

Apple silently destroys Google Search

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Not less than once, Apple mentioned the name Google publicly and even presented search results with Google tools in his new product demo.

But although Google is still maintained as the default search engine for the Safari web browser on iOS, Apple "pranks on" its competitors by offering very few reasons for users to feel the need to use it. to this tool. This is actually nothing difficult to understand, because Google is the company that developed Android, the No. 1 rival platform of iOS.

For example, *Spotlight*, a new feature that helps you search the entire web right from the home screen of your Mac computer. When you use Spotlight to search, the results will be provided by Bing instead of Google.

Page *Search Engine Land* stressed that this could be another move of Apple in the process of completely removing Google products from the iOS ecosystem. Two years ago, Apple knocked out Google Maps to use the Apple Maps mapping service developed by itself. Last year, it was Siri's virtual assistant software that left Google to switch to Bing's search service.

And yet, Apple added DuckDuckGo, a search engine that does not track users to the option list for both iOS 8 and OS X Yosemite. "DuckDuckGo is really excited to be a part of Safari," said the founder of the search engine, saying to *Business Insider* recently.

The participation of *DuckDuckGo* not only reflects Apple's desire to shake off Google, but it also shows that Apples are increasingly attaching importance to personal privacy. Don't forget that this time, iOS 8 also introduces a new feature to follow Snapchat, allowing users to manually cancel audio and video messages for a certain period of time.

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