

Microsoft Introduces Bing

January 19, 2010

Realtime Transcription, Inc.

www.RealtimeTranscription.com

"Capturing Business at the Speed of Sound"

702-795-0167



Realtime
TRANSCRIPTION

Original File Bing - line numbers on.txt

Min-U-Script® with Word Index

1 >> You know what search engines do really well?
2 Answer simple questions like what's the capital of
3 Botswana or the world's largest rodent. But
4 sometimes simple isn't enough. Sometimes you're
5 looking for something that doesn't have just one
6 answer like where we should go for dinner tonight.
7 That's why we built Bing. It's not just a search
8 engine. It's a decision engine. Whether it's as
9 simple as deciding which link to click on or as
10 involved as planning your next vacation, Bing
11 helps you overcome search overload and find the
12 best choice faster.

13 We started just by organizing our results.
14 Instead of spitting them out in order of
15 popularity, we break them into logical categories.
16 We bring the best match to the top, pull out
17 information that's buried on the site, highlight
18 instant answers and show related searches right
19 there on the results page. Simple, organized and
20 consistent. That's Bing.

21 But where Bing really shines is in helping take
22 the guesswork from your decisions saving you time
23 and money when it comes to local search, travel
24 planning, health questions and shopping.

25 Looking for a digital camera? Bing brings

1 together price comparisons, images and reviews to
2 help you find the best products and deals quickly,
3 and those reviews are drawn from all over the web,
4 sorted and grouped so it's easy to zero in on what
5 you care about most. Even better, Bing gets you
6 cash back from hundreds of on-line retailers.

7 Now the internet can be a little sketchy when
8 you've got health questions. How do you find a
9 source you can trust? Well, Bing's health results
10 pull together information from the top medical
11 sources in the world including the Mayo Clinic so
12 you can feel confident you're not taking the
13 advice of, say, a 13-year-old boy.

14 When it comes to travel decisions, Bing helps
15 you have the confidence that you're getting the
16 most for your time and money. Enter your dates
17 and Bing searches travel sites and airlines to
18 find the best ticket options, gives you the tools
19 to refine your results, and its price predictor is
20 even smart enough to tell you when the fares will
21 be cheapest.

22 And say you want to do a local search in New
23 York for a French restaurant. Bing lets you
24 refine your results by parking, price, even
25 reservations or atmosphere. Here, too, reviews

1 from around the web, hours and one-click
2 directions are all on one page.

3 Try it. See how Bing can save you time and
4 money and help you find just what you're looking
5 for faster, easier and with more confidence,
6 because the world doesn't need just another search
7 engine. It needs a decision engine.

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

	1:15	2:12	local (2)	2:24
>	cheapest (1) 2:21	find (5) 1:11;2: 2, 8,18;3: 4	1:23;2:22	planning (2) 1:10,24
>> (1) 1: 1	choice (1) 1:12	French (1) 2:23	logical (1) 1:15	popularity (1) 1:15
1	click (1) 1: 9	G	looking (3) 1: 5,25;3: 4	predictor (1) 2:19
13-year-old (1) 2:13	Clinic (1) 2:11	gets (1) 2: 5	M	price (3) 2: 1,19,24
A	comparisons (1) 2: 1	gives (1) 2:18	match (1) 1:16	products (1) 2: 2
advice (1) 2:13	confidence (2) 2:15;3: 5	grouped (1) 2: 4	Mayo (1) 2:11	pull (2) 1:16;2:10
airlines (1) 2:17	confident (1) 2:12	guesswork (1) 1:22	medical (1) 2:10	Q
around (1) 3: 1	consistent (1) 1:20	H	money (3) 1:23;2:16;3: 4	quickly (1) 2: 2
atmosphere (1) 2:25	D	health (3) 1:24;2: 8, 9	more (1) 3: 5	R
B	dates (1) 2:16	help (2) 2: 2;3: 4	most (2) 2: 5,16	really (2) 1: 1,21
back (1) 2: 6	deals (1) 2: 2	helping (1) 1:21	N	refine (2) 2:19,24
best (4) 1:12,16;2: 2,18	deciding (1) 1: 9	helps (2) 1:11;2:14	need (1) 3: 6	related (1) 1:18
better (1) 2: 5	decision (2) 1: 8;3: 7	highlight (1) 1:17	needs (1) 3: 7	reservations (1) 2:25
Bing (10) 1: 7,10,20,21,25; 2: 5,14,17,23;3: 3	decisions (2) 1:22;2:14	hours (1) 3: 1	New (1) 2:22	restaurant (1) 2:23
Bing's (1) 2: 9	digital (1) 1:25	hundreds (1) 2: 6	next (1) 1:10	results (5) 1:13,19;2: 9,19,24
Botswana (1) 1: 3	dinner (1) 1: 6	I	O	retailers (1) 2: 6
boy (1) 2:13	directions (1) 3: 2	images (1) 2: 1	one (2) 1: 5;3: 2	reviews (3) 2: 1, 3,25
break (1) 1:15	drawn (1) 2: 3	including (1) 2:11	one-click (1) 3: 1	right (1) 1:18
bring (1) 1:16	E	information (2) 1:17;2:10	on-line (1) 2: 6	rodent (1) 1: 3
brings (1) 1:25	easier (1) 3: 5	instant (1) 1:18	options (1) 2:18	S
built (1) 1: 7	easy (1) 2: 4	Instead (1) 1:14	order (1) 1:14	save (1) 3: 3
buried (1) 1:17	engine (4) 1: 8, 8;3: 7, 7	internet (1) 2: 7	organized (1) 1:19	saving (1) 1:22
C	engines (1) 1: 1	into (1) 1:15	organizing (1) 1:13	search (6) 1: 1, 7,11,23;2:22; 3: 6
camera (1) 1:25	enough (2) 1: 4;2:20	involved (1) 1:10	out (2) 1:14,16	searches (2) 1:18;2:17
can (4) 2: 7, 9,12;3: 3	Enter (1) 2:16	L	over (1) 2: 3	shines (1) 1:21
capital (1) 1: 2	Even (3) 2: 5,20,24	largest (1) 1: 3	overcome (1) 1:11	shopping (1) 1:24
care (1) 2: 5	F	lets (1) 2:23	overload (1) 1:11	show (1) 1:18
cash (1) 2: 6	fares (1) 2:20	link (1) 1: 9	P	simple (4) 1: 2, 4, 9,19
categories (1)	faster (2) 1:12;3: 5	little (1) 2: 7	page (2) 1:19;3: 2	site (1) 1:17
	feel (1)		parking (1)	

<p>sites (1) 2:17</p> <p>sketchy (1) 2: 7</p> <p>smart (1) 2:20</p> <p>Sometimes (2) 1: 4, 4</p> <p>sorted (1) 2: 4</p> <p>source (1) 2: 9</p> <p>sources (1) 2:11</p> <p>spitting (1) 1:14</p> <p>started (1) 1:13</p>				
T				
<p>ticket (1) 2:18</p> <p>together (2) 2: 1,10</p> <p>tonight (1) 1: 6</p> <p>tools (1) 2:18</p> <p>top (2) 1:16;2:10</p> <p>travel (3) 1:23;2:14,17</p> <p>trust (1) 2: 9</p> <p>Try (1) 3: 3</p>				
V				
<p>vacation (1) 1:10</p>				
W				
<p>web (2) 2: 3;3: 1</p> <p>what's (1) 1: 2</p> <p>world (2) 2:11;3: 6</p> <p>world's (1) 1: 3</p>				
Y				
<p>York (1) 2:23</p>				
Z				
<p>zero (1) 2: 4</p>				