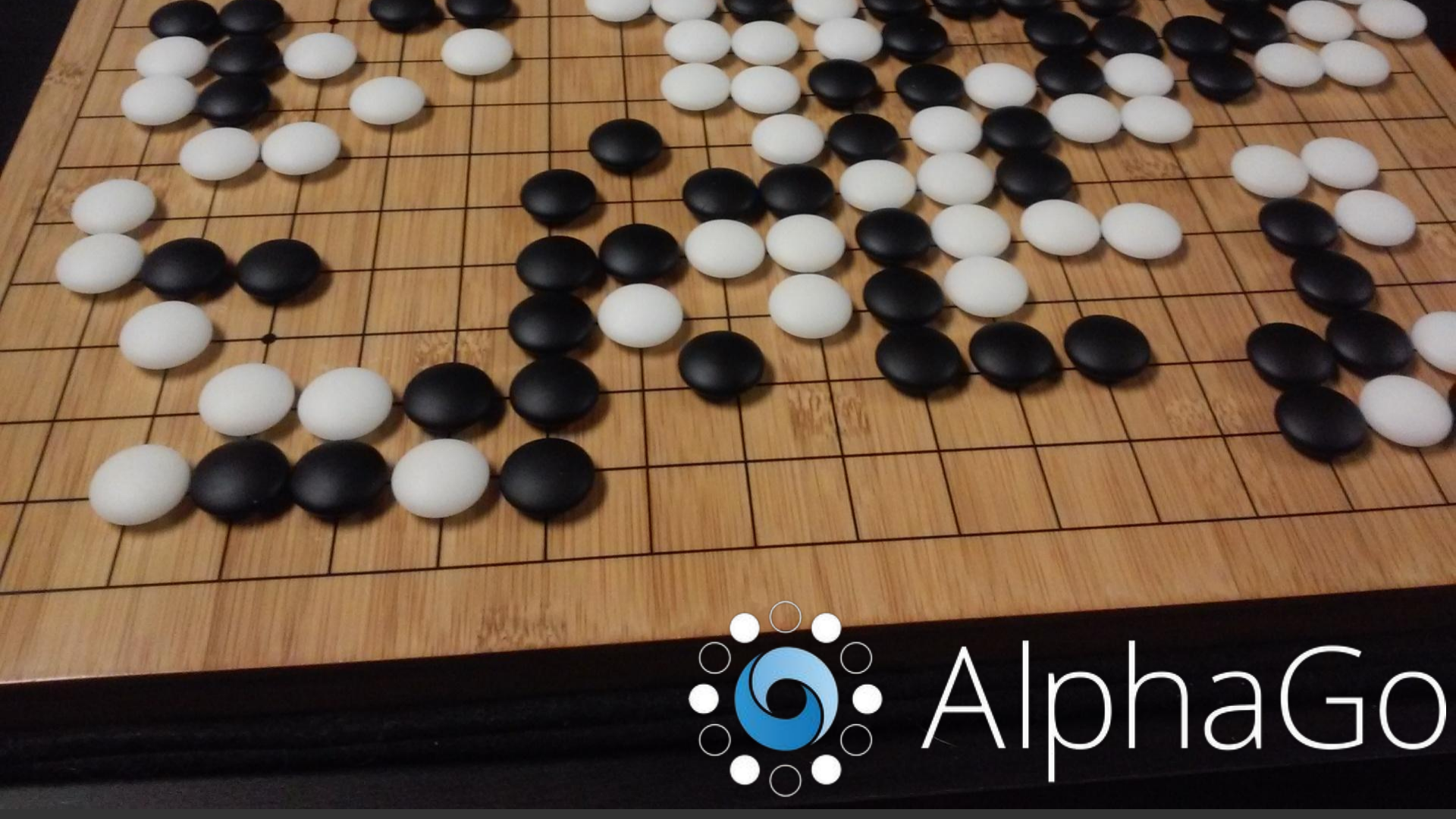
Machine Intelligence at Google Scale

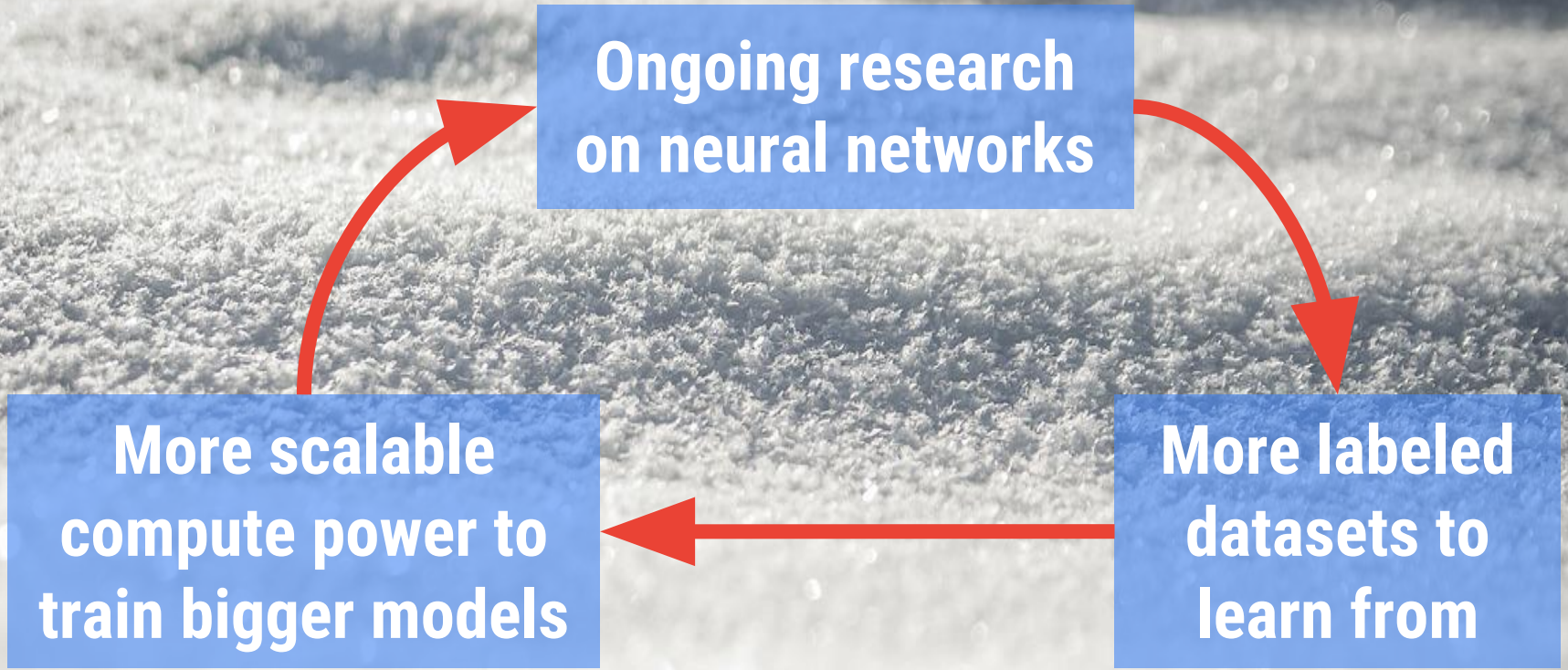
Vision, Video, NLP, Speech, Dialogflow
TensorFlow, Cloud ML Engine, AutoML

