

With it, users will be able to find specific scenes, such as a winning basketball shot, using simple text queries.

The official announcement of Olympus is expected to take place at the annual AWS re:Invent conference.

The development of the technology aims to reduce Amazon's reliance on the Claude chatbot from Anthropic, which is widely used on the Amazon Web Services (AWS) platform.

Previously, Amazon invested \$4 billion in Anthropic, with the total investment over two years reaching \$8 billion. These investments are related to plans to integrate Claude into the updated version of the Alexa voice assistant.

Amazon's own AI model will allow the company to strengthen its position in the generative artificial intelligence market, competing with giants like Google, Microsoft, and OpenAI.