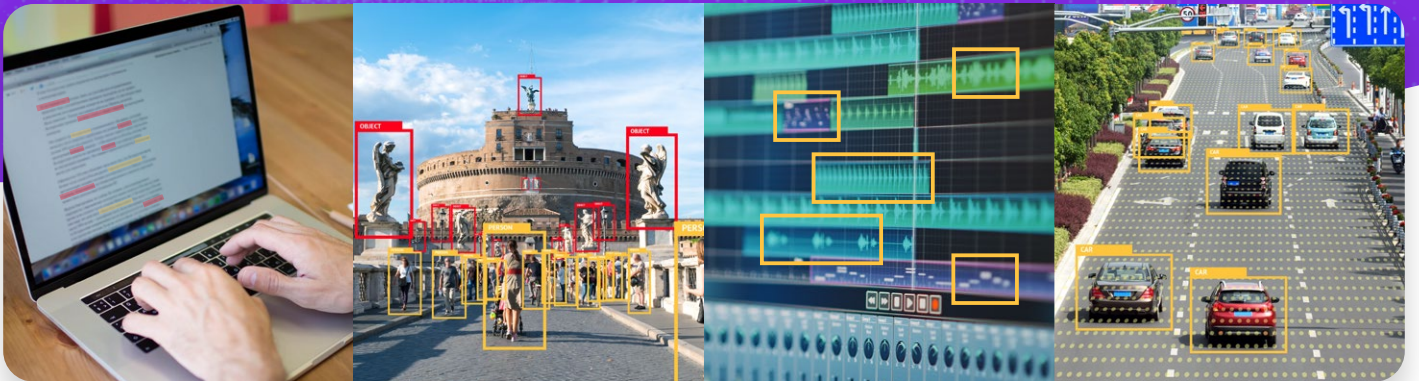
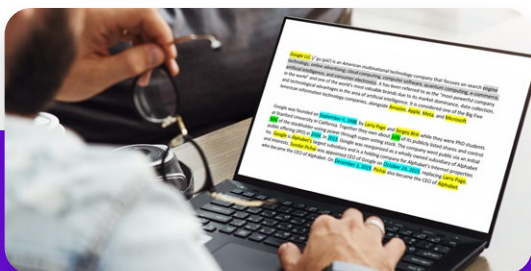


Data Annotation is the Backbone of Machine Learning (ML)

Data annotation helps ML models process large volumes of data, identify anomalies, test correlations, and detect patterns across any data feed by enabling data classification, segmentation, transformation, and augmentation.



There are many types of data annotations.
Their applications and modality depend on the data format.



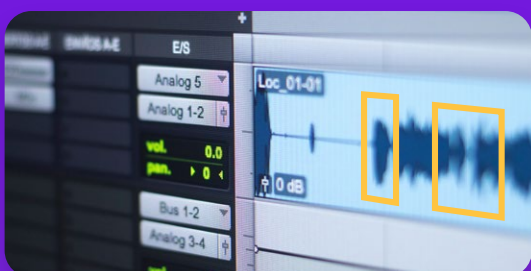
Text Annotation

Text annotation is the process of adding tags or labels to harness the information in the text, image, audio, and video and helping machines interpret human language.



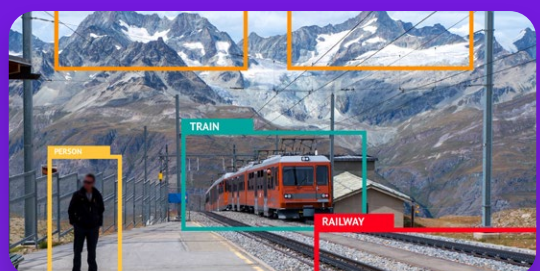
Image Annotation

Image annotation is classifying, detecting, and segmenting images using captions, identifiers, and keywords as attributes for ML models to gain a whole-image understanding.



Audio Annotation

Audio annotation is labeling or tagging audio components as originating from nature, musical instruments, people, animals, etc., to develop, train, and improve conversational AI, chatbots, and speech-recognition AI engines.



Video Annotation

Capturing and labeling each frame and object in a video clip to make the moving objects identifiable for training computer vision models is video annotation.

Today, algorithms play an intrinsic role in our day-to-day lives. If you look under the hood of these algorithms, you will find that they are powered by data annotation or labeling. Hence, it is correct to call data annotation the foundation or the backbone of ML algorithms.

Straive offers advanced data labeling and annotation solution through a robust platform hosted on the cloud. Furthermore, our team is renowned for deploying a client-specific platform in days. To better understand our capabilities, please visit [Data Annotation Services](#) or email straiveteam@straive.com.

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