



**High
Availability**



**Infinite
Scalability**

**High
Availability**

In **Pay What** ab
So **You Use** ality

“WOW”

-Owen Wilson



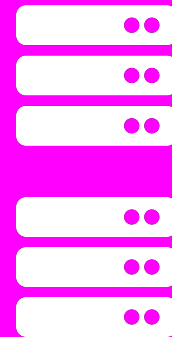
Do Thing

Do Thing

Somewhere



Do Thing



Do Thing



Managing Media

without a Server

@colbyfayock

Colby Fayock

Sr Dev Experience Engineer



@colbyfayock



Media

Media

Images & Videos

& Audio too!

**Manage
Media**

Somewhere



Manage Media



Serverless

Serverless Functions

What are serverless functions?

Performs like stateless function

Can receive input & return output

Responds with a status and any output data

Can create side effects using network requests

```
export default function handler(req, res) {  
  res.status(200).json({  
    message: 'Hello, world!'  
  });  
}
```

Serverless Functions

Many Cloud Providers offer
serverless function solutions



Google Cloud



Azure

Serverless APIs

Easy serverless API deployment

Deploy function code including
the endpoint and function

Cloud Providers provide
underlying infrastructure



Serverless APIs

File-based routing

Inside /api directory in root of project

```
EXPLORER ...
SERVERLESS-FUNCTION
  api
    JS my-function.js
```

```
JS my-function.js x
1 export default function handler
2   res.status(200).json({
3     message: 'Hello, world!'
4   });
5 }
```

Next.js API Routes

Deployed as Serverless APIs

Inside /pages/api directory in project

EXPLORER

...

SERVERLESS-FUNCTION

✓ pages

✓ api

JS my-function.js

JS my-function.js ×

```
1 export default function handler
2   res.status(200).json({
3     message: 'Hello, world!'
4   });
5 }
```

**Manage
Media**

Somewhere



**Manage
Media**

**Serverless
Functions**



Serverless & Media

Clouidnary Node SDK

Use Clouidnary APIs inside of Node.js

Configure with Cloud Name and optionally API keys

Generate URLs, Upload, use Admin API, & more

```
import { v2 as cloudinary } from 'cloudinary';  
  
cloudinary.config({ cloud_name: 'my-cloud' });  
  
const myUrl = cloudinary.url('my-public-id');  
  
// http://res.cloudinary.com/my-cloud/image/upload/my-public-id
```

Cloudinary Node SDK

Use Cloudinary APIs inside of Node.js

Configure with Cloud Name and optionally API keys

Generate URLs, Upload, use Admin API, & more

Other Cloudinary SDKs



Ruby



Python



Go

```
import { v2 as cloudinary } from 'cloudinary';  
cloudinary.config({ cloud_name: 'my-cloud' });  
const myUpload = cloudinary.upload({ public_id: 'my-public-id',  
// http://res.cloudinary.com/my-cloud/image/upload/my-public-id
```

Cloudinary Node SDK

Use Cloudinary APIs inside of Node.js

Configure with Cloud Name and optionally API keys

Generate URLs, Upload, use Admin API, & more

```
import { v2 as cloudinary } from 'cloudinary';  
  
cloudinary.config({ cloud_name: 'my-cloud' });  
  
const myUrl = cloudinary.url('my-public-id');  
  
// http://res.cloudinary.com/my-cloud/image/upload/my-public-id
```

Uploading to Cloudinary

Configure API Keys and Secrets

Proxy signed image upload to
Cloudinary

```
export default async function handler(req, res) {  
  const { image } = JSON.parse(req.body);  
  
  const results = await cloudinary.uploader.upload(image);  
  
  return res.status(200).json(results);  
}
```

