

## Microsoft brings Bing to the XBOX 360

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Microsoft recently rolled out the newest iteration of the Xbox 360's Dashboard software platform.

There are a slew of design tweaks and additional functionality, but the new addition I'm discussing here is Bing, Microsoft's answer to Google.

The new Bing search (on the far left of the Home hub) allows users to search for anything: music, tv shows, movies, games. The results are aggregated from across LIVE services, including Netflix, Hulu, and the Zune Marketplace. Obviously these are dependant on region, as I don't get Netflix and Hulu, but I do get the LoveFilm app as I'm UK based.

### Online search in your front room

The real win for Microsoft here is that they now have their search engine in your front room. How long will it be before we are all accustomed to having a voice activated search engine available on our TV sets? (If you have the Kinect hardware, searching is as easy as saying "*Xbox, Bing Firefly*").

The search results are currently restricted to just Microsoft marketplaces (as listed above) but I can imagine that there are plans to eventually expand the results returned to encompass normal web results, especially as age/content restriction functionality already exists in the 360 Dashboard.

