



# Apache MXNet (Incubating)

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Save



AT&T **mobile** <sup>TM</sup>  
**accessibility** **lite**  
for Android <sup>TM</sup>

Making Android phones  
accessible to the blind



## Why Amazon's Alexa Is 'Life Changing' for the Blind

*For the blind, Amazon's Echo and Alexa is more than just neat technology; it's a lifeline.*

By Jon Kalish January 8, 2018 8:00AM EST

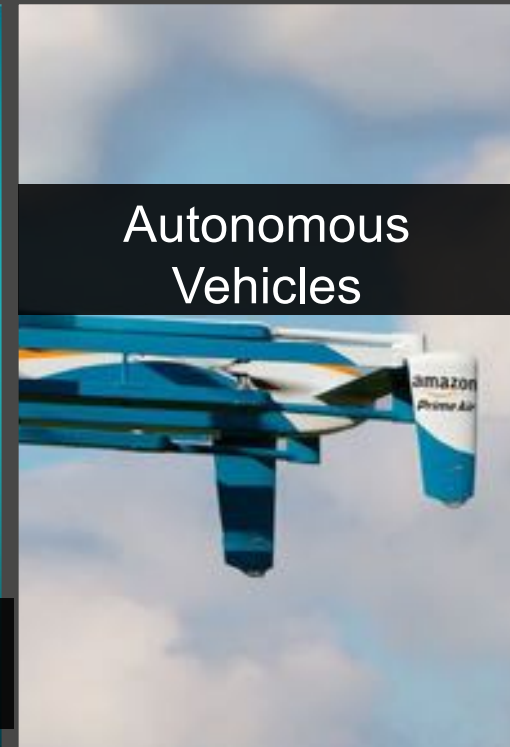
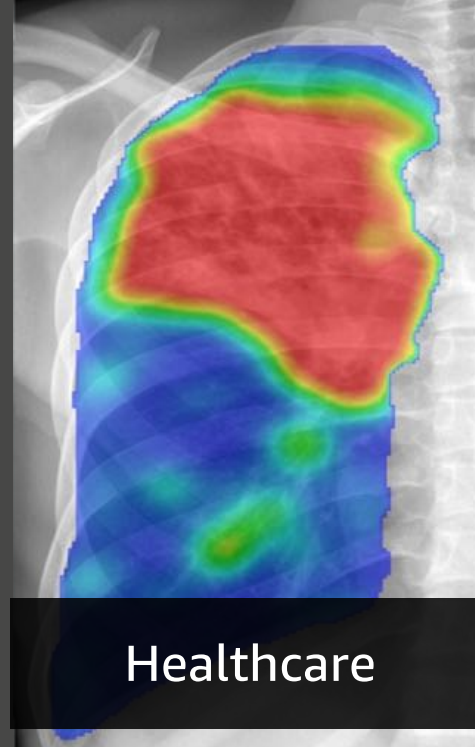
f t in p 2.7K SHARES



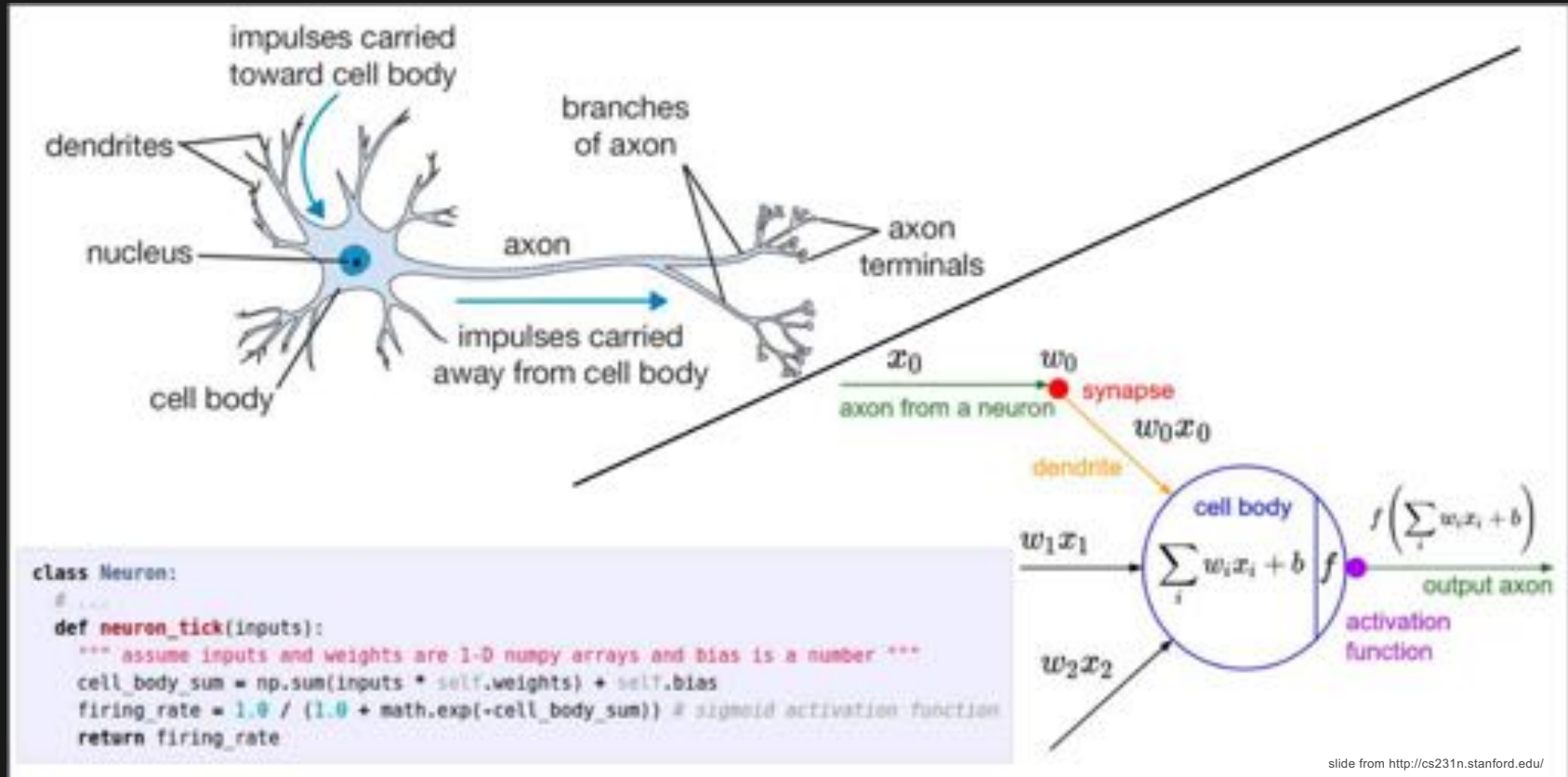
# Why Deep Learning?



