated questions, lets you chat with it to find what you want, and helps you create content. It can even provide helpful summaries and analysis of any web page you're on.

We're excited to welcome you to the preview phase. During this time, we will continue to refine this experience while introducing additional entry points, including bringing new Bing preview features to our mobile app. In addition to fully exploring all the new capabilities, preview users are also encouraged to assist in reporting bugs they might find.

This document is intended to get you up and running on the new preview as you experience Bing AI-powered search for the first time.



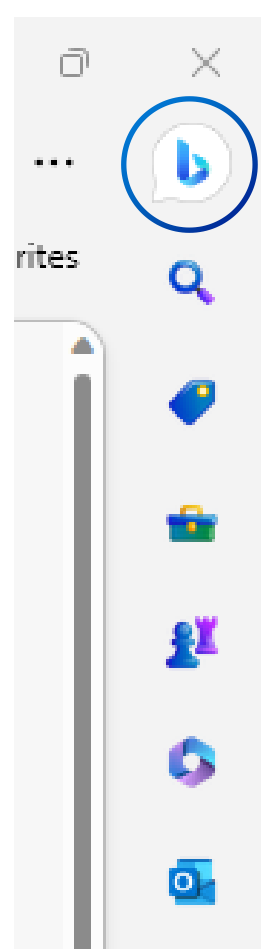
# Getting started



# Getting started

To fully experience the new Bing preview, make sure to complete the following steps:

- Personal MSA submitted for approval
- Download the latest [Microsoft Edge Dev build](#)
- Sign into Microsoft Edge Dev using your approved personal MSA
- Restart Microsoft Edge Dev
- Confirm you can access the new Bing:
  - Go to Bing.com and type a question
  - Hover and click the Bing icon at the top corner of Microsoft Edge to try the new chat and compose experiences

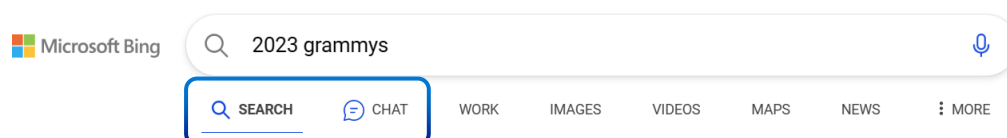




# Getting started

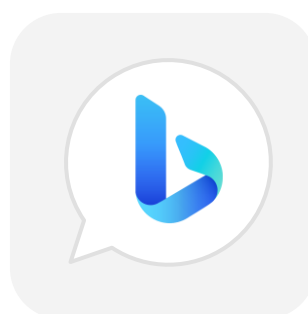
You can now access the new Bing preview in the Microsoft Edge Dev build. Confirm access by trying a standard search in the Bing search bar. When the results load, you'll see new options in the search tab.

If the Chat tab is not activating, refresh your browser and try again.



Click the "Chat" tab or scroll up to activate the chat experience.

You can also interact with the Bing "Chat" experience side-by-side with your browser tabs, by clicking the Bing icon in your Microsoft Edge toolbar and sidebar.



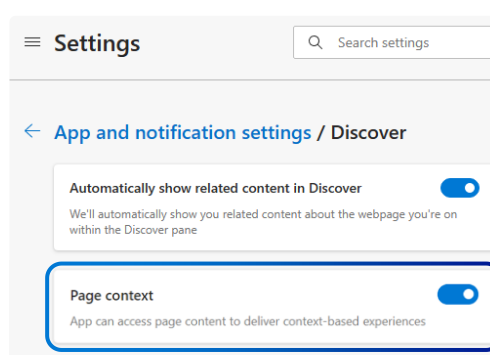
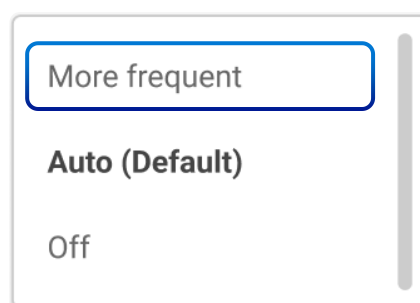
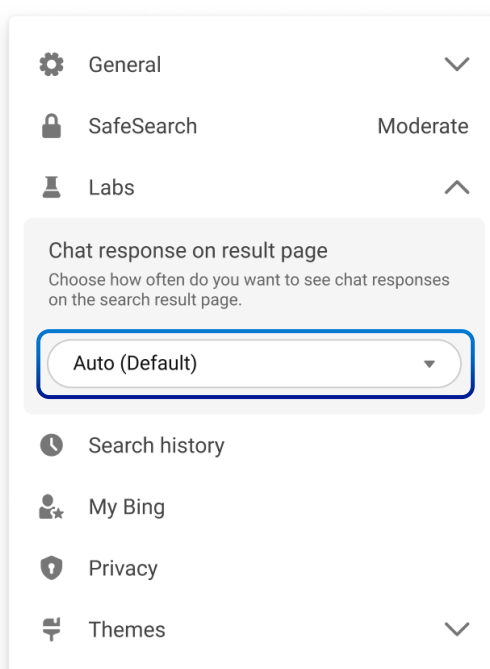


# Optimize your experience

To increase the frequency of searches that activate AI-powered results in the search tab, we recommend enabling the 'more frequent' setting. On the Bing.com homepage, select the settings tab in the top right corner.

Select the Labs tab. Change setting from 'Auto' to More frequent.

