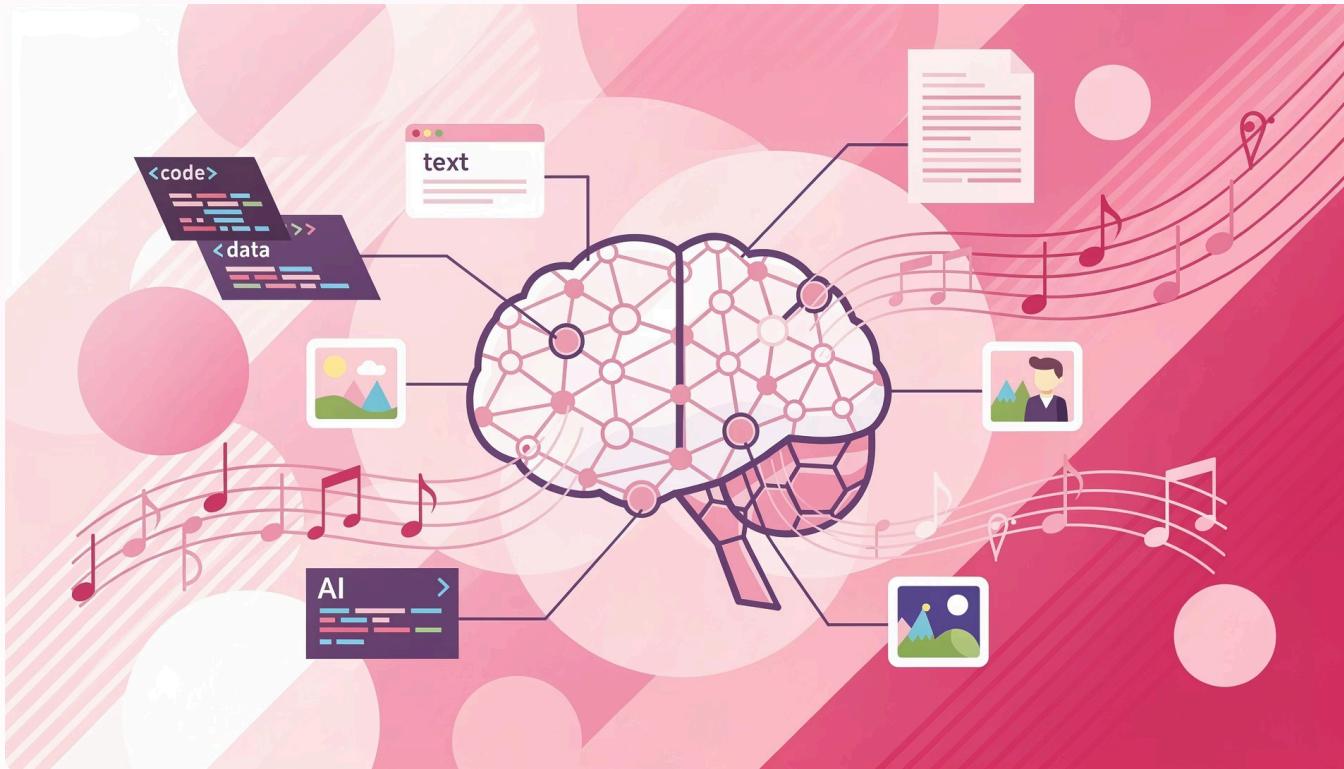




# Generative AI & Amazon Bedrock: Powering the Future of AI Applications

Unlock limitless possibilities with AI that creates, reasons, and transforms how businesses innovate

# What is Generative AI?



Generative AI represents a paradigm shift in artificial intelligence—systems that don't just analyze data but actively create new, original content across multiple formats.

## Content Creation

Generate text, images, code, audio, and video from simple prompts

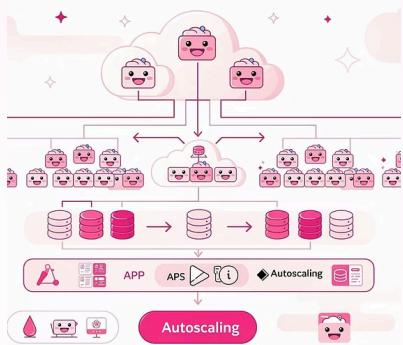
## Foundation Models

Powered by advanced FMs like Claude, Llama, and Titan

## Intelligent Agents

AI that reasons, plans, and acts autonomously

# Introducing Amazon Bedrock: Your Serverless AI Platform



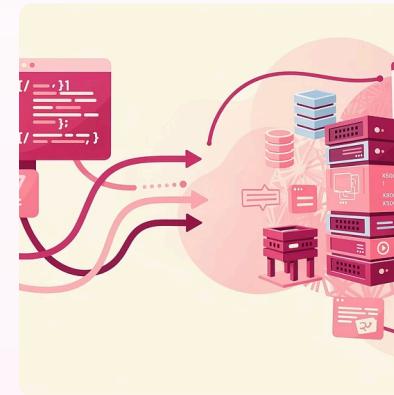
## Fully Managed Infrastructure

No GPUs, clusters, or complex pipelines to configure—just pure innovation



## Trusted Worldwide

100,000+ organizations rely on Bedrock daily, from agile startups to Fortune 500 giants



