



National Oceanic and Atmospheric Administration

“More than just saving human time, we’re now picking up signals we were missing with the previous detectors. That’s a great benefit to our analysis.”

– Manuel Castellote, Scientist, Alaska Fisheries Science Center

Key Products and Services

Microsoft Azure
Microsoft AI

Situation

Human activity threatens marine species around the world. But understanding these species’ behaviors to help better protect them is a challenging, time-consuming process.

Solution

A partnership between the National Oceanic and Atmospheric Administration (NOAA) and Microsoft has given NOAA the tools to rapidly analyze and understand terabytes of data about species such as Beluga whales. Seals are tracked with computer vision to complement research on beluga whales.

Impact

The new technology helps NOAA work with local communities and governments to manage fishing, shipping and other human activities in ways that allow economic development while minimizing environmental impacts. NOAA's detection precision increased more than 25% from previous methods to achieve 96.57% accuracy.