To ensure Edge can access page content to deliver context-based experiences, please enable the Page context setting. Click the Bing icon at the upper right of Edge to open Discover. Selected the three stacked dots at the top of Discover. Select the App and notification settings. Select the Page context.





**What  
to expect**





# What to expect

**We are thrilled to share this preview with our Bing community and look forward to receiving feedback as we continue to refine new experiences, optimize capacity and address bugs.**

As we continue to refine the new Bing experience and move closer to general availability, we are first launching in preview to select users. During the preview phase, some new Bing features are available exclusively via the Microsoft Edge browser to ensure the best experience and maximum opportunity to optimize features.



# Encountering bugs in preview

**The new Bing is a brand-new technology and Microsoft is at the beginning of this journey.**

As part of the preview phase, we ask that users provide feedback, so that we can address issues they may be encountering. Real-world feedback is critical during this Preview period to help us improve the models. We are committed to improving the quality of this experience over time and to making it a helpful and inclusive tool for everyone.



# How to report bugs/unsafe results

Feedback can be logged using the following tools:

- Through the blue “feedback” button at the bottom right of your results page and the bottom of the Microsoft Edge sidebar
- Throughout the Bing experience you will notice thumbs up/ thumbs down buttons you can interact with to log feedback.
- At [bing.com/chat](https://bing.com/chat) you can click on the “Let’s learn together” square

The screenshot shows a Bing chat interface. At the top, a blue input box contains the text: "i have run the seattle marathon and want to run the nyc marathon, what should i do differently?". Below this, the chat area shows three status messages: "Searching for: seattle marathon nyc marathon difference", "Searching for: seattle marathon nyc marathon training", and "Generating answers for you...". A blue box with thumbs up, thumbs down, and share icons is positioned to the right of the status messages. The main chat area contains the following text: "Congratulations on running the Seattle Marathon! 🎉 Running the NYC Marathon is a different challenge, as the courses, climates, and crowds are not the same. Here are some things you should consider doing differently:" followed by three bullet points: "Train for the hills. The NYC Marathon has more elevation changes than the Seattle Marathon, especially on the bridges and in Central Park. You should include some hill workouts in your training plan to prepare for the ups and downs.", "Train for the weather. The NYC Marathon is usually held in early November, which means it can be cold, windy, or rainy. You should check the weather forecast and dress accordingly. You should also practice running in different weather conditions to acclimate yourself.", and "Train for the crowds. The NYC Marathon is one of the largest and most popular marathons in the world, with over 50,000 runners and millions of spectators. You should expect to deal with congestion, noise, and distractions along the course. You should also plan your transportation, logistics, and hydration ahead of time." Below the bullet points, it says: "If you need more guidance, you can join a training group, hire a coach, or follow a training plan that is tailored for the NYC Marathon. Good luck with your training and racing!". At the bottom of the chat area, there is a "Learn more:" section with links: "1. runnersconnect.net", "2. nyrr.org", "3. thefittraveller.com", "4. nyrr.org", and "+6 more". Below the chat area, there are three suggested questions: "Thank you for the tips.", "How long is the NYC Marathon?", and "What are some other marathons I can run?". At the bottom of the chat area, there is a blue input box with a microphone icon and the text "Ask me anything...". At the bottom right of the chat area, there is a blue button with a speech bubble icon and the text "Feedback".



# Summarized answers in main search results

During the preview phase, we will experiment with the frequency that summarized answers are shown on the main search results – typically presented on the right side of the page.

As a result, not every query will activate summarized answer. Furthermore, not all queries require a summarized answer due to the type of search request being made. When you provide standard search terms in the search bar, for example, Seattle weather, Bing will provide a traditional search experience to succinctly provide you with the information you need.