New & Interesting  
**Personalization**



# Biological & Artificial Neuron

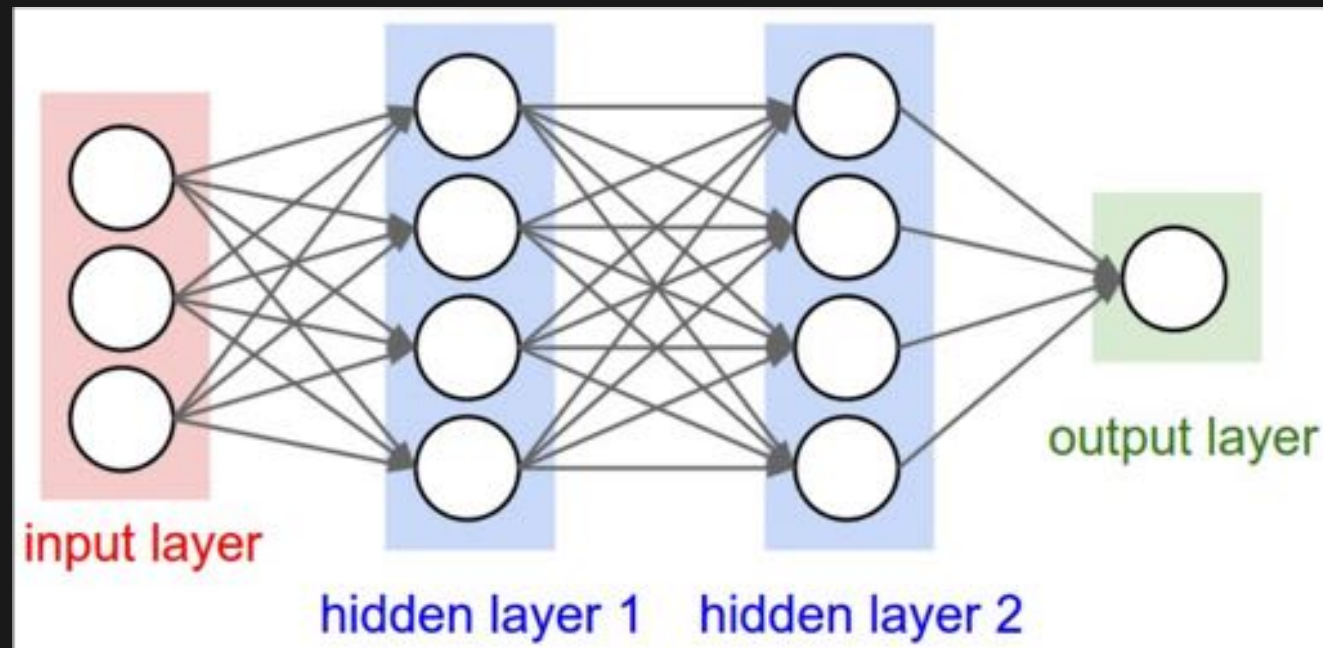


slide from <http://cs231n.stanford.edu/>

Source: <http://cs231n.github.io/neural-networks-1/>



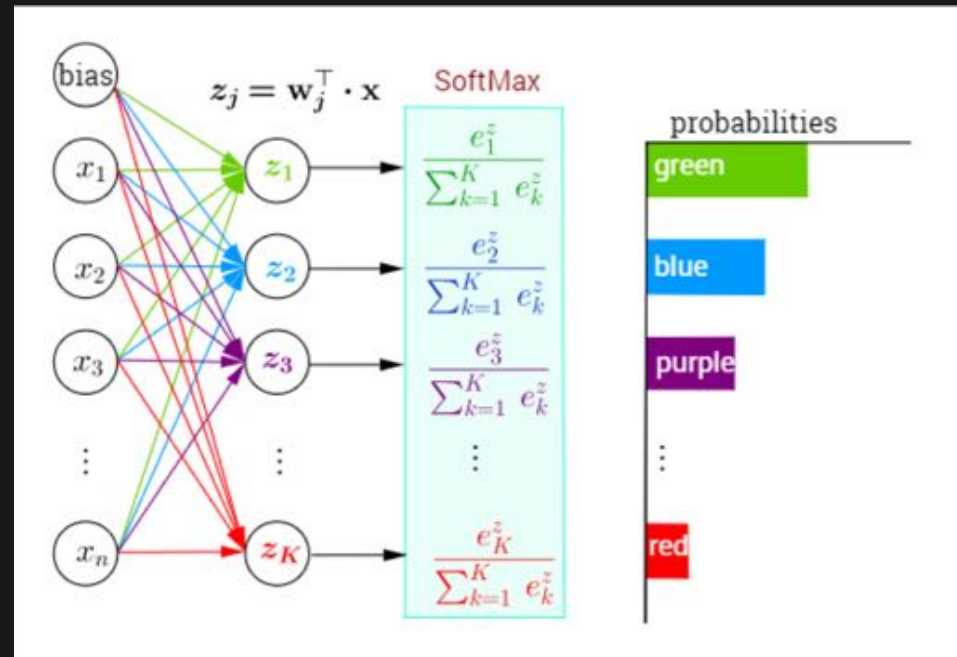
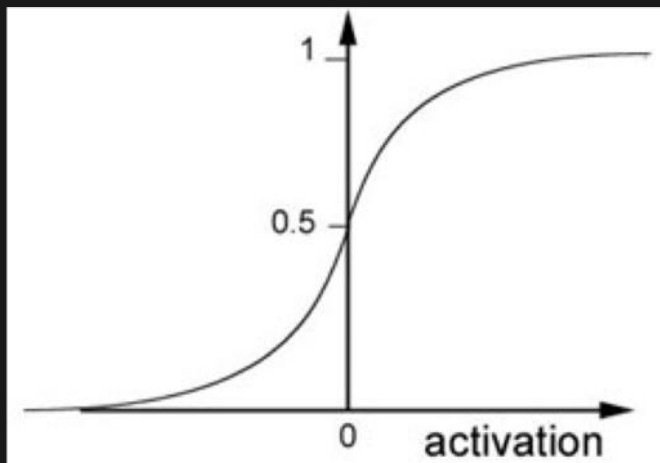
# Fully Connected Layer



Each node (“neuron”) in a layer is connected to every node in the previous layer

# Classification with the Softmax Function

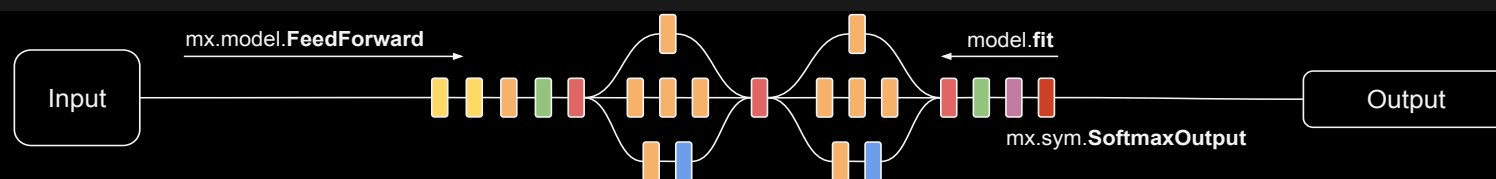
## Softmax Function



Softmax converts the output layer into probabilities – necessary for classification

