



Microsoft Cognitive Services

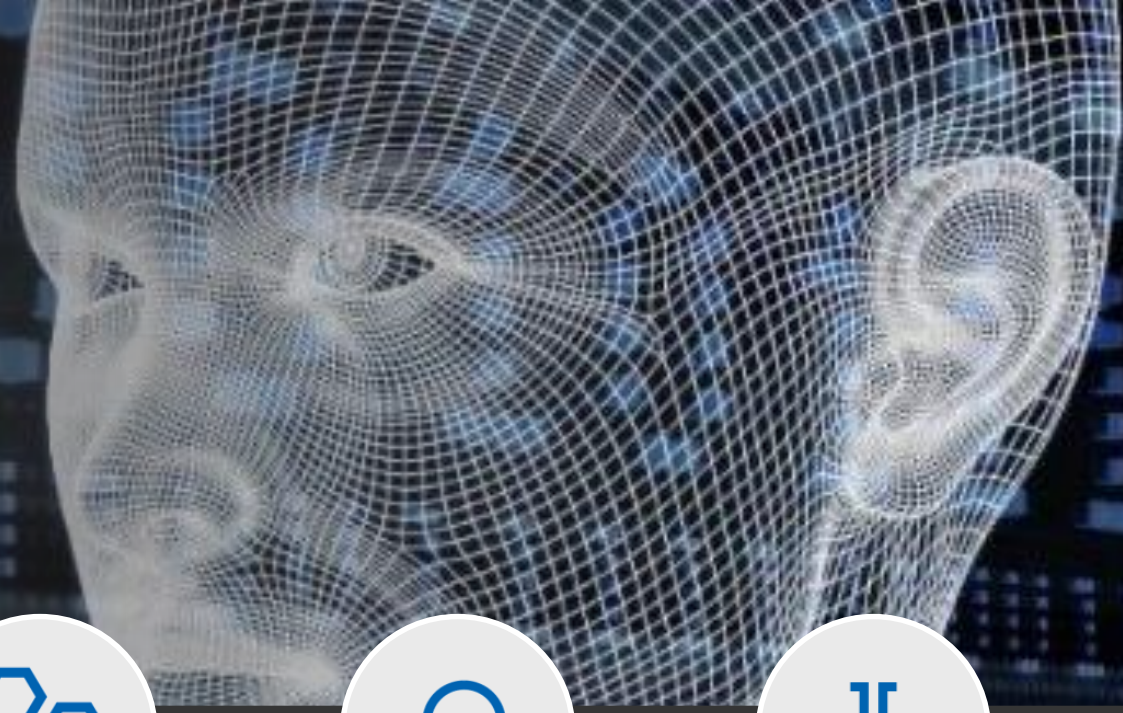
Democratizing intelligence

Ian Pike
Technology Solution Professional
Data & AI



Microsoft Cognitive Services

Give your apps a human side



Vision

From faces to feelings, allow your apps to understand images and video



Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent



Language

Process text and learn how to recognize what users want



Knowledge

Tap into rich knowledge amassed from the web, academia, or your own data



Search

Access billions of web pages, images, videos, and news with the power of Bing APIs

