Cognitive Services video script: The power of cognitive services

Shot#	Voiceover	Visuals
1	Azure Cognitive Services is a treasure trove of artificial intelligence tools.	TITLE CARD: The power of cognitive services ANIMATION: Game world style treasure chest with Azure Cognitive Services icon on it appears. Chest opens to reveal symbols that represent Azure AI tools: Content Moderator, Azure Traffic Manager, Event Hub, Azure Functions.
2	And you can start using them with little or no AI expertise. Cognitive services has API calls that make it easy to understand AI capabilities like machine learning and embed them in your game. Use them to see what players do, hear what they say, speak to them, search game generated data, and make sense of it all to accelerate decision-making.	ANIMATION: Game developer character comes upon treasure chest. Ecstatic, she grabs one. She looks at it, at first confused, then wields it around easily and smiles. ANIMATION: Bubbles appear around her with each bubble showing a vignette of: see what players do, hear what they say, speak to them, search game generated data, make sense of it all to accelerate decision-making.
3	Pump up your game with content moderation, text translation, text to speech, and customer service bots.	IMAGE: Icons of the game features: content moderation, text translation, text to speech, customer service bots
4	To get a taste of what Cognitive Services can do for your game, let's focus on everybody's favorite thing to complain about, content moderation. You need it to maintain a safe and healthy environment for in-game chat and other user-created data, but implementing it can be painful.	ANIMATION: The Content Moderation icon comes to the fore while the other icons fade to the back and disappear.

5	Cognitive Services comes to the rescue with Content Moderator, Azure Traffic Manager, Event Hub, and Azure Functions.	ANIMATION: The treasure chest appears with the four Azure AI tools: Content Moderator, Azure Traffic Manager, Event Hub, Azure Functions Each tool pops up as it is mentioned.
6	Content Moderator examines text, image, and video content for material that is potentially offensive, risky, or just not cool. Content Moderator finds it and flags it. A recurring process sweeps through to remove the flagged content. Or, in an extreme case, a flag can trigger an immediate event to handle it ASAP.	ANIMATION: Pipeline of content streams into the Content Moderator icon. Text appears out of the CM icon as each is mentioned: offensive, risky, undesirable. Bad content is yanked out and blown away.
7	Then there's Azure Traffic Manager to globally scale your game across multiple regions. It finds the closest region to a player so they connect via DNS.	DIAGRAM: Symbols of servers overlaid in areas depicting regions. Symbol of typical player connected to closest server.
8	Event Hub is a service tailored for real-time receiving and processing of a large number of events, like chat strings. The events are processed in order, with little configuration or management overhead. So, for instance, you can route chat strings through Content Moderator to check them for bad content.	ANIMATION: Chat strings stream into left side of Event Hub icon and come out right side and go into Content Moderator icon.
9	And you can run the code that does the routing with another Cognitive Service, Azure Functions. It's a serverless compute service that runs small pieces of code on-demand. Of course, it can be used in tons of other ways.	ANIMATION: Azure Functions icon appears below Event Hub icon and a line connects them.

10	We've just touched on a tiny bit of the wide and deep capabilities of Azure Cognitive Services. Want to hear more about Azure for Game Development? Ready to jump in? Follow the links in the description! Thanks for watching.	CTA + LOCKUP