



**AI for developers:
Making your
application
smarter with Azure
Cognitive Services.**



Originally from Mexico.

Tech Lead at Geneca.

Spend time with family, movies, videogames, soccer.



@thesoccerdev



drkclw



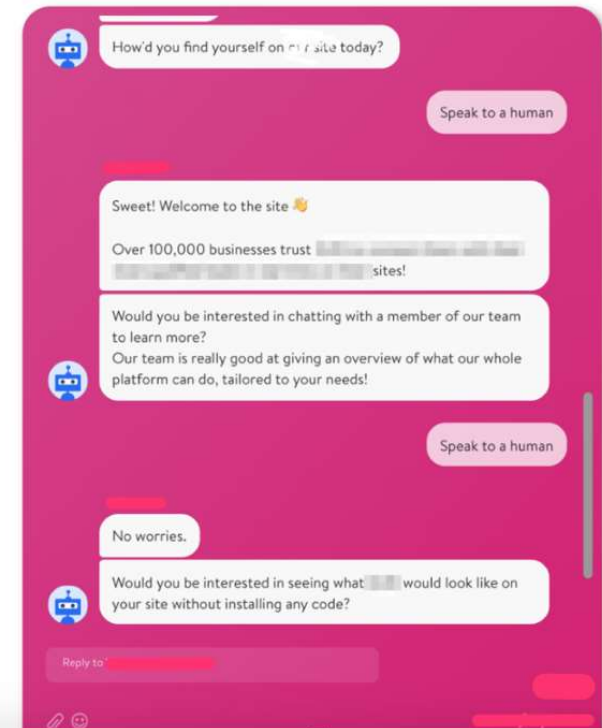
samueljgomez

Agenda

- AI implementation options.
- Why use Cognitive Services.
- Cognitive services APIs.
- Applied services APIs.
- Demo.



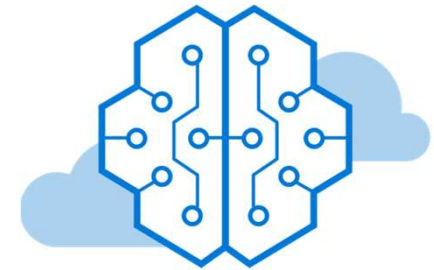
AI / ML



AI Implementation options.



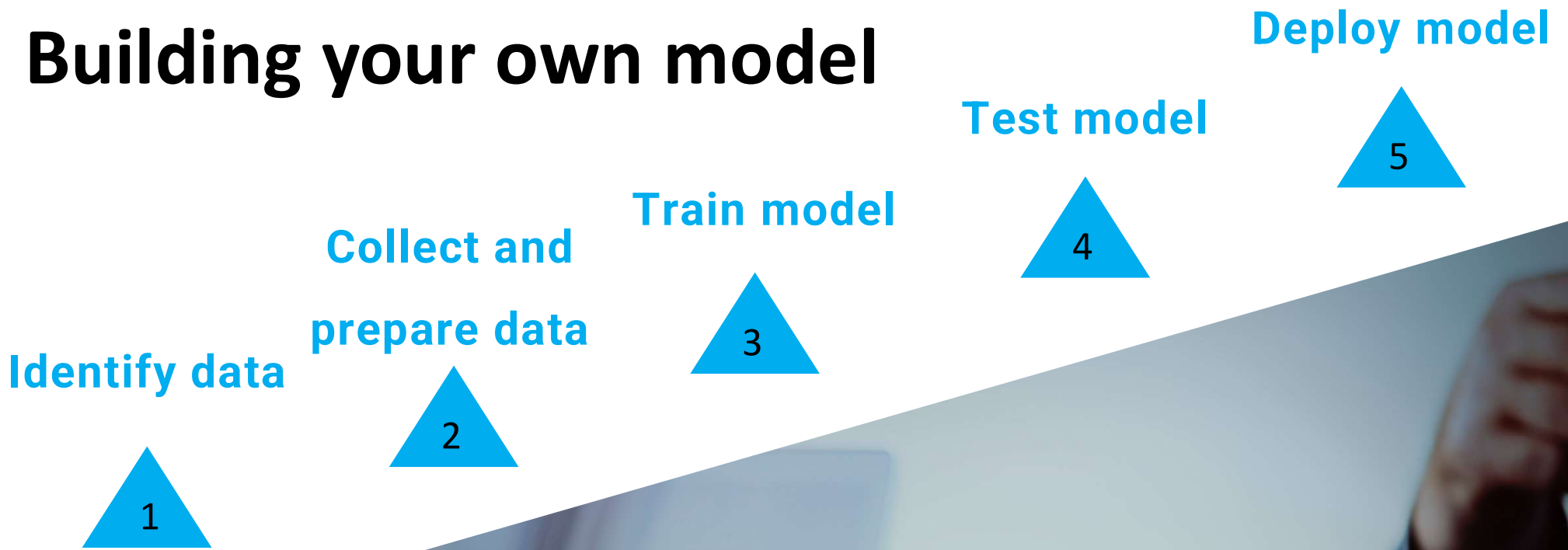
Prebuilt models



Build model



Building your own model



Why use Cognitive Services

- APIs for multiple scenarios.
- Easy to integrate with available SDKs:
 - C#
 - Go
 - Java
 - Javascript
 - Python
- Free tier for multiple services.
- Customizable.





API categories



Speech



Language



Vision



Decision



Speech



Speech API

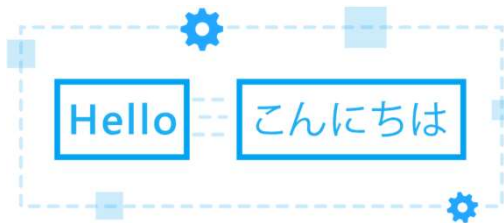
Improve customer experience



Speech to text



Text to speech



Speech translation



Speaker recognition



Language



Language API

Understand conversations and text



Entity recognition



Sentiment analysis



Question answering



Conversational language understanding*



Translator



Vision



Vision API

Identify and analyze content



Computer Vision



Custom Vision



Face API



Decision



Decision API

Smarter decisions



Anomaly Detector



Content Moderator



Personalizer



Applied services



Applied Services API

Services for common business problems



Form recognizer



Immersive reader



Metrics advisor



Video indexer



Applied Services API



Cognitive search



Bot service



DEMO

What will we cover?

- Creating a resource.
- Testing APIs.
- API usage examples.
 - Vision.
 - Speech to text.
 - Language understanding.
- Custom model example.



“ Let this code compile,

In not an hour, but a little while.

Allow this application to run with speed and zest,

as this will keep users glued to my test.

If my code blows up in my face,

do it with style and grace.

And last but not least, when all is said and run,

let thy requirements have been correctly done.

<https://www.rambli.com/2016/06/the-prayer-of-the-demo-gods/>





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