Uploading to Cloudinary

Configure API Keys and Secrets

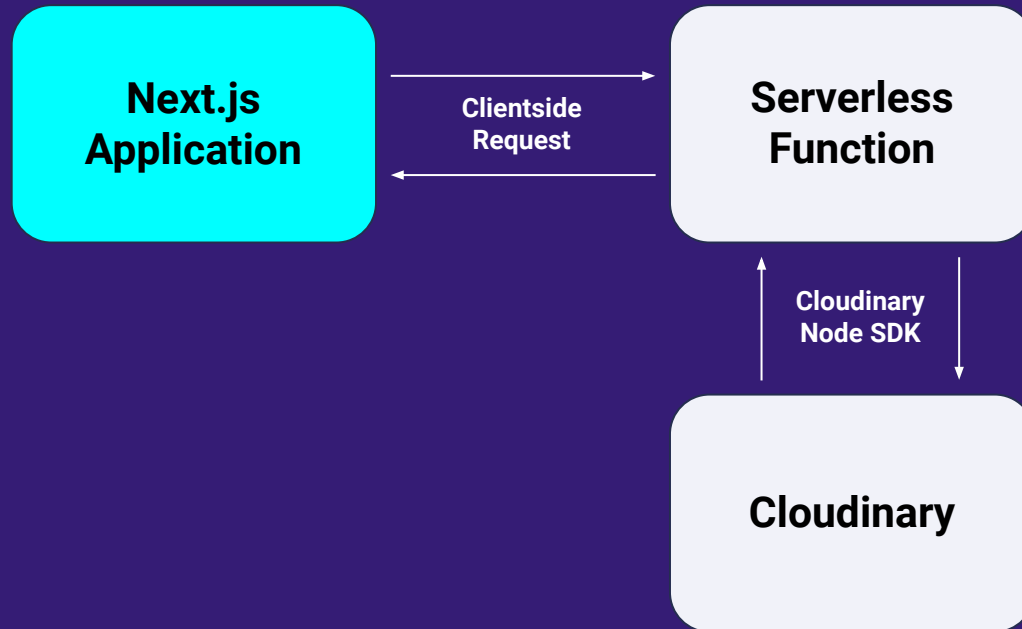
Proxy signed image upload to
Cloudinary

**Always make sure your API
routes are secure!**

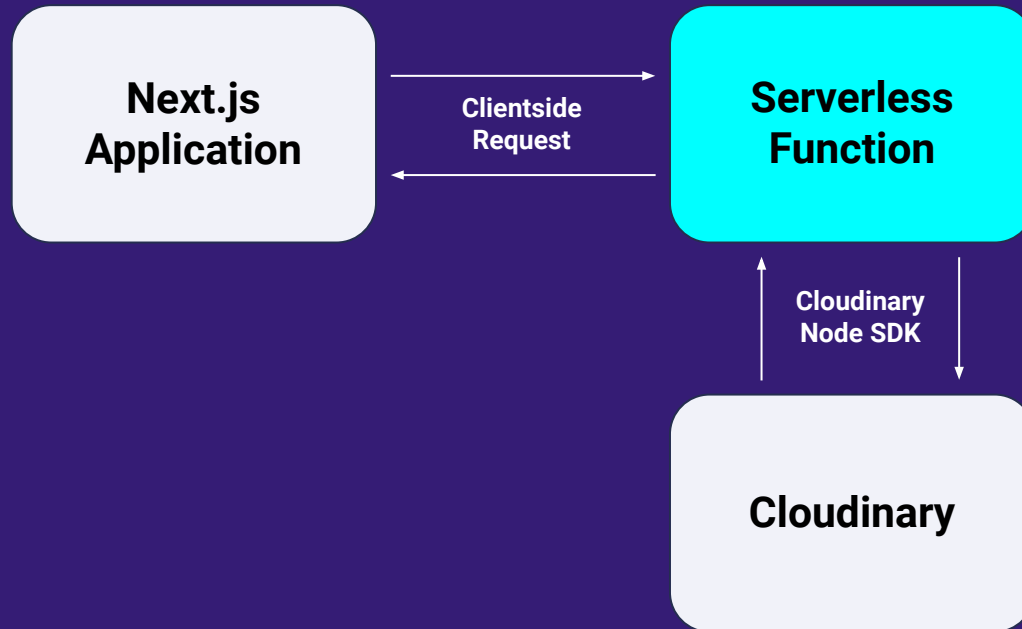
```
export default async function handler(req, res) {  
  const { image } = req.body;  
  
  const results = await cloudinary.uploader.upload(image);  
  
  return res.status(200).json(results);  
}
```