## Deploy at Scale

Build, scale, and deploy generative AI applications without infrastructure overhead

# Multi-Model Access: Choose the Best Foundation Model

Amazon Bedrock breaks down barriers by offering unprecedented access to the world's leading foundation models through a single, unified platform. Compare performance metrics, experiment with different architectures, and select the perfect model for each unique use case.

## Model Partners

- Anthropic's Claude for advanced reasoning
- Stability AI for image generation
- AI21 Labs, Cohere, and Mistral for specialized tasks
- Amazon Titan for cost-effective versatility

## Future-Proof Innovation

As new breakthrough models emerge, seamlessly integrate them without rebuilding your entire AI infrastructure. Your investment in Bedrock grows more valuable over time.

## Seamless Comparison

Test multiple models side-by-side to optimize for performance, cost, and accuracy—all within one platform.

# Build and Deploy Intelligent Agents at Scale



## Autonomous Reasoning

Agents analyze context, make decisions, and adapt strategies without human intervention



## Complex Workflows

Execute multi-step processes, coordinate resources, and handle sophisticated business logic

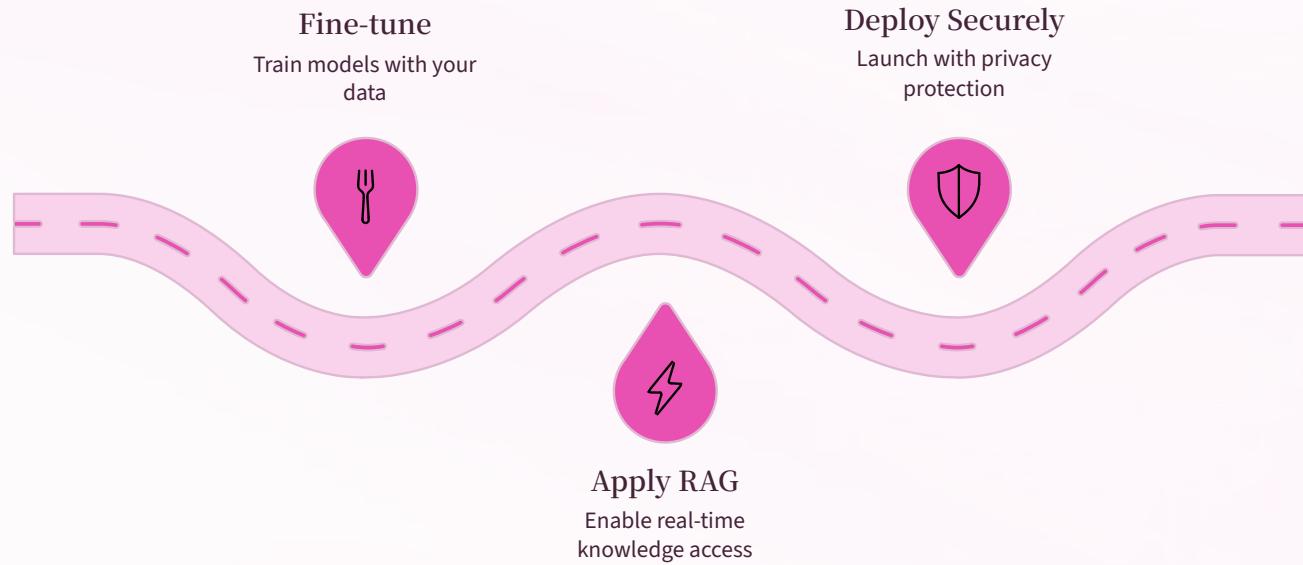


## AWS Integration

Connect seamlessly with Lambda, S3, API Gateway, and the entire AWS ecosystem

Amazon Bedrock AgentCore eliminates infrastructure complexity, letting your teams focus on designing intelligent behaviors rather than managing servers.

# Customize AI with Your Data—Securely and Easily



Transform generic foundation models into domain experts tailored to your specific business needs while maintaining complete data privacy and security.

## Fine-Tuning

Adapt models to your industry's language, terminology, and patterns

## RAG Architecture

Retrieval-augmented generation combines knowledge bases with real-time context

## Data Automation

Bedrock Data Automation streamlines prompt engineering and optimization

## Privacy First

Your proprietary data never leaves your secure environment

# Built-In Safety, Privacy & Responsible AI



## Bedrock Guardrails

Automated safety filters prevent biased, toxic, or inappropriate outputs before they reach users



## Enterprise Security

AWS's industry-leading compliance framework ensures data protection across all regulatory requirements



## Content Authenticity

Watermarking and detection capabilities for responsible synthetic media generation and verification

Build AI applications with confidence, knowing that every layer of Amazon Bedrock is designed with safety, ethics, and accountability at its core.

