Generative AI

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Amazon Nova Foundation Models

Frontier intelligence and industry leading price-performance

What is Amazon Nova?

Amazon Nova is a new generation of state-of-the-art (SOTA) foundation models (FMs) that deliver frontier intelligence and industry leading price-performance, available exclusively on Amazon Bedrock.

Amazon Nova understanding models

Amazon Nova Micro, Amazon Nova Lite, and Amazon Nova Pro are understanding models that accept text, image, or video inputs and generate text output. They provide a broad selection of capability, accuracy, speed, and cost operation points.

- Fast and cost-effective inference across intelligence classes

- State-of-the-art text, image, and video understanding

- Fine-tuning on text, image, and video input

- Leading agentic and multimodal retrieval augmented generation (RAG) capabilities

- Easy integration to proprietary data and applications with Amazon Bedrock

Learn more: Benchmarks and examples

Amazon Nova creative content generation models

Amazon Nova Canvas and Amazon Nova Reel are creative content generation models that accept text and image inputs and produce image or video outputs. They are designed to deliver customizable high-quality images and videos for visual content generation.

- State-of-the-art image and video generation

- Control over your visual content generation

- Multiple approaches to customize and edit visual content

- Support for safe and responsible use of AI with watermarking and content moderation

Learn more: Image and video gallery

Model versions

Amazon Nova Micro

Amazon Nova Micro is a text only model that delivers the lowest latency responses at very low cost. It is highly performant at language understanding, translation, reasoning, code completion, brainstorming, and mathematical problem-solving. With its generation speed of over 200 tokens per second, Amazon Nova Micro is ideal for applications that require fast responses.

Max tokens: 128k

Languages: 200+ languages

Fine-tuning supported: Yes, with text input.

Amazon Nova Lite

Amazon Nova Lite is a very low-cost multimodal model that is lightning fast for processing image, video, and text inputs. Amazon Nova Lite's accuracy across a breadth of tasks, coupled with its lightning-fast speed, makes it suitable for a wide range of interactive and high-volume applications where cost is a key consideration.

Max tokens: 300k

Languages: 200+ languages

Fine-tuning supported: Yes, with text, image, and video input.

Amazon Nova Pro

Amazon Nova Pro is a highly capable multimodal model with the best combination of accuracy, speed, and cost for a wide range of tasks. Amazon Nova Pro's capabilities, coupled with its industry-leading speed and cost efficiency, makes it a compelling model for almost any task, including video summarization, Q&A, mathematical reasoning, software development, and AI agents that can execute multi-step workflows. In addition to state-of-the-art accuracy on text and visual intelligence benchmarks, Amazon Nova Pro excels at instruction following and agentic workflows as measured by Comprehensive RAG Benchmark (CRAG), the Berkeley Function Calling Leaderboard, and Mind2Web.

Max tokens: 300k

Languages: 200+ languages

Fine-tuning supported: Yes, with text, image, and video input.

Amazon Nova Premier

Coming soon

Amazon Nova Canvas

Amazon Nova Canvas is a state-of-the-art image generation model that creates professional grade images from text or images provided in prompts. Amazon Nova Canvas also provides features that make it easy to edit images using text inputs, controls for adjusting color scheme and layout, and built-in controls to support safe and responsible use of AI.

Max input characters: 1024

Languages: English

Fine-tuning supported: Coming soon

Amazon Nova Reel

Amazon Nova Reel is a state-of-the-art video generation model that allows customers to easily create high quality video from text and images. Amazon Nova Reel supports use of natural language prompts to control visual style and pacing, including camera motion control, and built-in controls to support safe and responsible use of AI.

Max input characters: 512

Languages: English

Fine-tuning supported: Coming soon

Palantir Technologies

Palantir Technologies builds software that enables AI-driven decision-making in many of the most critical contexts in the world.