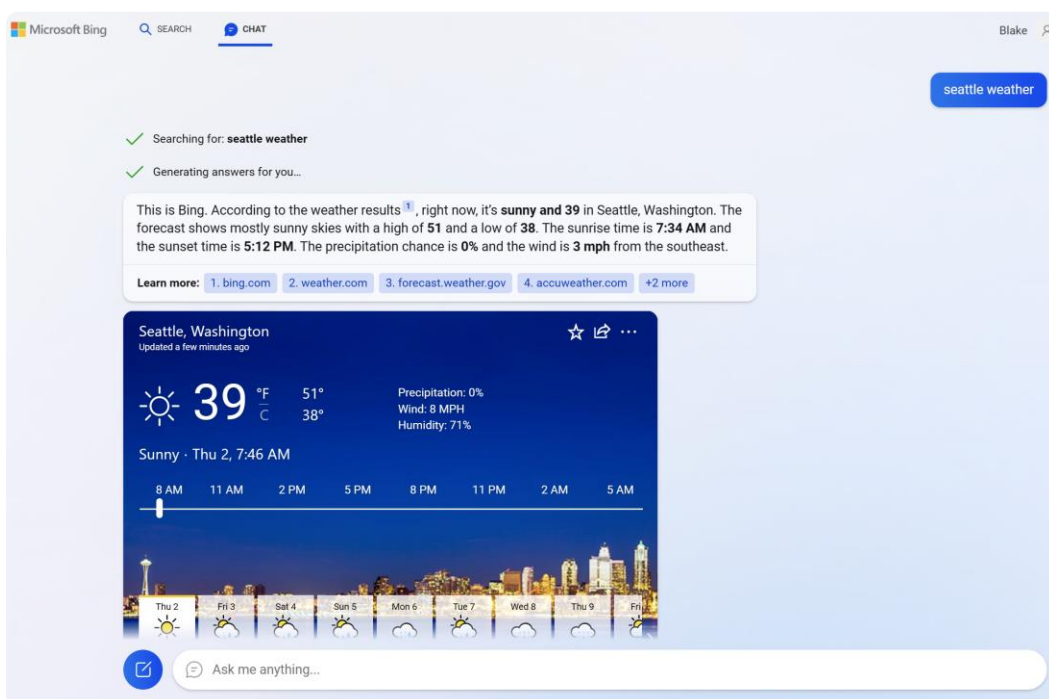
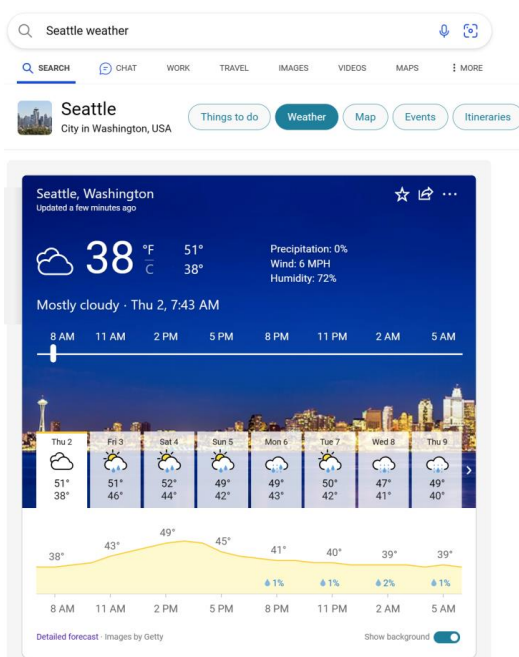
The screenshot shows a Bing search result for "Seattle weather". At the top, there is a search bar with "Seattle weather" and navigation links for SEARCH, CHAT, WORK, TRAVEL, IMAGES, VIDEOS, MAPS, and MORE. Below the search bar, there is a "Seattle" card with a small image and buttons for "Things to do", "Weather", "Map", "Events", and "Itineraries". The main content is a weather widget for "Seattle, Washington" updated a few minutes ago. It displays the current temperature as 38°F (3°C) with a high of 51°F and a low of 38°F. Other details include 0% precipitation, 6 MPH wind, and 72% humidity. The widget shows the current time as 7:43 AM on Thursday, February 2nd, with a "Mostly cloudy" condition. A horizontal timeline shows hourly temperatures from 8 AM to 5 AM. Below this, a 7-day forecast is shown with icons and temperature ranges for each day: Thu 2 (51°/38°), Fri 3 (51°/46°), Sat 4 (52°/44°), Sun 5 (49°/42°), Mon 6 (49°/43°), Tue 7 (50°/42°), Wed 8 (47°/41°), and Thu 9 (49°/40°). At the bottom, a temperature graph shows the daily temperature range with a yellow area under the curve. Precipitation chances are shown as 1%, 1%, 2%, and 1% for the days from Monday to Thursday. The widget also includes a "Detailed forecast" link, "Images by Getty", and a "Show background" toggle.



# Summarized answers in main search results

You can always activate chat results for any search term by clicking the Chat tab or by navigating directly to [bing.com/chat](https://bing.com/chat) to enter the term directly.

To increase the frequency in which summarized answers are presented on the main page, please activate the Labs setting as detailed in the Getting started section.