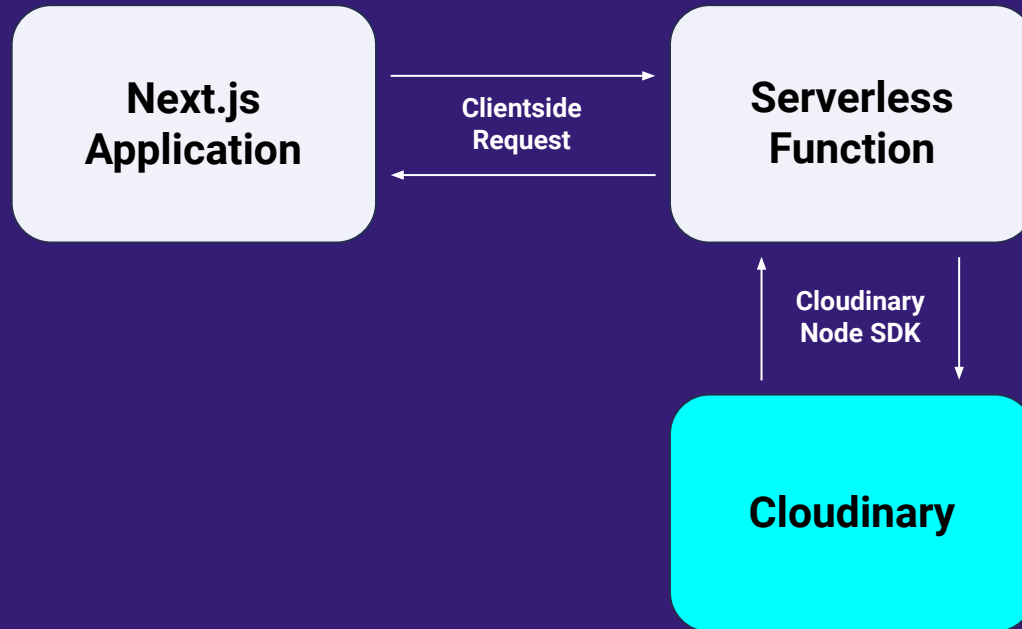
Uploading to Cloudinary



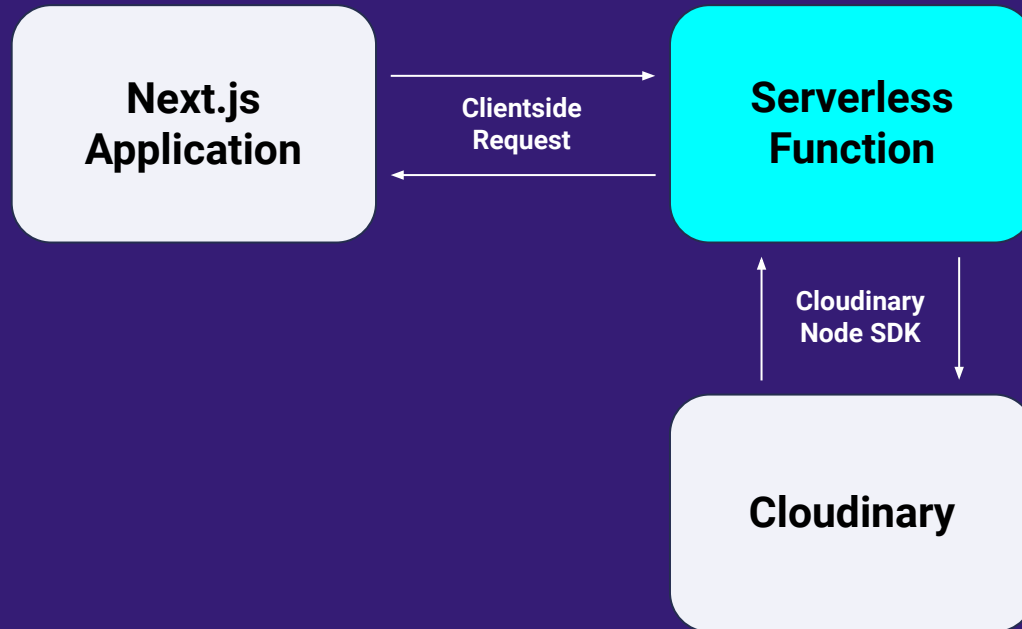
Uploading to Cloudinary



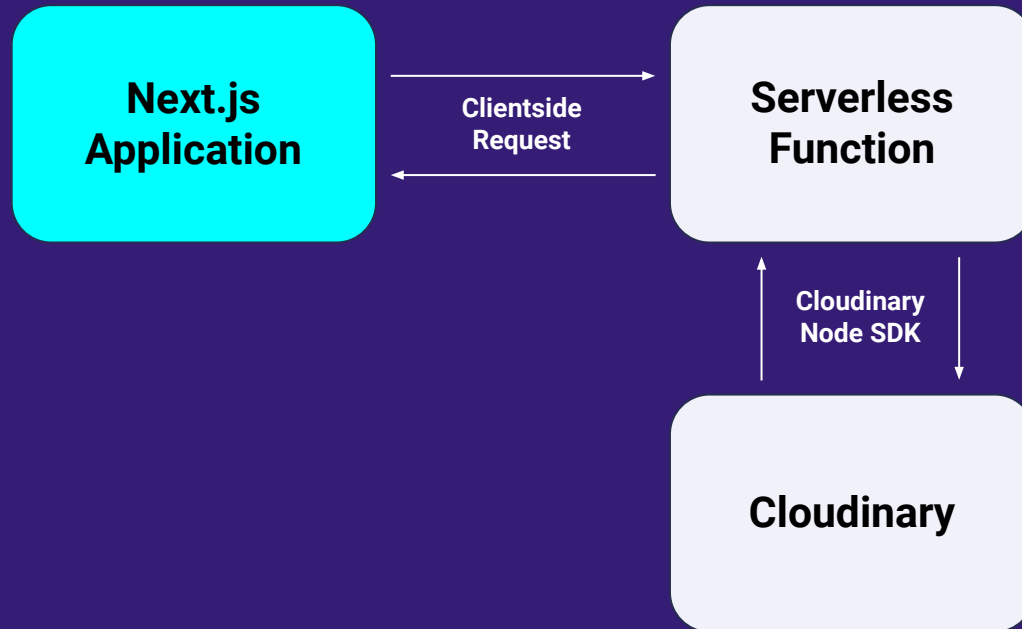
Uploading to Cloudinary



Uploading to Cloudinary



Uploading to Cloudinary



Customizing Cloudinary Uploads

Custom upload parameters

Resource organization

Access control

Analysis

Add-ons

Customizing Cloudinary Uploads

Custom upload parameters

Resource organization

Access control

Analysis

Add-ons

```
await cloudinary.uploader.upload(image, {  
  public_id: 'self-generated-public-id',  
  tags: [  
    'my-tag',  
    'my-other-tag'  
  ]  
});
```

Customizing Cloudinary Uploads

Custom upload parameters

Resource organization

Access control

Analysis

Add-ons

```
await cloudinary.uploader.upload(image, {  
  public_id: 'self-generated-public-id',  
  tags: [  
    'my-tag',  
    'my-other-tag'  
  ]  
});
```

Customizing Cloudinary Uploads

Custom upload parameters

Resource organization

Access control

Analysis

Add-ons

```
await cloudinary.uploader.upload(image, {  
  access_control: [  
    { type: 'token' }  
  ],  
  accessibility_analysis: true  
});
```

Customizing Cloudinary Uploads

Custom upload parameters

Resource organization

Access control

Analysis

Add-ons

```
await cloudinary.uploader.upload(image, {  
