Amazon Recognition is based on the same proven, highly scalable, deep learning technology developed by Amazon’s computer vision scientists to analyze billions of images and videos daily. It requires no machine learning expertise to use. Amazon Recognition includes a simple, easy-to-use API that can quickly analyze any image or video file that’s stored in Amazon S3. Amazon Recognition is always learning from new data, and we’re continually adding new labels and facial comparison features to the service

**Searchable image and video libraries –** Amazon Recognition makes images and stored videos searchable so you can discover objects and scenes that appear within them.

**Face-based user verification** – Amazon Recognition enables your applications to confirm user identities by comparing their live image with a reference image.

**Detection of Personal Protective Equipment:**

Amazon Recognition detects Personal Protective Equipment (PPE) such as face covers, head covers, and hand covers on persons in images. You can use PPE detection where safety is the highest priority.

**Sentiment and demographic analysis** – Amazon Recognition interprets emotional expressions such as happy, sad, or surprise, and demographic information such as gender from facial images.

**Facial Search** – With Amazon Recognition, you can search images, stored videos, and streaming videos for faces that match those stored in a container known as a face collection. A face collection is an index of faces that you own and manage. Searching for people based on their faces requires two major steps in Amazon Recognition:

1.Index the faces.

2.Search the faces.

**Unsafe content detection** – Amazon Recognition can detect adult and violent content in images and in stored videos. Developers can use the returned metadata to filter inappropriate content based on their business needs. Beyond flagging an image based on the presence of unsafe content, the API also returns a hierarchical list of labels with confidence scores. These labels indicate specific categories of unsafe content, which enables granular filtering and management of large volumes of user-generated content (UGC).

**Celebrity recognition** – Amazon Recognition can recognize celebrities within supplied images and in videos. Amazon Recognition can recognize thousands of celebrities across a number of categories, such as politics, sports, business, entertainment, and media.

**Text detection** – Amazon Recognition Text in Image enables you to recognize and extract textual content from images. Text in Image supports most fonts, including highly stylized ones. It detects text and numbers in different orientations, such as those commonly found in banners and posters. In image sharing and social media applications, you can use it to enable visual search based on an index of images that contain the same keywords. In media and entertainment applications, you can catalog videos based on relevant text on screen, such as ads, news, sport scores, and captions. Finally, in public safety applications, you can identify vehicles based on license plate numbers from images taken by street cameras.

**Custom labels**– With Amazon Recognition Custom Labels, you can identify the objects and scenes in images that are specific to your business needs. For example, you can find your logo in social media posts, identify your products on store shelves, classify machine parts in an assembly line, distinguish healthy and infected plants, or detect animated characters in videos.