

# Wild Me

Wild Me combines citizen science and AI to combat extinction, using Microsoft Azure to enable rapid individual animal identification and population analysis while decreasing the cost of data collection.

## 4. Wildbook on Microsoft Azure

Crowdsourced images travel to the cloud, where computer vision models use pattern recognition to identify the species and individual animal.

## 5a. Tracking animals

People can follow the movements of their favorite animals on Wildbook.



## 3. Image upload

Images travel to the cloud, either by direct user upload or by automated crawlers that scrape social media for wildlife pictures and videos.



## 5b. Data insights

Aggregated data helps scientists monitor population sizes, animal interactions, and individual movements.

## 1. Animal

An individual animal with unique patterns is in the environment.

## 2. Image capture

A person (scientist or citizen) photographs the animal.

## Challenge

Without action, 38 percent of all species could be extinct by 2100. Many animal species are especially vulnerable due to poaching, habitat loss, and climate change. Fighting extinction requires a tremendous amount of data, including population size, location, and migration patterns. Gathering this data manually is time-consuming and expensive, making citizen engagement critical to data collection efforts.

## Solutions

Wild Me used computer vision and deep learning algorithms to create a platform called Wildbook, which scans millions of crowdsourced wildlife images at scale. Wildbook can identify the species as well as the individual animal, and the public can follow the movements of their favorite animals. The aggregated data is used by scientists to help inform conservation decisions. Microsoft is supporting their efforts by hosting Wildbook on Azure and making Wild Me's open source algorithms available as APIs.

Agriculture

Water

Biodiversity

Climate  
change