Guillaume Laforge
Developer Advocate
Google Cloud

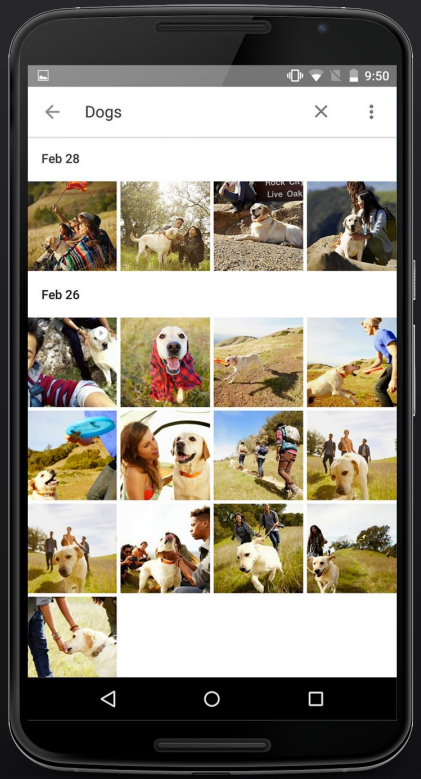
@glaforge


AlphaGo

How did we escape the AI winter?



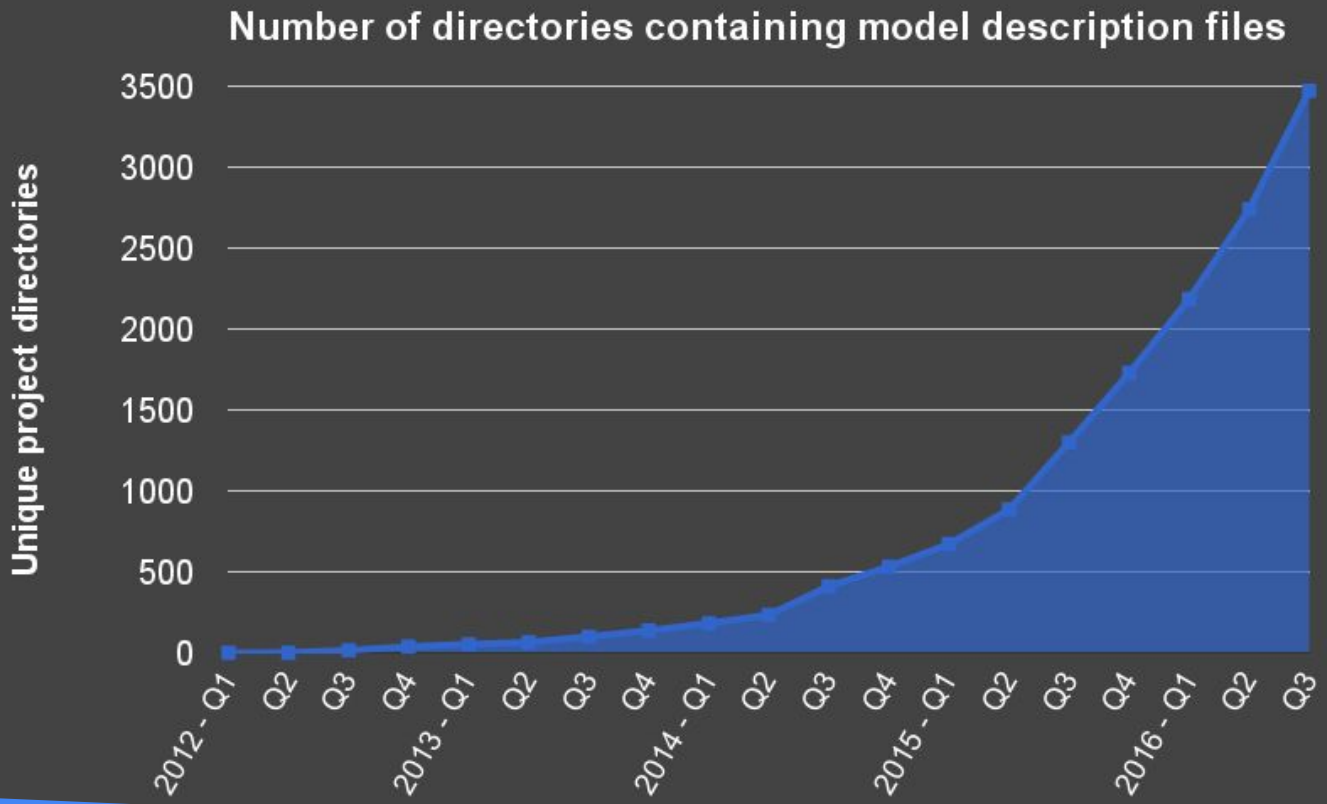
Google Photos



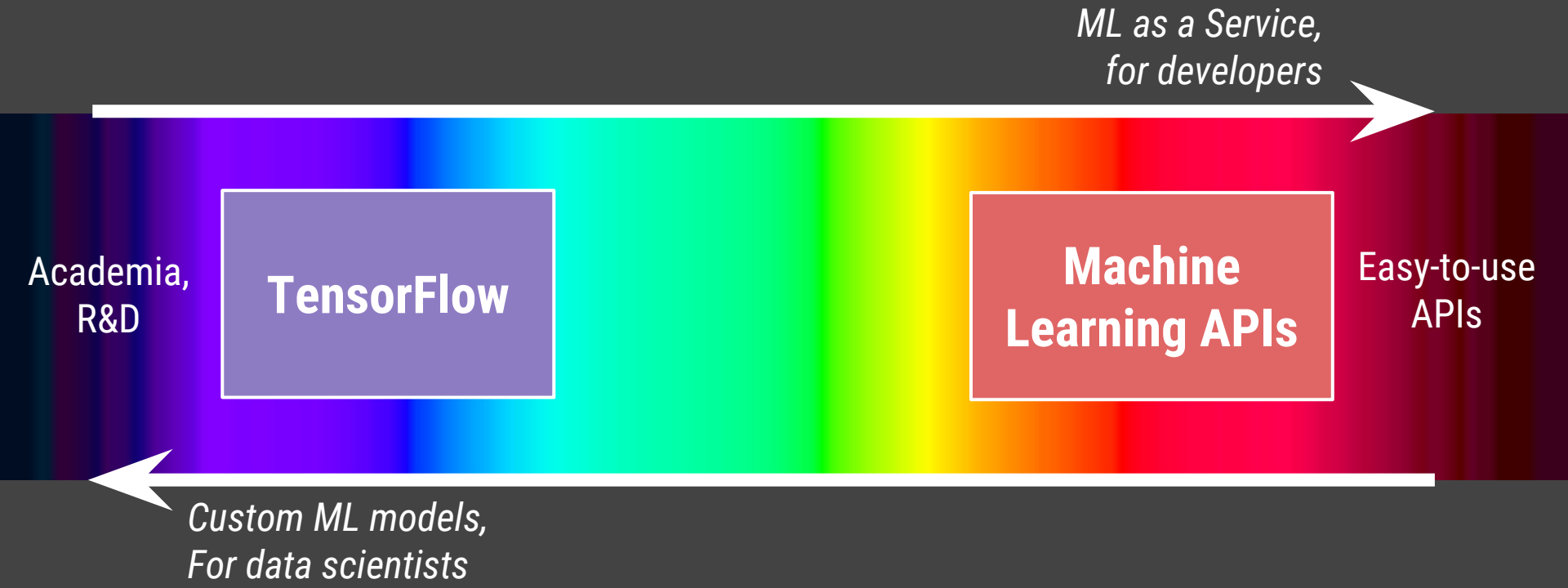
[dog]

Machine Learning is everywhere at Google

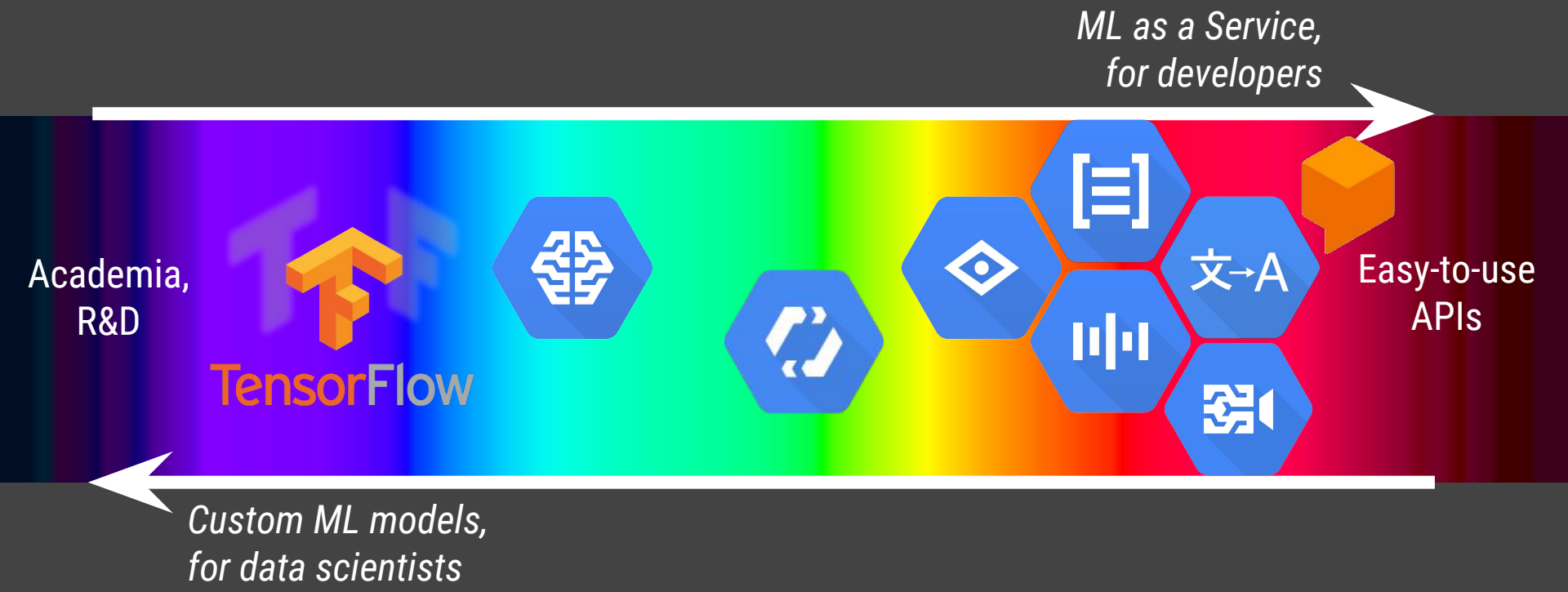
Machine Learning is everywhere at Google



The Machine Learning Spectrum