  access_control: [  
    { type: 'token' }  
  ],  
  accessibility_analysis: true  
});
```

Customizing Cloudinary Uploads

Custom upload parameters

Resource organization

Access control

Analysis

Add-ons

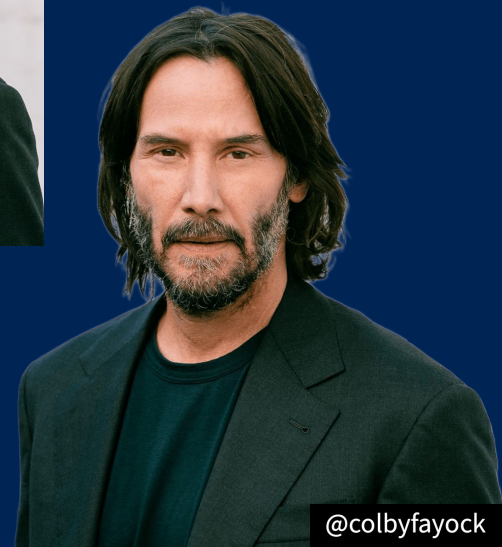
```
await cloudinary.uploader.upload(image, {  
  · background_removal: 'cloudinary_ai',  
  · categorization: 'google_tagging',  
  · auto_tagging: .6  
});
```

Cloudinary AI Background Removal

Deep learning recognizes
primary foreground object

Intelligently removes
background

Can specify which objects to
keep



Cloudinary AI Background Removal

Deep learning recognizes primary foreground object

Intelligently removes background

Can specify which objects to keep



Google Auto Tagging

Uses Google Vision AI

Machine learning to classify images

Add tags based on what's discovered in analysis



Tags

Auto tags ⚡



sky × mountain × cloud × atmosphere × light × world × plant × nature × natural landscape × tree ×
atmospheric phenomenon × horizon × landscape × slope × astronomical object × science ×
mountainous landforms × midnight × star × space × mountain range × beauty × electric blue × galaxy × ×
constellation × darkness × hill × meteorological phenomenon × celestial event × astronomy × fell × winter ×
massif × snow × aurora × night × universe × outer space ×