Source: <https://stats.stackexchange.com/questions/273465/neural-network-softmax-activation>

# Deep Learning Models



"People Riding Bikes"

Text

Input  $\begin{bmatrix} 1 \\ 3 \\ 4 \end{bmatrix}$   $\times$  Weights  $\begin{bmatrix} 0.2 \\ -0.1 \\ 0.7 \end{bmatrix} = 2$

`mx.sym.FullyConnected(data, num_hidden=128)`

$\begin{bmatrix} 1 & 1 & 1 \\ 1 & 0 & 1 \\ 0 & 0 & 0 \end{bmatrix} \times \begin{bmatrix} 1 & 1 & 1 \\ 1 & 0 & 1 \\ 0 & 0 & 0 \end{bmatrix} = 3$

`mx.sym.Convolution(data, kernel=(5,5), num_filter=20)`

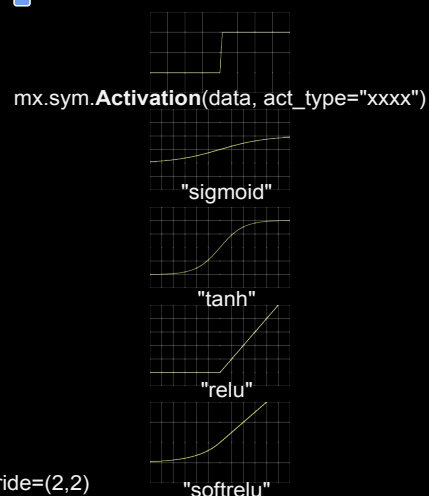
Max  $\begin{bmatrix} 4 & 2 \\ 2 & 0 \end{bmatrix} = 4$  Avg  $\begin{bmatrix} 4 & 2 \\ 2 & 0 \end{bmatrix} = 2$

`mx.sym.Pooling(data, pool_type="max", kernel=(2,2), stride=(2,2))`

$\text{Lstm.Lstm\_unroll}(\text{num\_lstm\_layer}, \text{seq\_len}, \text{len}, \text{num\_hidden}, \text{num\_embed})$

Queen  $\begin{bmatrix} 0.2 \\ -0.1 \\ \dots \\ 0.7 \end{bmatrix}$   $\cos(w, \text{queen}) = \cos(w, \text{king}) - \cos(w, \text{man}) + \cos(w, \text{woman})$

`mx.symbol.Embedding(data, input_dim, output_dim = k)`



"People Riding Bikes"

Image Caption

Bicycle, People, Road, Sport

Image Labels

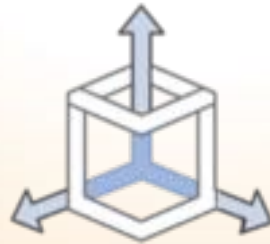
"Οι άνθρωποι ιππασίας ποδήλατα"

Machine Translation

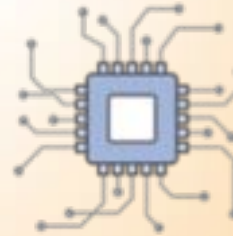
# MXNet – a Deep Learning Framework



**Programmable**  
Simple Syntax  
Imperative/Declarative  
Multiple languages



**Portable**  
Highly efficient models  
for Mobile and IOT



**High Performance**  
Near linear scaling across  
hundreds of GPUs



**Open Source**  
Incubating at Apache



**ONNX Support**



Easily and quickly build high  
performance models with  
**Imperative APIs**





# Easily build, train, and deploy models with MXNet



Start with high quality,  
pre-trained models

- Gluon CV and Gluon NLP



Refine with fast,  
scalable training

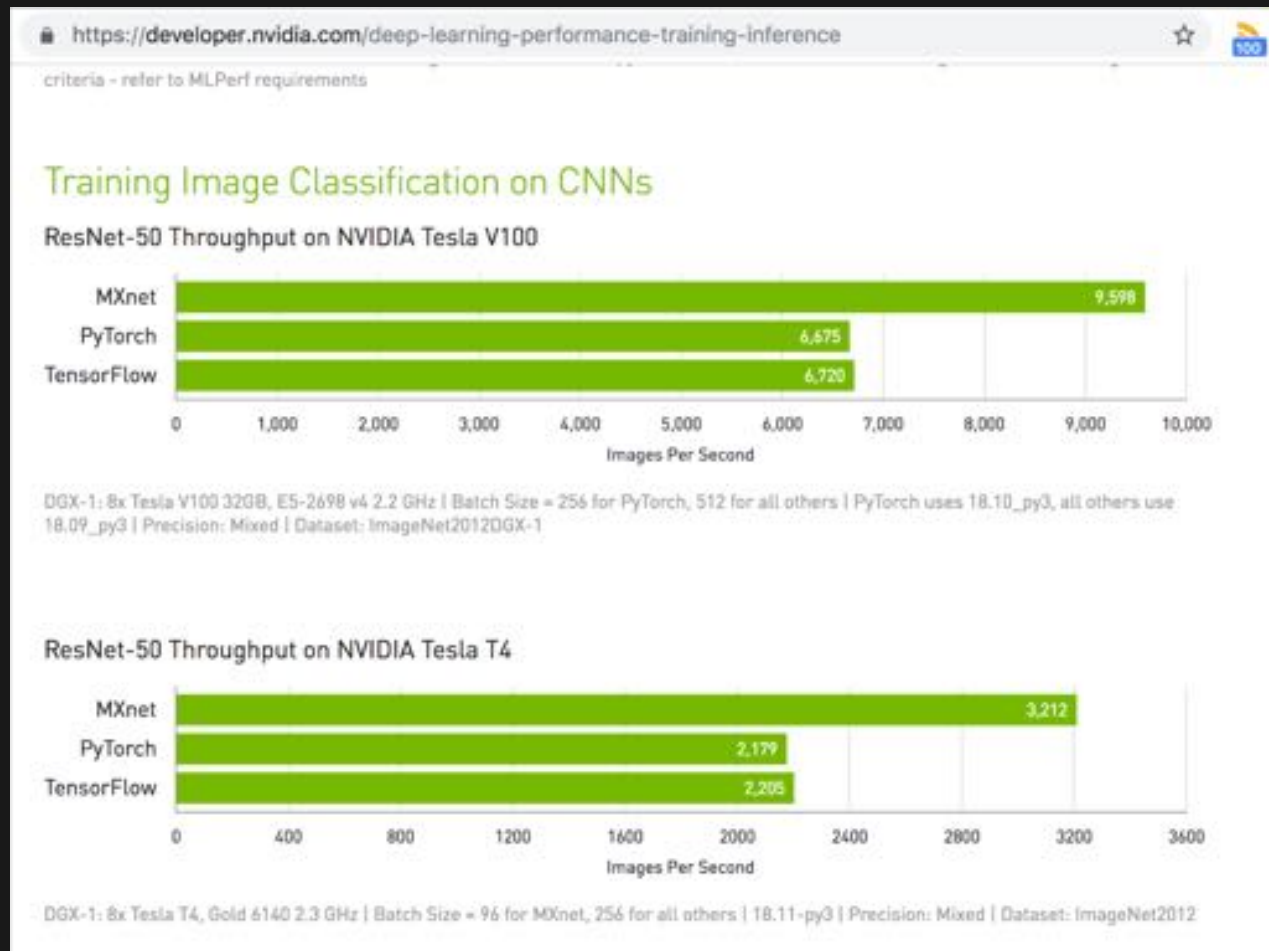
- Keras-MXNet up to 2x faster than Keras-TensorFlow
- Near-linear scalability up to 256 GPUs
- Dynamic training