The Machine Learning Spectrum



Machine learning is learning from ***examples*** and ***experience***

IS THIS A

CAT or DOG?

CAT DOG

OUTPUT LAYER

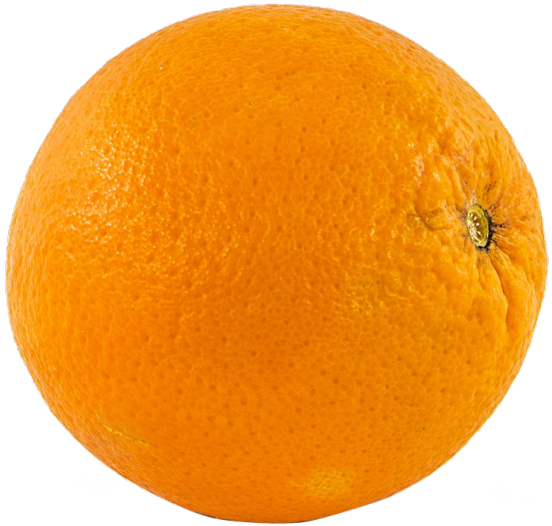
ACTIVATED NEURONS

INPUT LAYER

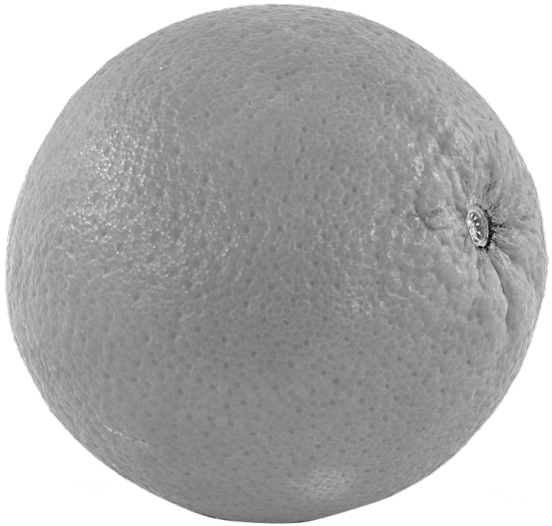
DEEP *neural* NETWORK

Let’s try some
human-powered
image detection

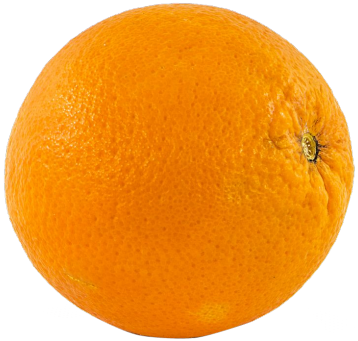
How would we do this without ML?



