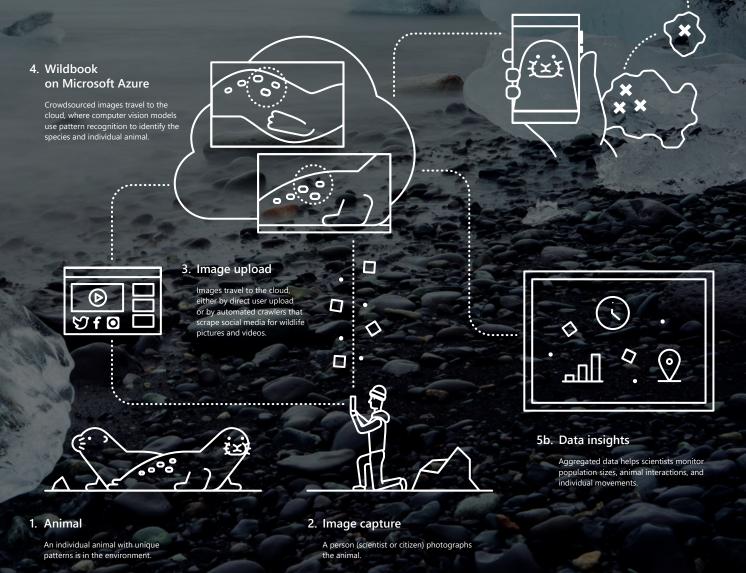
Wild Me

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





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.

