



AI Made Simple

Christian Petters, cpetters@amazon.de
Solutions Architect, Amazon Web Services

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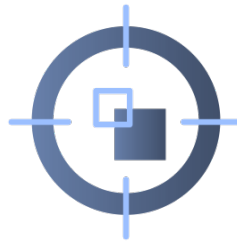


Amazon AI: New Deep Learning Services



Polly

Life-like Speech



Rekognition

Image Analysis



Lex

Conversational
Engine



Amazon AI: New Deep Learning Services



Polly

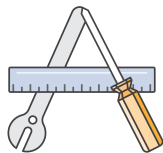
Life-like Speech



Polly: Life-like Speech Service



Converts text
to life-like speech



Fully managed



50 voices



24 languages



Low latency,
real time



Text-to-Speech Pipeline



Speech Marks

Synchronize voice with visuals

```
{"time":0,"type":"sentence","start":0,"end":39,"value":"Es war einmal,"}
{"time":6,"type":"word","start":0,"end":2,"value":"Es"}
{"time":6,"type":"viseme","value":"E"}
{"time":53,"type":"viseme","value":"s"}
{"time":151,"type":"word","start":3,"end":6,"value":"war"}
{"time":151,"type":"viseme","value":"f"}
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{"time":288,"type":"viseme","value":"a"}
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{"time":325,"type":"viseme","value":""}
{"time":383,"type":"viseme","value":"a"}
{"time":516,"type":"viseme","value":"t"}
{"time":586,"type":"viseme","value":"p"}
{"time":656,"type":"viseme","value":"a"}
{"time":815,"type":"viseme","value":"t"}
{"time":956,"type":"viseme","value":"sil"}
```

Change file format

Plain text

Specify type of file you want to save on your disk

Hallo,

1422 characters

File format

☐ MP3
☐ OGG
☐ PCM
☒ Speech Marks

Sample rate

☒ 22050Hz
☐ 16000Hz
☐ 8000Hz

Speech Marks Types

☒ Viseme
☒ Word
☒ Sentence

Cancel

Change

Clear text

Language and Region

German

Voice

☒ Marlene, Female
☐ Hans, Male

Listen to speech

Download Speech Marks

Change file format





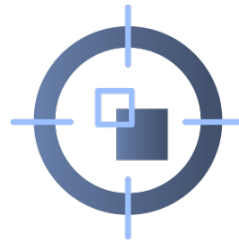
Demo

<http://amzn.to/2y8oQUq>

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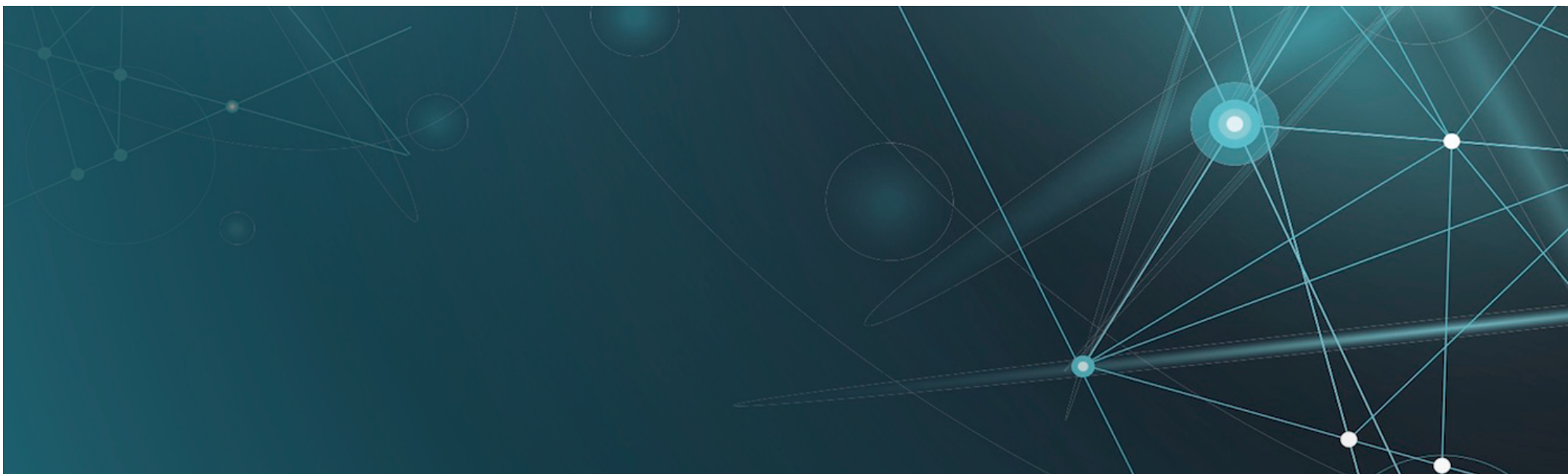
Amazon AI: New Deep Learning Services