How would we do this without ML?



How would we do this without ML?



What about a dog and a mop? Easy, right?

Not so fast...








Machine Learning tools by Google at your disposal

Use your own data to train models

TensorFlow

Cloud Machine Learning Engine

Cloud AutoML

Machine Learning as an API

Cloud Vision API

Cloud Speech API

Conversational Interfaces

Cloud Natural Language API

Cloud Translation API

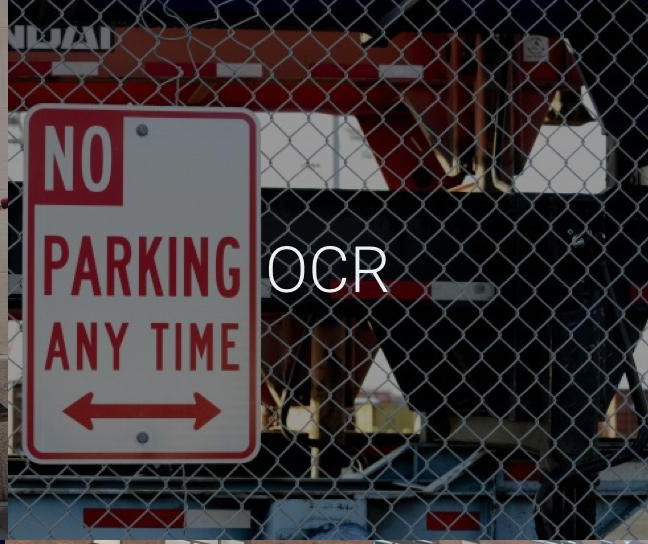
Cloud Video Intelligence

Vision API

Complex image detection with
a simple REST request


Label
Detection


Face
Detection


NO
PARKING
ANY TIME
OCR

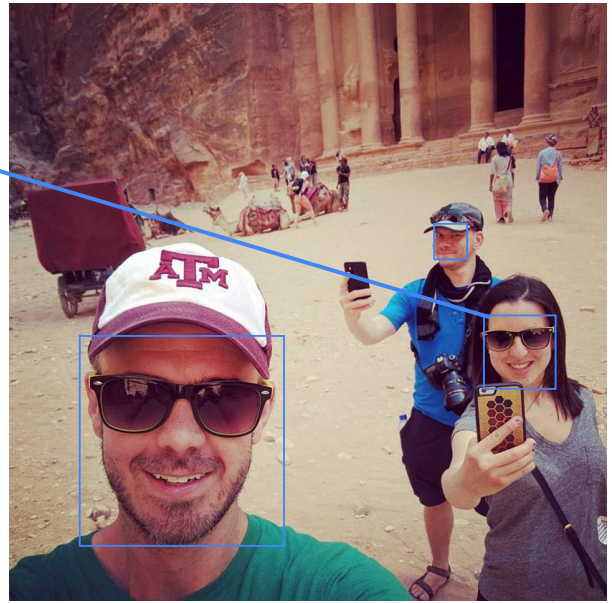

Explicit Content
Detection


Landmark
Detection


Logo Detection
Google
Google Cloud

Face detection

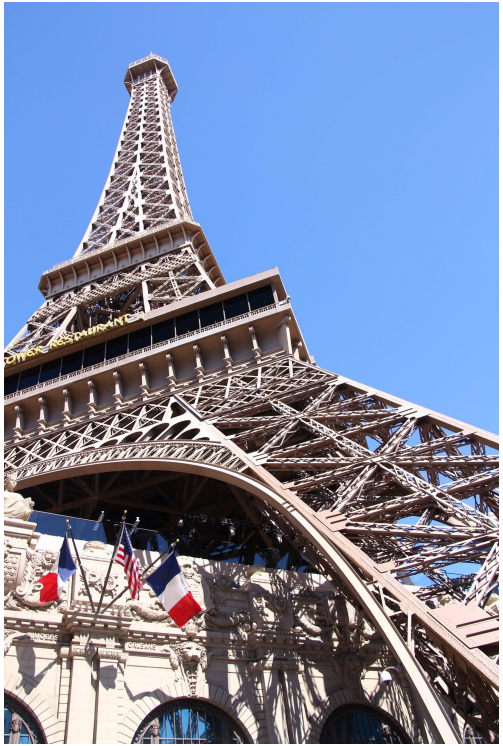

```
"faceAnnotations" : [
  {
    "headwearLikelihood" : "VERY_UNLIKELY",
    "surpriseLikelihood" : "VERY_UNLIKELY",
    rollAngle" : -4.6490049,
    "angerLikelihood" : "VERY_UNLIKELY",
    "landmarks" : [
      {
        "type" : "LEFT_EYE",
        "position" : {
          "x" : 691.97974,
          "y" : 373.11096,
          "z" : 0.000037421443
        }
      },
      ...
    ],
    "boundingPoly" : {
      "vertices" : [
        {
          "x" : 743,
          "y" : 449
        },
        ...
```


```
"detectionConfidence" : 0.93568963,
"joyLikelihood" : "VERY_LIKELY",
"panAngle" : 4.150538,
"sorrowLikelihood" : "VERY_UNLIKELY",
"tiltAngle" : -19.377356,
"underExposedLikelihood" : "VERY_UNLIKELY",
"blurredLikelihood" : "VERY_UNLIKELY"
```

Landmark detection


```
"landmarkAnnotations": [
  {
    "mid": "/m/0348s6",
    "description": "Paris Hotel and Casino",
    "score": 80,
    "boundingPoly": {
      "vertices": [
        {
          "x": 117,
          "y": 479
        },
        ...
      ]
    },
    "locations": [
      {
        "latLng": {
          "latitude": 36.11221,
          "longitude": -115.172596
        }
      }
    ]
  }
]
```