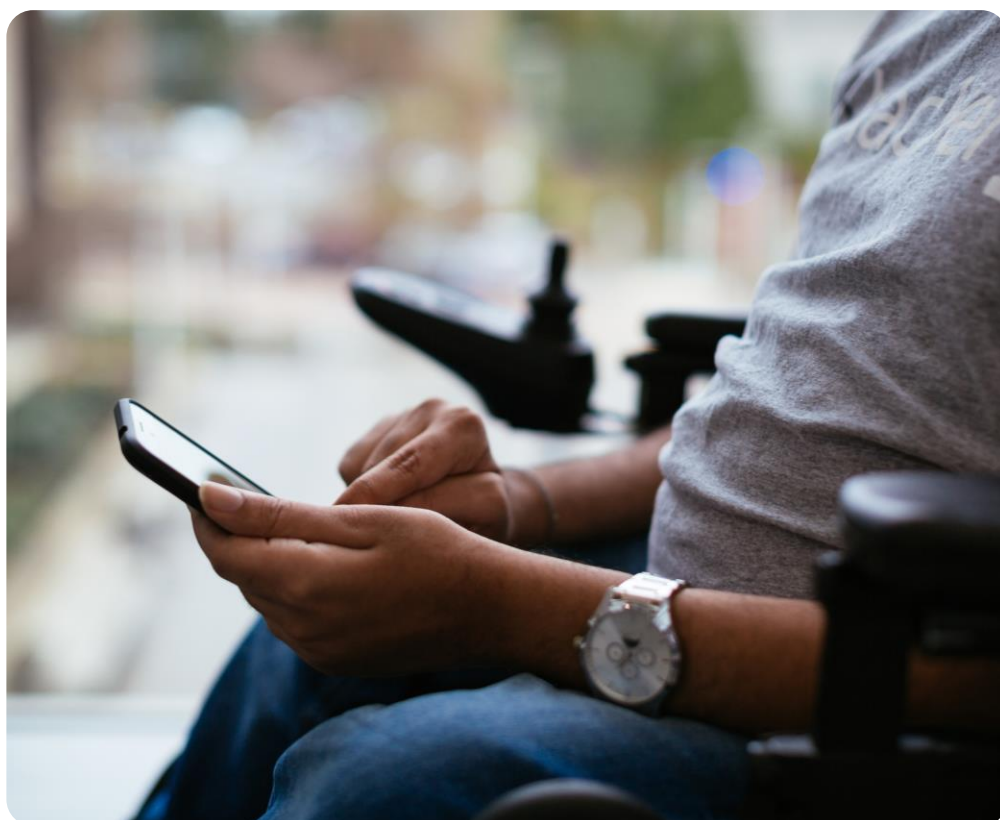




# Accessibility

Microsoft is committed to ensuring our products and services are designed for everyone including over one billion people with disabilities.

The new Bing will continue to improve over time as we refine this new experience in a way that is both inclusive and accessible.





The new  
**Microsoft**  
**Bing**  
and Edge



# The new Microsoft Bing and Edge

**Better search.** The new Bing is the search you are familiar with that's safe, more relevant, and delivers better ranking and results. The new Bing gives you the familiar search experience for quick, simple things like sports scores, stock prices and weather, along with a new sidebar that shows more comprehensive answers if you want them.

**Complete answers.** Bing reviews results from across the web to find and summarize the answer you're looking for. example, you can ask it to compare the most influential Mexican artists or look up the events happening in Glendale, Arizona, during the big game. You can get detailed instructions for how to substitute eggs for another ingredient in the cake you are cooking right in that moment, without scrolling through multiple results.

**Chat experience.** For more complex searches – such as for planning a detailed trip itinerary or researching what TV to buy – the new Bing offers a more focused, interactive Conversation with Bing. Conversational search 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.





# The new Microsoft Bing and Edge

**Sparks creativity.** There are times when you need more than an answer – you need inspiration. The new Bing can brainstorm ideas with you. It can help you write an email summarizing your vacation itinerary, prep for a job interview or create a quiz for trivia night. The new Bing also cites all its sources, so you're able to see links to the web content it references.

**New Edge experience.** We've updated the Edge browser with new AI capabilities and a new look, and we're added two new functionalities: Chat and compose. With the Edge Sidebar, you can ask for a summary of a lengthy financial report to get the key takeaways – and then use the chat function to ask for a comparison to a competing company's financials and automatically put it in a table. You can also ask Edge to help you compose content, such as a LinkedIn post, by giving it a few prompts to get you started. After that, you can ask it to help you update the tone, format and length of the post. Edge can understand the web page you're on and adapts accordingly.



# How search works today

As an online search engine, the primary objective of Bing is to connect users with the most relevant search results from the web—providing easy access to quality content produced by web publishers. To do this, Bing automatically crawls the web to build an index of new and updated pages (or URLs) to display as a set of search results relevant to a user-initiated search or action. The content of these pages may reference or contain various online resources and content including websites, images, videos, documents, and other items. Search results are generated by using computer algorithms to match the search terms you enter with results in our index. In general, we try to provide as comprehensive and as useful a collection of displayed search results as we can. We design—and continually improve—our algorithms to provide the most relevant and useful results.

As an algorithmically-driven service, Bing doesn't control the operation or design of the indexed websites, and has no control over what indexed websites publish. As long as the website continues to make the information available on the web and to crawlers, the information will be generally available through Bing or other search engines.

Microsoft respects freedom of expression. If Microsoft receives requests to remove content from individuals, businesses, and governments, in limited cases, where quality, safety, user demand, relevant laws, and/or public policy concerns exist, Bing might remove results, inform users of certain risks, or provide users with options for tailoring their content. Bing limits removal of search results to a narrow set of circumstances and conditions to avoid restricting Bing users' access to relevant information.



**Try this**



# Try this

**Maximizing the new Bing means learning how to use search to get the exact answer you're looking for.**

To help you get started, we pulled a few of our favorite examples and prompts.

Use these as inspiration and then explore what other possibilities are out there. And remember, during this preview phase, we are constantly refining the experience and actively seeking feedback from preview users. Bing uses AI to respond, so you might see some unexpected results. Please refer to the report bugs and provide feedback sections for more information.

We've also provided a few "formulas" that can help you think about building questions in a way that gets the most out of the new Bing preview. And once you're familiar with these functions, try combining search queries to get even more detailed results.



# Better search

It's search you are familiar with that's safe, more relevant, and delivering better answer rankings, giving results you'd expect.

It's common to use search to check information relevant in the moment, like sports scores or weather. You can also use it to find a specific website. The new Bing will continue to deliver this reliable, important information, but even more relevant than before.

## Formula

Search queries  
you already use



Fast results with  
all the details

## Tips

If you've never tried Bing, now is the perfect time! Bing provides fast and relevant results for all your search queries. Try a few to get familiar with the traditional search experience before moving into more complex queries.



