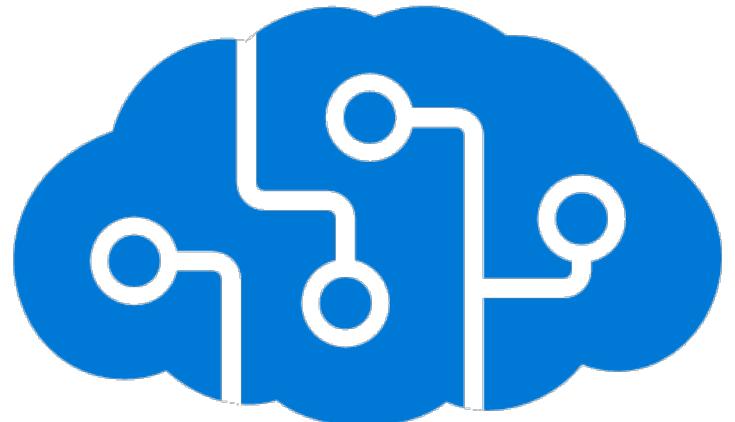


Cognitive Services

June Cho

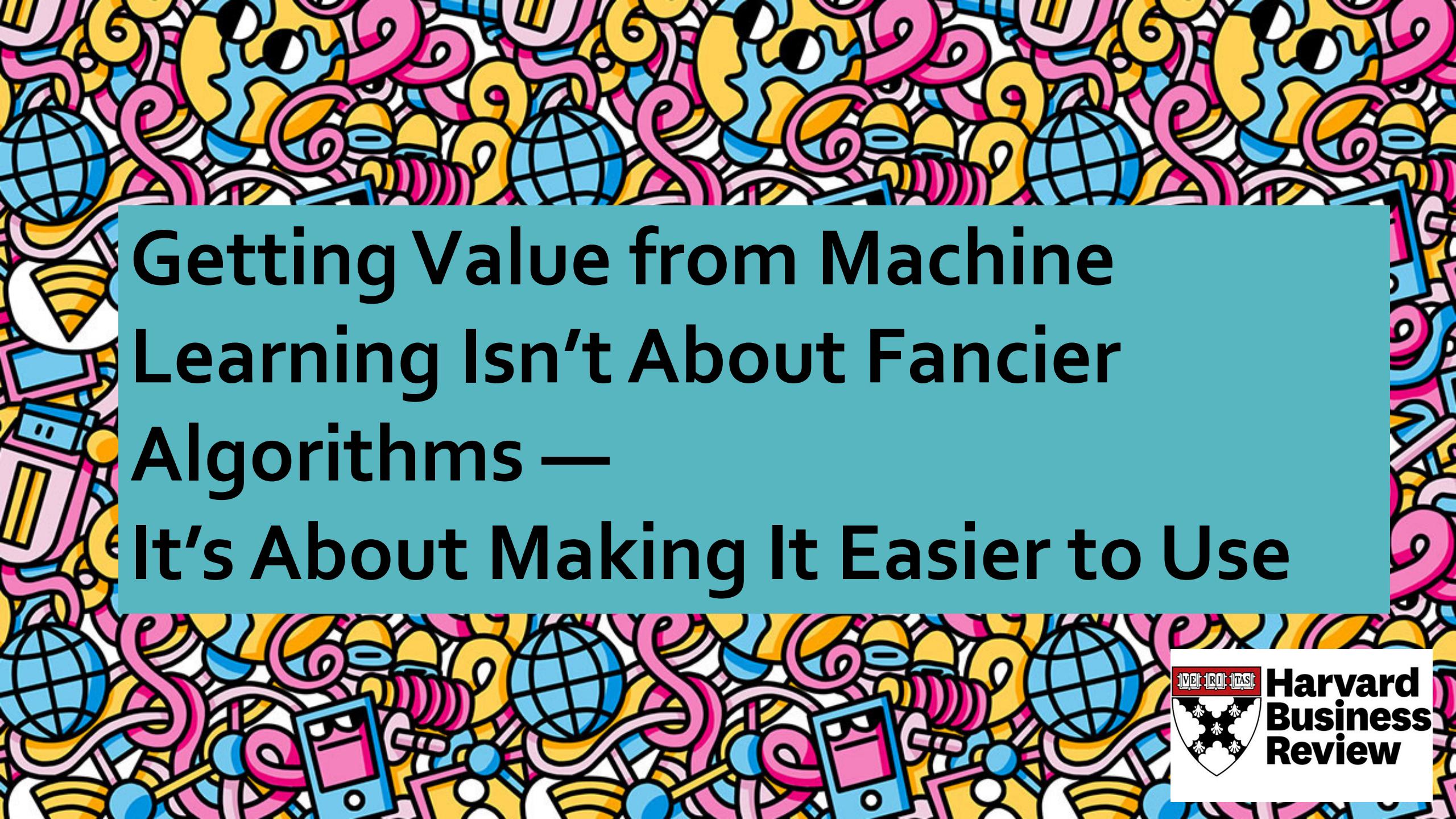
Technical Solutions Professional

juc@microsoft.com



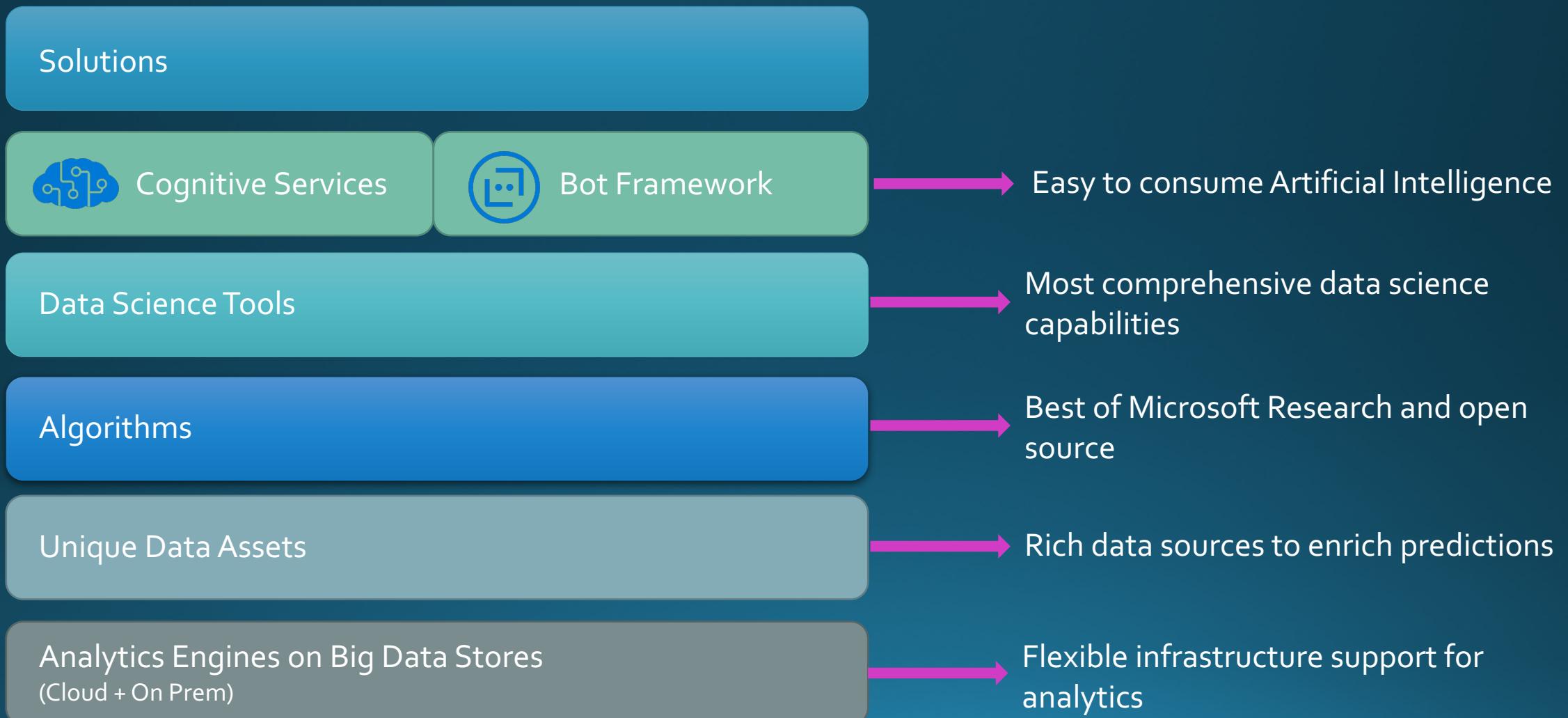
Agenda

- What are Cognitive Services?
- Demo
- Use Case



Getting Value from Machine Learning Isn't About Fancier Algorithms — It's About Making It Easier to Use

Our Approach



Microsoft Cognitive Services

Give your apps a human side

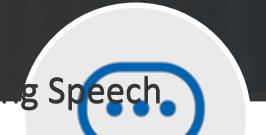


Computer Vision
(Objects)
Content Moderator
Computer Vision (OCR)
Emotion

Face
Face
Vision

Video Indexer

Custom Vision Service



Bing Speech
Speaker Recognition
Custom Speech
Service

Speech



Bing Spell Check
Linguistic Analysis
Text Analytics
Understanding (LUIS)
Translator Text
& Entities (LUIS)

WebLanguage Model
Language
Understanding



QnA Maker
Entity Linking
Knowledge Exploration
Recommendations
Custom Decision Service

Knowledge



Bing Autosuggest
Bing Image Search
Bing News Search
Bing Video Search
Bing Web Search
Bing Entity Search
Bing Custom Search

Search



Project Prague (gesture)
Project Cuzco (events)
