

What are Azure Cognitive Services?

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Azure Cognitive Services are APIs, SDKs, and services available to help developers build intelligent applications without having direct AI or data science skills or knowledge. Azure Cognitive Services enable developers to easily add cognitive features into their applications. The goal of Azure Cognitive Services is to help developers create applications that can see, hear, speak, understand, and even begin to reason. The catalog of services within Azure Cognitive Services can be categorized into five main pillars - Vision, Speech, Language, Web Search, and Decision.

Want to see what's new and updated Cognitive Services documentation? Check out, [What's new in Cognitive Services docs](#).

Vision APIs

Service Name	Service Description
Computer Vision	The Computer Vision service provides you with access to advanced algorithms for processing images and returning information.

Service Name	Service Description
Custom Vision Service	The Custom Vision Service allows you to build custom image classifiers.
Face	The Face service provides access to advanced face algorithms, enabling face attribute detection and recognition.
Form Recognizer (Preview)	Form Recognizer identifies and extracts key-value pairs and table data from form documents; then outputs structured data including the relationships in the original file.
Ink Recognizer (Preview)	Ink Recognizer allows you to recognize and analyze digital ink stroke data, shapes and handwritten content, and output a document structure with all recognized entities.
Video Indexer	Video Indexer enables you to extract insights from your video.

Speech APIs

Service Name	Service Description
Speech service	Speech service adds speech-enabled features to applications.
Speaker Recognition API (Preview)	The Speaker Recognition API provides algorithms for speaker identification and verification.
Bing Speech (Retiring)	The Bing Speech API provides you with an easy way to create speech-enabled features in your applications.
Translator Speech (Retiring)	Translator Speech is a machine translation service.

ⓘ Note

Looking for **Azure Cognitive Search**? Although it uses Cognitive Services for some tasks, it's a different search technology that supports other scenarios.

Language APIs

Service Name	Service Description
Language Understanding LUIS	Language Understanding service (LUIS) allows your application to understand what a person wants in their own words.
QnA Maker	QnA Maker allows you to build a question and answer service from your semi-structured content.
Text Analytics	Text Analytics provides natural language processing over raw text for sentiment analysis, key phrase extraction and language detection.
Translator	Translator provides machine-based text translation in near real-time.

Search APIs

Service Name	Service Description
Bing News Search	Bing News Search returns a list of news articles determined to be relevant to the user's query.
Bing Video Search	Bing Video Search returns a list of videos determined to be relevant to the user's query.
Bing Web Search	Bing Web Search returns a list of search results determined to be relevant to the user's query.
Bing Autosuggest	Bing Autosuggest allows you to send a partial search query term to Bing and get back a list of suggested queries.
Bing Custom Search	Bing Custom Search allows you to create tailored search experiences for topics that you care about.
Bing Entity Search	Bing Entity Search returns information about entities that Bing determines are relevant to a user's query.
Bing Image Search	Bing Image Search returns a display of images determined to be relevant to the user's query.

Service Name	Service Description
Bing Visual Search	Bing Visual Search provides returns insights about an image such as visually similar images, shopping sources for products found in the image, and related searches.
Bing Local Business Search	Bing Local Business Search API enables your applications to find contact and location information about local businesses based on search queries.
Bing Spell Check	Bing Spell Check allows you to perform contextual grammar and spell checking.

Decision APIs

Service Name	Service Description
Anomaly Detector (Preview)	Anomaly Detector allows you to monitor and detect abnormalities in your time series data.
Content Moderator	Content Moderator provides monitoring for possible offensive, undesirable, and risky content.
Personalizer	Personalizer allows you to choose the best experience to show to your users, learning from their real-time behavior.

Subscription management

Once you are signed in with your Microsoft Account, you can access [My subscriptions](#) to show the products you are using, the quota remaining, and the ability to add additional products to your subscription.

Upgrade to unlock limits

All APIs have a free tier, which has usage and throughput limits. You can increase these limits by using a paid offering and selecting the appropriate pricing tier option when deploying the service in the Azure portal. [Learn more about the offerings and pricing.](#) You'll need to set up an Azure subscriber account with a credit card and a phone

number. If you have a special requirement or simply want to talk to sales, click "Contact us" button at the top the pricing page.

Regional availability

The APIs in Cognitive Services are hosted on a growing network of Microsoft-managed data centers. You can find the regional availability for each API in [Azure region list](#).

Looking for a region we don't support yet? Let us know by filing a feature request on our [UserVoice forum](#).

Supported cultural languages

Cognitive Services supports a wide range of cultural languages at the service level. You can find the language availability for each API in the [supported languages list](#).

Securing resources

Azure Cognitive Services provides a layered security model, including [authentication](#) via Azure Active Directory credentials, a valid resource key, and [Azure Virtual Networks](#).

Container support

Cognitive Services provides containers for deployment in the Azure cloud or on-premises. Learn more about [Cognitive Services Containers](#).

Certifications and compliance

Cognitive Services has been awarded certifications such as CSA STAR Certification, FedRAMP Moderate, and HIPAA BAA.

You can [download](#) certifications for your own audits and security reviews.

To understand privacy and data management, go to the [Trust Center](#).

Support

Cognitive Services provide several [support options](#).

Next steps

- [Create a Cognitive Services account](#)

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