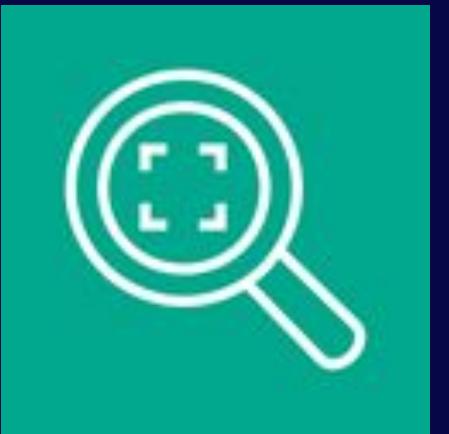


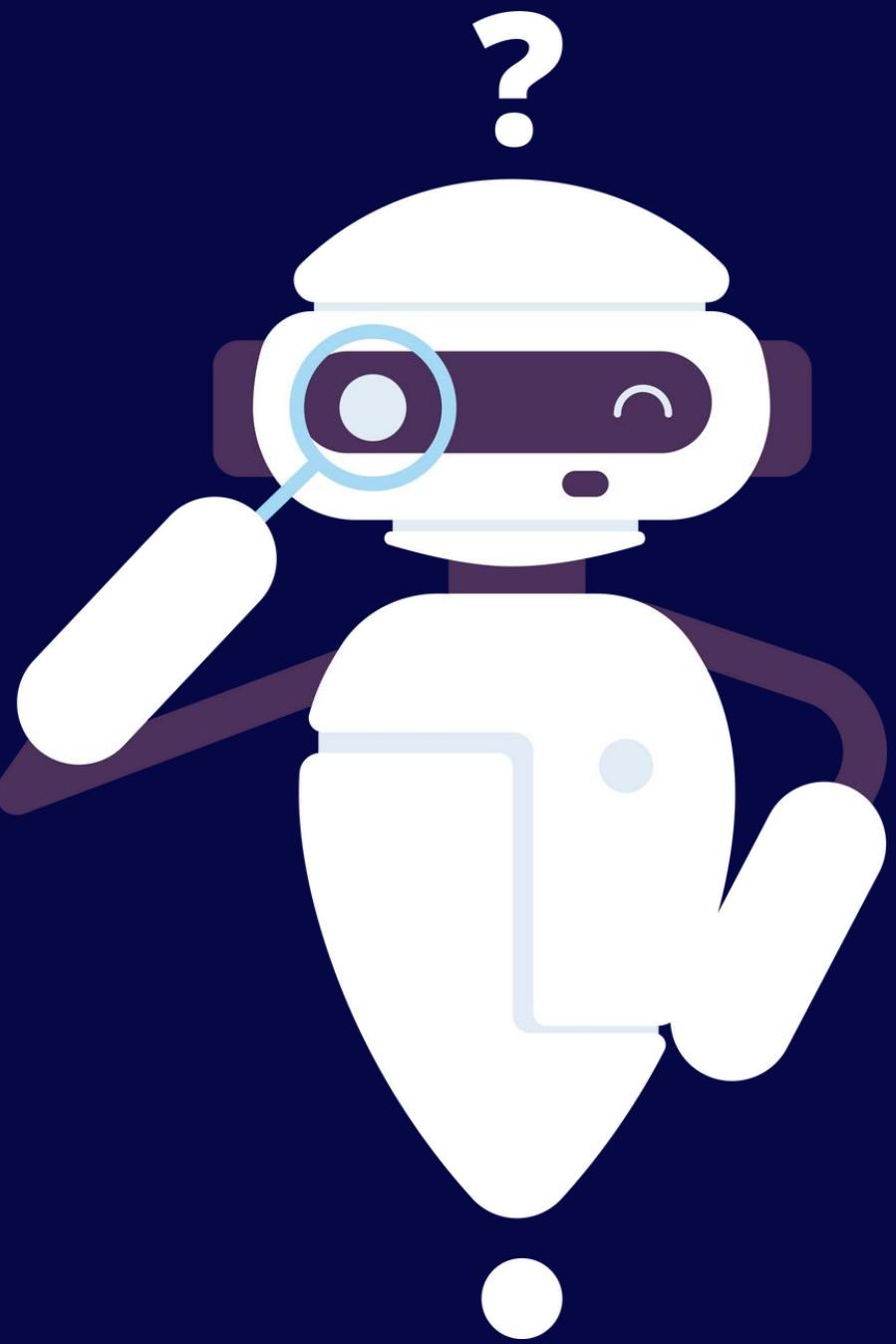
AWS ML SERVICES

Content Table

- **AWS RECOGNITION**
- **AWS TRANSCRIBE**
- **AWS POLLY**
- **AWS LEX AND CONNECT**
- **AWS SAGEMAKER**
- **AWS KENDRA**
- **AWS PERSONALIZE**
- **AWS Textract**



Rekognition

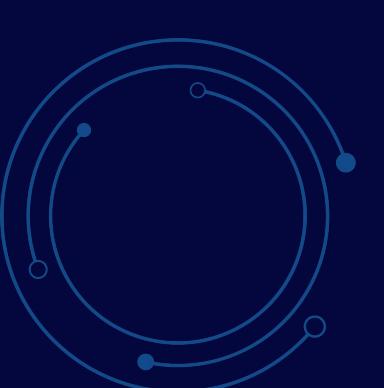


AWS

REKOGNITION

Amazon Rekognition is a machine learning service that enables you to add image and video analysis to your applications. It uses deep learning models to identify objects, people, text, scenes, and activities in images and videos, as well as detect inappropriate content.





KEY FEATURES

OBJECT & SCENE DETECTION

Automatically identifies thousands of objects and scenes in images and videos, such as cars, pets, buildings, and more.

FACIAL ANALYSIS

Detects and analyzes faces for attributes like age, gender, emotions, and facial landmarks.



KEY FEATURES

TEXT IN IMAGES (OCR)

Detects and extracts text from images, including handwritten and printed text.

CELEBRITY RECOGNITION

Identifies celebrities in images and videos.