Rekognition

Image Analysis





Demo

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Amazon AI: New Deep Learning Services

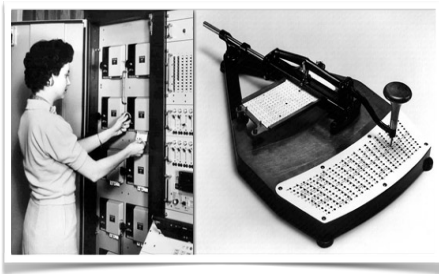


Lex

Conversational
Engine

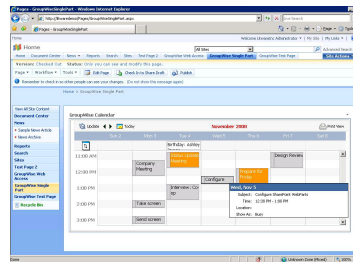


Advent of Conversational Interactions



1st Gen:

Punch Cards & Memory Registers



2nd Gen:

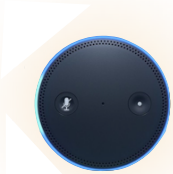
Pointers & Sliders



3rd Gen:

Conversational Interfaces

Amazon Lex - Features



Text and speech language understanding: powered by the same technology as Alexa



Deployment to chat services



Designed for builders: efficient and intuitive tools to build conversations; scales automatically