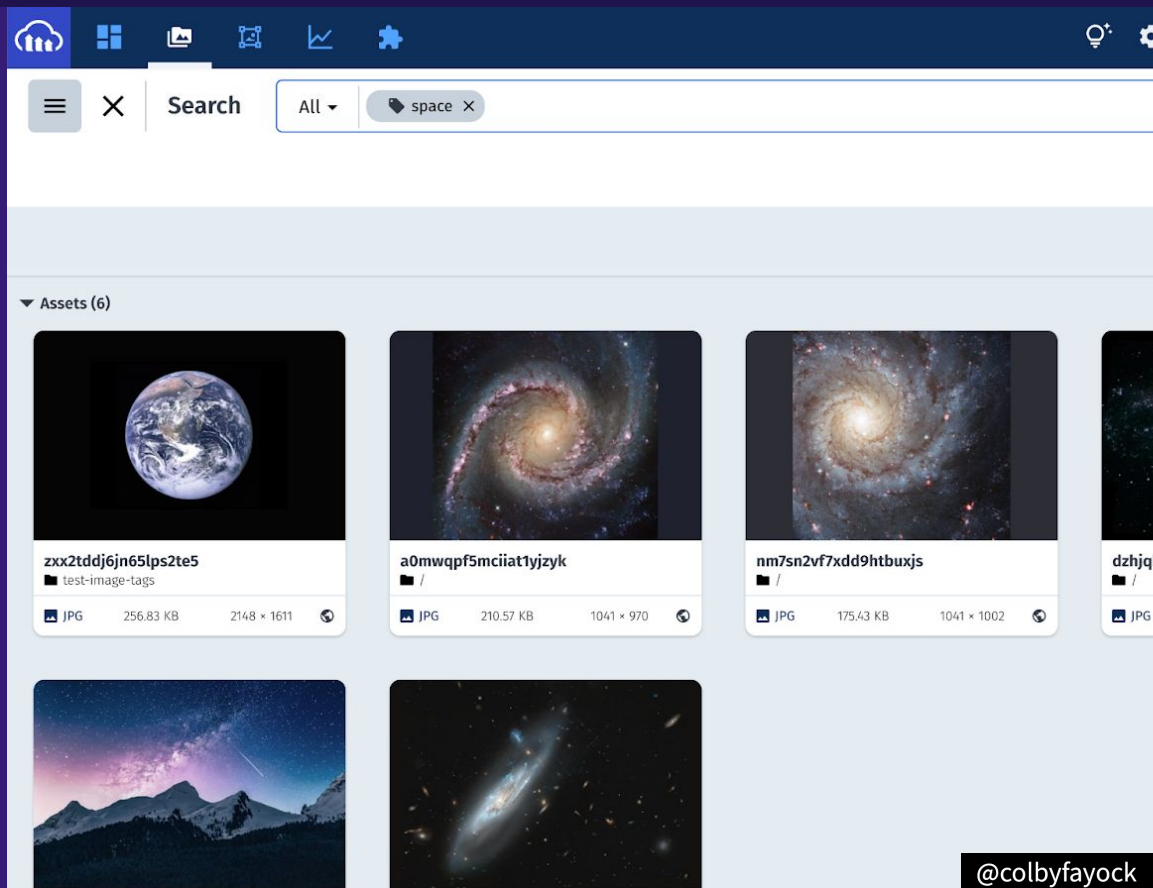
@colbyfayock

Google Auto Tagging

Uses Google Vision AI

Machine learning to classify images

Add tags based on what's discovered in analysis



Customizing Cloudinary Uploads

Custom upload parameters

Resource organization

Access control

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Add-ons

```
await cloudinary.uploader.upload(image, {  
  · background_removal: 'cloudinary_ai',  
  · categorization: 'google_tagging',  
  · auto_tagging: .6  
});
```