AWS RECOGNITION

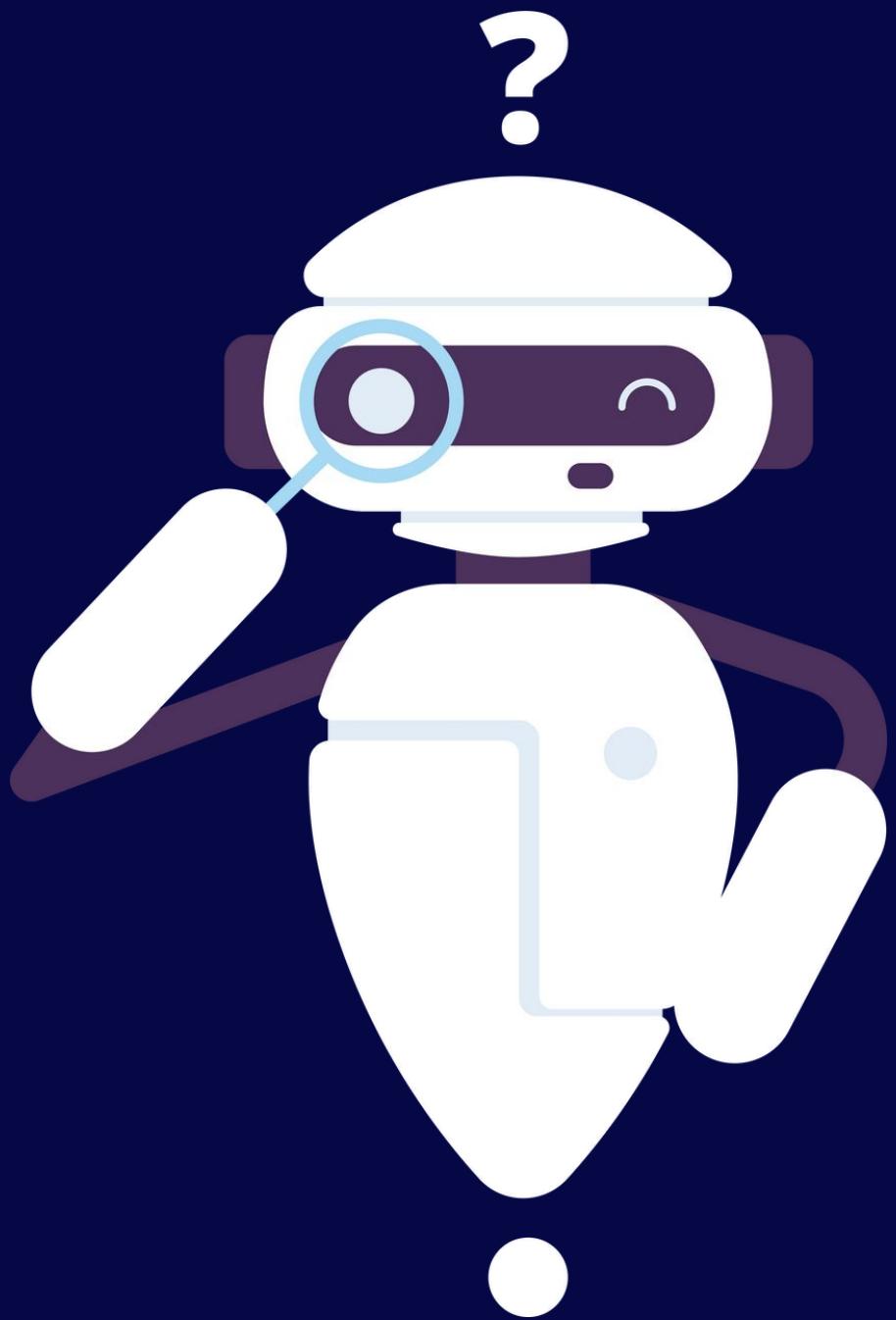
USE CASES

- Security and surveillance
- Customer identity verification
- Content moderation for social media
- Automatic metadata tagging for media assets





Transcribe



AWS

TRANSCRIBE

Amazon Transcribe is an automatic speech recognition (ASR) service that converts spoken language into written text. It is designed to accurately transcribe audio and video content into text.



KEY FEATURES

REAL-TIME & BATCH TRANSCRIPTION

Offers both real-time transcription for live audio streams and batch transcription for pre-recorded audio.

SPEAKER IDENTIFICATION

Identifies different speakers in the audio, assigning different speaker labels to their respective speech segments.

KEY FEATURES

CUSTOM VOCABULARY

Allows you to define specific terms, acronyms, or phrases that are important to your transcription use case.

LANGUAGE SUPPORT

Supports multiple languages, making it versatile for global applications.



KEY FEATURES

PUNCTUATION & FORMATTING

Automatically adds punctuation and
formatting to the transcribed text,
making it easier to read.

CHANNEL IDENTIFICATION

Separates and transcribes audio from
different channels, such as
multi-channel call recordings.



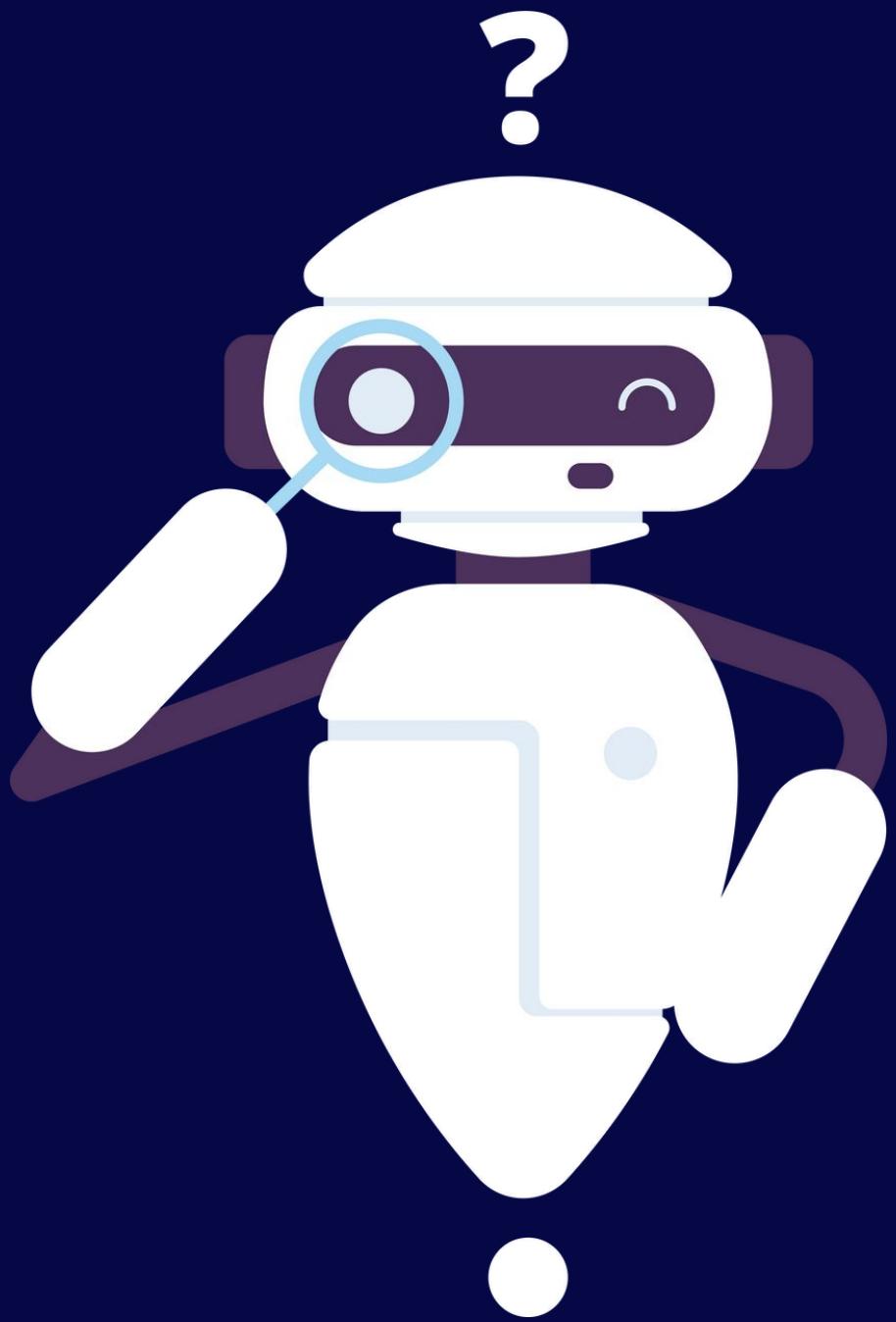
USE CASES

- Transcribing customer service calls
- Subtitling and captioning video content
- Legal and medical transcription
- Meeting notes and transcription





Polly



AWS

POLLY

Amazon Polly is a text-to-speech (TTS) service that converts written text into natural-sounding speech. It supports a wide range of languages and voices, enabling you to build applications that talk.