Versioning and alias support



Enterprise SaaS connectors: connect to enterprise systems





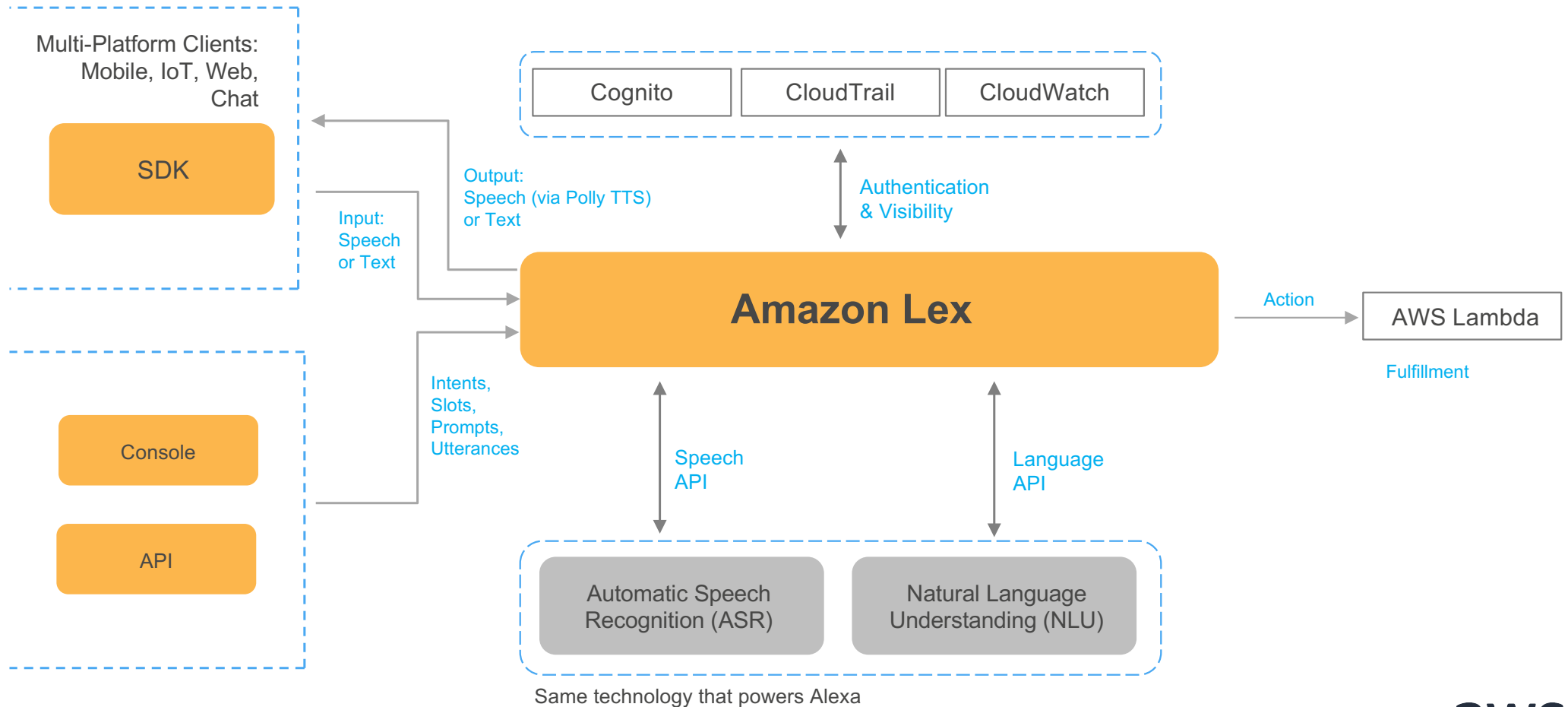
Demo

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