

Announcing New Tools for Building with Generative AI on AWS

by Swami Sivasubramanian | on 13 APR 2023 | in [Amazon CodeWhisperer](#), [Amazon Machine Learning](#), [Artificial Intelligence](#), [Generative AI](#) | [Permalink](#) | [Comments](#) | [Share](#)

The seeds of a machine learning (ML) paradigm shift have existed for decades, but with the ready availability of scalable compute capacity, a massive proliferation of data, and the rapid advancement of ML technologies, customers across industries are transforming their businesses. Just recently, generative AI applications like ChatGPT have captured widespread attention and imagination. We are truly at an exciting inflection point in the widespread adoption of ML, and we believe most customer experiences and applications will be reinvented with generative AI.

AI and ML have been a focus for Amazon for over 20 years, and many of the capabilities customers use with Amazon are driven by ML. Our e-commerce recommendations engine is driven by ML; the paths that optimize robotic picking routes in our fulfillment centers are driven by ML; and our supply chain, forecasting, and capacity planning are informed by ML. Prime Air (our drones) and the computer vision technology in Amazon Go (our physical retail experience that lets consumers select items off a shelf and leave the store without having to formally check out) use deep learning. Alexa, powered by more than 30 different ML systems, helps customers billions of times each week to manage smart homes, shop, get information and entertainment, and more. We have thousands of engineers at Amazon committed to ML, and it's a big part of our heritage, current ethos, and future.