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Evolution of Search and Assistant Experiences

Ex. No.

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Magi: Supercharge Search through the power of LLMs

March 2023

LLM Superpowers

Synthesis

- Condense a large amount of info into key points
- Find and stitch together disparate info
- Combine multiple sources to understand overall perspective(s)
- Reduce literacy level required

Creation & Execution

- Choose an option as a jumping off point
- Generate draft proposal / plan
- Enable iterative customization to match specific needs
- Take action on your behalf

Conversation

- Stateful journey progression
- Collaboration



Search Superpowers

Reliability

- High quality / trustworthy information
- Sources enable user to establish reliability of information

Breadth & Depth

- Multi-format: Text, Visual, Video, Maps Content
- Rich 1P Data across verticals
- Perspectives from Human and Authoritative Voices
- Multimodal input