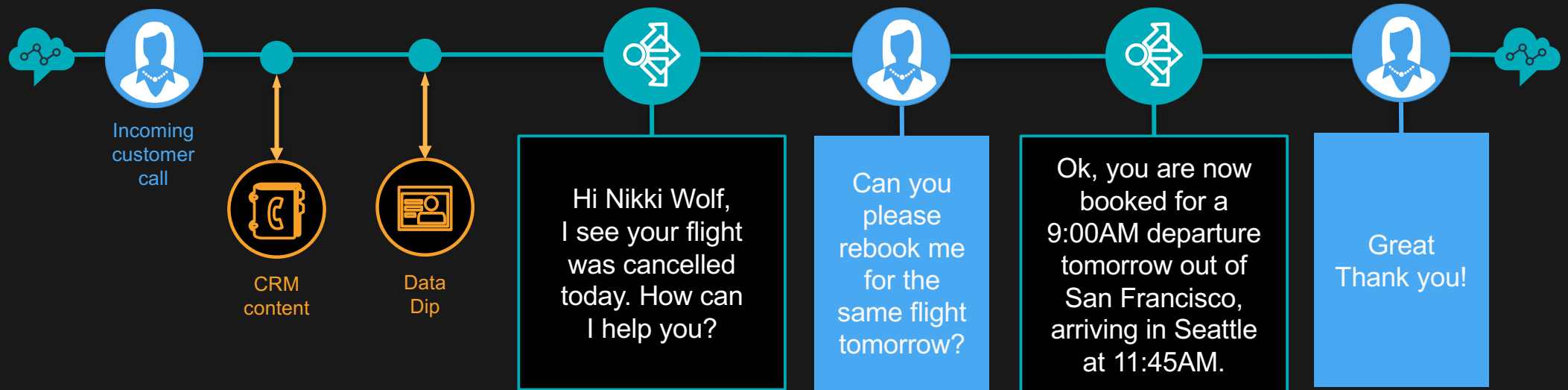
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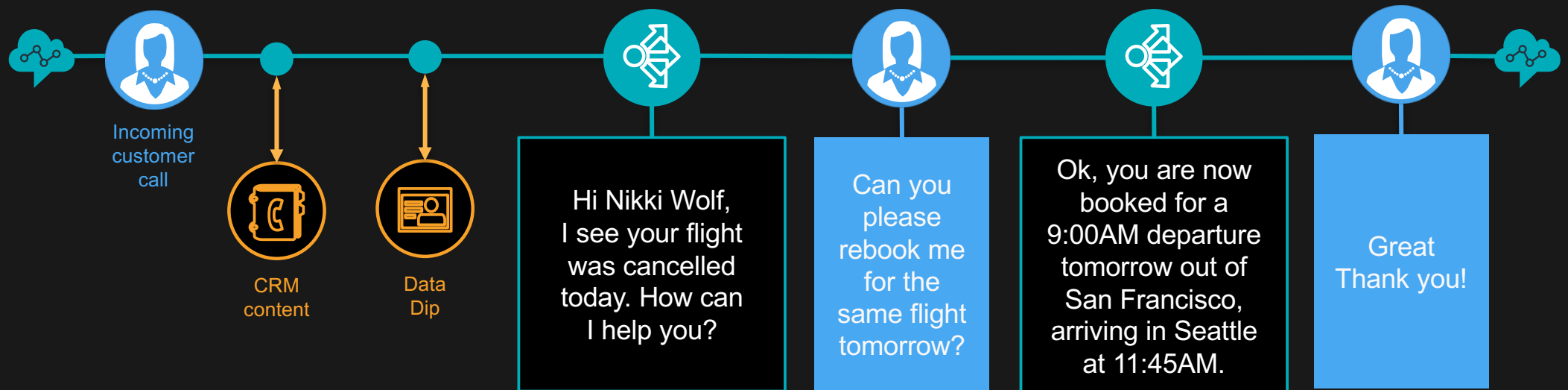
Amazon Lex - Technology