Deploy using  
familiar tools

- Java/Scala APIs
- MXNet Model Server

# Performance



# Why Gluon

**Simple, Easy-to-Understand Code**

**Flexible, Imperative Structure**

**Dynamic Graphs**

**High Performance**

# Gluon Code – Network Definition

```
net = gluon.nn.HybridSequential()

with net.name_scope():
    net.add(gluon.nn.Dense(units=64, activation='relu'))
    net.add(gluon.nn.Dense(units=10))

softmax_cross_entropy = gluon.loss.SoftmaxCrossEntropyLoss()

net.initialize(mx.init.Xavier(magnitude=2.24), ctx=ctx, force_reinit=True)

trainer = gluon.Trainer(net.collect_params(), 'sgd', {'learning_rate': 0.02})
```

# Gluon Code – Training

```
smoothing_constant = .01

for e in range(10):
    cumulative_loss = 0
    for i, (data, label) in enumerate(train_data):
        data = data.as_in_context(model_ctx).reshape((-1, 784))
        label = label.as_in_context(model_ctx)
        with autograd.record():
            output = net(data)
            loss = softmax_cross_entropy(output, label)
        loss.backward()
    Invent trainer.step(data.shape[0])
```

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# MXNet EcoSystem

- Gluon Model Zoo  
[https://mxnet.incubator.apache.org/api/python/gluon/model\\_zoo.html](https://mxnet.incubator.apache.org/api/python/gluon/model_zoo.html)
- Sockeye: A Toolkit for Neural Machine Translation  
<https://arxiv.org/abs/1712.05690>
- GluonCV: A Deep Learning Toolkit for Computer Vision  
<https://gluon-cv.mxnet.io/>
- GluonNLP: a Deep Learning Toolkit for Natural Language Processing  
<http://gluon-nlp.mxnet.io/>
- DeepAR: Probabilistic Forecasting with Autoregressive Recurrent Networks  
<https://arxiv.org/abs/1704.04110v2>
- MXNet Model Server  
<https://github.com/awsmlabs/mxnet-model-server>

# MXNET.IO

<https://www.meetup.com/Deep-Learning-with-Apache-MXNet-Berlin/>

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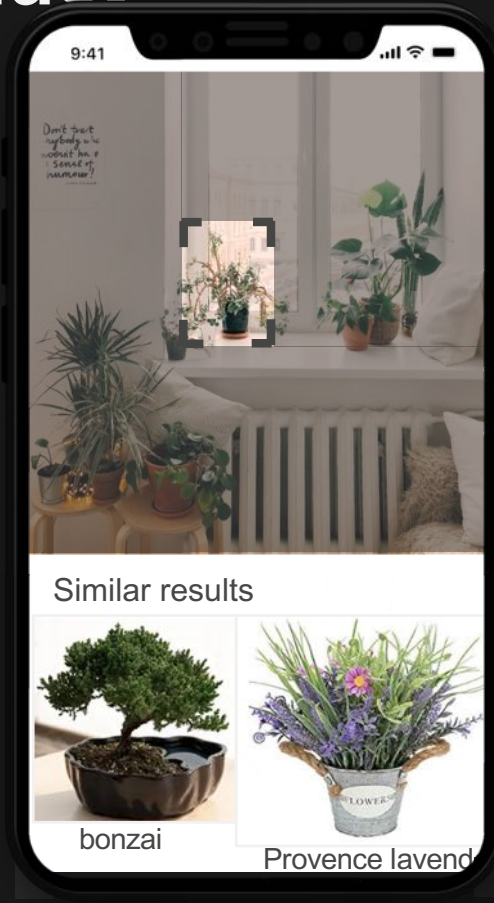
# Visual Search

AWS  
re:Invent

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# Drive content and product

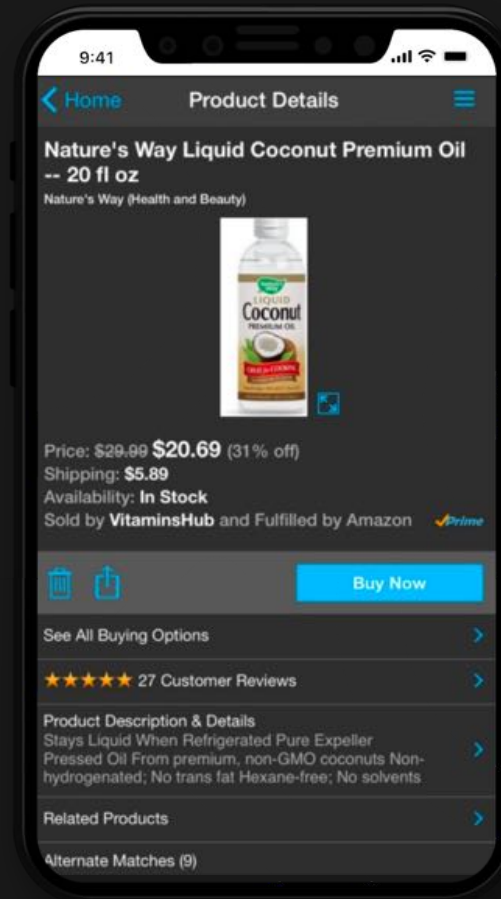
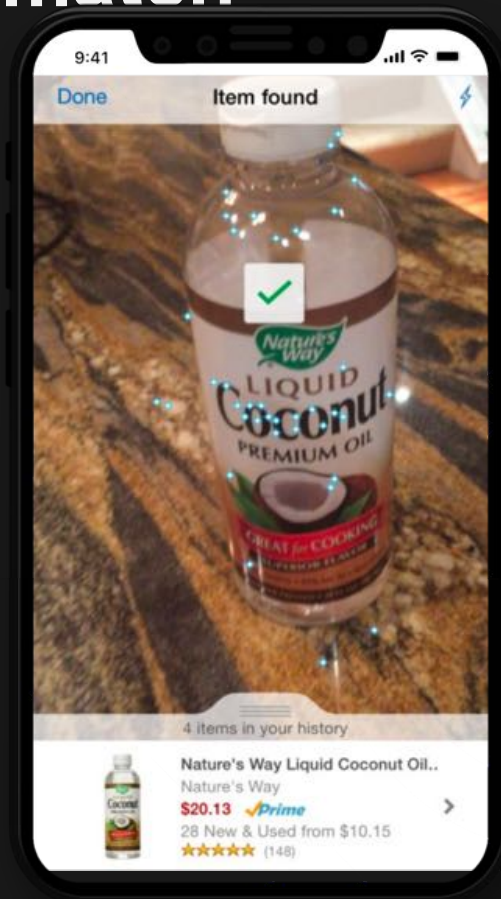


