

# Amazon launches Q, a business chatbot powered by generative artificial intelligence

November 29 2023

---



In this Feb. 14, 2019 file photo, people stand in the lobby for Amazon offices in New York. Amazon finally has its answer to ChatGPT. The tech giant said Tuesday, Nov. 28, 2023, it will launch Q – a generative-AI powered chatbot for businesses. Credit: AP Photo/Mark Lennihan, File

Amazon finally has its answer to ChatGPT.

The tech giant said Tuesday it will launch Q—a business chatbot powered by generative artificial intelligence.

The announcement, made in Las Vegas at an annual conference the [company](#) hosts for its AWS cloud computing service, represents Amazon's response to rivals who've rolled out chatbots that have captured the public's attention.

San Francisco [startup OpenAI's](#) release of ChatGPT a year ago sparked a surge of public and business interest in generative AI tools that can spit out emails, marketing pitches, essays, and other passages of text that resemble the work of humans.

That attention initially gave an advantage to OpenAI's chief partner and financial backer, Microsoft, which has rights to the underlying technology behind ChatGPT and has used it [to build its own generative AI tools](#) known as Copilot. But it also spurred competitors [like Google](#) to launch their own versions.

These chatbots are a new generation of AI systems that can converse, generate readable text on demand and even produce novel images and video based on what they've learned from a vast database of digital books, online writings and other media.

Amazon said Tuesday that Q can do things like synthesize content, streamline day-to-day communications and help employees with tasks like generating blog posts. It said companies can also connect Q to their own data and systems to get a tailored experience that's more relevant to their business.

The technology is currently available for preview.

While Amazon is ahead of rivals Microsoft and Google as the dominant

cloud computing provider, it's not perceived as the leader in the AI research that's led to advancements in generative AI.

A recent Stanford University index that measured the transparency of the top 10 foundational AI models, including Amazon's Titan, ranked Amazon at the bottom. Stanford researchers said less transparency can make it harder for customers that want to use the technology to know if they can safely rely on it, among other problems.

The company, meanwhile, has been forging forward. In September, Amazon said it would invest up to \$4 billion in the AI startup Anthropic, a San Francisco-based company that was founded by former staffers from OpenAI.

The tech giant also has been rolling out new services, including an update for its popular assistant Alexa so users can have more human-like conversations and AI-generated summaries of product reviews for consumers.

© 2023 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed without permission.

Citation: Amazon launches Q, a business chatbot powered by generative artificial intelligence (2023, November 29) retrieved 10 May 2024 from <https://techxplore.com/news/2023-11-amazon-business-chatbot-powered-generative.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.