## REAL-WORLD SUCCESS

# Real-World Impact: From Customer Service to Drug Discovery



## Personalized Customer Experiences

Deploy chatbots that understand context, emotions, and intent—delivering human-quality support at unlimited scale across channels



## Intelligent Process Automation

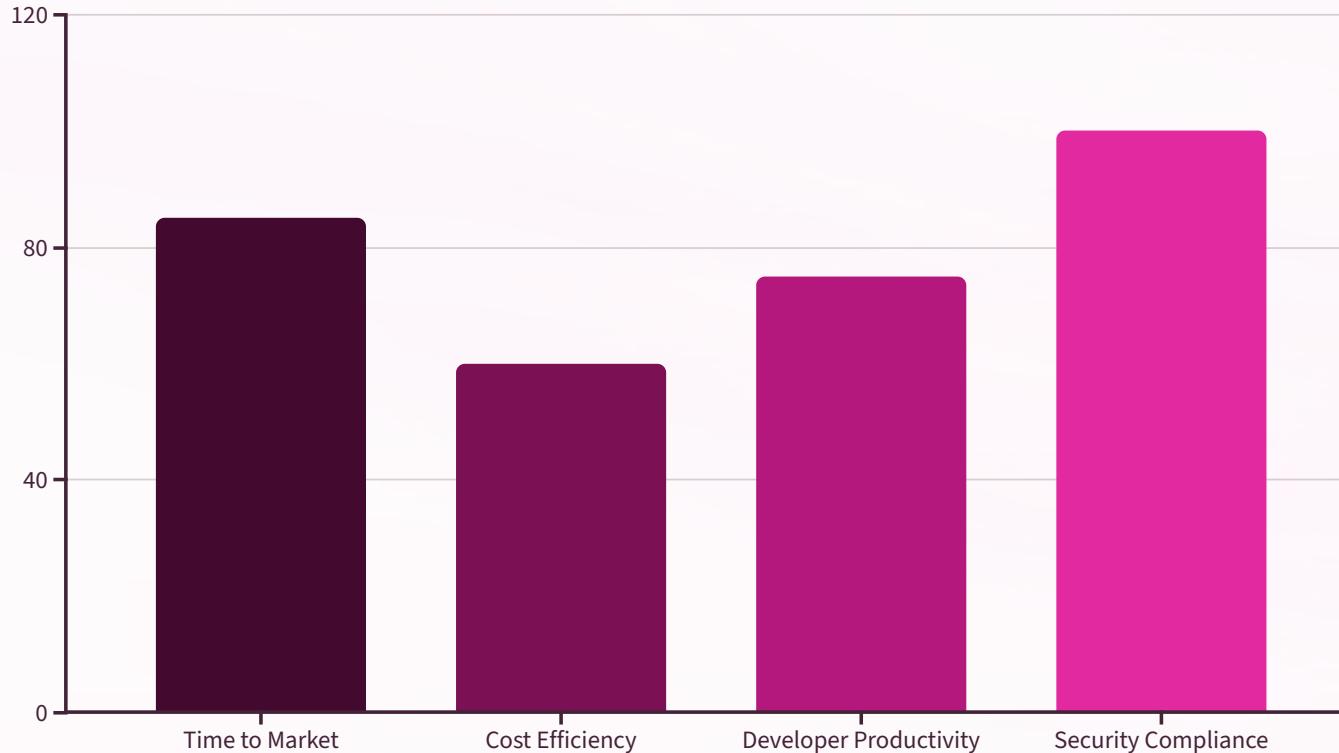
Accelerate decision-making with AI that analyzes documents, extracts insights, and generates actionable recommendations in seconds



## Creative Innovation

Transform ideas into visuals with Stable Diffusion and Titan Image Generator—empowering marketing, design, and content teams

# Why Amazon Bedrock? The Competitive Edge



## Serverless Scalability

Reduce deployment time from weeks to hours with infrastructure that scales automatically based on demand

## Cost Optimization

Pay only for what you use with flexible, usage-based pricing across multiple model options

## Enterprise Trust

Meet the strictest compliance requirements for healthcare, finance, and government with AWS's proven security framework



# The Future is Generative AI with Amazon Bedrock

01

## Empower Innovation

Give your teams flexible, secure AI tools that remove barriers to experimentation

02

## Transform Experiences

Build next-generation applications that redefine customer engagement and business value

03

## Start Today

Begin your generative AI journey at [aws.amazon.com/bedrock](https://aws.amazon.com/bedrock)