

Bing search takes to iPads

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A man test the latest iPad 2 at the Apple store on Fifth Avenue in New York, March 2011. Microsoft has tailored a version of Internet search service Bing for Apple's hot-selling iPad tablet computer.

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A free Bing program for iPads available Friday at Apple's online App Store was designed "from the ground up" for touch controls so tablet users can browse online offerings with finger taps or swipes, according to Microsoft.

Bing for iPad also let users search the Internet with spoken queries.

"Not only have we focused on making the app beautiful and functional, we've also focused on making search easy," the Bing team said in a blog



post.

Microsoft has been striving to gain ground on <u>Google</u>, which dominates the Internet search market and has customized applications for iPads that feature voice queries as well as location-sensing capabilities.

Google applications for <u>iPad</u> include search, maps, Gmail, and video-sharing service YouTube.

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