# Better search

Try it

Last night's NBA scores

Weather in New York City  
next week

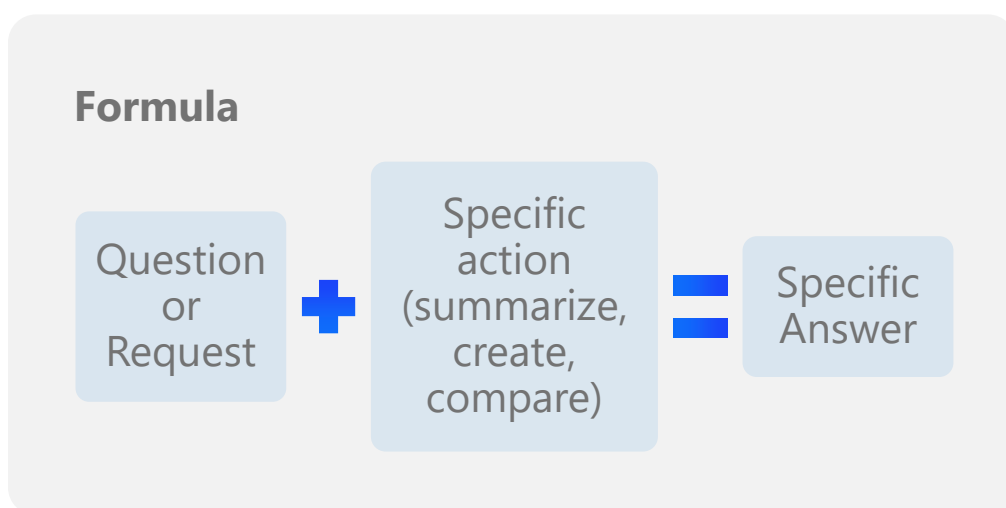
Phone screen repair  
near Seattle



# Complete answers

It reviews results from across the web to find and summarize the answer you're looking for.

Instead of sifting through results from across the web, the new Bing will distill the latest information in a summary and cite sources. Try asking a complex question and review the summary. You can even ask it to display the answer in a way that is most useful to you, such as to "display in bullet points."





# Complete answers

## Tips

- Save time by finding complete answers to complex questions. You can also filter results by adding limitations to a query. For example, ask a question about easy weeknight meals, but include “do not include recipe” to the query. It will understand the context and provide an appropriate response.
- Try giving Bing a prompt to display the answer in a way that meets your unique needs – whether that is using bullet points or paragraph form.
- While testing a query, you may notice you don't see a summarized answer at the top or right side of your results. For instance, navigational queries and top answers often give a strong result with no additional summary needed. If you've tested a query and don't see a summarized answer at the top or right side of the results page, have a closer look to see if the answer is already well-addressed in traditional results. If you think your query did not get fully addressed by the traditional results page, you can click on chat to navigate to that experience where you'll see a summarized answer.





# Complete answers

## Try it

Summarize the plots to the Oscars best picture nominees

What are the best uses for the most common cooking oils?

Create a table listing this year's NFL MVP nominees along with their accomplishments



# Complete answers

## Try it

I need a new coffee maker - what are the top reviewed products and what are the pros and cons?

What are the major differences between fully electric cars, plug-in hybrids and hybrids?

Will the Ikea Klippan loveseat fit into my 2019 Honda Odyssey?



# Complete answers

## Try it

I have two eggs, a bag of potatoes and a bell pepper. What's an easy vegetarian meal I can make?

My goal is to bike 100 miles in one trip but I'm a beginner. What's a good plan to help me train if I want to accomplish this in three months?



# Chat experience

Use chat to ask questions and get suggestions. It helps refine complicated research to get better suggestions.

Ask questions: short, long or anything in between. Try asking follow up questions or refining your result in the chat. Plus, you can get relevant suggestions of what to search for next.

## Formula

Context for question



Request



Answer

Answer



Refined request based on Answer 1



Detailed follow up answer



# Chat experience

## Tips

- To activate the chat experience, select the Chat tab or go to [bing.com/chat](https://bing.com/chat). Then enter your prompt and press submit.
- Build on previous questions to get very specific information.
- If you don't get the answer you're quite looking for, let Bing know! Provide more context to further refine your results.
- Don't forget - you can see suggestions below your answer summary that will help you explore your topic even further. Look for these at the bottom of your summary in small bubbles.
- And remember, include all the refinements in the search box at once before you press submit. Bing will prioritize the first refinement request and may miss subsequent ones while still formulating an answer.



# Chat experience

## Try it

I'm going to SXSW this year and want to check out some new bands. I like singers like Alex G and SZA. Who should I check out?

## Then try

Tell me more about songs by New Order



# Chat experience

## Try it

I have a week off from work in late April. What are some trendy vacation destinations for that time of year?

## Then try

What about somewhere closer to Seattle?



# Chat experience

## Try it

I just watched Everything Everywhere All at Once and loved it. What are some movies on Netflix I might like?

## Then try

Are there any other movies starring Michelle Yeoh I might like?





# Chat experience

**Try it**

I want to plant more flowers

**Then try**

Where can I buy these plants in  
the Pacific Northwest?



# Sparks creativity

You're no longer limited by searching for what already exists. It helps you create new content with just a description.

Sometimes you need more than an answer – you need inspiration. Whether you're writing an email, speech or meal plan, there's no need to fear getting started. Try providing a question or prompt and the new Bing will create ideas and content for you to consider.

## Formula

Context for question



Desired outcome



Creation request



New content

## Tips

- Get specific! The more context you provide in your prompt, the more personalized your answer will be.
- Try starting your sentences with a verb, such as "create, write, draft or summarize."



# Sparks creativity

## Try it

Create a 10 question 90s pop culture quiz. Provide the questions one-by-one and do not reveal the answer until I provide my guess

I'm in Los Angeles. Create an afternoon itinerary that includes a trendy lunch spot and some top shopping destinations around Abbot Kinney.