> " We are excited to integrate Amazon Nova Pro's advanced reasoning capabilities with the Ontology System within Palantir's AI Platform (AIP), and with the prospect of driving new operational efficiencies and decision-making workflows across 40+ industries. This includes powering insurance agents that process complex policy requests, and supply chain agents that orchestrate end-to-end reallocation processes — all while maintaining compliance and enforcing granular guard rails. "

Akshay Krishnaswamy, Chief Architect at Palantir Technologies.

Hearst Corporation

The Hearst Corporation is a is a leading global, diversified information, services, and media company with operations in 40 countries.

> " Amazon Nova Pro surprised me with the details and eloquent summaries it was able to extract from video content. We are looking forward to leveraging these video and document understanding capabilities. Its advanced document understanding promises the ability to enhance business workflows, offering faster and more efficient data processing solutions. And its video understanding capabilities offer the opportunity to use more sources of information for research and content creation at scale, enhancing our subscriber experiences. "

Peter Goldstein, Chief Product and AI Strategist at Hearst

Caylent

Caylent is a next-generation cloud services company leveraging AI and AWS to transform ideas into impact, faster.

> " I'm incredibly excited about the potential of Amazon's new multi-modal Amazon Nova offerings, particularly the state-of-the-art video understanding capability, and its broad industry applications. At Caylent, we've been piecing together combinations of different techniques and models for years, to provide video understanding for our customers across media, sports, retail, and healthcare. Now, we just call an Amazon Bedrock API and get industry-leading results, for a fraction of the cost, turning our customer's time from prototype to production, even faster. No complex image tiling, sampling, or other complexity. Just a pointer to a video and a prompt. Magic!   "

Randall Hunt, CTO at Caylent

Dentsu Digital Inc.

Dentsu Digital Inc. is a digital marketing company that provides services to help businesses grow.

> " At Dentsu Digital Inc., our quest for innovation in digital marketing is constantly fueled by leveraging cutting-edge technology, and Amazon Nova Reel video generation AI is helping us do just that. Amazon Nova, backed by AWS's robust and reliable infrastructure, seamlessly integrates into our creative process, enabling us to produce breathtaking video content with superior background aesthetics. It empowers our teams to explore creative avenues more freely, turning what used to take weeks into days. With Amazon Nova, we rapidly create mockups and precise proposal scenarios while crafting short, impactful videos—a transformative change that has boosted our efficiency. "

Satoru Yamamoto, Executive Officer at Dentsu Digital

Shutterstock

Shutterstock is a leading creative platform offering full-service solutions, high-quality content, and tools for brands, businesses and media companies. Shutterstock fuels millions of creators around the world with the most extensive and diverse collection of high-quality content to bring storytelling to life for brands, digital media, and marketing companies.

> " Amazon Nova Canvas represents a significant jump forward in image quality from AWS's already impressive line-up of models, which makes us really excited to include it in the Shutterstock AI Image Generator. This new model truly elevates the prompting experience while being incredibly intuitive and easy to use, providing even more value to the Shutterstock customer offering. "

Chris Loy, Director of AI Services at Shutterstock

Musixmatch

Musixmatch, the world's largest lyrics platform, provides music data, AI, tools, and services that enhance the music experience. With over 80 million users and a database of more than 11 million unique lyrics, Musixmatch leads the industry in song search and lyric sharing capabilities.

> " Amazon Nova Canvas and Amazon Nova Reel will help democratize music video creation for emerging artists. By including Amazon Nova models in Musixmatch Pro, we are empowering artists to produce high-quality videos using their songs' context as inputs. Artists can easily customize their videos and tweak them to match different music styles using natural language prompts to align with their artistic vision. We're proud to make professional music video generation accessible to all. "

Marco Paglia, Musixmatch Co-President

Please refer to the Amazon Titan product page for Amazon Titan foundation models, including Amazon Titan Embeddings models and Amazon Titan Image Generator models. Amazon Titan product page.