Web annotations


```
{
  "entityId": "/m/0gff2yr",
  "score": 5.92256,
  "description": "ArtScience Museum"
}
```

```
{
  "entityId": "/m/016ms7",
  "score": 1.44038,
  "description": "Ford Anglia"
}
```

```
{
  "entityId": "/m/0h898pd",
  "score": 7.4162,
  "description": "Harry Potter (Literary Series)"
}
```


Web annotations


```
"fullMatchingImages": [{
    "url":
"https://upload.wikimedia.org/wikipedia/commons/6/6d/Flying_Ford_Anglia_from_Harry_Potter_and_the_Chamber_of_Secrets_at_the_ArtScience_Museum,_Singapore_-_20120608.jpg",
    "score": 0.34952533
  },
  ...
]
```

```
"partialMatchingImages": [{
    "url":
"https://muckysock.files.wordpress.com/2012/06/img_2730.jpg",
    "score": 0.887808
  },
  ...
]
```

```
"pagesWithMatchingImages": [{
    "url":
"https://www.haikudeck.com/harry-potter-and-chamber-of-secrets--education-presentation-SKZRnAO2UH",
    "score": 53.212971
  },
  ...
]
```

In case you were wondering…

Dog	99%
Mammal	93%
Dog Breed	91%
Vertebrate	91%
Komondor	77%
Dog Like Mammal	76%
Glen Of Imaal Terrier	51%
Dog Crossbreeds	51%

In case you were wondering…

In case you were wondering…

Natural Language API

Extract entities, sentiment,
and syntax from text

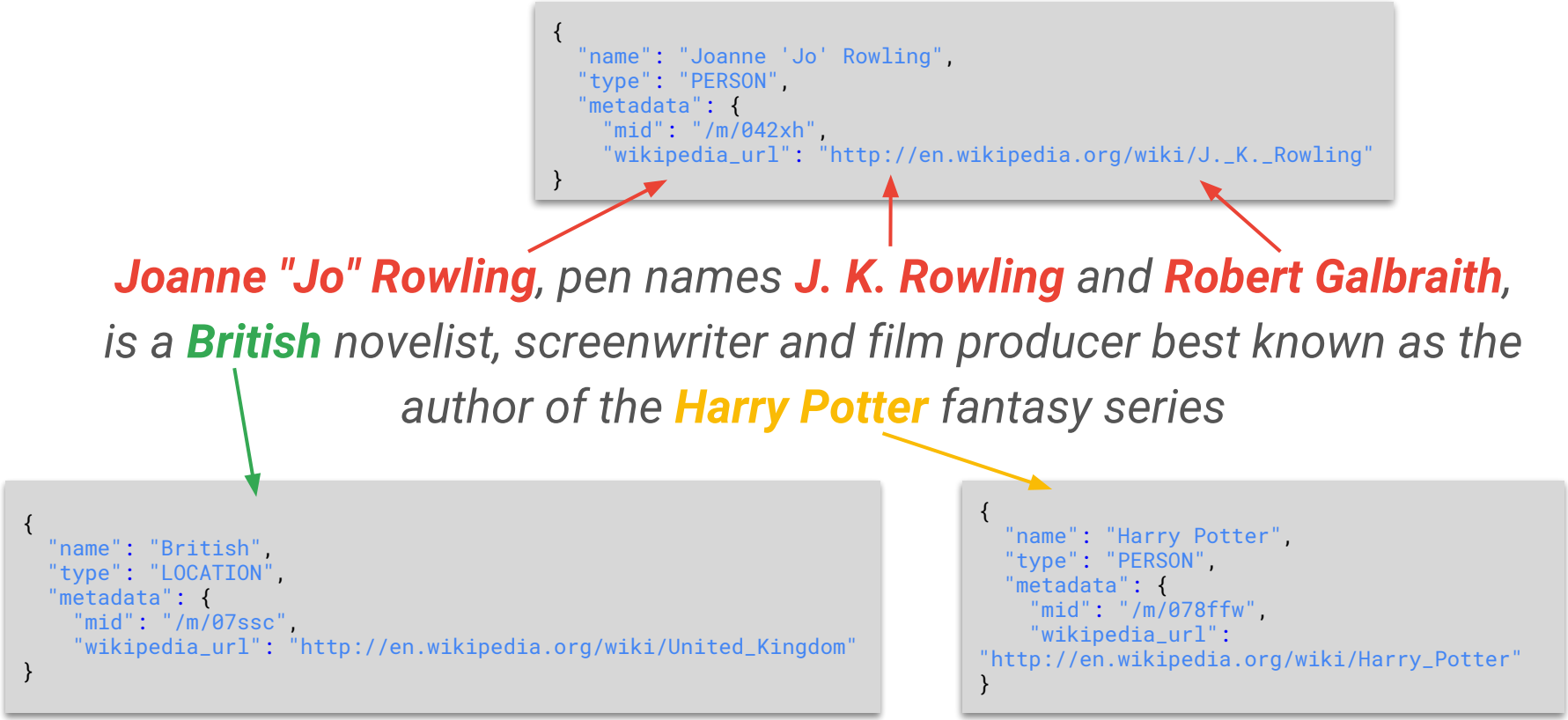
Extract entities

Joanne "Jo" Rowling, pen names J. K. Rowling and Robert Galbraith, is a British novelist, screenwriter and film producer best known as the author of the Harry Potter fantasy series

Extract entities

Joanne "Jo" Rowling, *pen names* ***J. K. Rowling*** *and* ***Robert Galbraith***, *is a* ***British*** *novelist, screenwriter and film producer best known as the author of the* ***Harry Potter*** *fantasy series*