KEY FEATURES



WIDE LANGUAGE & VOICE SUPPORT

Offers multiple languages and a variety of male and female voices, with options for different accents and tones.

NEURAL TEXT-TO-SPEECH (NTTS)

Provides high-quality, natural-sounding voices using advanced neural networks.

KEY FEATURES

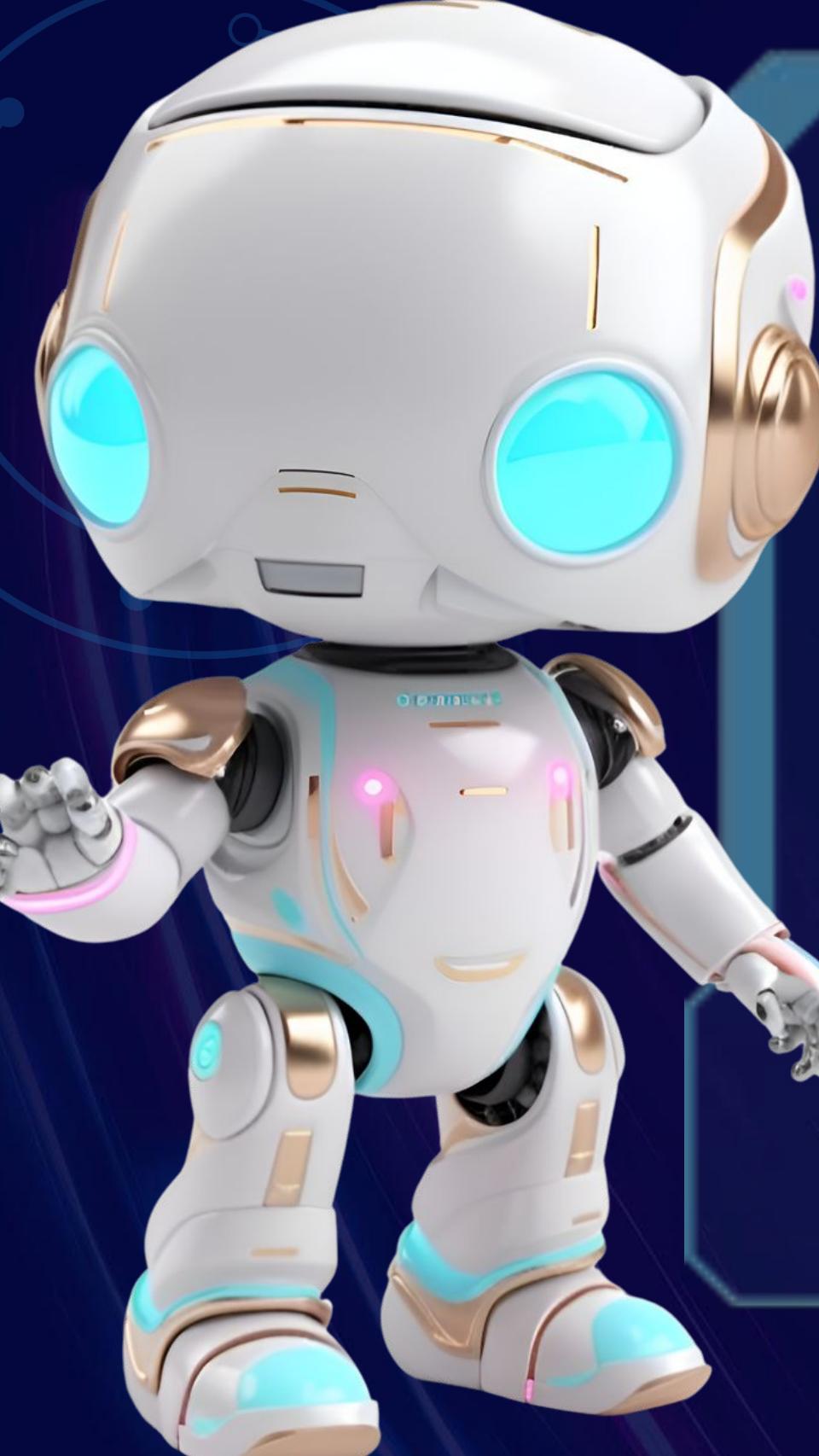


SPEECH MARKS

Provides information about speech timing, including word, sentence, and viseme boundaries, which can be used to synchronize animations with speech.

CUSTOM LEXICONS

Allows you to customize the pronunciation of words, ensuring that Polly reads them the way you want.

