



Say hello to Bing Maps for Enterprise. Virtual Earth has a new name.

We have a new name for the mapping platform used by thousands of companies, governments, developers, individuals, and communities around the globe. But there is no change in our enduring values: useful functionality; global coverage; performance; and enterprise-class reliability, availability, and scalability—plus a bit of “wow” factor for your Web sites and applications. Only the name has changed, as Bing™—our new search product—gives us the opportunity to better align our mapping brands.

We hope the questions and answers below are helpful to you.

Frequently Asked Questions About Bing:

Q: What is Bing? Why now?

A: Bing is a powerful new search service that will help people make faster, more informed decisions. Research indicates that people are using search today above and beyond simple navigation; they are using search to make decisions. No longer satisfied with the status quo of search, Microsoft designed Bing to help people overcome search overload, which we define as “too many links—not enough real information,” to help them with key decisions like buying a product, planning a trip, or researching a health condition. We’ve found that 66 percent of people are using search more frequently to make decisions. In these instances, people need a search tool that intelligently surfaces a range of information to help them make better choices. For all queries, but particularly those kinds of questions (shopping, travel, local, and health), we believe Bing is a better search tool.

Q: How did you go about choosing the new name and what is its significance?

A: We went through an extensive naming process to develop the new brand name. Months of development and worldwide naming research helped us narrow in on a few top candidates. We did all the usual things you would expect: trademark searches, WHOIS lookups, and usability and recall studies. We were looking for a name that was short, easy to say and spell, and would be globally appropriate. In addition, we were looking for names with inherent qualities that spoke to the search category itself. Our research around Bing showed that it connoted “fast,” “easy,” and “delight”—all qualities that mapped very naturally to the search experience. It was also seen as the friendliest and most approachable name option.

We like Bing because it allows for a new experience beyond search. It sounds off in our heads when we think about that moment of discovery and decision making—about resolution of the important tasks we all think are important. And it can grow as our journey progresses, a brand that is a living thing just like the product it names. Bing is the sound of found.

Frequently Asked Questions About Bing Maps:

Q: How will this affect my organization’s solution?

A: If you are using our mapping APIs, you will see that the branded watermark on the mapping content and Virtual Earth logo change to reflect the new brand on June 1. This is a logo change only and there will be no changes in performance or functionality. The contract for your mapping service does not change in terms or duration.

Q: Do the API calls change? Will they still refer to Virtual Earth or MapPoint™?

A: No, the API calls will not change. They will still refer to Virtual Earth or MapPoint to help make sure that your implementation does not break and you do not need to make changes.

Q: Will the API Terms of Use change?

A: The [API Terms of Use](#) will be updated to replace Virtual Earth with Bing Maps for Enterprise, but there is no change to the actual terms.

Q: What if I have implemented the Virtual Earth logo myself?

A: If you are not implementing the Virtual Earth logo through the Virtual Earth, MapPoint Web Service, or Multimaps APIs, we would like you to update your application to use the new logo by September 1, 2009, at the latest. Logos may be obtained from your Microsoft contact (see below) for use with the mapping content in your application.

Q: My organization is featured in a Virtual Earth case study or press release. Will you be updating it with the new brand?

A: All new case studies and press releases after May 28, 2009, should feature the new brand. We will be updating some case studies to reflect the new brand and will contact you if necessary. We will not be updating press releases that predate the change.

Q: What if I refer to the Microsoft Virtual Earth brand on my Web site?

A: If you refer to Microsoft Virtual Earth on your Web site, we would like you to change your implementation to use the new name as soon as possible. If you would like to use the Bing logo or brand treatments on your Web site, please contact your Microsoft contact (see below) for approval and permission.

Q: Whom should I contact for answers to questions?

A: Contact your Bing Maps for Enterprise solution specialist or maplic@microsoft.com if you have further questions.