Project Johannesburg
(routing)
Project Nanjing
(isochrones)
Project Abu Dhabi
(distance matrix)
Project Wollongong
(location)

Labs

Cognitive Services capabilities

Infuse your apps, websites, and bots with human-like intelligence



Vision

- Object, scene, and activity detection
- Face recognition and identification
- Celebrity and landmark recognition
- Emotion recognition
- Text and handwriting recognition (OCR)
- Video metadata, audio, and keyframe extraction and analysis
- Explicit or offensive content moderation
- Custom image recognition



Speech

- Speech transcription (Speech-to-text)
- Speech Synthesis (Text-to-speech)
- Real-time speech translation
- Speaker identification and verification
- Custom Speech models for transcription and translation
- Custom voice



Language

- Language detection
- Text sentiment analysis
- Key phrase extraction
- Entity recognition
- Spell checking
- Explicit or offensive text content moderation, PII detection
- Text translation
- Customizable text translation
- Contextual language understanding



Knowledge

- Q&A extraction from unstructured text
- Knowledge base creation from collections of Q&As
- Semantic matching for knowledge bases
- Customizable content personalization learning



Search

- Ad-free web, news, image, and video search results
- Trends for video, news
- Image identification, classification and knowledge extraction
- Identification of similar images and products
- Named entity recognition and classification
- Knowledge acquisition for named entities
- Search query autosuggest
- Ad-free custom search engine creation

Why Microsoft Cognitive Services?

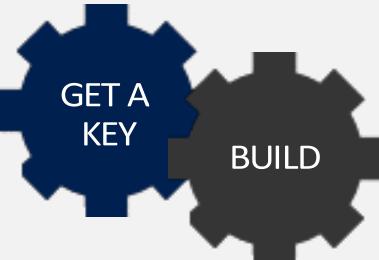


Easy

REST APIs

MS Flow Integration

Few lines of code required



Flexible

Platform of your choice

Breadth of offerings

Custom experience



Tested

Built by experts

Documentation, sample code, and community support



Cognitive Services Demo

UBER

Using Face API saved us months of development work in building face detection capability into our platform. We were able to implement our vision at warp speed, thanks to our partnership with Microsoft Cognitive Services. That left us more time to spend optimizing the user experience.

-Dima Kovalev:
Product Manager
Uber

