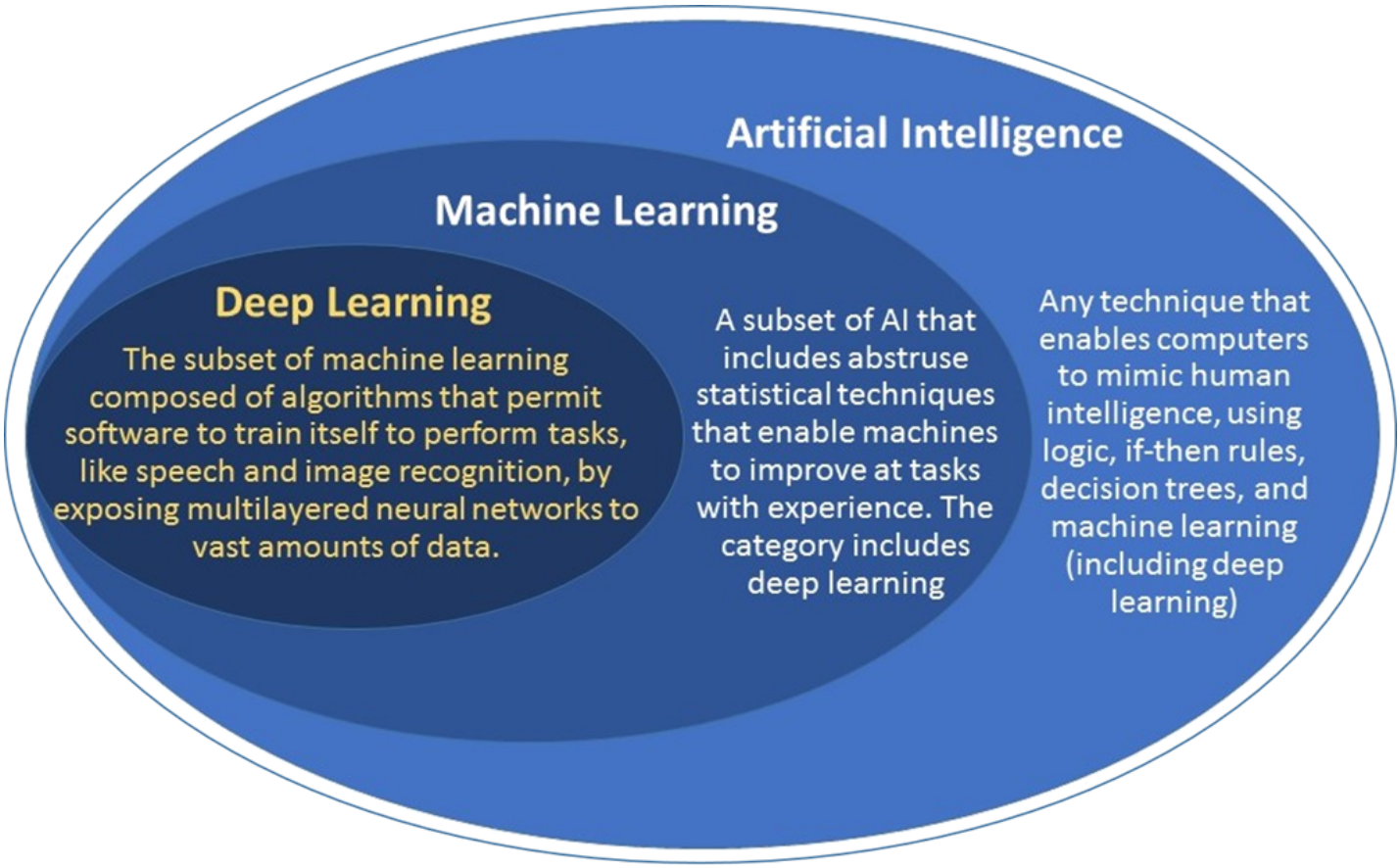
# ADD THE AI FEATURES

## Add AI Features

When we say “AI”, what do we mean? Artificial Intelligence is generally any technique that enables computers to mimic human intelligence. Often these capabilities are powered by machine and deep learning models.




In the past, AI has often been expensive and tricky to get right - mainly because of data and compute limitations. But now with cloud scale and exponential data available for training, AWS is capable of providing AI feature sets to any developer. In our web application, we are going to highlight and use 3 of these services.

# Amazon Lex

Amazon Lex is a service for building conversational interfaces into any application using voice and text. Developing a chatbot can be done through the Amazon Lex Console, or with the help of AWS Amplify.