CloudyCam

CloudyCam



EFFECTS STYLES **BACKGROUNDS** CROPS FRAMES



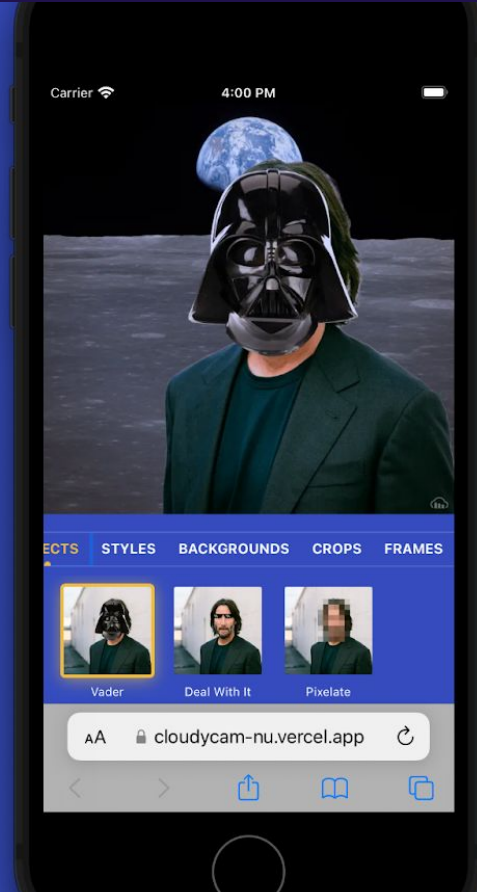
Moon

This Is Fine

Mario

The Office

Beach



EFFECTS STYLES **BACKGROUNDS** CROPS FRAMES



Vader

Deal With It

Pixelate

cloudycam-nu.vercel.app

CloudyCam

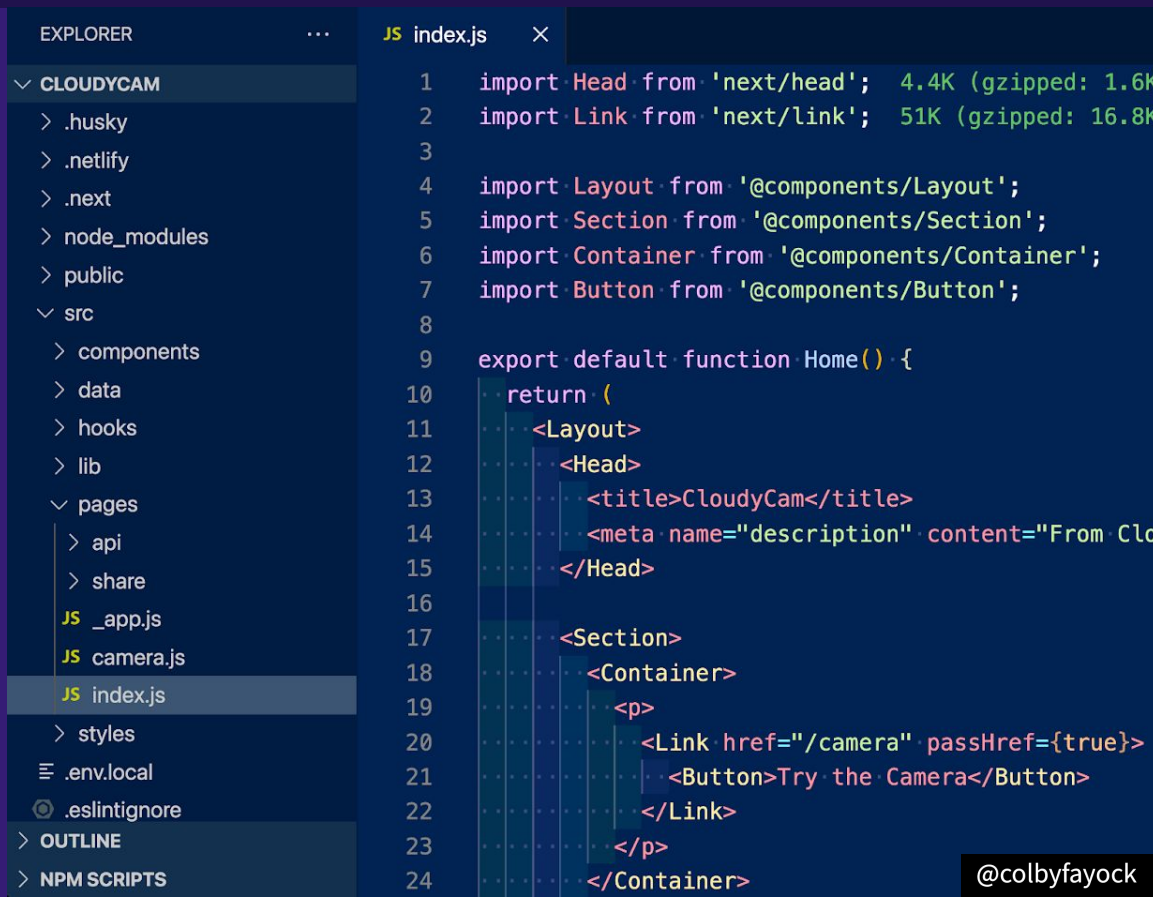
Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion



```
EXPLORER ... JS index.js X
└─ CLOUDYCAM
  ├── .husky
  ├── .netlify
  ├── .next
  ├── node_modules
  ├── public
  └─ src
      ├── components
      ├── data
      ├── hooks
      ├── lib
      └─ pages
          ├── api
          ├── share
          ├── JS _app.js
          ├── JS camera.js
          └─ JS index.js
      ├── styles
      ├── .env.local
      └─ .eslintignore
  └─ OUTLINE
  └─ NPM SCRIPTS

1 import Head from 'next/head'; 4.4K (gzipped: 1.6K)
2 import Link from 'next/link'; 51K (gzipped: 16.8K)
3
4 import Layout from '@components/Layout';
5 import Section from '@components/Section';
6 import Container from '@components/Container';
7 import Button from '@components/Button';
8
9 export default function Home() {
10   return (
11     <Layout>
12       <Head>
13         <title>CloudyCam</title>
14         <meta name="description" content="From CloudyCam" />
15       </Head>
16       <Section>
17         <Container>
18           <p>
19             <Link href="/camera" passHref={true}>
20               <Button>Try the Camera</Button>
21             </Link>
22           </p>
23         </Container>
24       </Section>
25     </Layout>
26   );
27 }
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion



React Webcam

Install