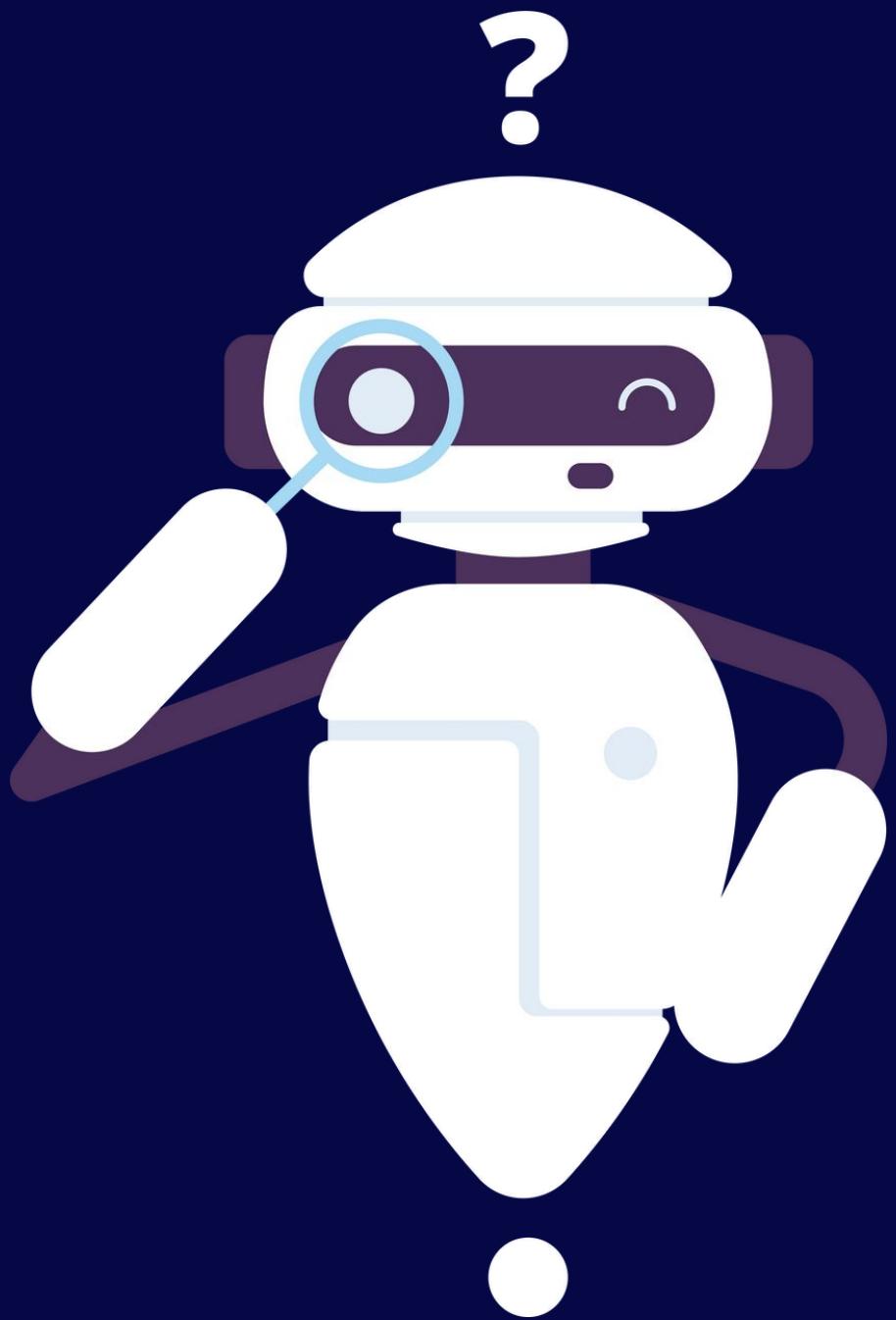


USE CASES

- Voice-activated assistants and chatbots
- Accessible content for the visually impaired
- Automated customer service and IVR systems
- Interactive e-learning and training modules



Lex & Connect

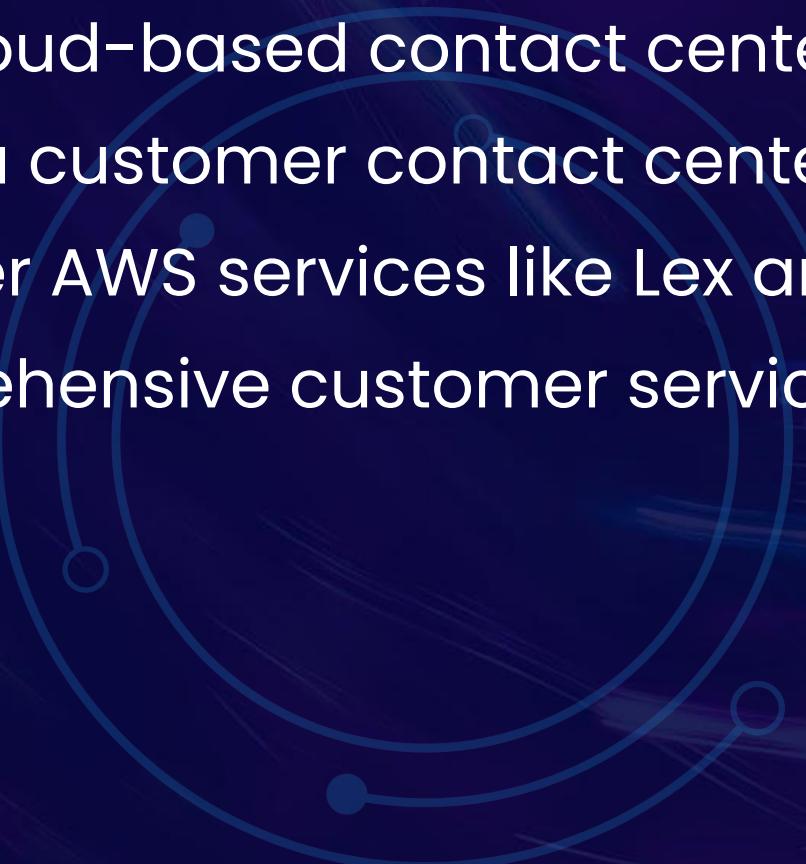


AWS

LEX & CONNECT



Amazon Lex is a service for building conversational interfaces using voice and text. It powers chatbots and voice assistants, providing natural language understanding (NLU) and automatic speech recognition (ASR).



Amazon Connect is a cloud-based contact center service that allows you to set up and manage a customer contact center with ease. It integrates seamlessly with other AWS services like Lex and Lambda to provide a comprehensive customer service solution.



KEY FEATURES- AWS LEX

NATURAL LANGUAGE UNDERSTANDING (NLU)

Understands user intent and context, allowing for more natural and intuitive conversations.

AUTOMATIC SPEECH RECOGNITION (ASR)

Converts spoken language into text for processing.



KEY FEATURES- AWS LEX

MULTI-LANGUAGE SUPPORT

Supports multiple languages for building chatbots that can serve global audiences.

MULTI-TURN DIALOGUES

Manages complex conversations involving multiple turns, including context and slot filling.

KEY FEATURES - AWS CONNECT

SELF-SERVICE CONFIGURATION

Easy to set up and configure with a visual interface that doesn't require specialized skills.

OMNI-CHANNEL SUPPORT

Handles customer interactions across voice and chat channels in a single platform.



AI AND ML INTEGRATION

Integrates with services like Lex and Polly to provide AI-driven customer experiences, such as automated chatbots and voice assistants.

SCALABILITY

Easily scales to accommodate seasonal spikes in customer interaction volume without requiring additional infrastructure.



A stylized illustration of a woman's face in profile, facing right. She has dark hair and is wearing large, futuristic-looking glasses. The lenses of the glasses are transparent but show a digital interface with two large blue eyes and various data visualizations like graphs and charts.

AWS LEX

USE CASES

- Customer support chatbots
- Virtual assistants
- Automated FAQ systems
- Interactive voice response (IVR) systems



A stylized illustration of a woman's face in profile, facing right. She has dark hair and is wearing blue-tinted sunglasses. The lenses of the sunglasses are transparent and display a digital interface with a grid pattern, a magnifying glass icon, and some text. Her eyes are blue, and she has a slight smile.