Contact Flow Engine – Customer Experience Example



Contact Flow Engine – Customer Experience Example



DYNAMIC

Answer customer questions before they are even asked

PERSONAL

Contact flows adapt on a per customer basis

NATURAL

Amazon Lex (in preview) the same technology that powers Alexa

Amazon Lex – Use Cases



Informational

Chatbots for everyday consumer requests

- News updates
- Weather information
- Game scores



Application Bots

Build powerful interfaces to mobile applications

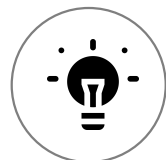
- Book tickets
- Order food
- Manage bank accounts



Enterprise Productivity Bots

Streamline enterprise work activities and improve efficiencies

- Check sales numbers
- Marketing performance
- Inventory status



Internet of Things (IoT) Bots

Enable conversational interfaces for device interactions

- Wearables
- Appliances
- Auto



Amazon AI Services



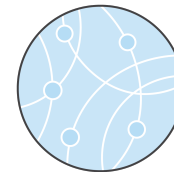
High quality,
through
best-in-class
deep learning



Deep
functionality



Easy to use
& thoughtfully integrated



Built for
production



Low
cost



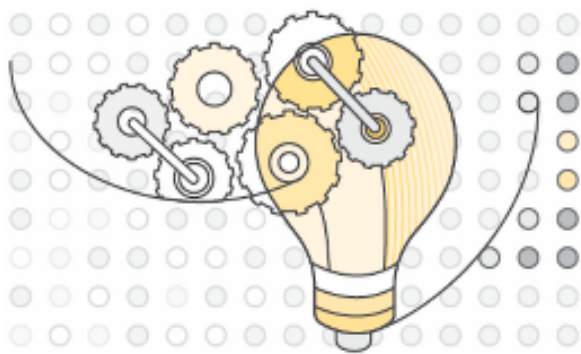


Amazon Machine Learning

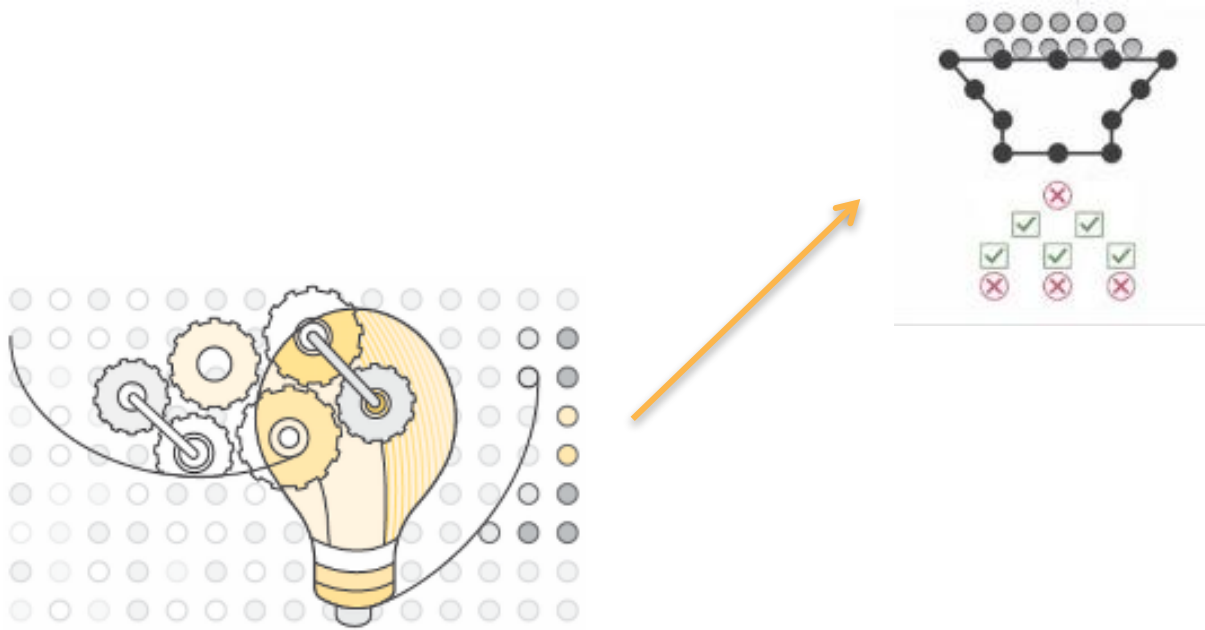
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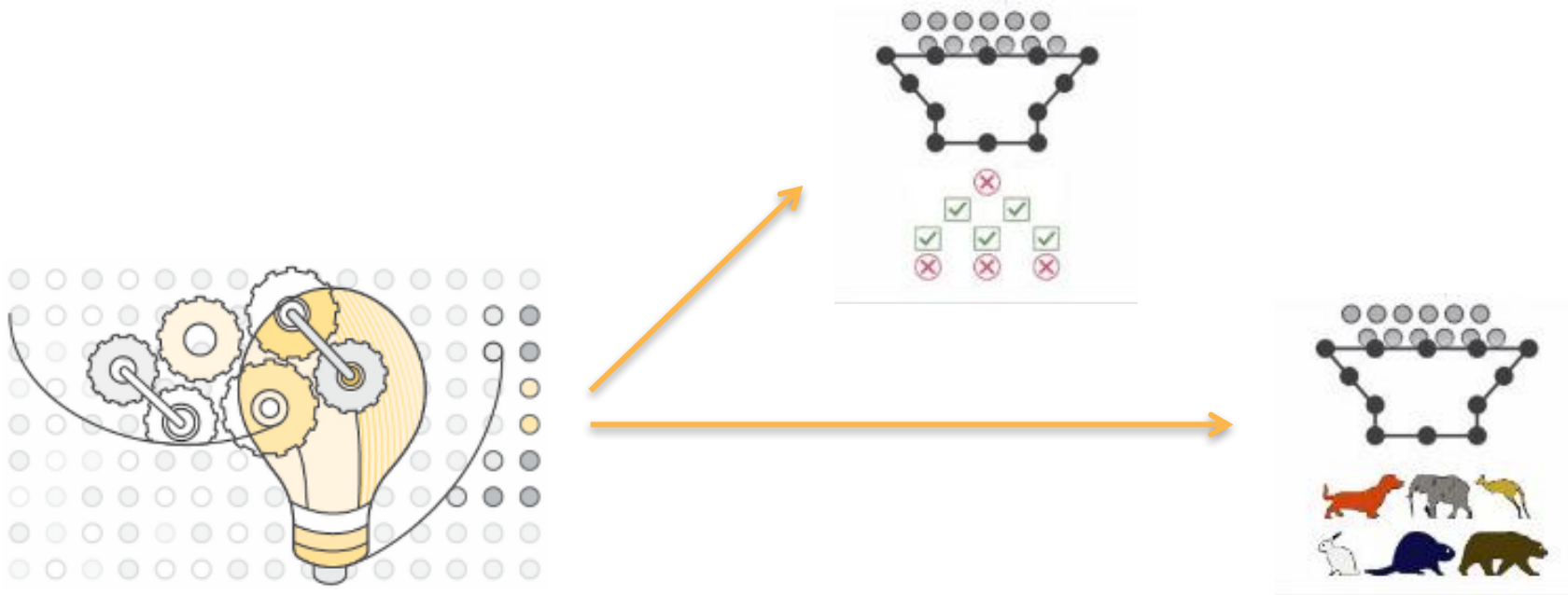
Amazon Machine Learning service



