

MARCH
21
2013

Understand Your World with Bing

At Bing we believe that search should be more than a collection of blue links pointing to pages around the web. We believe search should also be a reflection of the actual world which is why last June, we introduced a feature called Snapshot, which enables answers at a glance in the center column of the search results page. The result is a richer set of search results to help you better understand and explore the real world. We started with movies, restaurants and hotels.

The underlying technology for Snapshot is designed to develop deep understanding of the world around us not only as a collection of entities (people, places and things) but also the relationships between those entities. Inside the Bing engineering team, we call this technology Satori, which means *understanding* in Japanese. Over time, Satori will continue growing to encompass billions of entities and relationships, providing searchers with a more useful model of the digital and physical world.


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leopard

42,000,000 RESULTS

[Images of leopard](#)
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[Leopard - Wikipedia, the free encyclopedia](#)
[en.wikipedia.org/wiki/Leopard](#) ▾
Description · Etymology · Taxonomy and evolution · Distribution and habitat
The leopard, *Panthera pardus*, is a member of the Felidae family and the smallest of the four "big cats" in the genus *Panthera*, the other three being the tiger, lion ...

[Leopards, Leopard Pictures, Leopard Facts - National Geographic](#)
[animals.nationalgeographic.com/animals/mammals/leopard](#) ▾
Learn all you wanted to know about leopards with pictures, videos, photos, facts, and news from National Geographic.


Leopard



[en.wikipedia.org](#)

Scientific Name: *Panthera pardus*
Biological Classification: [Species](#)
Belongs to: [Panthera](#)
Notables: [Leopard of Panar](#) · [Leopard of Rudraprayag](#) · [Larisa](#) · [Sipura](#) · [Angie](#)

Subspecies

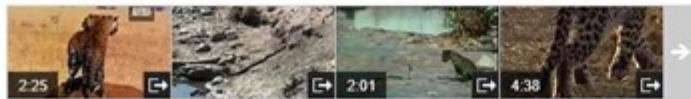


[African Leopard](#) [Indian Leopard](#) [Amur Leopard](#) [Arabian leopard](#)

People also search for

Videos of leopard

bing.com/videos



Ultimate Animal
Moms - Leopard...
YouTube

Leopard Attacks
Python in Krug...
YouTube

Leopard Cub Vs
King Cobra
YouTube

Leopard Kills
Baboon , Saves ...
YouTube



Jaguar



Lion



Tiger



Cheetah

Data from: wikipedia · freebase
Report a problem

Today, we are inviting people to check out Snapshot to experience our expansion of Satori. Since its introduction in June, we have expanded Satori to include a significantly larger number of entities from more domains with a deeper level of understanding about them. They include people, places, and things which are among the most common searches on Bing. So, whether you're searching for answers about a celebrity, co-worker, animal, geographic location, or man-made structure, Bing helps you understand the world around you by providing at-a-glance answers about the people, places and things you care about.

Abraham Lincoln



en.wikipedia.org

Abraham Lincoln was the 16th President of the United States, serving from March 1861 until his assassination in April 1865. Lincoln successfully led the United States through one of its greatest co... +
en.wikipedia.org

Lived: Feb 12, 1809 - Apr 15, 1865 (age 56)

Height: 6' 4" (1.93 m)

Spouse: [Mary Todd Lincoln](#) (1842 - 1865)

Romance: [Ann Rutledge](#)

Children: [Robert Todd Lincoln](#) · [Tad Lincoln](#) · [William Wallace Lincoln](#) · [Edward Baker Lincoln](#)

Related Movies: [Lincoln](#) · [Abraham Lincoln: Vampire Hunter](#)

People also search for



George
Washingt...



John Wilkes
Booth



Mary Todd
Lincoln
Spouse



Ulysses S.
Grant

People Search – Professionals, Famous People and Celebrities

Of these entities, people are the most popular, with searches for celebrities, professionals and friends representing about 10 percent of all searches on Bing. Whether you're looking to keep tabs on your favorite celebrity or learn more about a colleague's professional background, Bing now provides quick facts based on publicly available information from LinkedIn and Wikipedia.

- **Professionals:** Now, when you're looking for information on a new colleague, you'll see things such as where they went to school, where they have worked as well as related searches for people.

