

Microsoft confidently says Edge is 'fresher' and 'more reliable' than Google Chrome

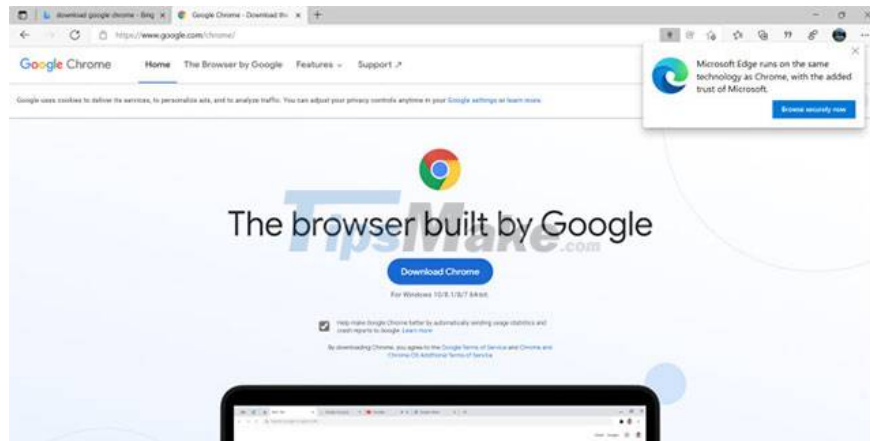
Over the past few months, Microsoft has not hidden its ambition to try to orient and keep Windows users to stay with Edge and use this web browser more often, especially on Windows 11.

To achieve that ambition, Microsoft has also not been afraid to use tricks that can make many people unhappy.

Not long ago, the Redmond company publicly admitted to intentionally making the process of switching the default browser on Windows 11 more difficult to encourage users to use Edge. Now, another rather 'funny' tactic has just continued to be implemented by Microsoft, which is to display a message claiming Edge is 'more reliable' than Chrome.

Specifically, when someone is trying to download Google Chrome from Edge, Microsoft will 'remind' them with a pop-up window (image below) saying that their browser is also built on the technology. (Chromium) is like Chrome, but with the added 'trust from Microsoft':

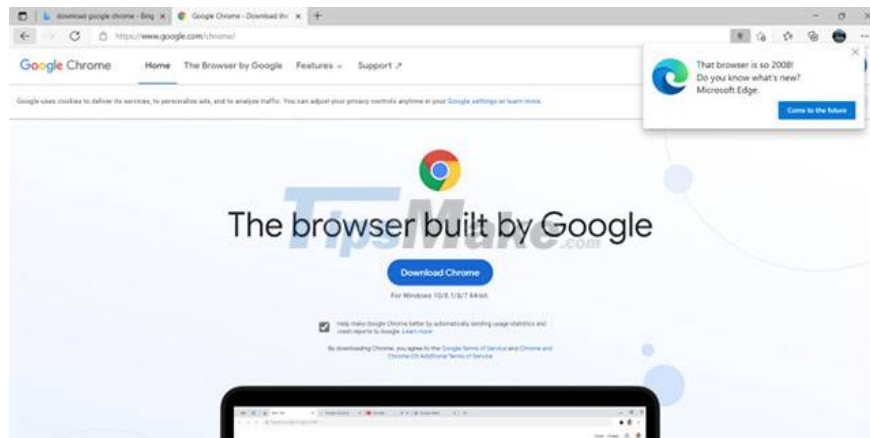
'Microsoft Edge runs on the same technology as Chrome, with the added trust of Microsoft'.



Obviously Microsoft's implication here is that users don't need to switch to Chrome because Edge is not only built on Chromium platform, but also more reliable. However, it is necessary to divide this message into two parts. At 1, what Microsoft gives is absolutely correct. But in the second, things don't seem really clear, and can make many Chrome fans wonder.

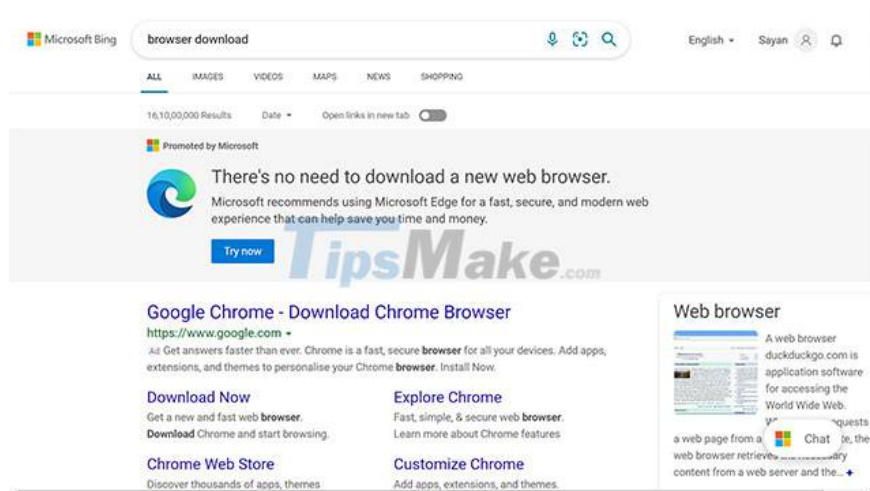
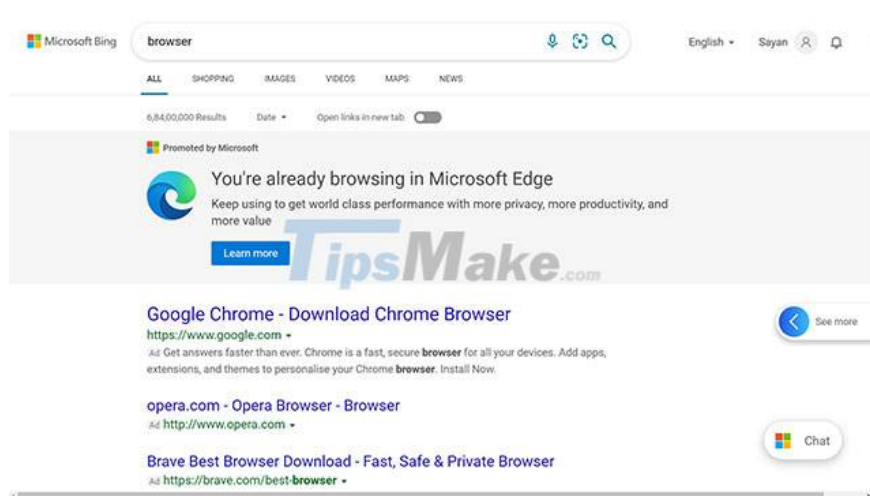
But it doesn't end there. Microsoft continues to show another message with a really funny tone, and no less sarcastic:

"That browser is so 2008! Do you know what's new? Microsoft Edge".



Simply put, Microsoft is implying that Chrome is too old. If you're looking for a fresher web browsing experience, head to Edge.

And yet, when you do a search query related to keywords like "browser or "browser download" on Bing, suggestions for Edge will also pop up in the center of the screen like an attractive invitation. attention.



Each company has its own tricks to entice users to their products, as well as bring down the competition. But if it is misused or used inappropriately, a 'counterproductive' effect is quite possible.

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