

Amazon Transcribe

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Introduction

Hi everyone, today I'll explain Amazon Transcribe, a tool that turns speech into text, in a simple way. Let's dive in!

- ▶ Amazon Transcribe is an AWS tool that converts audio or video speech into written text.
- ▶ Think of it like a super-smart secretary who listens and types out everything accurately.
- ▶ Example: Record a meeting, and Transcribe creates a text version of what was said.

Speaking Notes: Imagine recording a podcast or lecture. Amazon Transcribe listens and writes down every word. It's like magic, but it's AI!

How Does It Work?

1. **Step 1:** Upload an audio/video file (e.g., MP3, WAV, MP4) or stream live audio.
2. **Step 2:** Amazon Transcribes AI analyzes the audio and converts speech to text.
3. **Step 3:** Get a text file with the transcription, including timestamps for each word.

Example: A 5-minute interview audio can be transcribed in minutes. **Speaking Notes:** Upload a file or stream live audio, like a phone call. The AI processes it and gives you a text file. Its fast and works with many formats.

Key Features of Amazon Transcribe

- ▶ **Automatic Speech Recognition (ASR):** Converts speech to text accurately.
- ▶ **Speaker Identification:** Labels who is speaking (e.g., Speaker 1: Hello).
- ▶ **Custom Vocabulary:** Add specific words (e.g., brand names) for better accuracy.
- ▶ **PII Redaction:** Removes sensitive info like phone numbers for privacy.
- ▶ **Language Support:** Works with 100+ languages, including English, Spanish, Hindi.

Speaking Notes: Transcribe can tell whos speaking, understand tricky words, and hide private info. It supports many languages for global use.

Types of Transcription

- ▶ **Batch Transcription:** Upload a recorded file (e.g., a podcast) and get a transcript later.
- ▶ **Streaming Transcription:** Transcribe live audio, like a sports broadcast or Zoom call, in real-time.
- ▶ Example: Use batch for a recorded lecture, streaming for live news subtitles.

Speaking Notes: Batch is for pre-recorded files, like a lecture. Streaming is for live events, like TV show subtitles.

Why Use Amazon Transcribe?

- ▶ **Saves Time:** Manual transcription takes hours (4 min per 1 min audio); Transcribe does it in minutes.
- ▶ **Accurate:** AI is 94%+ accurate; custom models improve it further.
- ▶ **Affordable:** Free tier offers 60 min/month for 12 months; pay-as-you-go (e.g., \$0.024/min in US East).
- ▶ **Use Cases:** Subtitles, meeting notes, call analysis, podcast transcripts.

Speaking Notes: Manual transcription is slow. Transcribe is fast, accurate, and cheap, great for YouTube subtitles or meetings.

Real-World Examples

- ▶ **Media:** Add subtitles to YouTube videos or TV shows for accessibility.
- ▶ **Business:** Transcribe Zoom meetings to capture details (e.g., action items).
- ▶ **Healthcare:** Amazon Transcribe Medical transcribes doctor-patient talks.
- ▶ **Education:** Create lecture notes for students to review later.

Speaking Notes: Imagine a YouTuber making videos accessible or a company saving time on meeting notes. That's Transcribe!

How to Get Started

- ▶ Sign up for an AWS account (free tier available).
- ▶ Upload audio to Amazon Transcribe via AWS console or API.
- ▶ Choose settings (language, speaker identification, etc.).
- ▶ Download the text transcript or integrate into your app.
- ▶ Tip: Try the free tier with 60 min/month for 12 months.

Speaking Notes: Its easy: create an AWS account, upload audio, pick settings, and get your transcript. The free tier lets you test it.

Pricing and Free Tier

- ▶ **Free Tier:** 60 min/month free for the first 12 months.
- ▶ **Pay-as-You-Go:** Starts at \$0.024/min (batch) or \$0.030/min (call analytics) in US East.
- ▶ Example: Transcribing 200,000 10-min calls costs \$31,350/month (tiered pricing).
- ▶ Additional costs for features like custom models or call summarization.

Feature	Cost (US East)
Free Tier	60 min/month for 12 months
Batch Transcription	\$0.024/min (first 250,000 min)
Call Analytics	\$0.030/min

Speaking Notes: You get 60 min free monthly for a year. After that, pricing is affordable based on usage.

Limitations

- ▶ Can be expensive for very large volumes of audio.
- ▶ Accuracy may decrease with poor audio quality or heavy accents.
- ▶ Requires an AWS account and some technical know-how to set up.

Speaking Notes: Transcribe has limits: it may struggle with noisy audio or accents, and costs can add up for heavy use.