

Amazon Bedrock

A fully managed service that makes foundation models (FMs) from leading AI companies available through an API

Amazon Bedrock offers a choice of high-performing FMs from leading AI companies like AI21 Labs, Anthropic, Cohere, Meta, Stability AI, and Amazon through a single API, along with a broad set of capabilities you need to build generative AI applications.

With Amazon Bedrock's comprehensive capabilities, you can experiment with a variety of top FMs, privately customize them with your data using techniques such as fine-tuning and retrieval augmented generation (RAG), and create managed agents that execute complex business tasks—from booking travel and processing insurance claims to creating ad campaigns and managing inventory—all without writing any code.

Benefits

- **Customize models:** You can privately fine-tune FMs using your own labeled datasets.
- **Create managed agents:** You can use an agent to analyze the user request and automatically call the necessary APIs and data sources to fulfill the request.
- **Set guardrails:** You can define a set of topics to avoid within the context of your application. Guardrails detects and blocks user inputs and FM responses that fall into the restricted topics, such as harmful content across hate, insults, sexual, and violence categories.
- **Add knowledge bases:** You can improve transparency and minimize AI hallucinations by implementing the entire Retrieval Augmented Generation (RAG) workflow from ingestion to retrieval and prompt augmentation without having to build custom integrations to data sources and manage data flows.

Use Cases

Text Generation

Create content such as articles, stories, and web page copy.

Virtual Assistants

Build assistants that respond to user queries naturally.

Text and Image Search

Find relevant information from large databases of content.

Text Summerization

Condense long pieces of text into concise summaries.

Image generation

Create realistic images from text descriptions.

