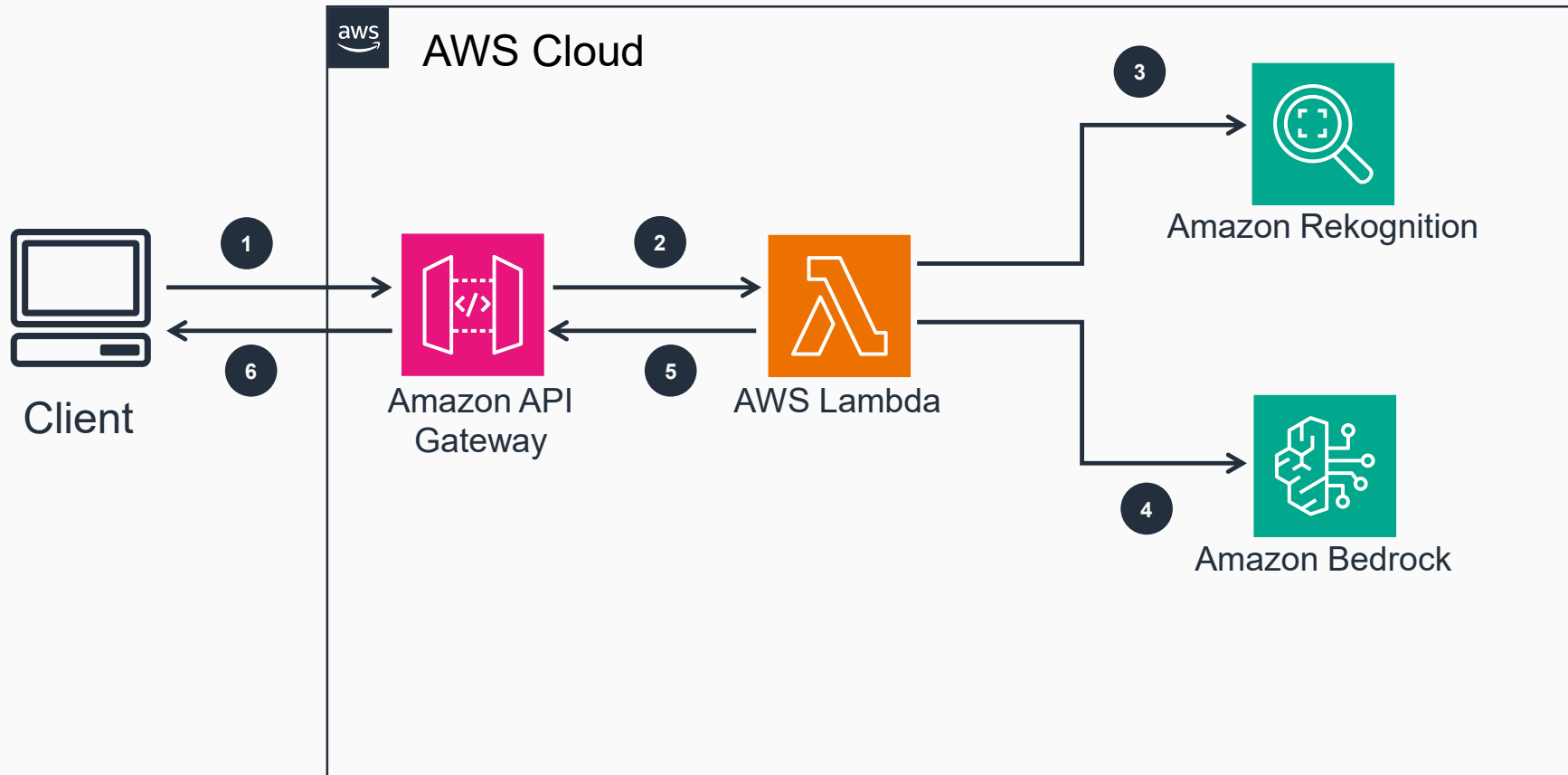


Guidance for Generating Product Descriptions with Amazon Bedrock

This architectural diagram outlines how to take basic input data—either product images or basic descriptions and data—from a client and use a combination of Amazon Rekognition and Amazon Bedrock to produce product descriptions.



- 1 The client sends a request including input data (either a product image or a basic product description to enhance) to the **Amazon API Gateway** REST API.
- 2 **API Gateway** passes the request to **AWS Lambda** through a proxy integration.
- 3 When operating on product image inputs, **Lambda** calls **Amazon Rekognition**, which uses machine learning to detect objects in the image. Descriptions of the objects detected can then be fed into subsequent steps to create a product description.
- 4 **Lambda** calls large language models (LLMs) hosted by **Amazon Bedrock**, such as the **Amazon Titan** language models, to produce product descriptions. The LLMs can either enhance existing basic text descriptions or generate new descriptions based on the objects detected by **Amazon Rekognition**.
- 5 **Lambda** passes the response to **API Gateway**.
- 6 Finally, **API Gateway** returns the HTTP response to the client.