```
> npm i react-webcam
```

Repository

github.com/mozmorris/react-webcam

```
<div className={styles.stage} data-is-active-webcam={isActive}
  · {src} && <img ref={imgRef} src={src} alt="Webcam Photo" />
  · {!src} && (
  ·   · <Webcam
  ·     · ref={ref}
  ·     · videoConstraints={videoConstraints}
  ·     · width={CAMERA_WIDTH}
  ·     · height={CAMERA_HEIGHT}
  ·     · onUserMedia={onUserMedia}
  ·   · />
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
useEffect(() => {  
  (async function run() {  
    const results = await fetch('/api/cloudinary/upload', {  
      method: 'POST',  
      body: JSON.stringify({ image })  
    }).then((r) => r.json());  
    setCldData({  
      main: results,  
      transparent: undefined,  
    });  
  })();  
}, [image]);
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

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```
useEffect(() => {  
  (async function run() {  
    const results = await fetch('/api/cloudinary/upload', {  
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      transparent: undefined,  
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CloudyCam

Next.js

React Webcam

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      body: JSON.stringify({ image })  
    }).then((r) => r.json());  
    setCldData({  
      main: results,  
      transparent: undefined,  
    });  
  })();  
}, [image]);
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

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useEffect(() => {  
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      method: 'POST',  
      body: JSON.stringify({ image })  
    }).then((r) => r.json());  
    setCldData({  
      main: results,  
      transparent: undefined,  
    });  
  })();  
}, [image]);
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
useEffect(() => {  
  (async function run() {  
    const results = await fetch(  
      {  
        method: 'POST',  
        body: JSON.stringify({ id  
      })  
    }).then((r) => r.json());  
    setCldData({  
      main: results,  
      transparent: undefined,  
    });  
  })();  
}, [image]);
```

```
▼ {asset_id: "a428273ef8337b2cd08b9770  
  access_mode: "public"  
  api_key: ' ██████████  
  asset_id: "a428273ef8337b2cd08b9770  
  bytes: 24026  
  created_at: "2022-03-31T19:37:48Z"  
  etag: "73bc1ba6f5b20689a079f814961  
  format: "webp"  
  height: 660  
  pages: 1  
  placeholder: false  
  public_id: "cloudycam-uploads/4124  
  resource_type: "image"  
  secure_url: "https://res.cloudinar  
  signature: "bf9c9359a7a869b5ed0573  
  ▶ tags: ["cloudycam-asset", "cloudyc  
  type: "upload"  
  url: "http://res.cloudinary.com/co  
  version: 1648755468  
  version_id: "de345a49daf5751277824  
  width: 660
```

@colbyfayock

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
useEffect(() => {  
  (async function run() {  
    const results = await fetch('/api/cloudinary/upload', {  
      method: 'POST',  
      body: JSON.stringify({ image })  
    }).then((r) => r.json());  
    setCldData({  
      main: results,  
      transparent: undefined,  
    });  
  })();  
}, [image]);
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
useEffect(() => {  
  (async function run() {  
    const results = await await fetch('/api/cloudinary/u  
      method: 'POST',  
      body: JSON.stringify({  
        image: cldData.main.secure_url,  
        options: {  
          background_removal: 'cloudinary_ai',  
        },  
      }  
    ).then((r) => r.json());  
  })();  
}, [cldData]);
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
useEffect(() => {  
  (async function run() {  
    const results = await await fetch('/api/cloudinary/u  
      method: 'POST',  
      body: JSON.stringify({  
        image: cldData.main.secure_url,  
        options: {  
          background_removal: 'cloudinary_ai',  
        },  
      }  
    },  
  ).then((r) => r.json());  
  })();  
}, [cldData]);
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
useEffect(() => {
  (async function run() {
    const results = await await fetch('/api/cloudinary/u
      method: 'POST',
      body: JSON.stringify({
        image: cldData.main.secure_url,
        options: {
          background_removal: 'cloudinary_ai',
        },
      }),
    ).then((r) => r.json());
  })();
}, [cldData]);
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
useEffect(() => {  
  (async function run() {  
    const results = await await  
    .method: 'POST',  
    body: JSON.stringify({  
      image: cldData.main.se  
      options: {  
        background_removal:  
      },  
    }  
  }).then((r) => r.json());  
  }  
}, [cldData]);
```

```
▼ {asset_id: "f6e7973a8d76de26b7f1f5a  
  access_mode: "public"  
  api_key: "263987284644631"  
  asset_id: "f6e7973a8d76de26b7f1f5  
  bytes: 27584  
  ▶ context: {custom: {original_publi  
  created_at: "2022-03-31T21:31:59Z"  
  etag: "6458cf9f01f488d8498de14611  
  format: "webp"  
  height: 600  
  ▼ info: {background_removal: {cloud  
    ▼ background_removal: {cloudinary  
      ▼ cloudinary_ai: {status: "pend  
        status: "pending"  
        original_filename: "9313a9bcb69eb
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
const backgroundRemovalResource = await checkStatus();

setCldData((prev) => {
  return { ...prev, transparent: backgroundRemovalResource });
```

```
async function checkStatus() {
  const resource = await fetch(`/api/cloudinary/resource/`);
  if (resource.info.background_removal.cloudinary_ai.status === 'processing') {
    await timeout(100);
    return await checkStatus();
  }
  return resource;
```