AWS CONNECT

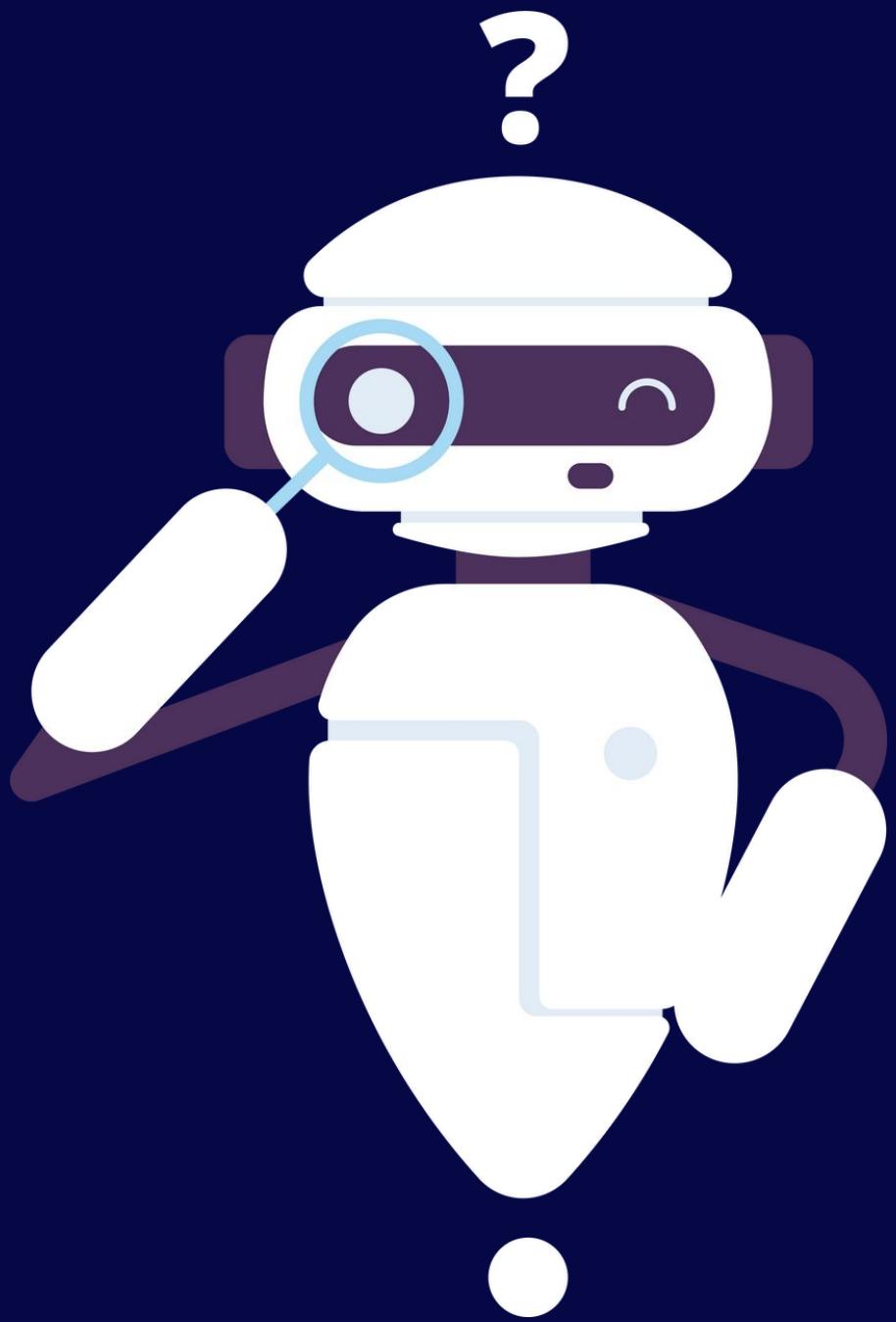
USE CASES

- Customer service centers
- Technical support help desks
- Automated appointment scheduling
- Feedback and survey systems



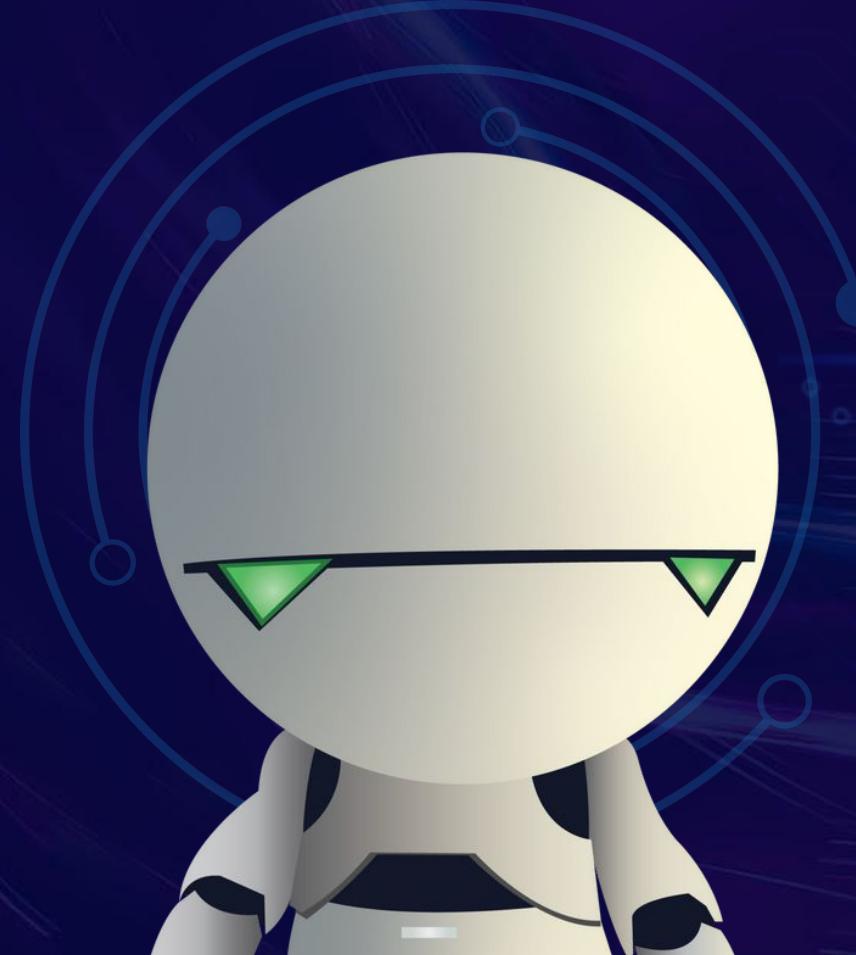


Sagemaker



AWS

SAGEMAKER



Amazon SageMaker is a fully managed service that provides every developer and data scientist with the ability to build, train, and deploy machine learning models quickly. SageMaker eliminates the heavy lifting associated with machine learning, making it easier to develop high-quality models.

KEY FEATURES

DATA LABELING

Facilitates the creation of labeled datasets by combining human labeling with machine learning to produce highly accurate training data.

BUILT-IN ALGORITHMS

Offers pre-built algorithms optimized for scale and performance, making it easier to train models without needing to code from scratch.



KEY FEATURES

MANAGED TRAINING

Simplifies the process of training models by providing managed infrastructure, auto-scaling, and distributed training support.

MODEL DEPLOYMENT

Offers one-click deployment of models to production with endpoints that automatically scale based on traffic.



KEY FEATURES

MODEL MONITORING

Monitors deployed models for accuracy and performance, with tools for detecting data drift and retraining models as needed.

SAGEMAKER STUDIO

An integrated development environment (IDE) for machine learning that provides all the tools needed for every step of the machine learning lifecycle.