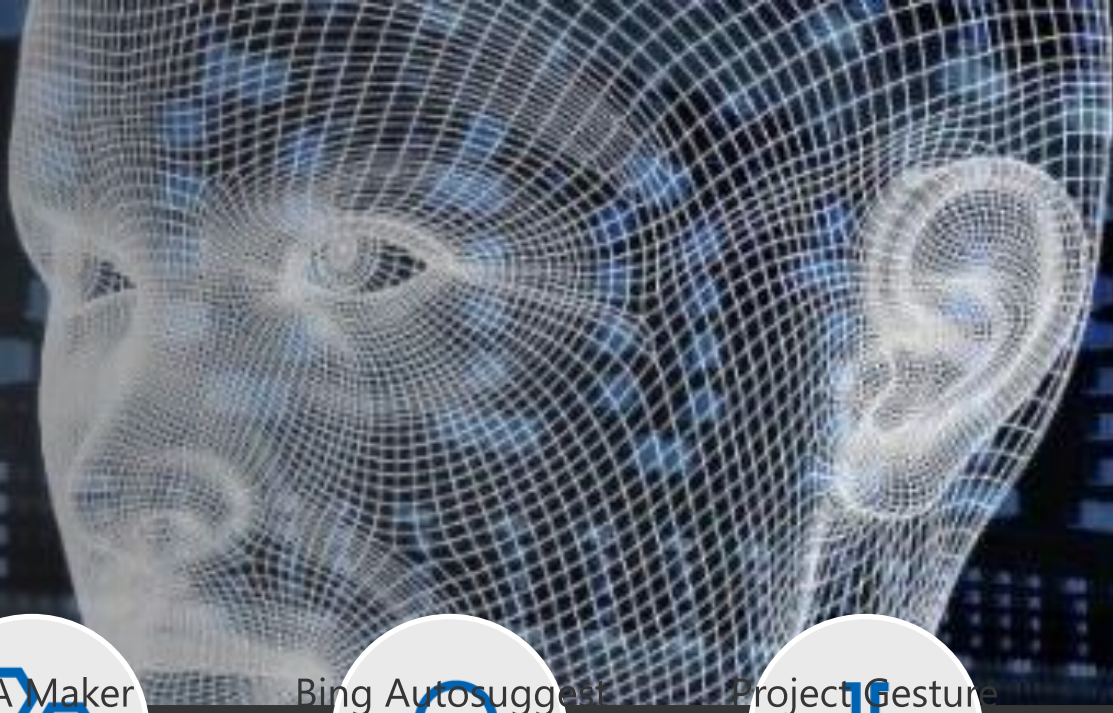


Labs

An early look at emerging Cognitive Services technologies: discover, try and give feedback on new technologies before general availability

Microsoft Cognitive Services

Give your apps a human side




Computer Vision
Content Moderator
Face
Video Indexer

Vision




Translator Speech
Speech
Speaker Recognition

Speech




Bing Spell Checker
Translator Text
Text Analytics

Language




QnA Maker

Knowledge



Bing Autosuggest
Bing Image Search
Bing News Search
Bing Video Search
Bing Web Search
Bing Entity Search

Search



Project Gesture
Project Event Tracking
Project Academic Knowledge
Project Local Insights
Project Knowledge Exploration
Project Entity Linking

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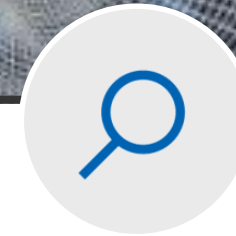
Language

Bing Spell Check
Translator Text
Text Analytics



Knowledge

QnA Maker



Search

Bing Autosuggest
Bing Image Search
Bing News Search
Bing Video Search
Bing Web Search
Bing Entity Search



Labs

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Project Local Insights
Project Knowledge Exploration
Project Entity Linking

CUSTOMIZATION

Custom Vision Service

Custom Speech Service

Language Understanding

Custom Decision Service

Bing Custom Search

Microsoft Cognitive Services Customization

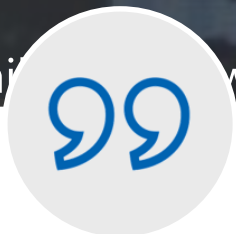
The set of custom services available to help customers use their own data



Vision



Speech



Language



Knowledge



Search



Labs

Custom Vision
Service

Custom Speech
Service

Language
Understanding

Custom Decision
Service

Bing Custom
Search

Why Microsoft Cognitive Services?

Easy

Roll your own with REST APIs
Simple to add: just a few lines of code required



Flexible

Integrate into the language and platform of your choice
Breadth of offerings helps you find the right API for your app
Bring your own data for your custom experience



Tested

Built by experts in their field from Microsoft Research, Bing, and Azure Machine Learning
Quality documentation, sample code, and community support



Bringing it all together

The Seeing AI App

Computer Vision, Image, Speech Recognition, NLP, and ML from Microsoft Cognitive Services

[Read blog here](#)

[Watch video here](#)





Vision



Computer Vision API

Distill actionable information from images



Face API

Detect, identify, analyze, organize, and tag faces in photos



Emotion API

Personalize experiences with emotion recognition



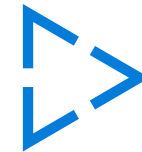
Content Moderator

Machine-assisted moderation of text and images, augmented with human review tools



Custom Vision Service

Customizable web service that learns to recognize specific content in imagery



Video Indexer

Process and extract smart insights from videos



Speech



Translator Speech API

Easily conduct real-time speech translation with a simple REST API call



Bing Speech API

Convert speech to text and back again, and understand its intent



Speaker Recognition API

Give your app the ability to know who's talking

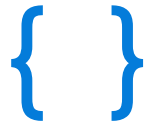


Custom Speech Service

Fine-tune speech recognition for anyone, anywhere



Language



Language Understanding Intelligent Service

Teach your apps to understand commands from your users



Bing Spell Check API

Detect and correct spelling mistakes within your app



Text Analytics API

Detect sentiment, key phrases, topics, and language from your text



Translator Text API

Easily conduct machine translation with a simple REST API call



Knowledge



QnA Maker

Distill information into conversational,
easy-to-navigate answers



Custom Decision Service

Create custom experiences with
adaptive, contextual decision-making



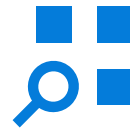


Search



Bing Web Search API

Connect powerful search to your apps



Bing Image Search API

Bring advanced image and metadata search to your app



Bing Video Search API

Trending videos, detailed metadata, and rich results



Bing News Search API

Link your users to robust and timely news searches



Bing Autosuggest API

Give your app intelligent autosuggest options for searches



Bing Entity Search

Enrich user experiences with contextual entity search results



Bing Custom Search

Create a highly-customized web search experience



Microsoft Cognitive Services Labs

An early look at emerging Cognitive Services technologies: discover, try, and give feedback on new technologies before general availability



Project Gesture

Incorporate gesture-based controls into your apps. Quickly define and implement customized hand gestures, creating a more natural user experience.