Extract entities

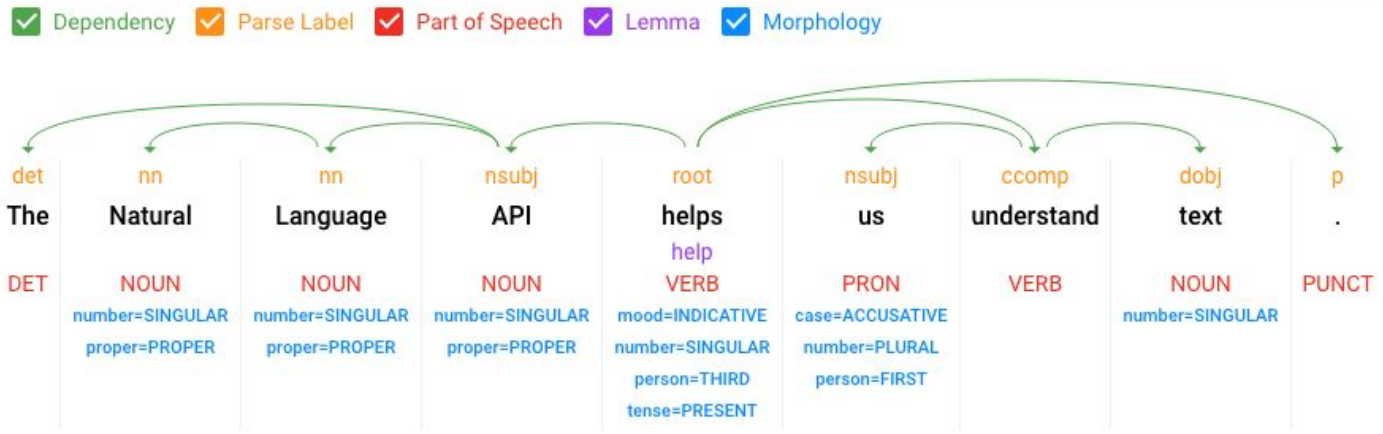


Analyze sentiment

“The food was excellent, I would definitely go back!”

```
{
  "documentSentiment": {
    "score": 0.8,
    "magnitude": 0.8
  }
}
```

Analyze syntax



Speech API

Speech to text transcription in over 80 languages

Speech API features

Speech Recognition

Recognizes over **110 languages** & variants.

Powered by deep learning neural networking to power your applications.

Real-time results

Can **stream text results**, returning partial recognition results as they become available.

Can also be run on buffered or archived audio files.

Noise Robustness

No need for signal processing or noise cancellation before calling API.

Can **handle noisy audio** from a variety of environments.

Context-Aware

Can provide **context hints** for improved accuracy.

Especially useful for device and app use cases.

Speech timestamps

Search for text
in audio files

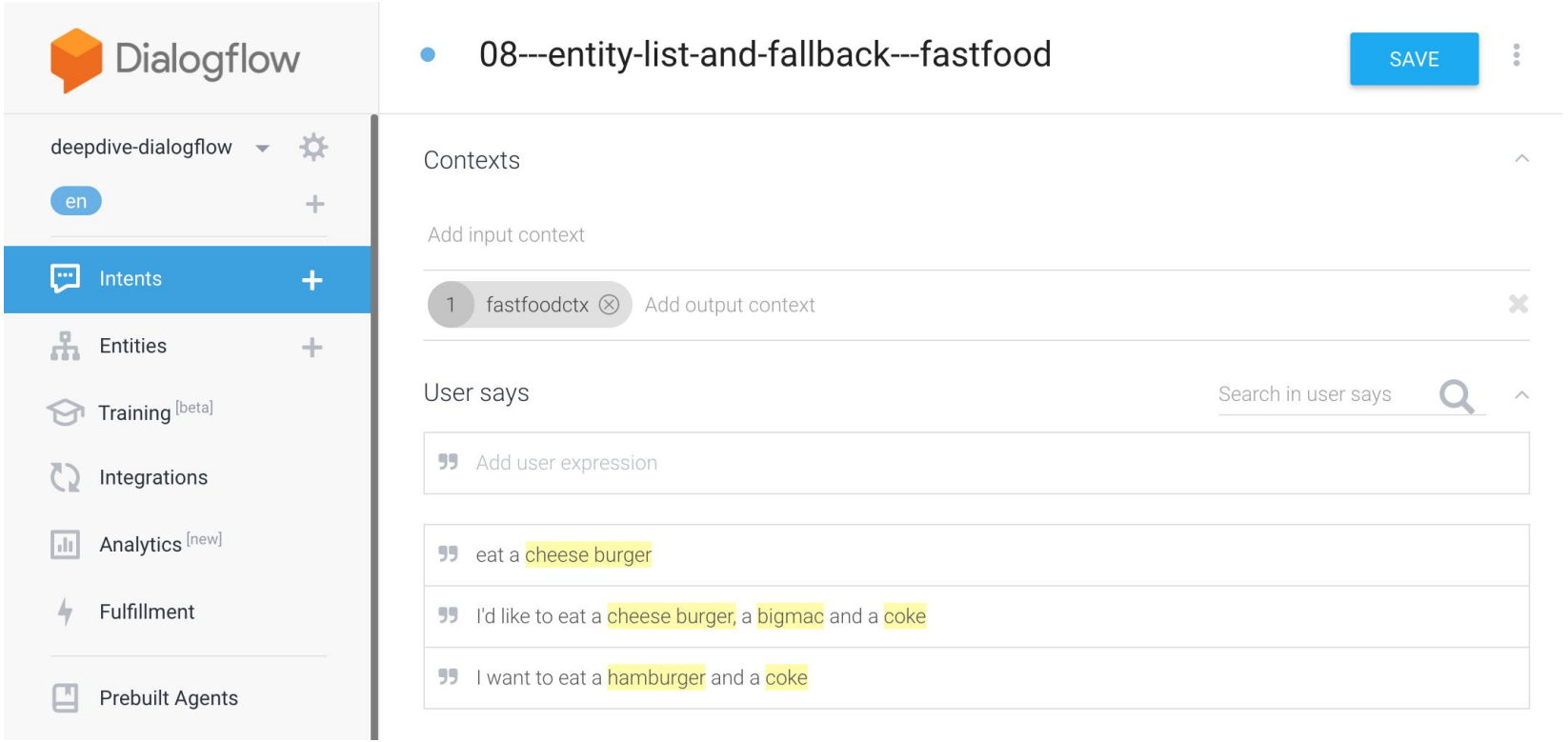
```
"transcript": "Hello World...",
"confidence": 0.96596134,
"words": [
  {
    "startTime": "1.400s",
    "endTime": "1.800s",
    "word": "Hello"
  },
  {
    "startTime": "1.800s",
    "endTime": "2.300s",
    "word": "World"
  },
  ...
]
```

Dialogflow

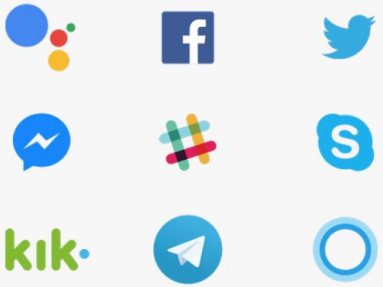
Build natural and rich conversational experiences

Google Cloud

Build chatbots and conversational interfaces



Build chatbots and conversational interfaces



On any platform

Bring your conversational app to any platform your users are on, such as the Google Assistant, Slack, Cortana, Alexa and Facebook Messenger.

Across devices

Whether your users are on-the-go or at home, engage with them through wearables, phones, cars, speakers and other smart devices.

Around the world

Broaden your reach globally with 14+ supported languages including Spanish, French, and Japanese.

