

AWS

S U M M I T

Utilize Powerful Visual Search and Discovery Capabilities with Amazon Rekognition

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Amazon AI

Intelligent Services Powered By Deep Learning

Amazon
Rekognition

Amazon
Polly

Amazon
Lex

AI Services

Amazon
Machine Learning

Amazon
EMR

Spark &
Spark ML

AI Platforms

Apache
MXNet

TensorFlow

Caffe

Torch

Theano

CNTK

Keras

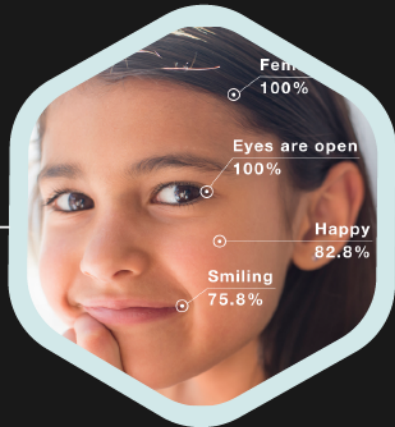
AI Engines

Amazon Rekognition

*Deep learning-based image recognition service
Search, verify, and organize millions of images*



Object and Scene
Detection



Facial
Analysis



Face
Comparison



Facial
Recognition

Object and Scene Detection – use cases

- Photo-sharing apps can power smart searches and quickly find cherished memories, such as weddings, hiking, or sunsets.
- Vacation rental markets can automatically label host-uploaded images with tags, such as fireplace, kitchen, or swimming pool.
- Travel sites and forums can classify user generated images with labels such as beach, camping, or mountains.

Facial Analysis – use cases

- Photo printing service can recommend the best photos to their users
- Online dating applications can improve their match recommendations using face attributes
- Retail businesses can understand the demographics and sentiment of in-store customers
- Ad-tech services can display dynamic and personalized content to customers

Face Comparison – use cases

Measure the likelihood that faces in two images are of the same person

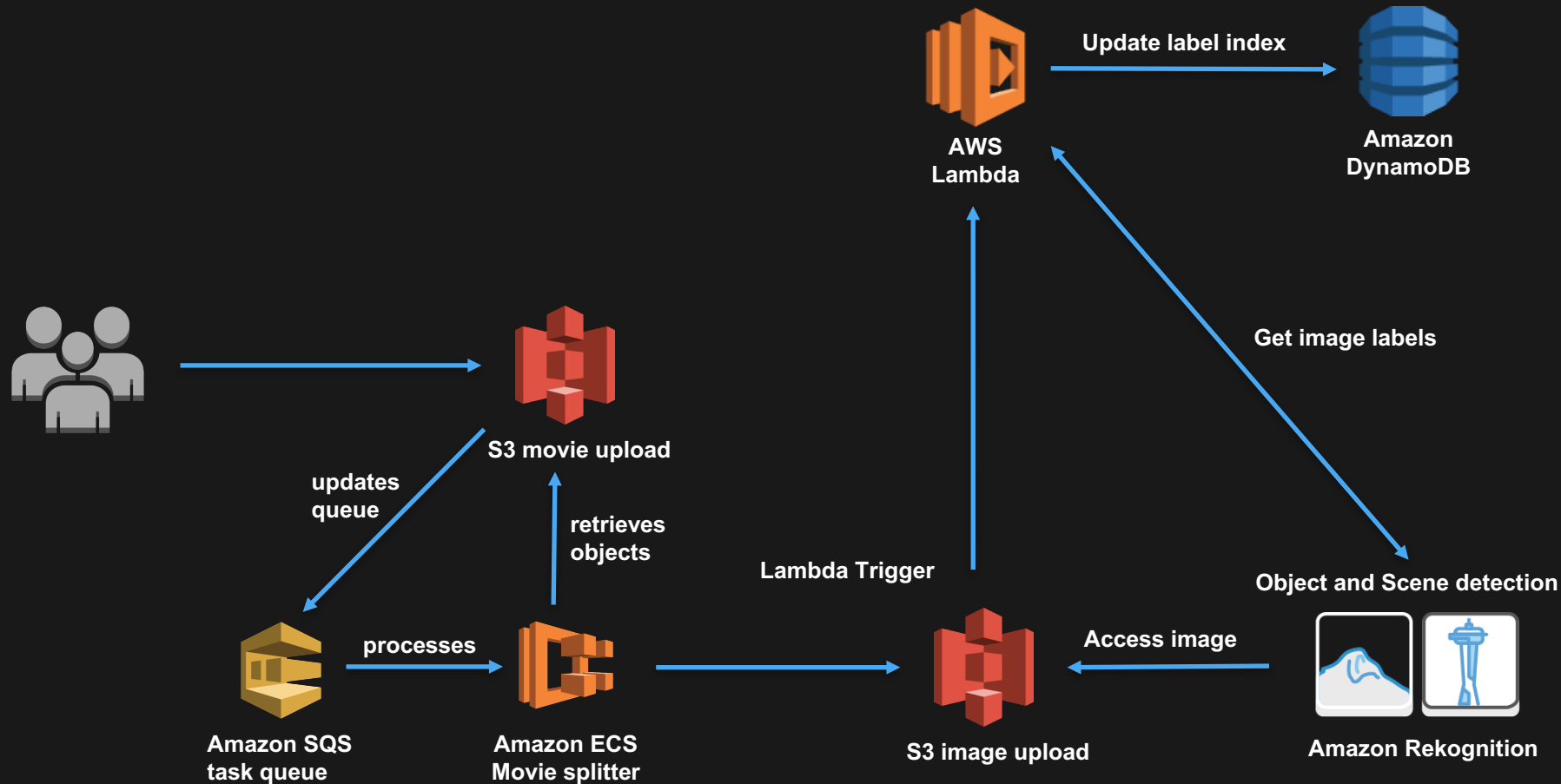
- Add face verification to applications and devices
- Extend physical security controls
- Provide guest access to VIP-only facilities
- Verify users for online exams and polls



Face Recognition – use cases

- Family photo sharing apps can use face recognition to group all faces of the same person in a family
- Entertainment and news organizations can index decades of archived images to find celebrities
- Secure campuses / workplaces can use face search to ensure all personnel in their facilities are authorized to be there
- Public safety teams can leverage face collections to automate tracking of persons of interest

Image recognition pipeline



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Thank you!

