

# Google's search dominance could eclipse Microsoft's head start on AI

Article

**The news:** Google livestreamed an event from Paris on Wednesday, showcasing how it's using AI to transform its **Search** and **Maps** platforms for more "natural" and "intuitive" experiences.

- The event kicked off with promotion of the tech giant's [AI chatbot Bard](#), which is in private beta testing. An anticipated public release for use in Search is expected within weeks.
- Based on Google's [LaMDA AI model](#), Bard will initially be released as a scaled back version to save on compute costs while the company gathers feedback.
- The event coincided with a similar one by Microsoft as it released an [initial version of its ChatGPT-powered Bing](#) this week.

**Search reinvention:** Google's Paris event seemed choreographed to send the message that the company has a lot of AI innovation going on beyond merely trying to catch up with Microsoft.

Here are the notable updates:

**Multisearch:** A new Search feature uses Google Lens to allow smartphone users to search using text and images simultaneously.

- It's powered by [Multitask Unified Model \(MUM\)](#), a generative AI system that can synthesize data from a combination of text, photos, and videos.
- A "Multisearch near me" upgrade will launch globally in a few months, expanding the tool for local business searches.

**Immersive View:** Google launched a new Maps feature.

- Initially, it will serve London, Los Angeles, New York, San Francisco, and Tokyo, with plans to add more cities in the coming months.
- It combines Street View with billions of images to offer a digital model of the world.
- Users can soar over cities and zoom in to find a building's entrance and current conditions in the area.

**Other updates:**

- Google's Live View, which transforms users' smartphones into an augmented reality (AR) tool to tour cities via Maps, is expanding to cover more cities, airports, train stations, and shopping districts.
- The tech giant is also adding new features to help EV drivers find charging stations and plan their routes based on battery charge level.

**Tech giants neck and neck:** Google and Microsoft are both under pressure to hit bullseye on generative AI.

- Google appears to be catching up with Microsoft's early lead on deploying the technology but with the added advantage of its pre-existing search market dominance.
- **We can expect both Bing and Google Search to see higher levels of traffic as users compare the tech novelties.**
- Many of Google's Maps and Search upgrades are geared toward smartphone users, so market reception could be limited by battery life limitations.
- Longer-term outcomes for the technologies will be dictated by how the companies balance compute costs with revenue, **ethical deployment**, accuracy of results, and ease of use.

## How Generative AI Changes the Game Between Google and Microsoft



