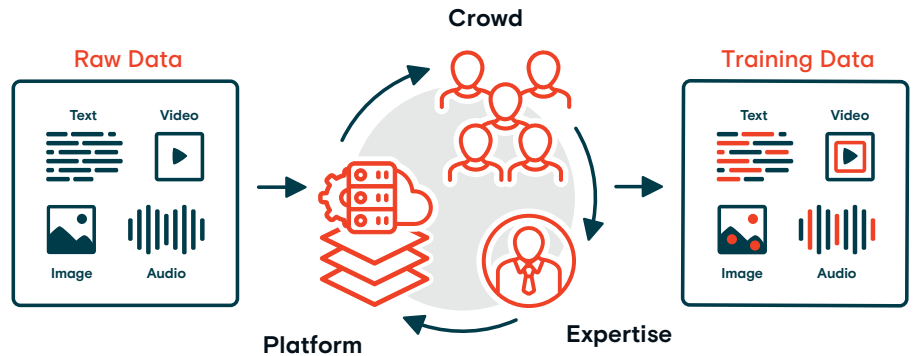# Reliable training data for
World-class AI

Our customers experience a
3x
deployment rate

When your goal is to launch world-class AI, our reliable training data gives you the confidence to deploy it.

You choose the level of service and security you want for data collection and annotation, from "white glove" managed service to flexible self-service.

Raw Data — Text, Video, Image, Audio

Crowd

Platform

Expertise

Training Data — Text, Video, Image, Audio

Why Appen

Crowd: Global crowd of over one million people in 130+ countries speaking 180+ languages and dialects. We have crowd options ranging from On Demand Work From Home to Appen Workforce on your site.

Platform: Most advanced AI assisted, enterprise-ready data annotation platform. We provide multiple secure service offerings, including secure remote contractors, on-site contractors, on-premise solutions, and ISO 27001/ ISO 9001 accredited secure facilities.

Expertise: Multi lingual, globally based experts with over 20 years of experience scoping and delivering more than 6,000 AI projects to date. Our solutions provide the quality, security, and speed used by leaders in technology, automotive, financial services, retail, manufacturing, and governments worldwide.

What we deliver

Training Data: We work with leading companies in all industries to annotate data in any medium; text, images, audio, video and sensor providing high-quality training data for their AI initiatives.

Data Collection: Our clients benefit from our capability to quickly collect and deliver large volumes of high-quality training data across multiple data types for your specific AI program needs.

Datasets: Quickly expand your voice recognition products with licensable speech recognition databases and text corpora. New off-the-shelf resources are constantly being developed and added to our library.

Use Cases

Image and Video Annotation and Transcription

Text Annotation and Translation

Audio Annotation and Transcription

Data Collection and Enrichment

Data Classification

Point Cloud Annotation

appen

We help the most innovative companies in the world with their most ambitious projects

Image Categorization

- Label images and image metadata at scale to only return the most relevant search results
- Gain deep machine learning ready understanding of your image libraries

SHOTZR

Video Object Tracking

- Combine human annotations with an ensemble of predictive models
- Customize ontologies of thousands of classes
- Up to 85 times faster than human-only approaches
- Object tracking with boxes, lines, dots, polygons

here

Data Categorization and Text Annotation

- Standardize product images across searches by classifying image types (like lifestyle vs. product vs. detail)
- Train, test, and tune search and recommendation algorithms across your mobile and desktop experiences through text annotation
- Create searchable social media posts through our bounding box image annotations

wellio

NLP, Translation and Image/Text Classification

- Identify accurate contextual digital ad placements based on accurate image/ text classification
- Drastically increase volume of data annotated via access to global on demand crowd
- Create foreign language data annotation tasks for NLP-related projects

gumgum

We have over 20 years' experience working with **leading companies** and provide excellent customer services from nine offices and various locations around the world.