Amazon Rekognition

AWS

Powerful AI tool for Image Detection

What Is It

Rekognition is a ML service from AWS which is used to identify objects, people, text, scenes, and activities in images and videos, as well as detect any inappropriate content

Benefits

- Easy to label data in a visual interface
- Simplified model evaluation & inference
- Easily Integrate with existing apps
- Automated machine learning process
- Scalable image & video analysis

How It Works

Key Features

Object Detection - able to identify thousands of different objects, activities & scenes

Custom Labels - users can feed information to Rekognition to create custom labels

Face Verification and Search - is capable of running a very accurate face search

Face Analysis and Detection - allows users to detect faces, age range, and emotion

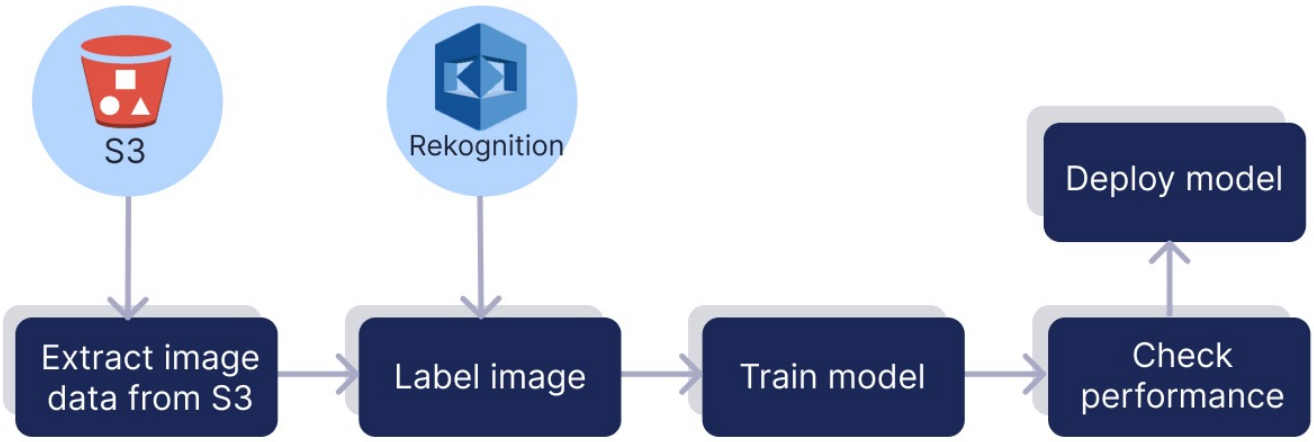
Content Moderation - helps identify inappropriate, unwanted, or offensive content

How Do We Use It

Demonstrate how the **medical industry** uses Rekognition

Build an automated process to use multiple ML models to detect Pneumonia from chest X-ray images and achieve the best binary classification accuracy for the given data

Workflow



Application in Other Industries

Social Media

User verification/ Identify sensitive or inappropriate content

Retail

Customer sentiment feedback from facial expressions

Finance

Prevent fraud via visual identity verification

Business Cases

Pinterest uses text detection to moderate user uploaded images

NFL Media automatically generates metadata tags tailored to specific use cases

Daniel Wellington is able to identify all their products and print labels that expedite their warehouse process

K-STAR developed a 'Face Ticket' service to solve a issue of taking to much time for paper ticket validation

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