

MICROSOFT REBRANDING OF VIRTUAL EARTH

On Monday, June 1st, 2009 Microsoft launched its new search engine called “Bing”. Bing is a replacement of Microsoft’s current search engine called “Live Search”. Along with this replacement, many of the tools used in the Live Search have also been rebranded. This includes the Microsoft’s Virtual Earth mapping application. Paragon users will now notice that the Virtual Earth logo has been replaced with the “Bing” logo on all Virtual Earth Maps within the system.





Please note that this is simply a rebranding strategy introduced by Microsoft. Virtual Earth will now be referred to as Bing Maps.

There are several news articles on this change by Microsoft. Below are a few links that you can click on to learn more.

NEWS LINKS

- <http://www.informationweek.com/news/internet/search/showArticle.jhtml?articleID=217700944&subSection=News>
- <http://www.bing.com/?FORM=MFEHPG&PUBL=Google&CREA=userid1743god396d241be12b92e86430c558cdae5e3>
- http://news.google.com/news?hl=en&q=microsoft+bing&um=1&ie=UTF-8&ei=Ao0mSvmkCZCg8wSO5PiBDw&sa=X&oi=news_group&resnum=1&ct=title
- http://news.cnet.com/8301-17939_109-10251432-2.html