# Sparks creativity

## Try it

I need help writing a maid of honor speech. I've known the bride since kindergarten and we both went to the University of Washington. Include "Go Dawgs" at the end

Help me write a thank you note to my host family that lives in Spain. I want the tone to be appreciative and mention that I enjoyed their company



The new  
**Bing in  
Microsoft  
Edge**



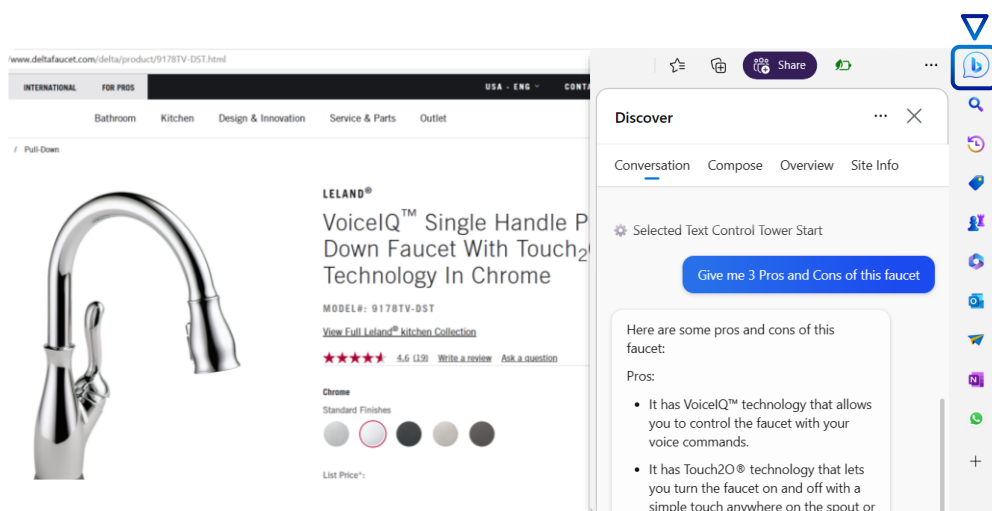
# The new Bing in Microsoft Edge

During the preview, new Bing features will only be available in Microsoft Edge, and we encourage you to explore the many ways these the new Bing is built into Microsoft Edge. We will bring the experience to other browsers over time.

One of the first things you'll notice is the new Bing icon in the Microsoft Edge toolbar and sidebar. Clicking this icon will let you access Bing's new capabilities side-by-side with your browser tabs, including "Chat" and "Compose."

The new Bing is also integrated into Microsoft Edge in the places that you expect in your everyday use. Whether you search in the address bar, in the new tab page, or from Bing.com, you'll have access to Bing's latest answering capabilities.

Whether you're looking to summarize an article, diving deep into the sources Bing cites, or writing your next blog post online, Microsoft Edge puts the new Bing at your fingertips. Let's show you a few ways to try it out during your preview.





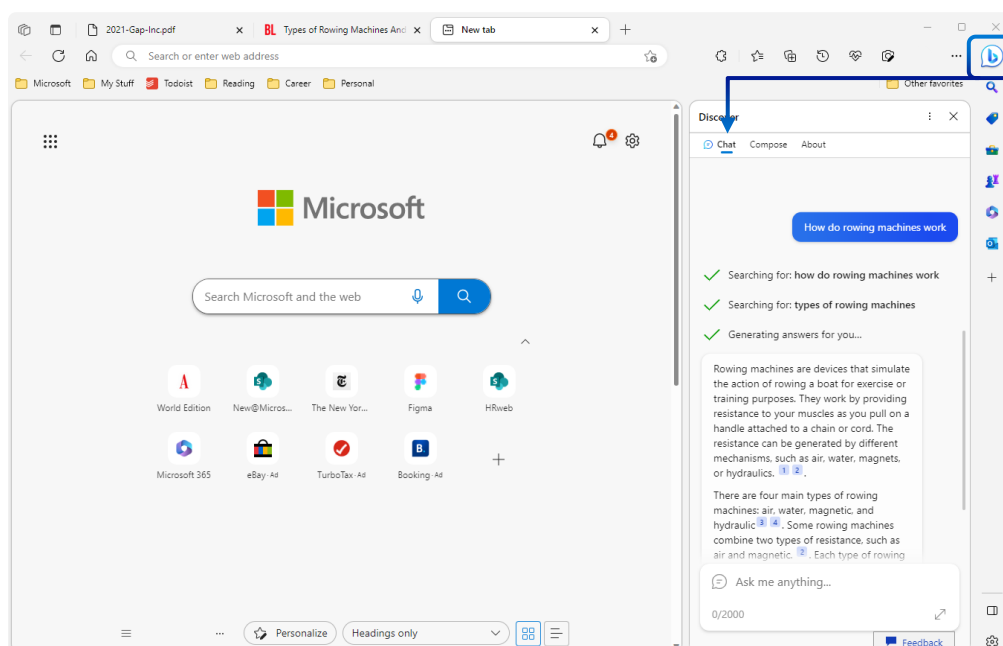
# Chat in the Microsoft Edge sidebar

Wherever you are on the web, you can click the Bing icon in the Microsoft Edge sidebar to open the new Bing side-by-side with your browser window. Use “Chat” to ask a question, and watch as Bing provides answers while you continue to use your browser. Try chatting with Bing in the Edge sidebar for any of the suggested questions above.