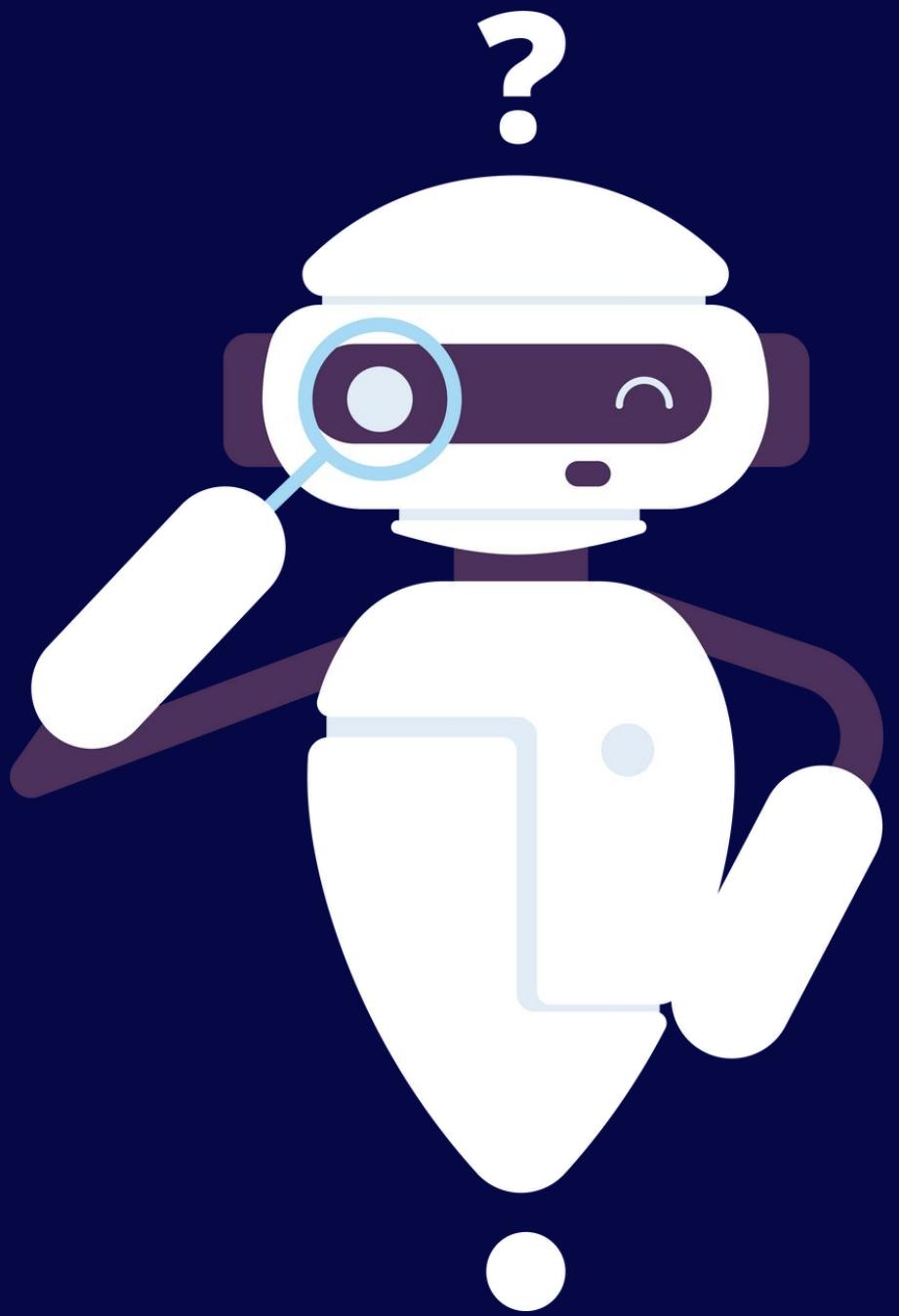
USE CASES

- Predictive analytics
- Personalized recommendations
- Fraud detection
- Natural language processing (NLP)
- Image and video analysis





Kendra



AWS

KENDRA

Amazon Kendra is an intelligent search service powered by machine learning. It allows organizations to build powerful search functionality into their applications, enabling users to find the information they need quickly and efficiently across various data sources.

KEY FEATURES

NATURAL LANGUAGE PROCESSING (NLP)

Kendra understands natural language queries, allowing users to ask questions in everyday language and receive accurate answers.

DOCUMENT INDEXING

Kendra indexes documents from multiple data sources, including databases, file systems, intranet sites, and third-party applications like Salesforce, SharePoint, and S3.

KEY FEATURES

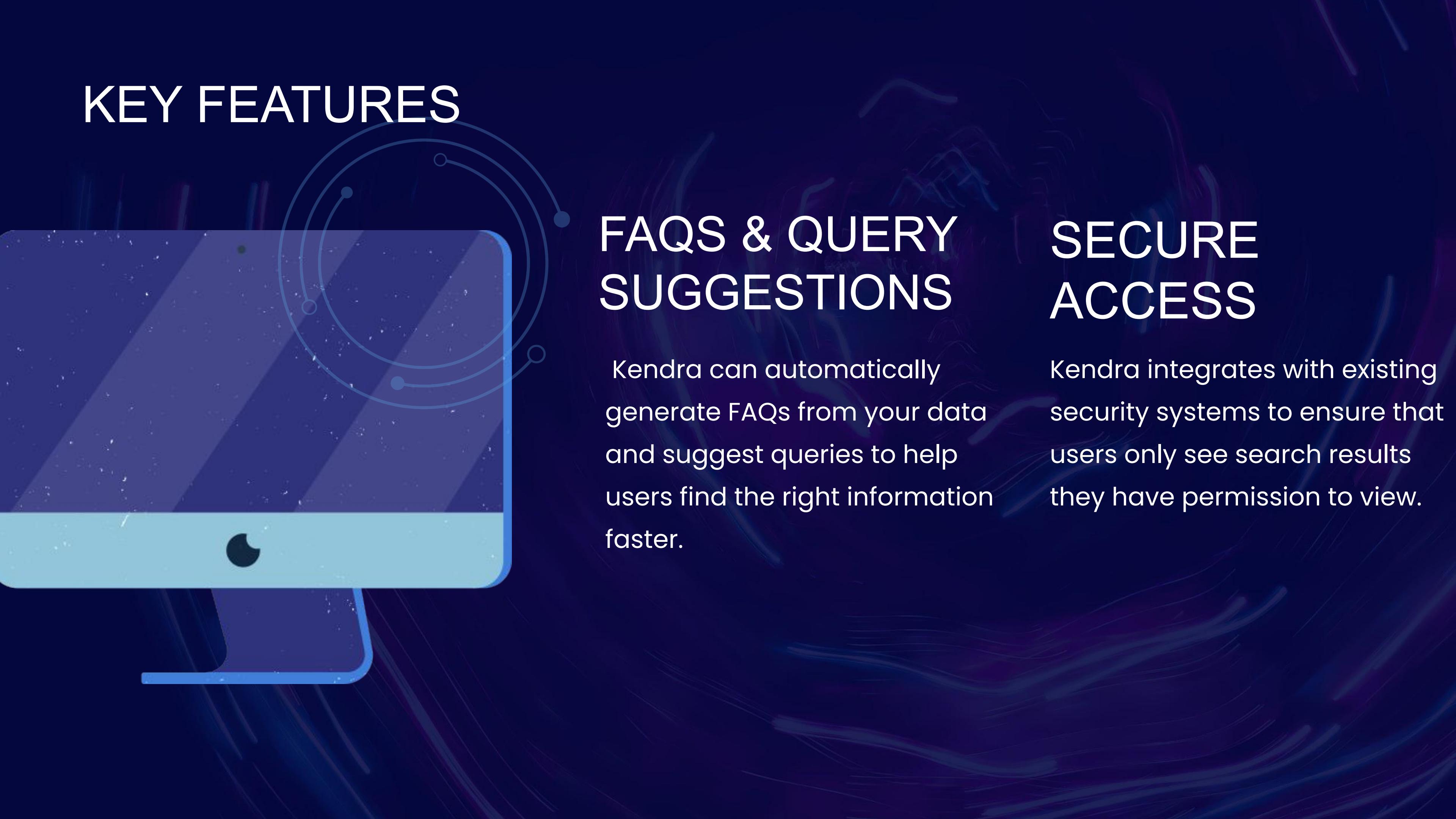
RELEVANCE TUNING

Kendra allows you to tune the relevance of search results based on factors such as document freshness, user access rights, or business-specific attributes.