Search Engines  
Bing search  
Google search

Social  
Pinterest

(not actual screenshot)

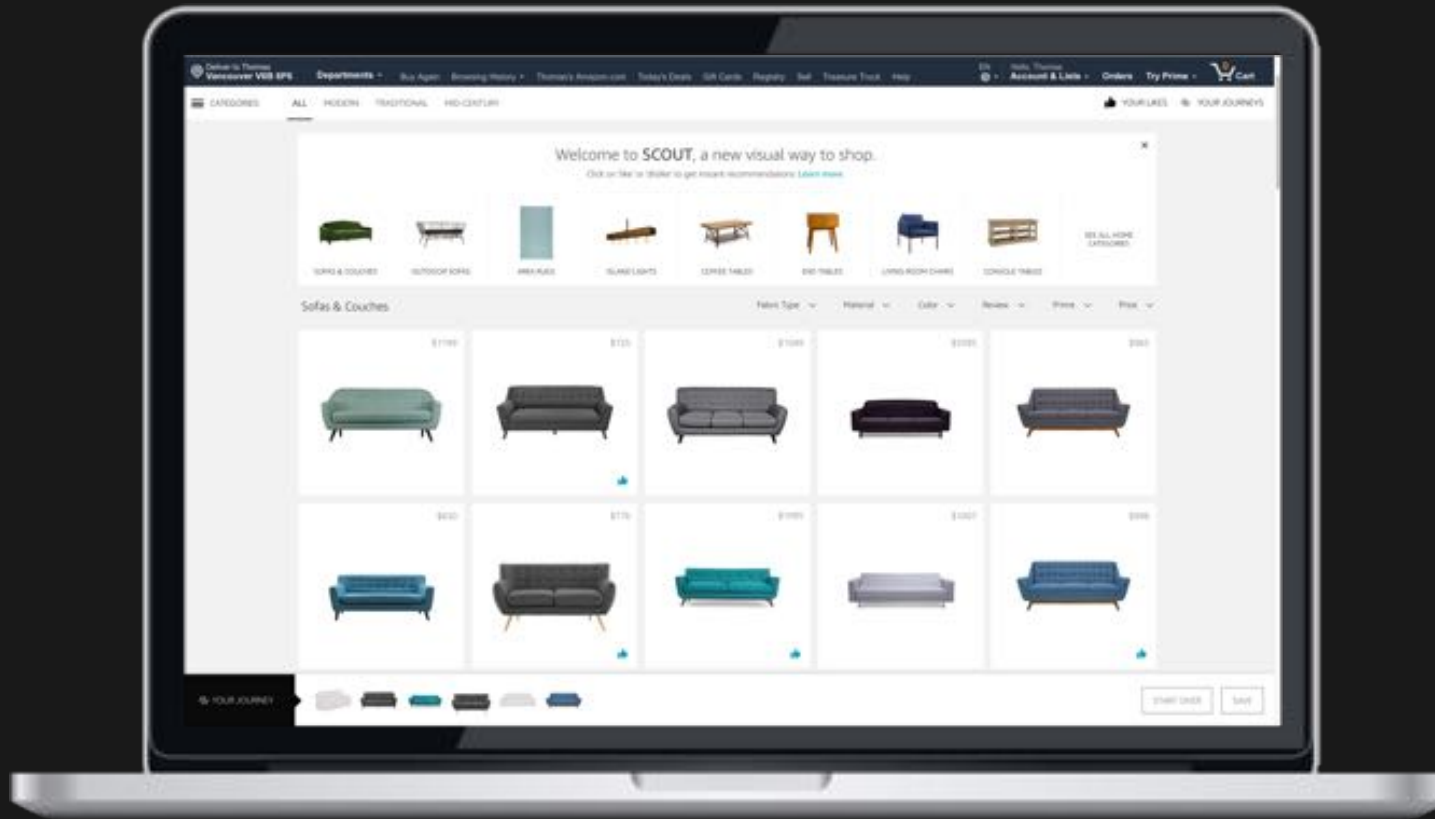
# Exact match




Amazon Shopping



# Visual recommendations



Amazon Scout



**“The future of search will be  
about pictures rather than  
keywords.”**

Ben Silbermann  
Pinterest CEO

# Growing market

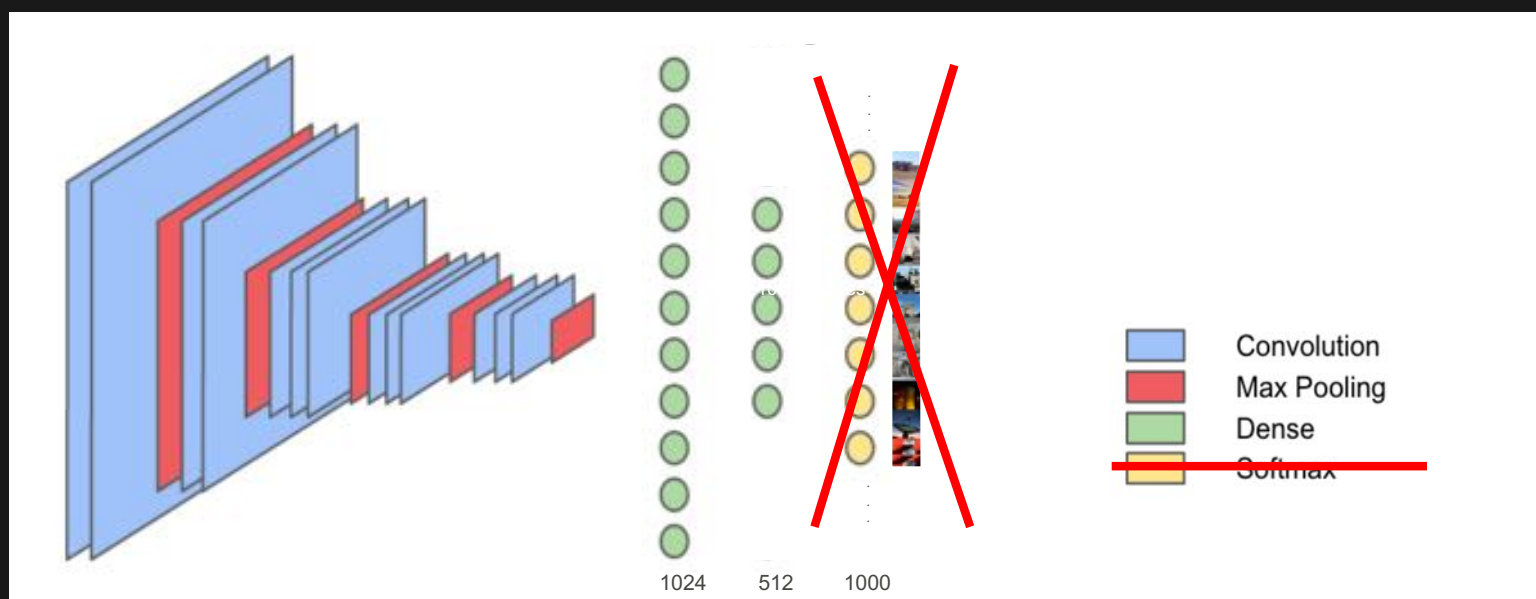
Angel.co: 76 startups

Syte.ai, Slyce.it and others

# How does it work?

# Turn the network into a featurizer

pre-trained CNN (resnet18) from the MXNet Gluon model zoo



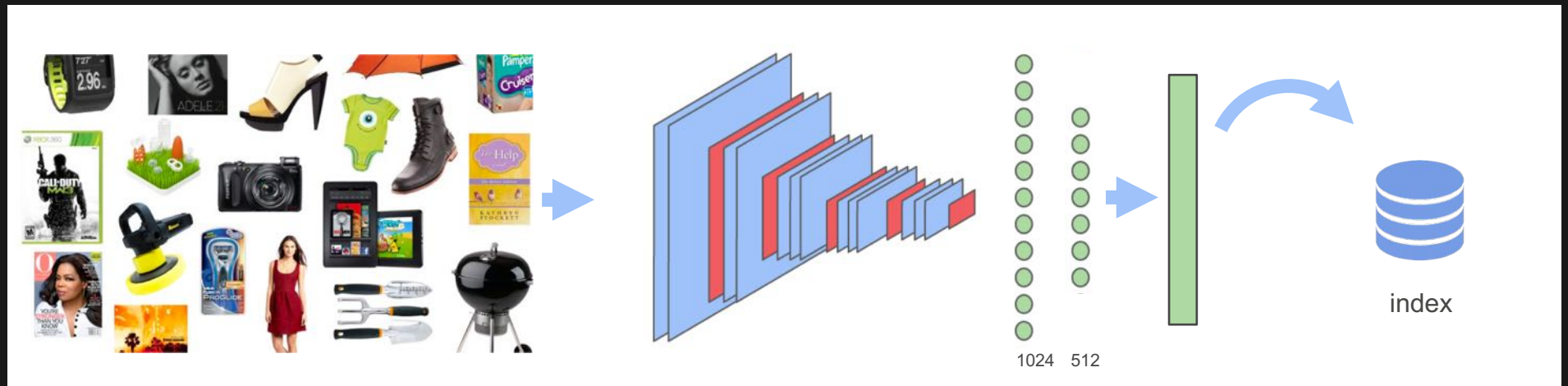


# Index images to lower-dimensional representation

Images: 224x224x3 dimensions

pre-trained network

512 dimensions “finger-print”



