

The Importance of Innovation & Culture

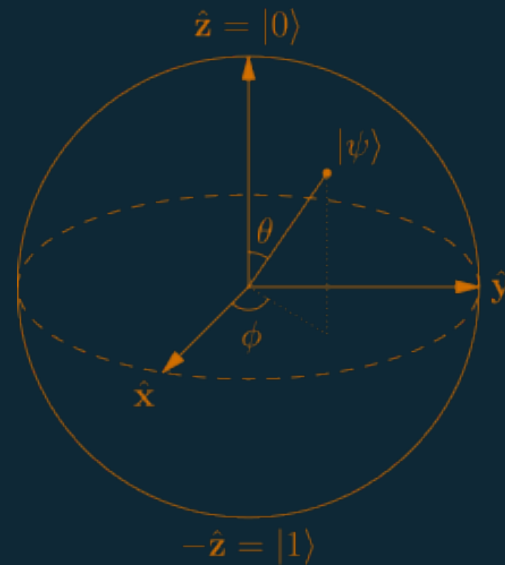
Glenn Gore

Chief Architect

The information age

Amazing what we can do with information

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Innovation is Everywhere

Amazon is innovating across many domains



Drone Development



Video Streaming



Kindle Reader



**In-house
Entertainment**



Grocery Delivery



Advanced Shopping



Cloud Computing



Home Automation

Innovation is Creativity with Execution

Innovation is Not a Goal,
it's an **Ongoing Process**

Inspire Your **People** & Give them a **Sense of Purpose**

What if we could give **any**
device access to large trained
deep learning models?

amazon echo

amazon.com/echo



2014

amazon echo

Always ready, connected, and fast. **Just ask.**



2017
15,000+ skills



INTERACT NATURALLY

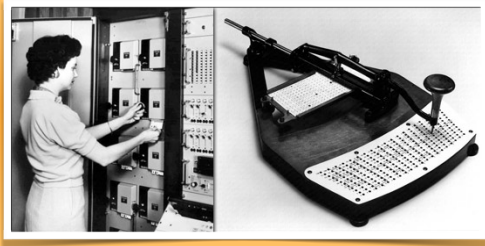


ARTIFICIALLY INTELLIGENT

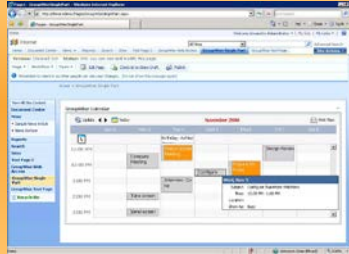


UNIQUE INDIVIDUALITY

INTERACT NATURALLY



1st Gen Machine-oriented interactions



2nd Gen Control-oriented & translated



3rd Gen Intent-oriented





Amazon AI

Bringing Powerful Artificial Intelligence To All Developers



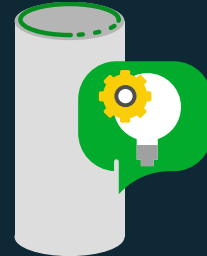
Amazon

Rekognition



Amazon

Polly



Amazon

Lex

Building **Smarter** Applications

Amazon ML
Deep learning AMI



Predict

Amazon Rekognition



See

Amazon Polly



Speak

Amazon Lex



Automatic
speech recognition

Amazon Lex



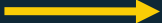
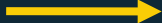
Natural language
understanding

“See” Faces And Emotions With Amazon Rekognition



City	91.4%
Downtown	91.4%
Metropolis	91.4%
Urban	91.4%
Building	56.2%
High Rise	56.2%
Dock	55.6%
Dawn	52.4%

“See” Faces And Emotions With Amazon Rekognition



Looks like a face	99.9%
Appears to be male	99.9%
Age range	27 - 44 years old
Smiling	99.2%
Appears to be happy	99.5%
Not wearing eyeglasses	99.9%



Human: 99.2%
Female: 100%
Age Range: 0-2
Selfie: 54.5%



Human: 99.2%
Female: 62.2%
Age Range: 1-5
Surprised?: 56.6%
Beard?: 1%

Affiliates. All rights reserved.



Human: 99.3%
Male: 99.8%
Age Range: 4-7
Happy: 93.6%



Human: 99.3%
Male: 79.4%
Age Range: 6-13
Happy: 79.8%

Inflatable: 79.1%
Female: 100%
Age Range: 11-18
Potted Plant: 99.1%

aws

Generate Lifelike Speech With Amazon Polly



|
Customize what
is said



|
Customize how
it's said



|
Whispering
voices



|
Speech
marks

“Glenn wird auf der Bühne leider immer ziemlich nervös. Er kann es kaum erwarten, dass eine Maschine das Präsentieren für ihn übernimmt.”



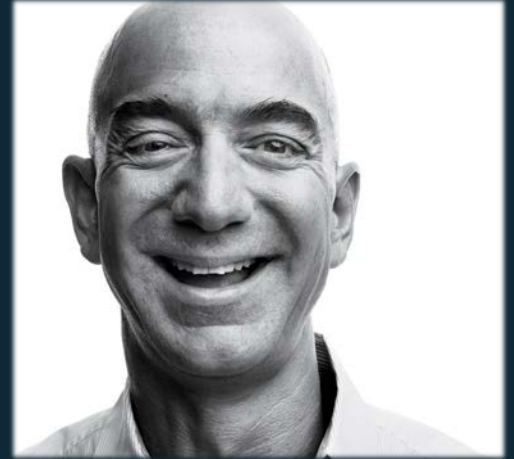
PROJECT POLLEXY



<http://amzn.to/2o7l3j4>

« We've had three big ideas at Amazon that we've stuck with for 20+ years, and they're the reason we're successful:

*put the customer first,
invent,
and be patient »*



Thank you!

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