You can also reference content that you’re viewing in the browser, to help inform your decisions and get what you need faster. For example:

When viewing a PDF, try: “Key takeaways from this document”

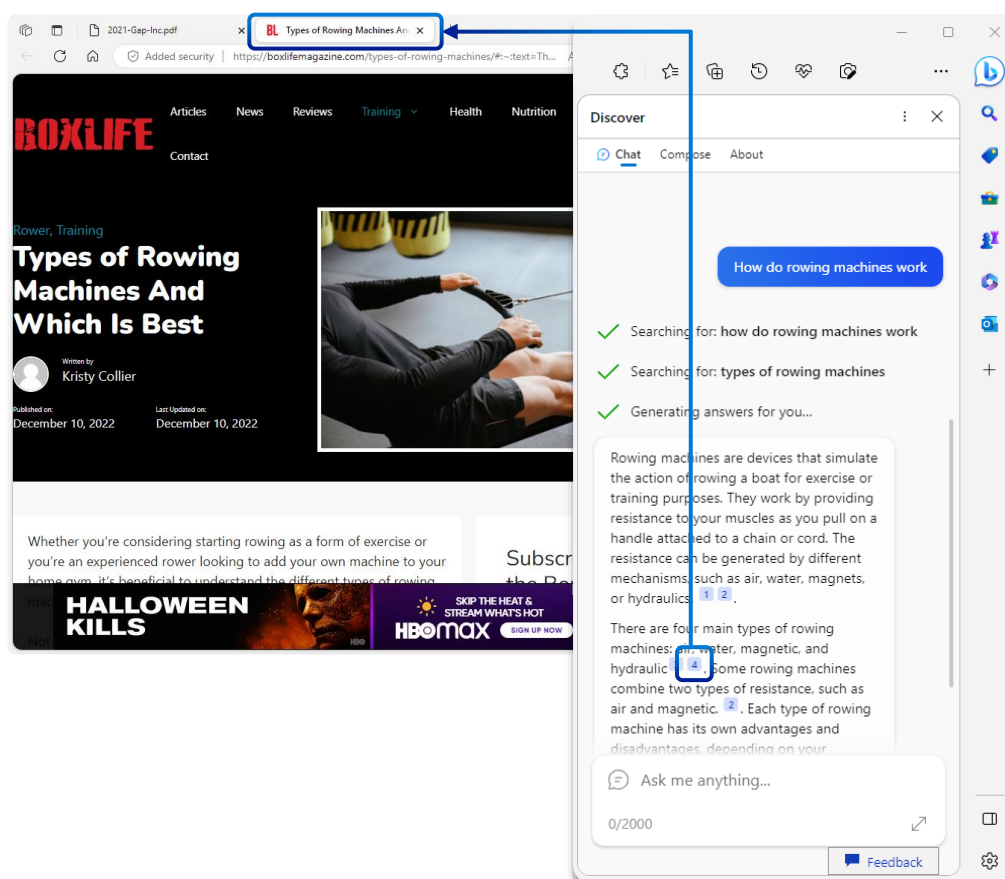
When shopping online, such as when you’re viewing a backpack, try: “What are the pros and cons of this backpack”





# Dive deeper into Bing's cited sources

You can also use the sidebar to seamlessly dive deeper into Bing's answers. When Bing sites its sources in the sidebar, simply click the source to open it in a new browser tab. You won't lose the context of your chat, and can easily dig into the citations so you can get the information you want faster.





