

Microsoft claims Edge browser performs better than Chrome on Windows

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Google recently released a performance report for its Chrome browser, explaining how changes to memory management and caching mechanisms have made Chrome faster than ever. But Google isn't the only company doing this - Microsoft made similar claims about Edge performance improvements back in April of this year.

In case you're torn between the two, Microsoft is trying to make the decision easier. In a new blog post titled "Microsoft Edge: The Fast, Smart Chrome Alternative," the tech giant outlines the reasons to choose its browser over Google Chrome.

As mentioned, performance is a factor that manufacturers often use to promote - and with good reason, because users always want a smoother experience. This partly explains why Mozilla Firefox is gradually falling behind in market share when it cannot keep up with Chromium-based browsers in terms of performance.

Microsoft claims that Edge is better optimized for Windows PCs than Chrome because it is a "Microsoft product" that is "tightly integrated with the Windows operating system", providing a "performance advantage".

In addition, the Redmond company also highlighted other "speed and efficiency" features of Edge:

1. Sleeping tabs: Save "more than 7 petabytes (7,000 terabytes) of memory" by 2024.
2. Stable performance support: Helps utilities like Microsoft Translator, ad blockers, and password managers work effectively.
3. Optimized Architecture: Reduces CPU load and overall resource consumption, delivering a smooth experience, especially on low-spec devices.
4. Efficient resource allocation: Reduce lag.

In addition to performance, Microsoft emphasized that Edge excels in productivity thanks to its integration with Microsoft 365 and AI tools. At the end of the post, Microsoft urged users to switch to Edge from Chrome, calling this "the right time."

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