## **Google Colaboratory**

Google Colaboratory more commonly referred to as "Google Colab" or just simply "Colab" is a research project for prototyping machine learning models on powerful hardware options such as GPUs and TPUs. It provides a serverless Jupyter notebook environment for interactive development. Google Colab is free to use like other G Suite products.

## **Starting Out with Colab**

The following steps provide a walk-through for launching a Notebook on Google Colab:

 Go to https://colab.research.google.com/ and log in using your existing Google account to access the Colab homepage (see Figure 7-1).