**Microsoft, Google Make Waves In Approaches To AI Tech**

Google and Microsoft are apparently pursuing a new frontier of search engines, where results come in readable answers crafted by artificial intelligence. The barrage of announcements -- with more to come -- has already drawn the attention of enthusiasts and the public.

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[*https://www.theverge.com/2023/2/7/23587767/microsoft-google-open-ai-battle-search-bing*](https://www.theverge.com/2023/2/7/23587767/microsoft-google-open-ai-battle-search-bing)

*Image credit:*

[*https://www.bing.com/images/search?view=detailV2&ccid=GsdaoL8Y&id=E3879843F5C7324FB5E58C0B646DD3D8E412C7F5&thid=OIF.Guqtfu3kepqegArmsvpy1Q&mediaurl=https%3a%2f%2fwww.slashgear.com%2fimg%2fgallery%2fgoogle-launches-bard-giving-chatgpt-some-ai-competition%2fl-intro-1675713504.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.1ac75aa0bf18ccd8d474294aac9e314a%3frik%3d%26pid%3dImgRaw%26r%3d0&exph=265&expw=474&q=AI&simid=394131838605&FORM=IRPRST&ck=1AEAAD7EEDE47A9A9E800AE6B2FA72D5&selectedIndex=11&ajaxhist=0&ajaxserp=0*](https://www.bing.com/images/search?view=detailV2&ccid=GsdaoL8Y&id=E3879843F5C7324FB5E58C0B646DD3D8E412C7F5&thid=OIF.Guqtfu3kepqegArmsvpy1Q&mediaurl=https%3a%2f%2fwww.slashgear.com%2fimg%2fgallery%2fgoogle-launches-bard-giving-chatgpt-some-ai-competition%2fl-intro-1675713504.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.1ac75aa0bf18ccd8d474294aac9e314a%3frik%3d%26pid%3dImgRaw%26r%3d0&exph=265&expw=474&q=AI&simid=394131838605&FORM=IRPRST&ck=1AEAAD7EEDE47A9A9E800AE6B2FA72D5&selectedIndex=11&ajaxhist=0&ajaxserp=0)