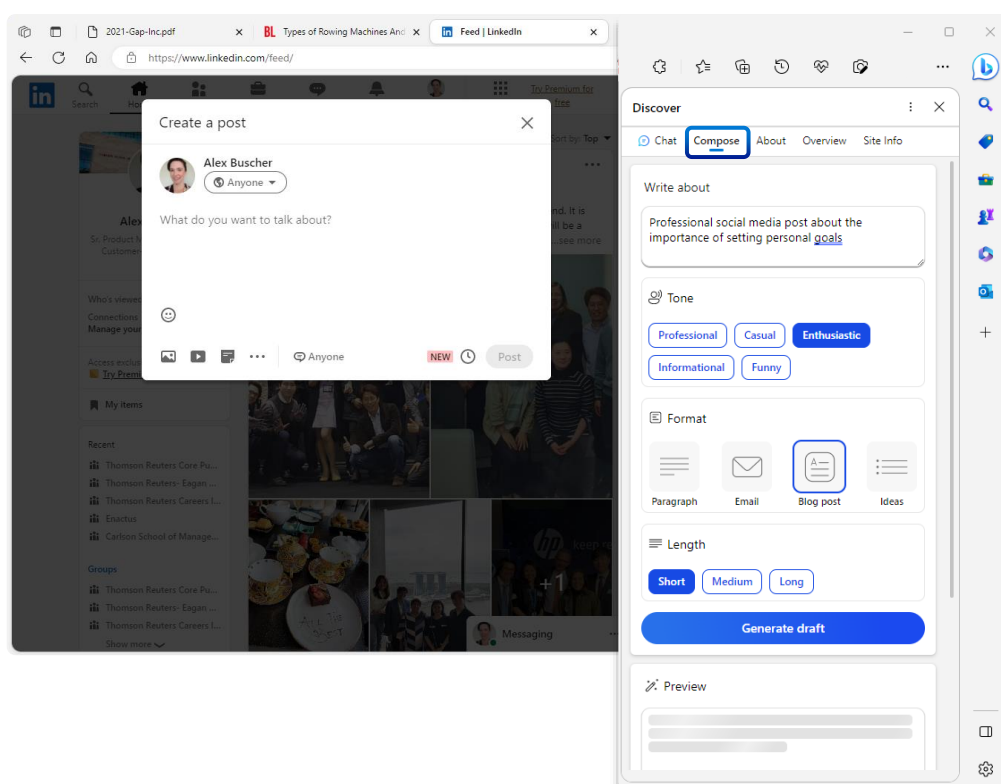


# Bing helps you create and accomplish your writing goals online

In addition to Bing “Chat,” Microsoft Edge puts the new “Compose” feature at your fingertips, so you can get started and set the right tone, wherever you may write in the browser. Just type your prompt, select your tone and format, and let Bing write a draft for you. When you find something you like, simply paste the content into your browser.

Try it out wherever you write online. For example:

- A casual and witty invitation to your friends
- An informational blog on a subject that interests you
- An email to request feedback on your project proposal
- An outline to help you organize a trip





# FAQ

## What is the new Bing?

The new Bing is like having a research assistant, personal planner, and creative partner at your side whenever you search the web. With this set of AI-powered features, you can:

- Ask your actual question. When you ask complex questions, Bing gives you detailed replies.
- Get an actual answer. Bing looks at search results across the web to offer you a summarized answer and links to its sources.
- Be creative. When you need inspiration, Bing can help you write poems, stories, or even share ideas for a project.
- In the chat experience, you can also chat and ask follow-up questions such as, "can you explain that in simpler terms," or "give me more options" to get different and even more detailed answers in your search.

## How do I best use the new Bing?

- Ask questions as if you were talking to a person. This means including details, asking for clarification or more information, and telling Bing how it can be more helpful to you. Here's an example: "I'm planning a trip with my friends in September. What beaches are within a 3-hour flight from London Heathrow?" Then follow up with something like, "What should we do when we get there?"
- Ask directly for tips on how to interact with Bing. Try things like, "What can you do?" "Can you help me with X?" "What are your limitations?" Bing will let you know when there's something it can't help with.
- Bing tries to keep answers fun and factual, but given this is an early preview, it can still show unexpected or inaccurate results based on the web content summarized, so please use your best judgment. We're always learning, and we welcome feedback to help Bing improve. Use the feedback button at the bottom right of every Bing page to share your thoughts.



# FAQ

## **How is this different from a regular search engine?**

The new Bing builds on the existing Bing experience to provide you with a new type of search.

- Beyond generating a list of relevant links, Bing consolidates reliable sources across the web to give you a single, summarized answer.
- Search the way you talk, text, and think. Bing takes your complex searches and shares back a detailed response.
- In the chat experience, you can chat naturally and ask follow-up questions to your initial search to get detailed replies.
- Bing can be used as a creative tool. It can help you write poems, stories, or even share ideas for a project.

## **How does the new Bing generate responses?**

Bing searches for relevant content across the web and then summarizes what it finds to generate a helpful response. It also cites its sources, so you're able to see links to the web content it references.

## **What should I do if I see unexpected or offensive content?**

While Bing works to avoid sharing unexpected offensive content in search results and has taken steps to prevent its chat features from engaging on potentially harmful topics, you may still see unexpected results. We're constantly working to improve our technology in preventing harmful content.

If you encounter harmful or inappropriate content in the system, please provide feedback or report a concern to Bing by opening the menu at the top right corner of a response, and then clicking the flag icon. You can also use the feedback button at the bottom right of every Bing page. We will continue working with user feedback to provide a safe search experience for all.



# FAQ

## **How is Microsoft approaching responsible AI for the new Bing?**

At Microsoft, we take our commitment to responsible AI seriously. Bing is being developed in accordance with our AI principles. We are working with our partner OpenAI to deliver an experience that encourages responsible use. For example, we have and will continue to partner with OpenAI on foundational model work, we have designed the Bing user experience to keep humans at the center, and we have developed a safety system that is designed to mitigate failures and avoid misuse with things like content filtering, operational monitoring and abuse detection, and other safeguards. The waitlist process is also a part of our approach to responsible AI. We'll be taking user feedback from those with early access to Bing to improve the tool before making it broadly available.

Responsible AI is a journey, and we'll continually improve our systems along the way. We're committed to making our AI more reliable and trustworthy, and your feedback will help us do so. To learn more about how to use Bing responsibly, please see our [Terms of Use](#) and [Content Policy](#).

## **Are Bing's AI-generated responses always factual?**

Bing aims to base all its responses on reliable sources - but AI can make mistakes, and third party content on the internet may not always be accurate or reliable. Bing will sometimes misrepresent the information it finds, and you may see responses that sound convincing but are incomplete, inaccurate, or inappropriate. Use your own judgment and double check the facts before making decisions or taking action based on Bing's responses.

To share site feedback or report a concern, open the menu at the top right corner of a response, and then click the flag icon. You can also use the feedback button at the bottom right of every Bing page.

## **How do I access the new Bing?**

You can request access by selecting "Join the waitlist". When you have cleared the waitlist, you'll receive an email letting you know that you can access the new Bing at [Bing.com](https://bing.com)—then you can start typing in your usual search box. The new Bing is also available in the chat experience, found at the top of search results.