DOMAIN-SPECIFIC MODELS

Kendra offers pre-trained models tailored to specific domains like healthcare, legal, and finance, enhancing the accuracy of search results within those industries.

KEY FEATURES



FAQS & QUERY SUGGESTIONS

Kendra can automatically generate FAQs from your data and suggest queries to help users find the right information faster.

SECURE ACCESS

Kendra integrates with existing security systems to ensure that users only see search results they have permission to view.

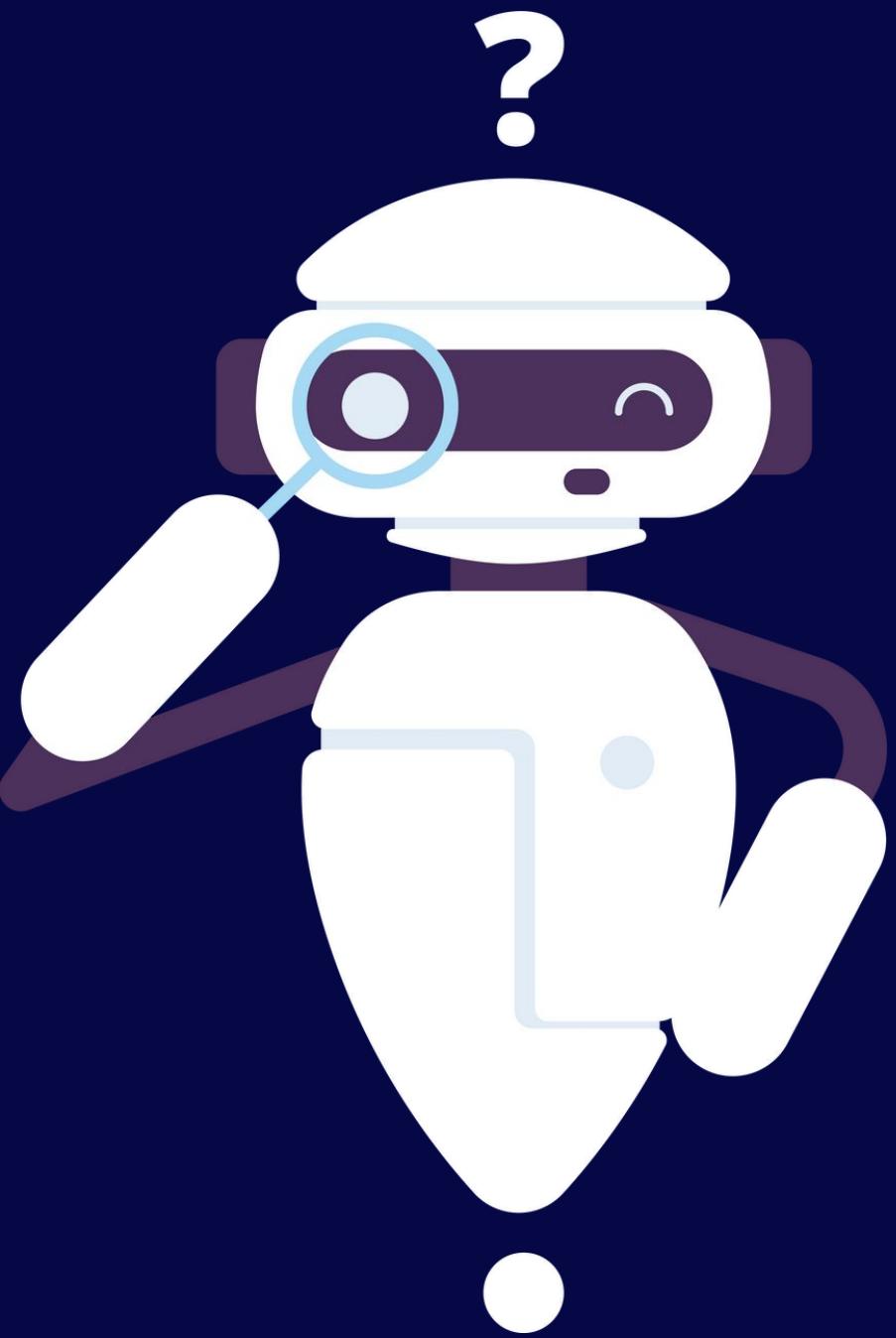


USE CASES

- Enterprise search across internal documents, manuals, and intranet sites.
- Customer support portals with intelligent search capabilities.
- Legal and compliance teams needing to quickly find relevant information.
- Academic and research institutions for searching through vast amounts of data.



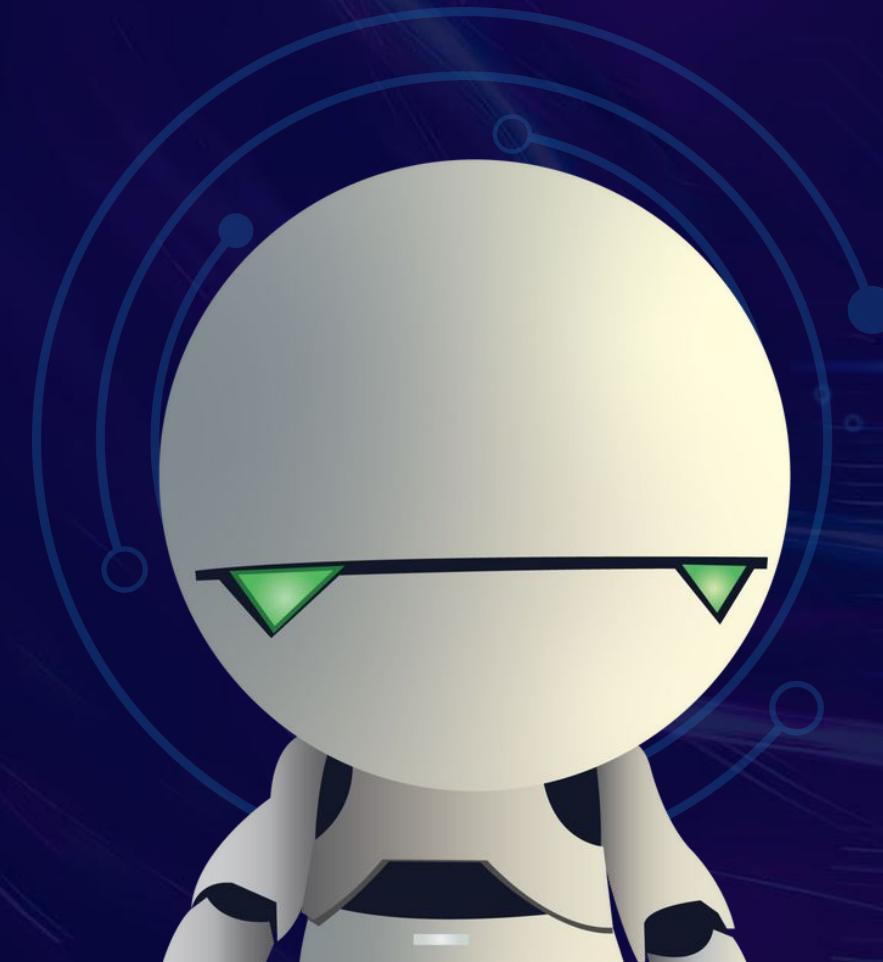
Personalize



AWS

PERSONALIZE

Amazon Personalize is a machine learning service that enables developers to build applications with real-time personalized recommendations, without requiring expertise in machine learning. It is designed to deliver personalized experiences to users by analyzing their interactions and preferences.