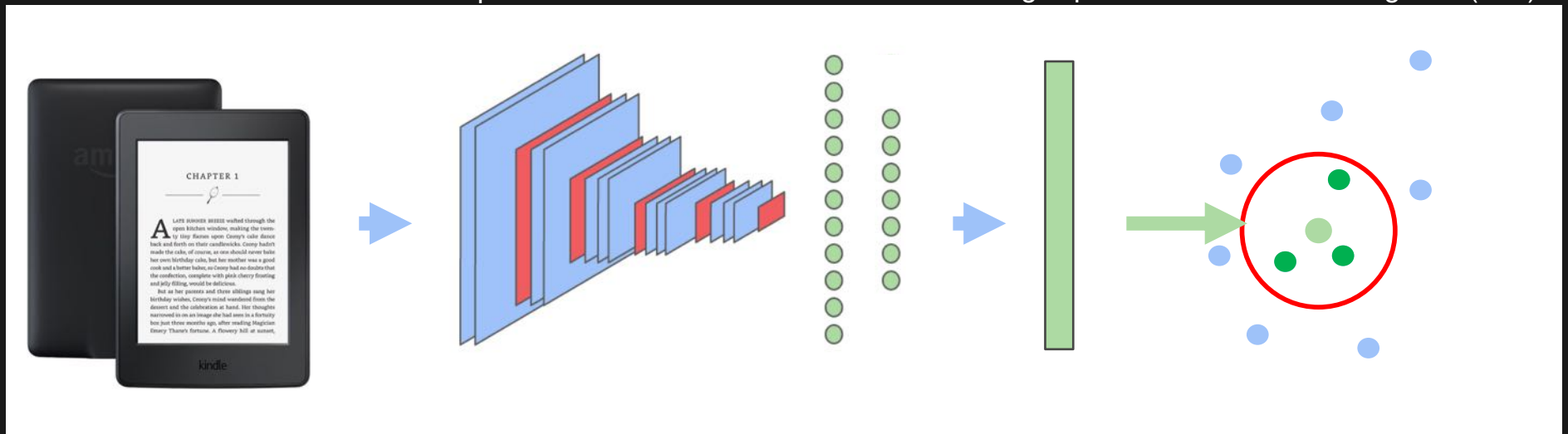
# New image query

224x224x3 dimensions

pre-trained CNN

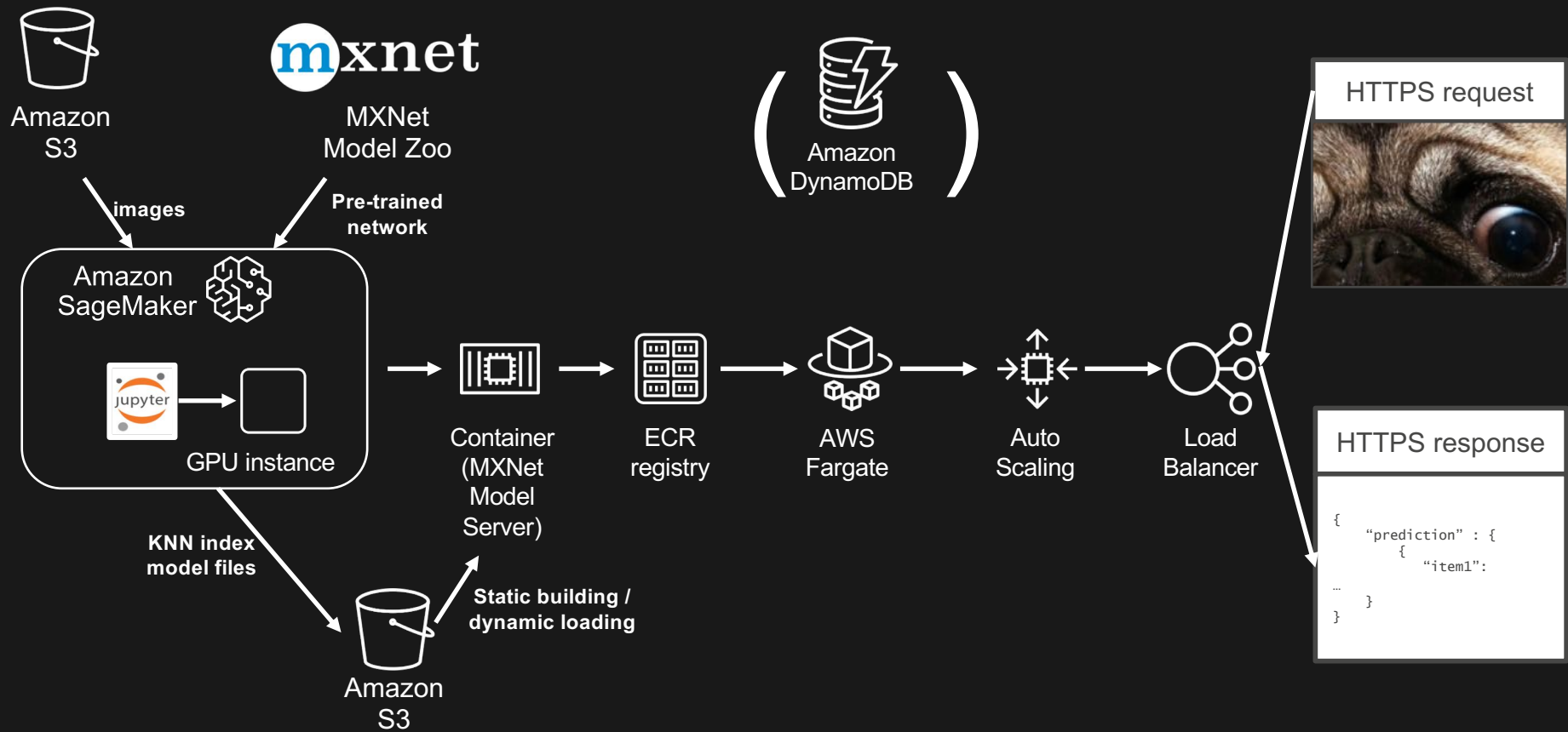
512 dimensions "finger-print"

k-Nearest Neighbor (k=3)



