

Integrate AI into your applications quickly and easily

Cloud AI makes it possible to derive insight using powerful pretrained API models, or with easily trainable custom models with AutoML, without the need for data scientists. Cloud AI delivers on the best of both worlds, ease of use and high model quality.

The AI building blocks make it possible to build the human-like qualities of sight, language and conversation into applications and services.

Sight



Vision

Understand the content of an image using a REST API



AutoML Vision

Train high-quality custom vision models for a specific domain



Video Intelligence

Makes videos searchable and discoverable by extracting metadata with a REST API

Language



Natural Language

Derive insights from unstructured text using a REST API



AutoML Natural Language

Automatically predict custom text categories with a custom model through either single or multi-label classification



Translation

Translate an arbitrary string into any supported language using state-of-the-art Neural Machine Translation using a REST API



AutoML Translation

Upload translated language pairs to train your own custom translation model

Conversation



Dialogflow

Create conversational experiences across devices and platforms



Speech-to-Text

Convert audio to text by applying powerful neural network models in a REST API



Text-to-Speech

Synthesize natural-sounding speech with 30 voices in multiple languages and variants, using a REST API



What is AutoML?

Cloud AutoML is a suite of machine learning products that enables developers with limited machine learning expertise to train and deploy high quality custom models by leveraging Google's state of the art transfer learning, and Neural Architecture Search technology. AutoML products currently include AutoML Vision, AutoML Natural Language and AutoML Translation, with more AutoML products to come.



"Cloud AutoML's technology is helping us build vision models to annotate our products with Disney characters, product categories, and colors. These annotations are being integrated into our search engine to enhance the impact on Guest experience through more relevant search results, expedited discovery, and product recommendations on shopDisney."

— Mike White, CTO, SVP, Disney Consumer Products and Interactive Media



"Urban Outfitters has been using AutoML Vision in an effort to enhance our customers' shopping experience. To create and maintain a comprehensive set of product attributes, our team has been exploring using AutoML Vision to automate the product attribution process by recognizing nuanced product characteristics, like patterns and neckline styles. We hope to use this technology to provide our customers with more relevant product recommendations, more accurate search results, and better product filters while helping to reduce time we spend manually creating product attributes. We look forward to continuing to partner with Google Cloud AI to innovate on behalf of our customers."

— Alan Rosenwinkel Ph.D., Data Scientist at URBN



"GIPHY houses tens of millions of GIFs, making it a top priority for our engineering team to discover new ways for users to uncover the perfect GIF. We implemented Google Cloud Vision to extract caption data from our GIFs. The accuracy rate was so impressive that we immediately implemented the results into our search engine. Now, users can naturally find GIFs based on popular movie lines, music lyrics and catchphrases. This has resulted in click-through rates increasing up to 32%."

— Nick Hasty, Director of Engineering, GIPHY



"In the newsroom, precision and speed are critical to engaging our readers. Google Cloud Natural Language is unmatched in its accuracy for content classification. At Hearst, we publish several thousand articles a day across 30+ properties and, with natural language processing, we're able to quickly gain insight into what content is being published and how it resonates with our audiences."

— Naveed Ahmad, Senior Director of Data, Hearst

Resources

Cloud AutoML: cloud.google.com/automl/
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Video: cloud.google.com/video-intelligence/
Dialogflow: cloud.google.com/dialogflow-enterprise/