Translation API

Translate text in 100+ languages

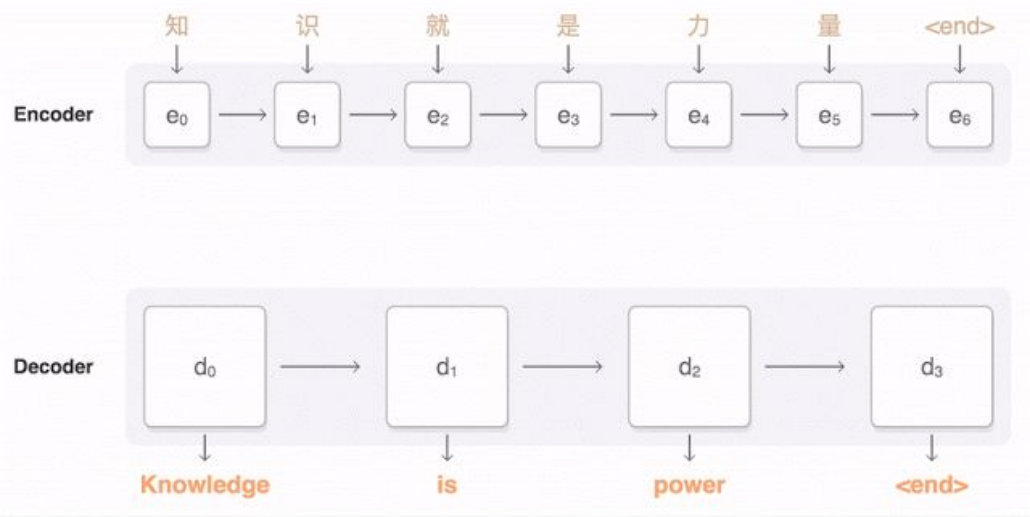
airbnb – connecting guests through translation

- 60% of Airbnb bookings connect people who use the app in different languages
- Using the Translation API to translate listings, reviews, and conversations significantly improves a guest's likelihood to book

Calling the translation API

```
import com.google.cloud.translate.*;
import com.google.cloud.translate.Translate.*;

Translate translate =
    TranslateOptions.getDefaultInstance()
                    .getService();

String text = "Hello, world!";

Translation translation =
    translate.translate(
        text,
        TranslateOption.sourceLanguage("en"),
        TranslateOption.targetLanguage("de"));

System.out.printf("Translation: %s%n",
    translation.getTranslatedText());
```

Neural machine translation



Learn more: bit.ly/nyt-ai-awakening

Neural machine translation improvements ⚡

Original Spanish Text

El señor Dursley era el director de una empresa llamada Grunnings, que fabricaba taladros. Era un hombre corpulento y rollizo, casi sin cuello, aunque con un bigote inmenso. La señora Dursley era delgada, rubia y tenía un cuello casi el doble de largo de lo habitual, lo que le resultaba muy útil, ya que pasaba la mayor parte del tiempo estirándolo por encima de la valla de los jardines para espiar a sus vecinos

First generation translation

Mr. Dursley was the director of a company called Grunnings, which **made** drills. He was a big beefy man, almost **neckless**, albeit with a huge mustache. Mrs. Dursley was thin and blonde and had a neck **almost twice longer than usual**, so it was very useful, since **he** spent most of the time stretching it over the **fence of the gardens** to spy on **their** neighbors

Neural Machine Translation

Mr. Dursley was the director of a company called Grunnings, which **manufactured** drills. He was a big, plump man, almost **without a neck**, but with a huge mustache. Mrs. Dursley was thin, blond, and had a neck **almost twice as long as usual**, which was very useful, since **she** spent most of the time stretching it over the **garden fence** to spy on **her** neighbors

Video Intelligence API

Understand your video's entities
at shot, frame, or video level

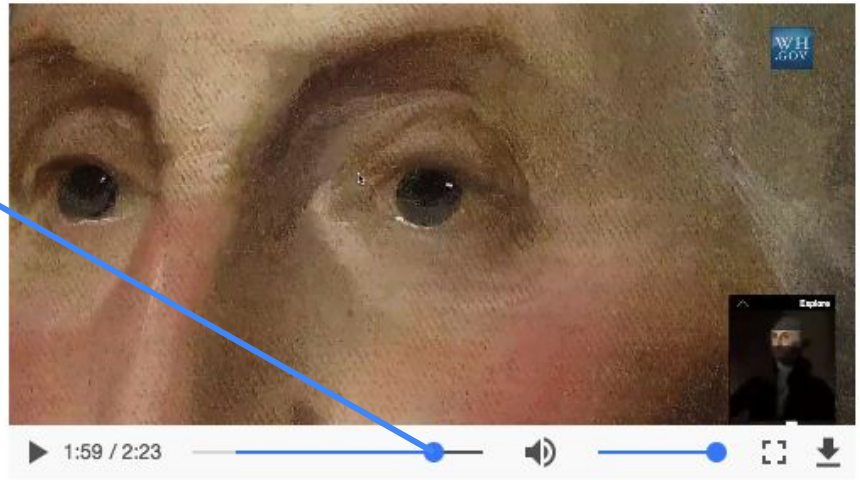
Google Cloud

Video API Response:
Label detection


```
{
  "description": "Bird's-eye view",
  "language_code": "en-us",
  "locations": {
    "segment": {
      "start_time_offset": 71905212,
      "end_time_offset": 73740392
    },
    "confidence": 0.96653205
  }
}
```


Video API Response:
Label detection


```
{
  "description": "Portrait",
  "language_code": "en-us",
  "locations": {
    "segment": {
      "start_time_offset": 116991989
      "end_time_offset": 118243219
    },
    "confidence": 0.8332939
  }
}
```