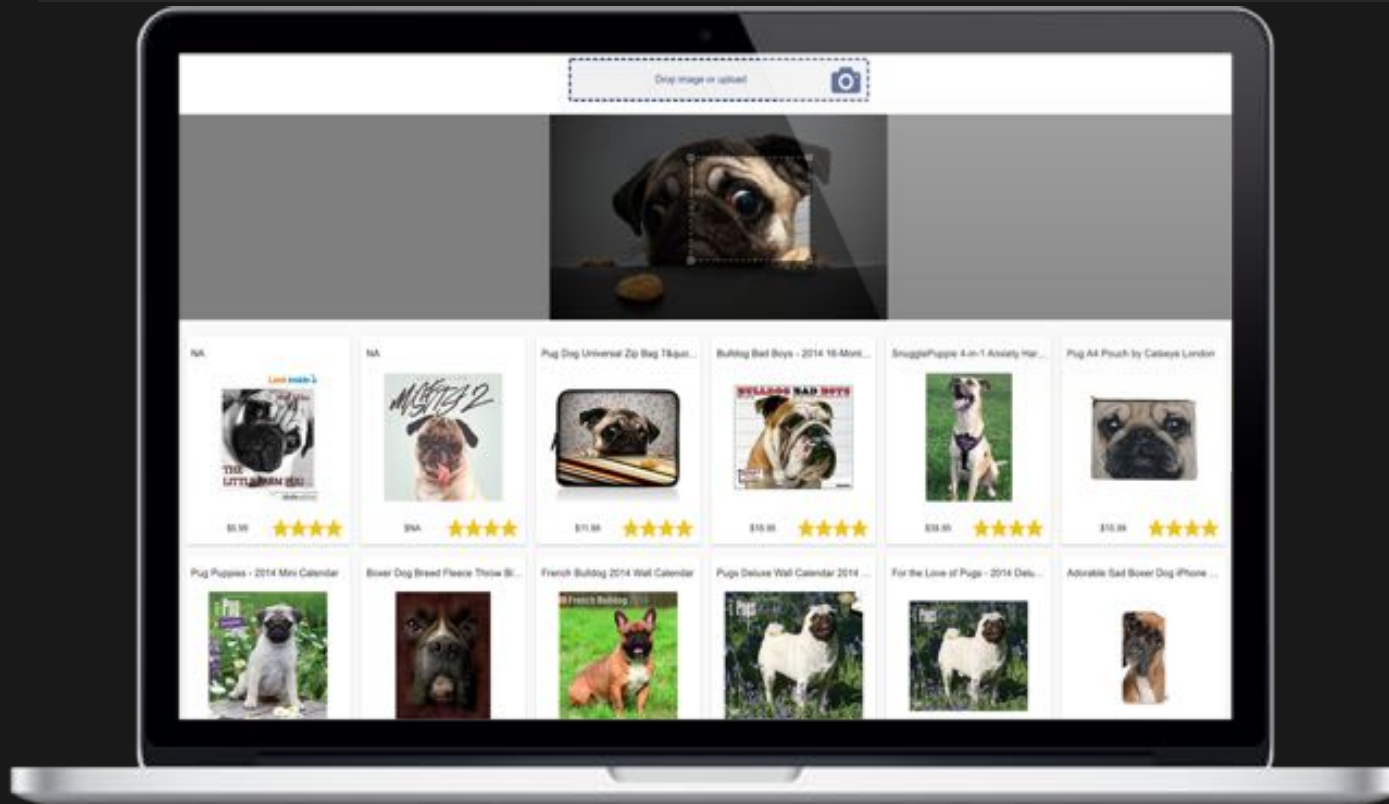
# Implementation

# Workflow and operationalization



# Demo

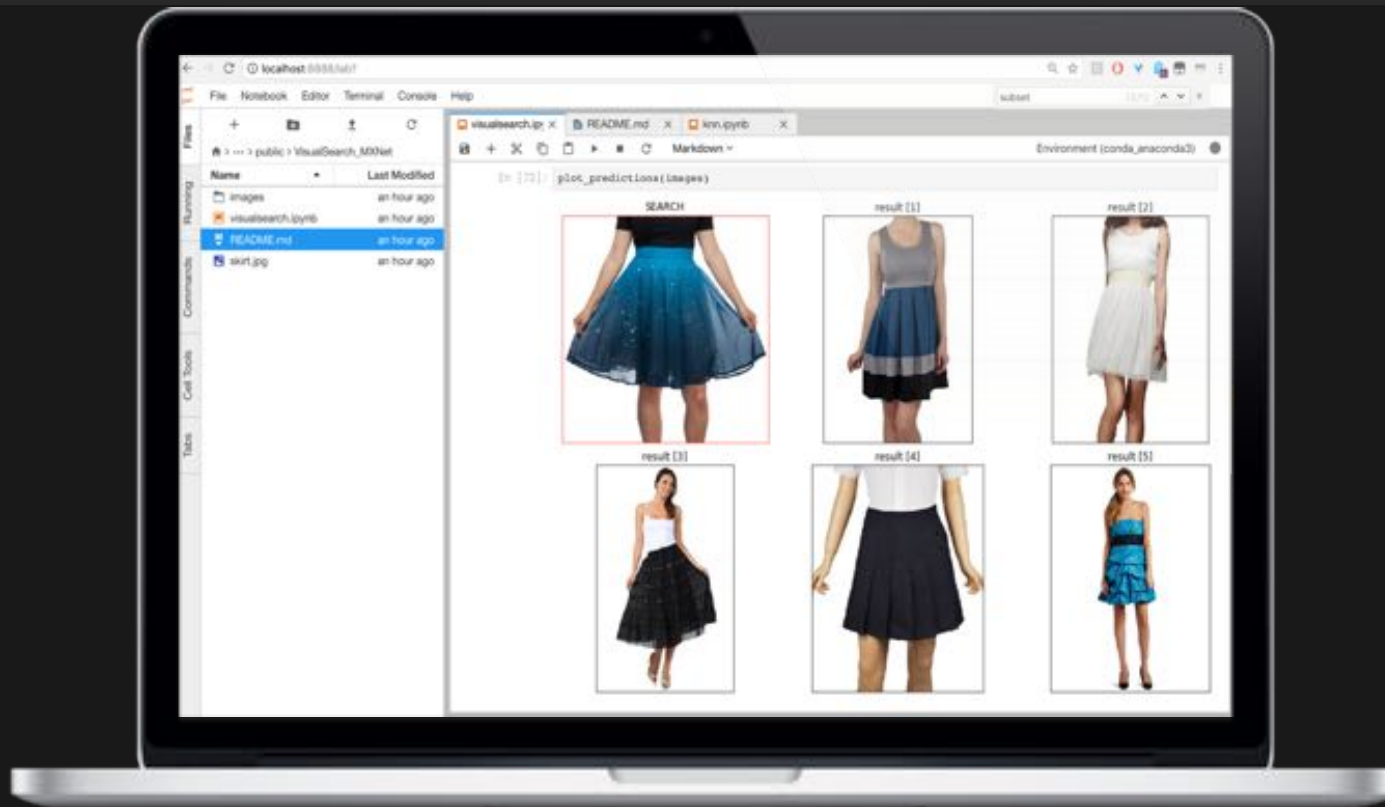
[https://thomasdelteil.github.io/VisualSearch\\_MXNet/](https://thomasdelteil.github.io/VisualSearch_MXNet/)





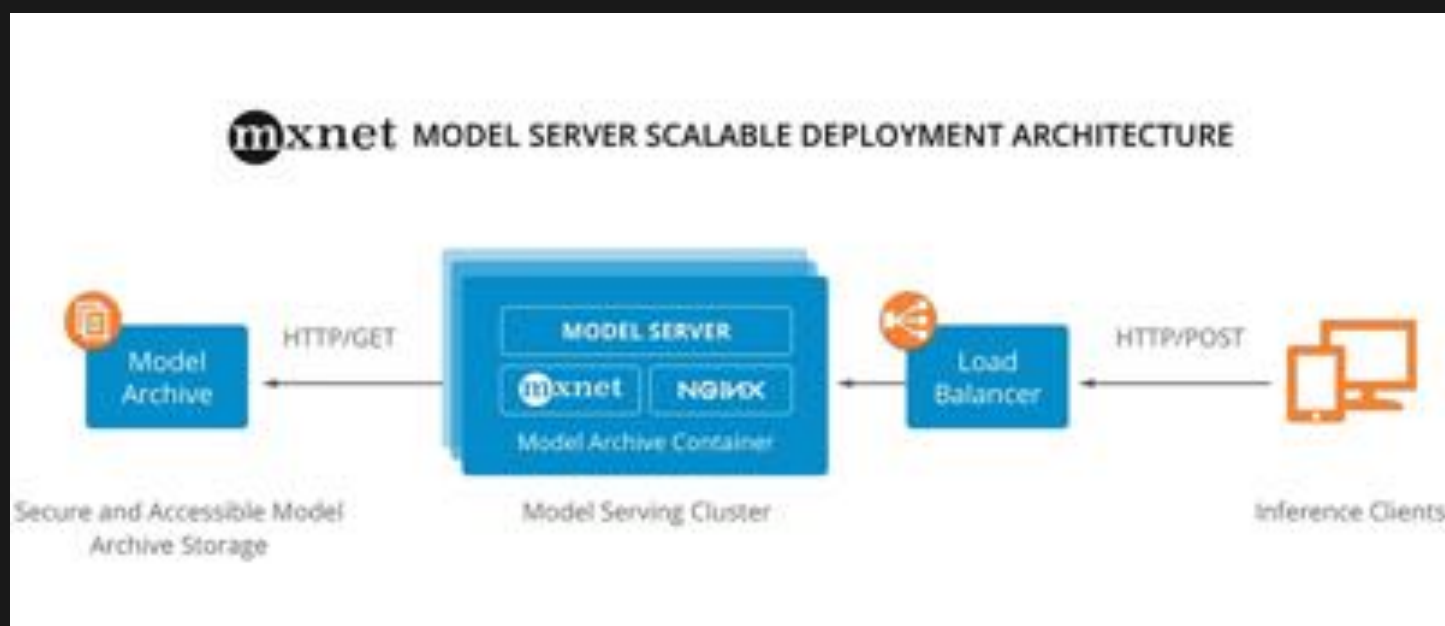
# Code

[https://github.com/ThomasDelteil/VisualSearch\\_MXNet](https://github.com/ThomasDelteil/VisualSearch_MXNet)



# Model Serving

# MXNet Model Server Architecture



[Back](#)

# Amazon SageMaker Neo – a path to IoT

- Model compiler supporting various hardware platforms incl. Intel, Nvidia, Arm, Cadence, Qualcomm, and Xilinx
- Supporting Tensorflow, MXNet and ONNX
- <https://tvm.ai/>

A photograph of a desk setup. On the left, a portion of a black computer monitor is visible. Below it is a wooden block with the letters 'MS' on its side. In the center, a large, black, three-dimensional letter 'A' stands on the desk. To the right of the 'A' is a potted plant with green leaves in a white pot with a decorative top. In the foreground, a computer mouse is partially visible on the left, and a small white object, possibly a keyboard or a mousepad, is on the right. The background is a bright window with white curtains.

# Thank you!

Connect here  
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[mxnet-info@amazon.com](mailto:mxnet-info@amazon.com)

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