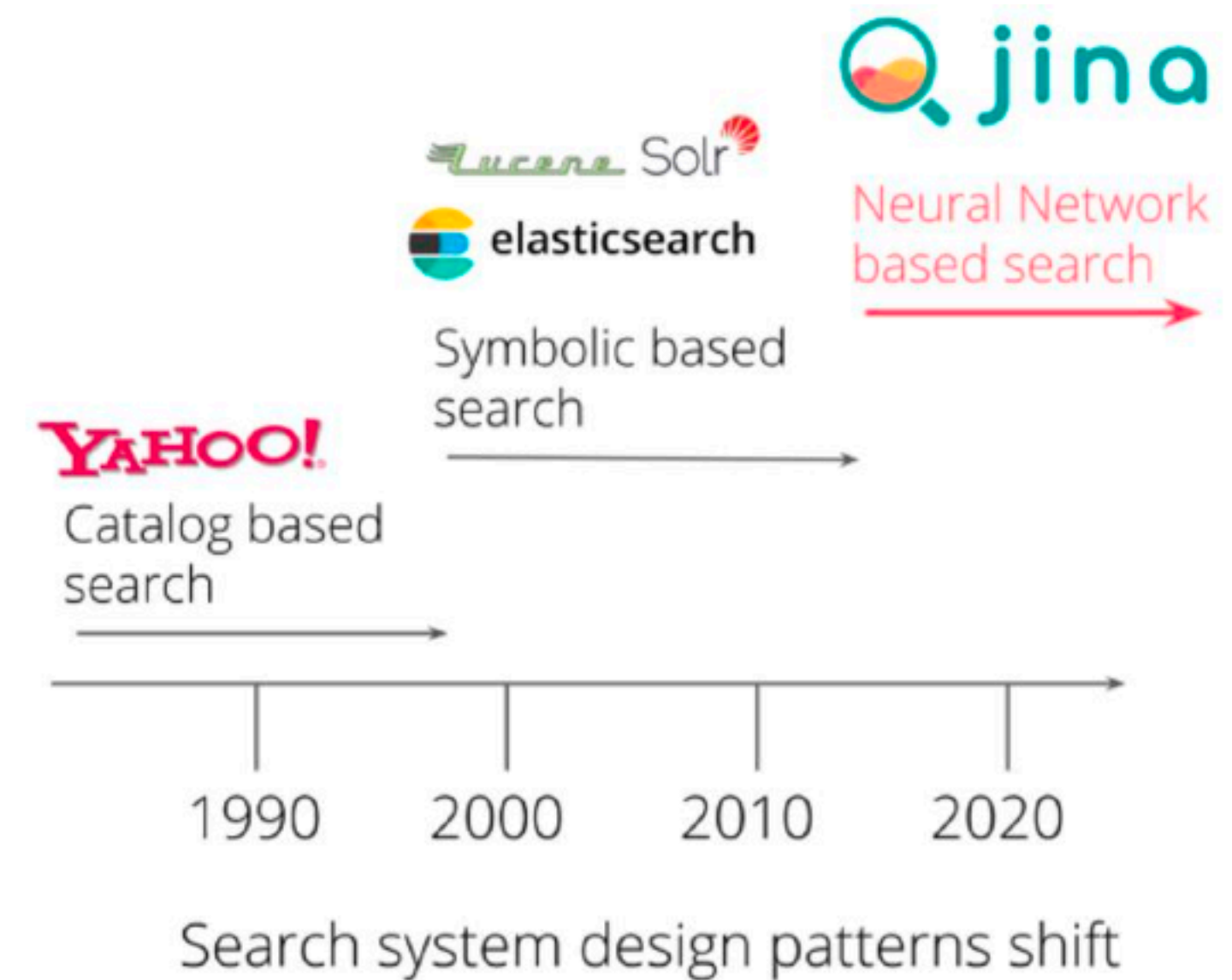
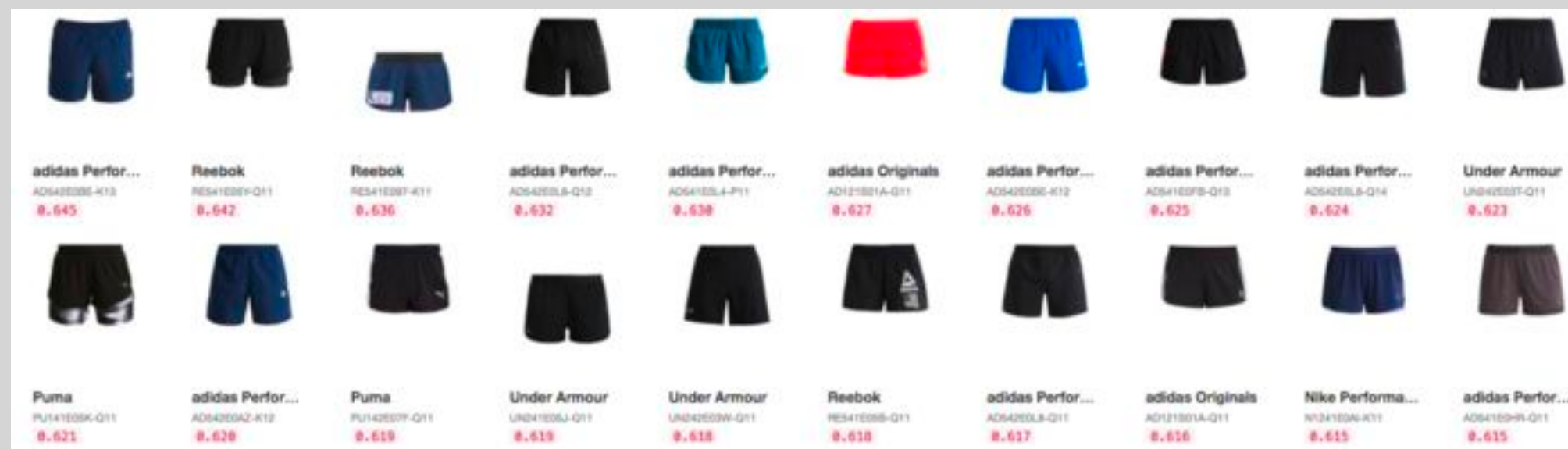


# Application areas: Web search

- Based on neural information retrieval techniques
- Improved semantic relevance
- Robust to variation in spelling, phrasing etc.
- Drastic improvement in image search relevance

query: *addisads trousers*  
result:



# Application areas: Language translation

- Originally based on seq2seq models
- Now uses transformer architectures