Project Event Tracking

Find events associated with Wikipedia entities. Begin with a Wikipedia entity, and receive a list of related events organized by time.



Project Academic Knowledge

Tap into the wealth of academic content in the Microsoft Academic Graph



Project Local Insights

Score the attractiveness of a location, based on how many of a particular amenity are within a specific distance.



Project Knowledge Exploration

Enable interactive search experiences over structured data via natural language inputs.



Project Entity Linking

Power your app's data links with named entity recognition and disambiguation

APIs in action

Intelligent Kiosk, JFK
Files & QandA
Maker Demos





Microsoft Cognitive Services Demo Links

Intelligent
Kiosk

<https://www.microsoft.com/store/productId/9NBLGGH5QD84>

Q & A Maker

<https://qnamaker.ai/>

JFK Files

<https://blogs.technet.microsoft.com/machinelearning/2017/11/15/gain-insights-into-the-jfk-files-with-azure-search-and-cognitive-services/>

Developer resources

Pricing

<https://azure.microsoft.com/en-us/pricing/details/cognitive-services/>

Documentation

<https://docs.microsoft.com/en-us/azure/#pivot=products&panel=cognitive>

Client SDKs

<https://azure.microsoft.com/en-us/resources/samples/?sort=0&term=cognitive+services>
<https://github.com/southwood/project-oxford-python>

Example Code

<https://github.com/jsturtevant/happy-image-tester-django>
<https://github.com/Microsoft/Cognitive-Face-Android>
<https://github.com/Microsoft/Cognitive-Samples-IntelligentKiosk>

Join Our Community

<https://stackoverflow.com/questions/tagged/microsoft-cognitive>
<https://cognitive.uservoice.com/>

Why Microsoft Cognitive Services?

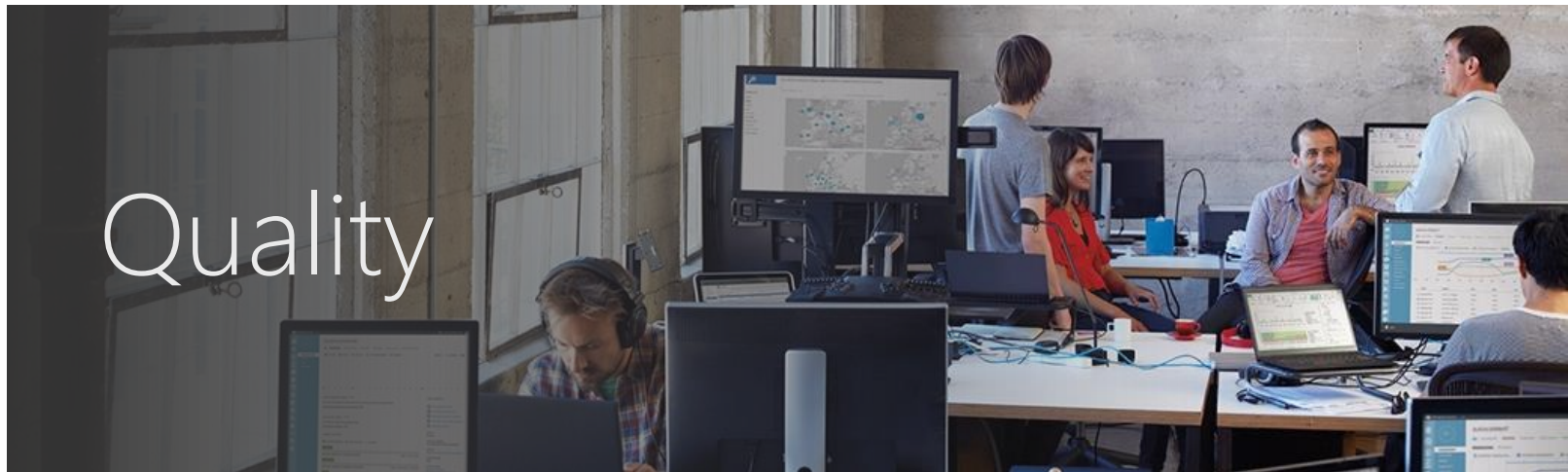
Easy



Flexible



Quality



Get started
for free at
microsoft.com/Cognitive