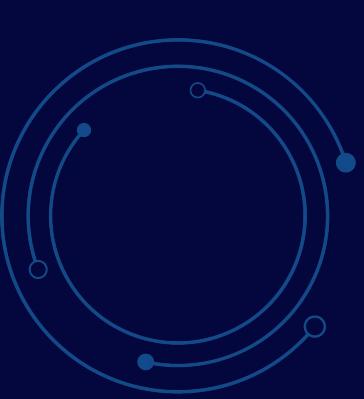
KEY FEATURES

REAL-TIME RECOMMENDATIONS

Provides real-time, personalized recommendations based on user behavior, preferences, and historical interactions.

CUSTOMIZABLE MODELS

Allows you to customize the recommendation models to suit your business needs by providing data about users, items, and interactions.



KEY FEATURES

PERSONALIZED RANKING

Sorts items for each user to present the most relevant content or products first, enhancing user engagement and conversion rates.

A/B TESTING

Enables you to experiment with different recommendation strategies and compare their effectiveness in driving user engagement or sales.



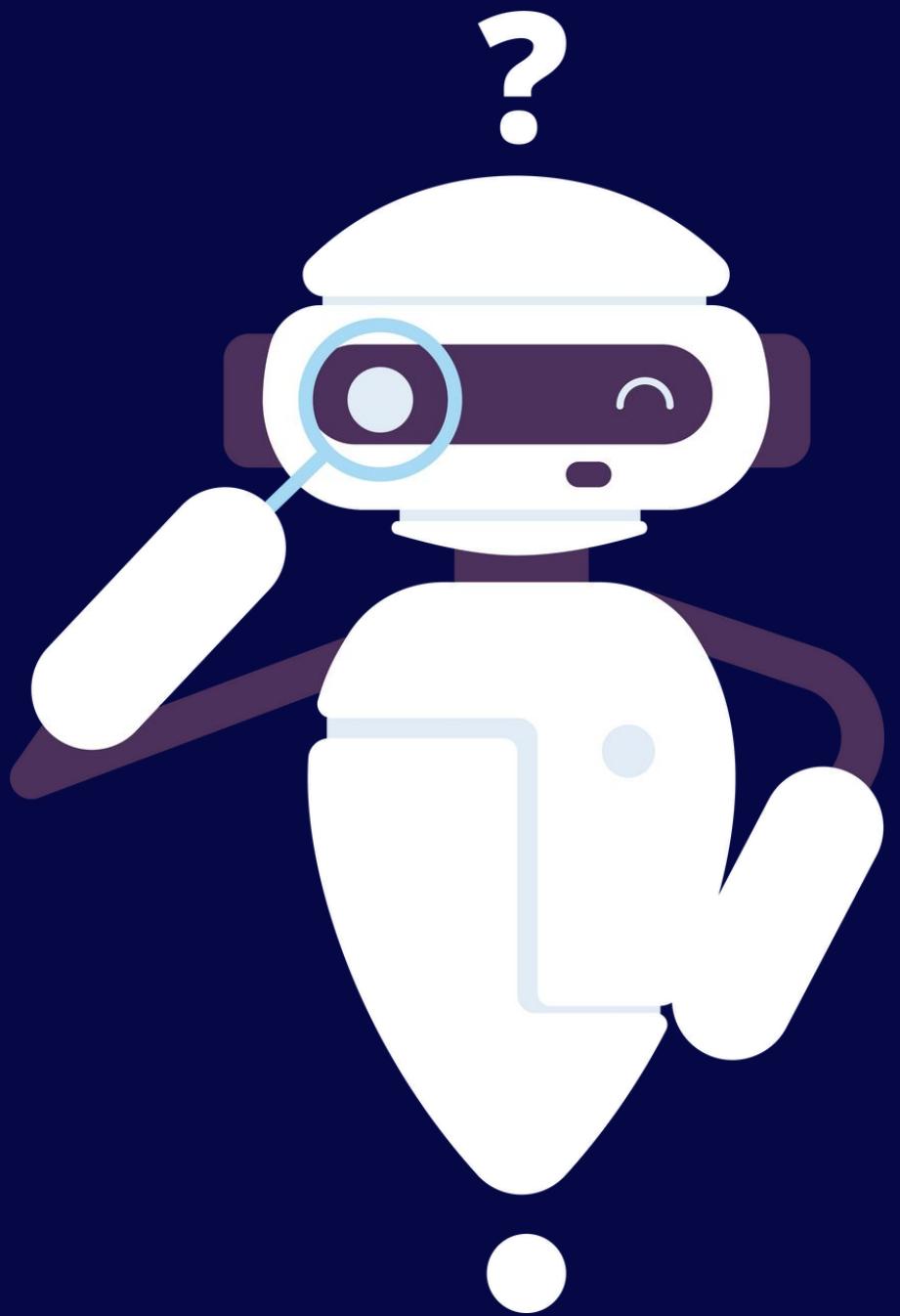
AWS PERSONALIZE

USE CASES

- E-commerce websites for product recommendations.
- Streaming services for personalized content suggestions.
- Marketing platforms for targeted campaigns.
- News and media outlets for personalized content delivery.



Textract



AWS

TEXTRACT

Amazon Textract is a machine learning service that automatically extracts text, handwriting, and other data from scanned documents and forms. Unlike traditional OCR (Optical Character Recognition) technology, Textract can identify and extract structured data, such as key-value pairs and tables, from documents.

KEY FEATURES

TEXT EXTRACTION

Extracts printed text, handwriting, and other textual information from images and documents, including PDFs.

FORM & TABLE DATA EXTRACTION

Detects and extracts key-value pairs from forms and tables, preserving the context of the data.

KEY FEATURES

CONFIDENCE SCORES

Provides confidence scores for each extracted piece of data, allowing you to validate the accuracy of the extraction.

DOCUMENT CLASSIFICATION

Automatically classifies documents into categories, such as invoices, receipts, or contracts, based on their content.

USE CASES

- Automating data entry from scanned documents and forms.
- Processing invoices, receipts, and other financial documents.
- Extracting data from legal contracts and agreements.
- Enhancing document searchability and indexing by extracting and indexing content from physical documents.



THANK YOU

ANY QUESTIONS?



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The Tech Stuff