Lawrence Ripsher



It's now been more than 15 years experience in the tech industry, spent in online services and mobile. I've been fortunate - having worked with some of the industry's most talented - many of who... +
www.linkedin.com

www.linkedin.com



Current: Partner Group Program Manager for Bing User Experiences at Microsoft

Location: Greater Seattle Area

Has Klout about: [Bing](#) · [Search Engines](#) · [Social Software](#) · [Software](#)

Education

The University of Birmingham
1st Class Honours, University of Birmingham · 1994 - 1997

[More on LinkedIn](#)

Experience

Partner Group Program Manager for Bing User ...
Microsoft · 2012 - Present

General Manager, Program Management, Bing ...
Microsoft · 2011 - 2012

Principal Group Program Manager, Bing Mobile
Microsoft · 2010 - 2011

[More on LinkedIn](#)

People also search for





- Famous People and Celebrities:** We're adding social information from Facebook, Twitter and Klout for celebrities – making it easier to find their official social media pages in one place. Similar to professionals, we're also showing what else people searched for related to that celebrity. For example, when searching for John Kerry, you will see summary information, alongside photos of Hilary Clinton, President Barack Obama and former President George W. Bush. When you hover over the "People also search for" photos, you'll see an explanation of how each is related to that celebrity, and for certain celebrities you can even see current and former flames.

John Kerry



www.imdb.com

John Forbes Kerry is an American politician who is the 68th and current United States Secretary of State. He served as a United States Senator from Massachusetts from 1985 to ... + en.wikipedia.org



Born: Dec 11, 1943 (age 69) · [Aurora](#)

Height: 6' 4" (1.93 m)

Spouse: [Teresa Heinz Kerry](#) (1995) · [Julia Thorne](#) (1970 - 1988)

Children: [Vanessa Kerry](#) · [Alexandra Kerry](#)

Parents: [Rosemary Forbes Kerry](#) · [Richard Kerry](#)

Parties: [Democratic Party](#) · [Massachusetts Democratic Party](#)

John Kerry is the secretary of state and Hillary Rodham Clinton is a former secretary of state of United States



[Teresa Heinz Kerry](#)
Spouse



[Hillary Rodham ...](#)



[Barack Obama](#)



[George W. Bush](#)

Places Search: Landmarks, Lakes, Rivers and Mountains

Another popularly searched category is places, such as landmarks, lakes, rivers and mountains. So, when searching for Mt. Everest you'll see things like: a short description, elevation, date of first ascent, and geographic location. Bing will also show related people and searches, climbers in this case.

- **Location, Location, Location:** When searching for specific locations, such as Copenhagen Bing provides you with an overview of the city, including population, nearby airports, attractions and other cities people searched for. All of these different attributes reflect Bing's understanding of peoples' intent when conducting queries about this specific type of entity versus another.
- **Questions & Answers:** For searches about movies, celebrities or places, Bing now lets you ask a question the way you would ask a friend and gives you the answer right away. So, by incorporating conversational understanding, Bing quickly shows the answer to your question along with additional facts. For example, "what is the highest mountain in the world," or "the tallest building in the world", or "who played Morpheus in The Matrix", Bing will show the most pertinent information about the Mt. Everest, Burj Khalifa in Dubai and Lawrence Fishburne.

Mount Everest



Mount Everest is the Earth's highest mountain, with a peak at 8,848 metres above sea level and the 5th tallest mountain measured from the centre of the Earth. It is located in the Mahalangur sec... +
en.wikipedia.org

en.wikipedia.org

Elevation: 29,029 feet (8,848 m)

Date of First Ascent: May 29, 1953

Mountain Ranges: [Himalayas](#) · [Mahalangur Himal](#)

First Ascenders: [Edmund Hillary](#) · [Tenzing Norgay](#)

Related People



**Edmund
Hillary**
First
Ascender



**Tenzing
Norgay**
First
Ascender



David Sharp



Rob Hall

People also search for





Together, these updates provide you with a greater level of understanding about the world we all live in, which we hope will make Bing more useful to your everyday life. This is a long journey, and we expect to deliver a number of additional improvements in the weeks and months ahead.

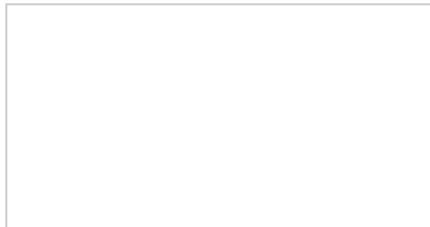
Thank you.

– Dr. Richard Qian, Bing Index Team

Tags

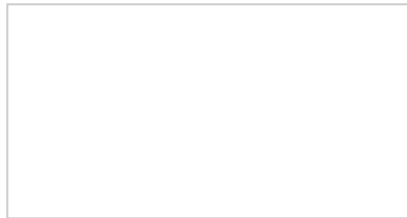
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season
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