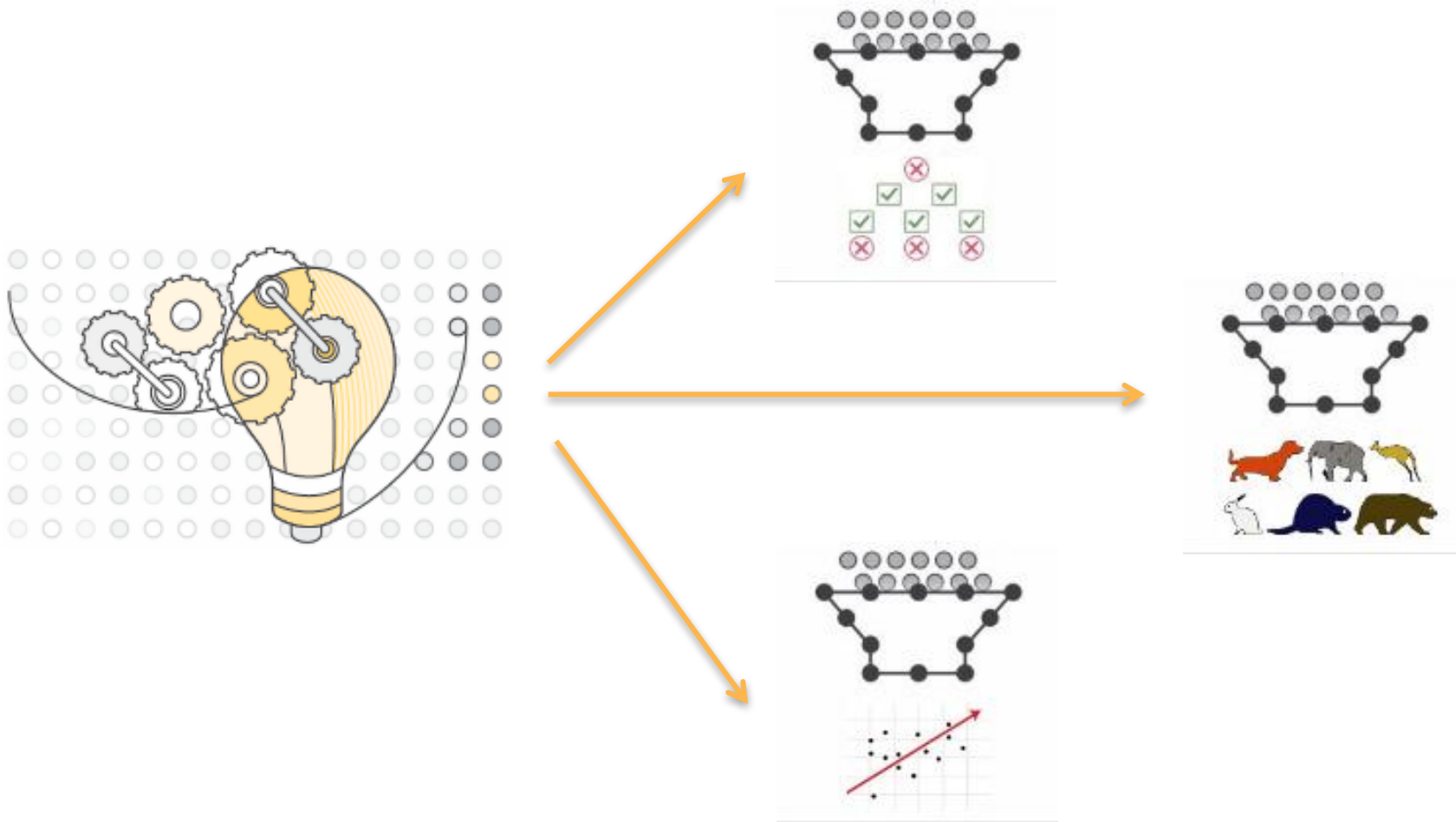
Amazon Machine Learning service

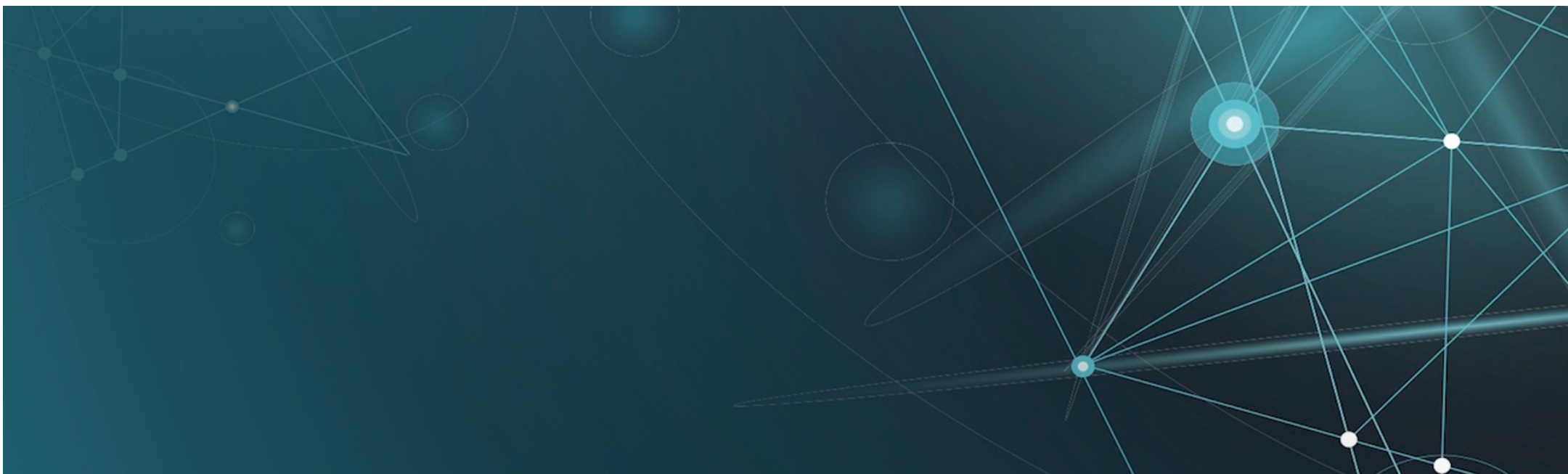


Amazon Machine Learning service



