**Azure Cognitive Services**

**Azure Cognitive Services** are cloud-based services that encapsulate AI capabilities. Rather than a single product, you should think of Azure Cognitive Services as a set of individual services that you can use as building blocks to compose sophisticated, intelligent applications.

In this module, you will learn how to:

* Provision cognitive service resources in an Azure subscription.
* Identify endpoints, keys, and locations required to consume a cognitive service resource.
* Use a REST API to consume a cognitive service.
* Use an SDK to consume a cognitive service.
* **Identify endpoints and keys**

To consume the service through the endpoint, applications require the following information:

* **The endpoint URI**. This is the HTTP address at which the REST interface for the service can be accessed. Most cognitive services software development kits (SDKs) use the endpoint URI to initiate a connection to the endpoint.
* **A subscription key**. Access to the endpoint is restricted based on a subscription key. Client applications must provide a valid key to consume the service. When you provision a cognitive services resource, two keys are created - applications can use either key. You can also regenerate the keys as required to control access to your resource.
* **The resource location**. When you provision a resource in Azure, you generally assign it to a location, which determines the Azure data center in which the resource is defined. While most SDKs use the endpoint URI to connect to the service, some require the location.