# Amazon Comprehend

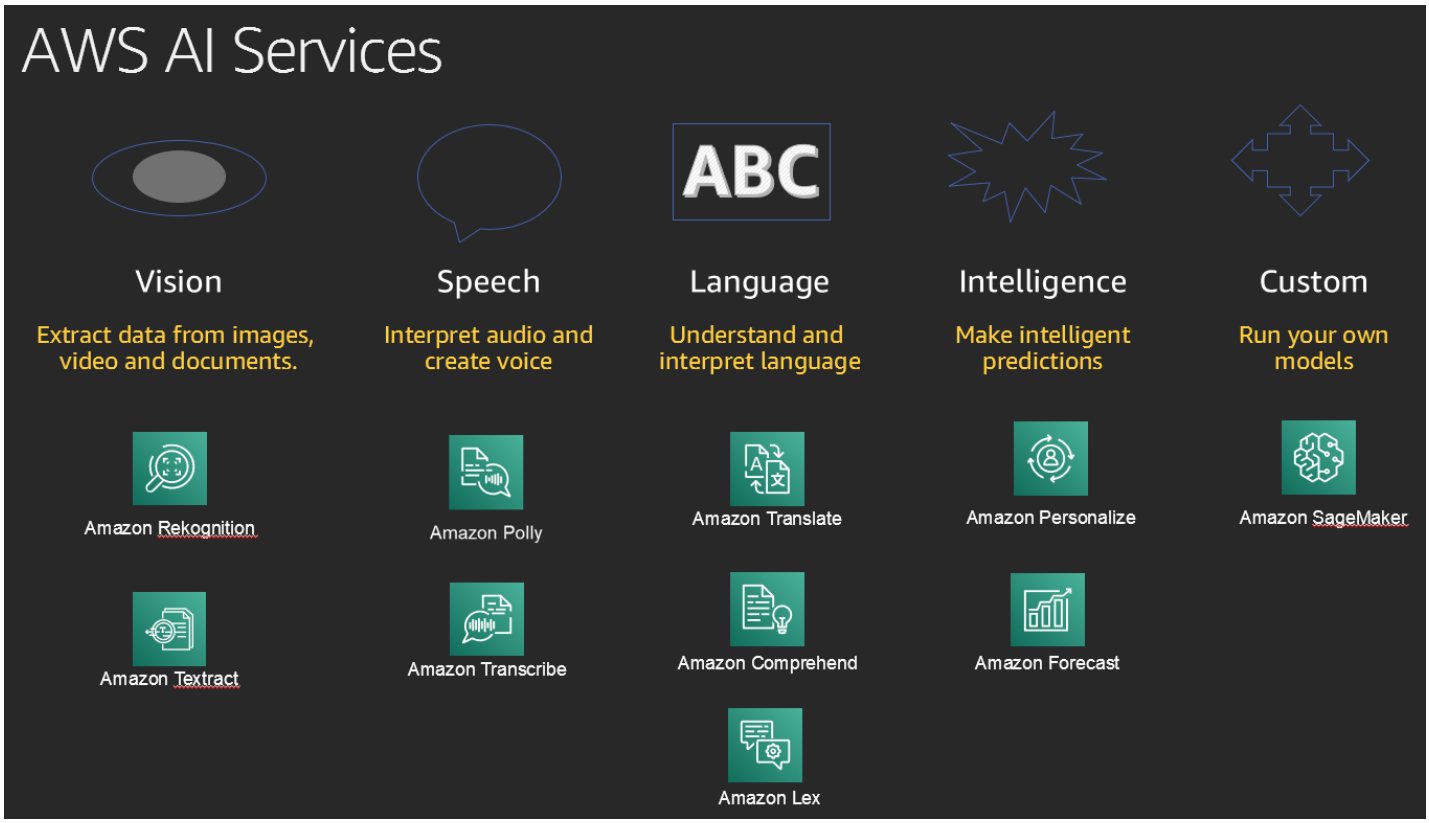
Amazon Comprehend is a machine learning powered service that makes it easy to find insights and relationships in text. Comprehend is a service that can be used with simple API or SDK calls. As well, AWS Amplify can help you implement the entire feature set of the Comprehend service.

# Amazon Personalize

Amazon Personalize is a machine learning service that makes it easy for developers to create individualized recommendations for customers using their applications. With Amazon Personalize, you can provide your own customer and product data sets, and personalize will select the correct “recipe” to perform machine learning on that data. Then you can call an API to get product recommendations for your customers, as well as feed real-time usage data back into the system for continuous learning.

# The AWS AI Services

AWS provides AI and machine learning to fit every use case. Check out https://aws.amazon.com/machine-learning/ to get the full picture.


AWS AI Services
Vision
Extract data from images, video and documents.
Amazon Rekognition
Amazon Textract
Speech
Interpret audio and create voice
Amazon Polly
Amazon Transcribe
ABC
Language
Understand and interpret language
Amazon Translate
Amazon Comprehend
Amazon Lex
Intelligence
Make intelligent predictions
Amazon Personalize
Amazon Forecast
Custom
Run your own models
Amazon SageMaker