Amazon Machine Learning service



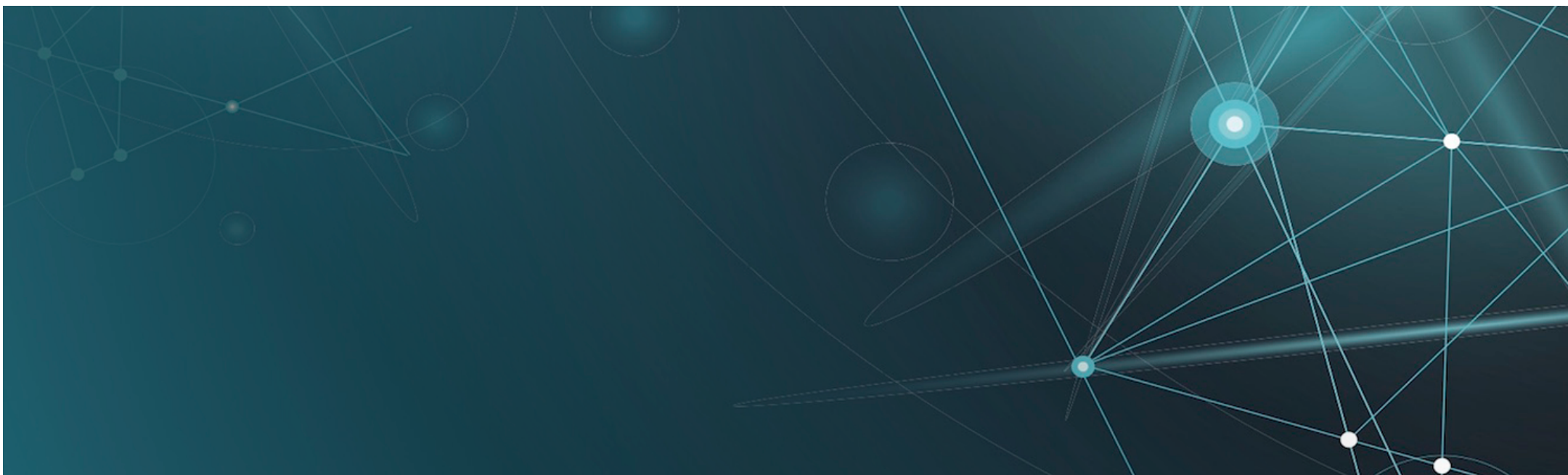


Demo

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Questions?