TensorFlow

Google's Open Source framework
for deep neural networks

TensorFlow — Google's 2nd gen. OSS deep learning library

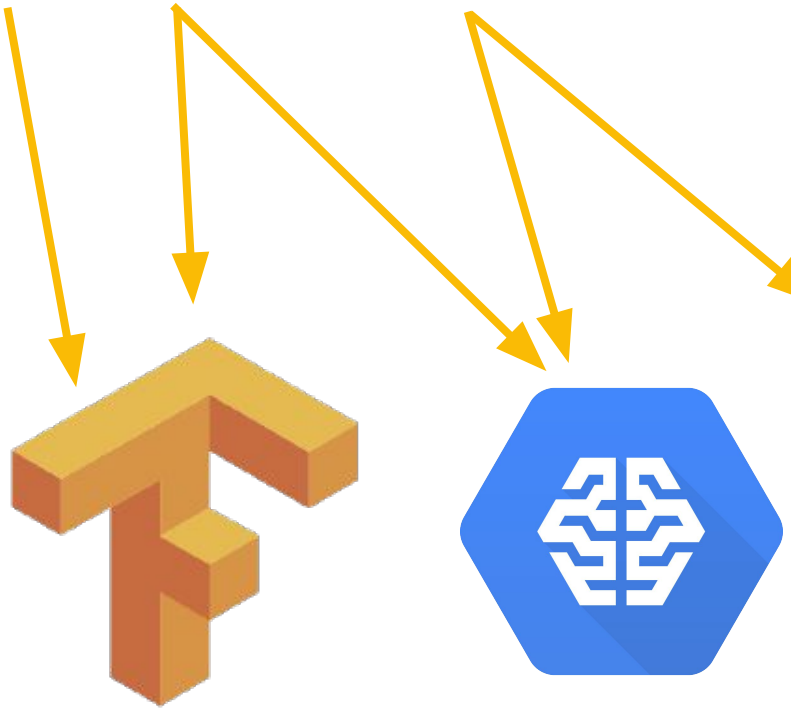
- Provides APIs in Python and C++ (Java & Go experimental)
  - To describe Machine Learning models
  - To implement Machine Learning algorithms

- Supported:
  - Regression models
  - Neural networks & Deep learning
    - Convolutional Neural Networks
    - Recurrent Neural Networks
    - LSTM Neural Networks

Cloud Machine Learning Engine

Train your models,
run predictions,
directly in the cloud

Build, **train** and **serve** your own models



Cloud Machine Learning Engine

Train models and **run predictions**
for your TensorFlow models
in the **cloud**, as a **fully managed service**,
on CPUs, GPUs or **TPUs**

```
gcloud ml jobs submit training job22 --package-path=trainer
--module-name=trainer.task2 --staging-bucket=gs://ml-demo/jobs
--config=config.yaml -- --train_dir=gs://ml-demo/jobs/train22
```

Bridging the Machine Learning gap

Use your own data to customize pre-trained models

API easy to call for a developer

Data scientists with ML background

AutoML [ALPHA]

Fine-tune pre-trained models
with your own datasets

Google Cloud

Summary

Guillaume Laforge
Developer Advocate
Google Cloud

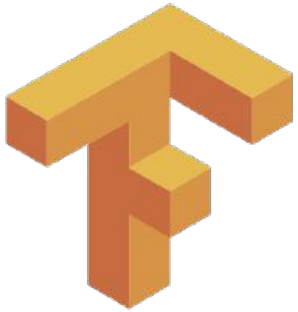
@glaforge

Try them all in your browser!

Video — cloud.google.com/video-intelligence
Vision — cloud.google.com/vision
Speech — cloud.google.com/speech
Natural Language — cloud.google.com/natural-language
Dialogflow — dialogflow.com
Translation — cloud.google.com/translation
AutoML — cloud.google.com/automl
TensorFlow — tensorflow.org
ML Engine — cloud.google.com/ml-engine

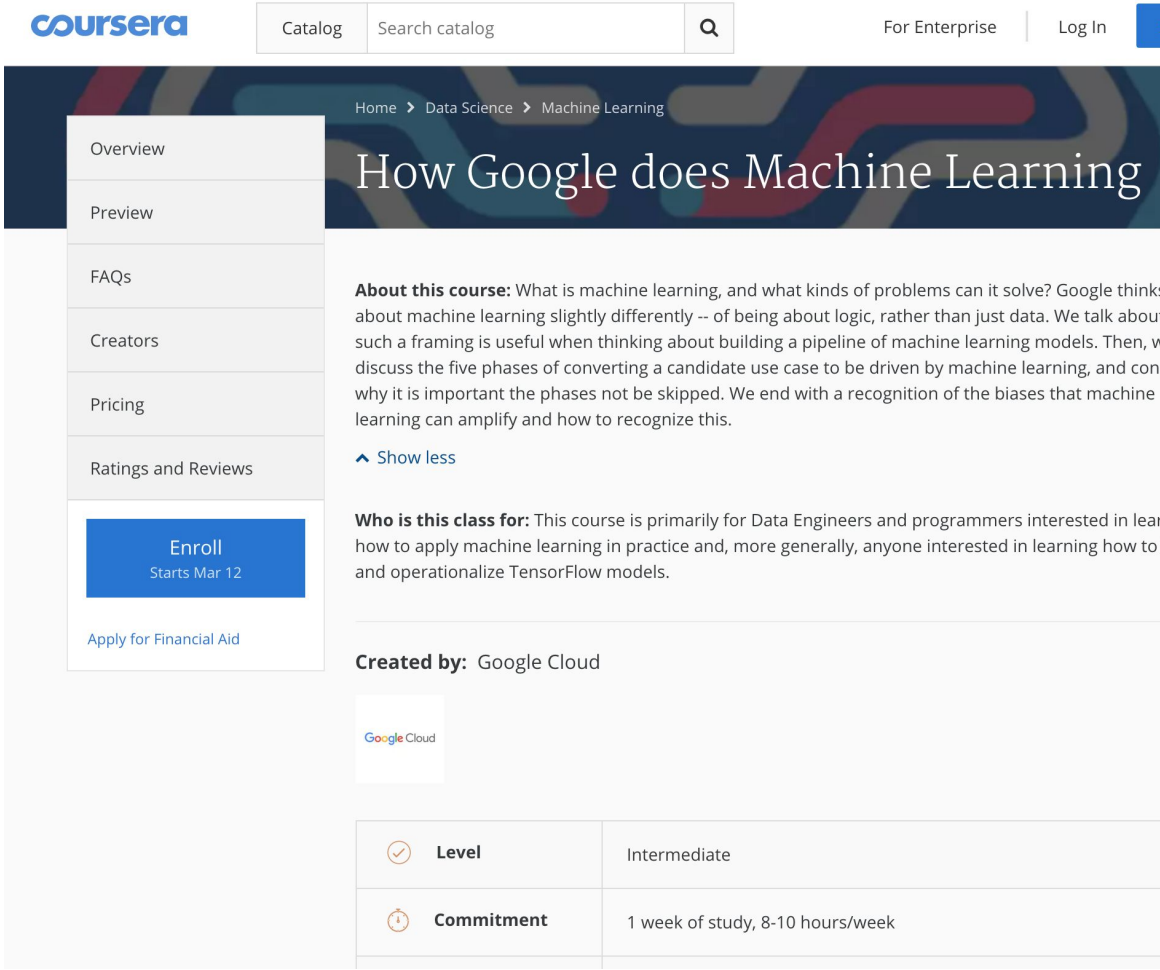
Machine Learning Crash Course

https://developers.google.com/machine-learning/crash-course/



How Google does Machine Learning

https://www.coursera.org/learn/google-machine-learning



Thanks for your attention