CloudyCam

Next.js

React Webcam

Image to Serverless API

Remove Background

Poll for Completion

```
const backgroundRemovalResource = await checkStatus();

setCldData((prev) => {
  return { ...prev, transparent: backgroundRemovalResource });
});
```

```
async function checkStatus() {
  const resource = await fetch(`/api/...`);
  if (resource.info.background_removal_status === "processing") {
    await timeout(100);
    return await checkStatus();
  }
  return resource;
}
```

```
▼ info: {, ...}
  ▼ background_removal: {cloudinary_ai: {status: "complete", data: {confidence_score: 0.95, confidence_score: 0.95, status: "complete"}}
```

CloudyCam

Original

Background Removed



CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

Share



EFFECTS STYLES BACKGROUNDS FRAMES

Vader Guy Fawkes Dali Deal With It

EFFECTS **STYLES** BACKGROUNDS FRAMES

Al Dente Athena Audrey Auron

EFFECTS STYLES **BACKGROUNDS** FRAMES

Singapore Moon This Is Fine Maric

EFFECTS STYLES BACKGROUNDS **FRAMES**

Solid Border Friends

@colbyfayock

CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

Share



`l_cloudycam-assets:deal-with-it,
g_faces`

EFFECTS STYLES BACKGROUNDS FRAMES

Vader Guy Fawkes Dali Deal With It

EFFECTS STYLES BACKGROUNDS FRAMES

Al Dente Athena Audrey Auron

EFFECTS STYLES BACKGROUNDS FRAMES

Singapore Moon This Is Fine Maric

EFFECTS STYLES BACKGROUNDS FRAMES

Solid Border Friends

@colbyfayock

CloudyCam

Transformations

- Overlays
- **Underlays**
- Face Detection

Share



```
u_cloudycam-assets:the_office,  
c_fill,  
w_1.0,  
h_1.0,  
fl_relative
```

CloudyCam interface showing various filters and effects. The interface is divided into sections: EFFECTS, STYLES, BACKGROUNDS, and FRAMES. The current selection is in the STYLES section, showing a grid of filters. The selected filter is 'Deal With It', which is highlighted with a yellow border. Other filters include Vader, Guy Fawkes, Dali, Al Dente, Athena, Audrey, Auron, Moon, This Is Fine, Mario, and The Office. The bottom right corner shows the user's handle: @colbyfayock.

EFFECTS STYLES BACKGROUNDS FRAMES

Vader Guy Fawkes Dali Deal With It

EFFECTS STYLES BACKGROUNDS FRAMES

Al Dente Athena Audrey Auron

BACKGROUNDS FRAMES

Moon This Is Fine Mario The Office

EFFECTS STYLES BACKGROUNDS FRAMES

Solid Border Friends

@colbyfayock

CloudyCam

Transformations

- Overlays
- **Underlays**
- Face Detection

Share



```
u_cloudycam-assets:this_is_fine,  
c_fill,  
w_1.0,  
h_1.0,  
fl_relative
```

EFFECTS STYLES BACKGROUNDS FRAMES

Vader Guy Fawkes Dali Deal With It

EFFECTS **STYLES** BACKGROUNDS FRAMES

Al Dente Athena Audrey Auron

EFFECTS STYLES **BACKGROUNDS** FRAMES

Singapore Moon This Is Fine Maric

EFFECTS STYLES BACKGROUNDS **FRAMES**

Solid Border Friends

@colbyfayock

CloudyCam

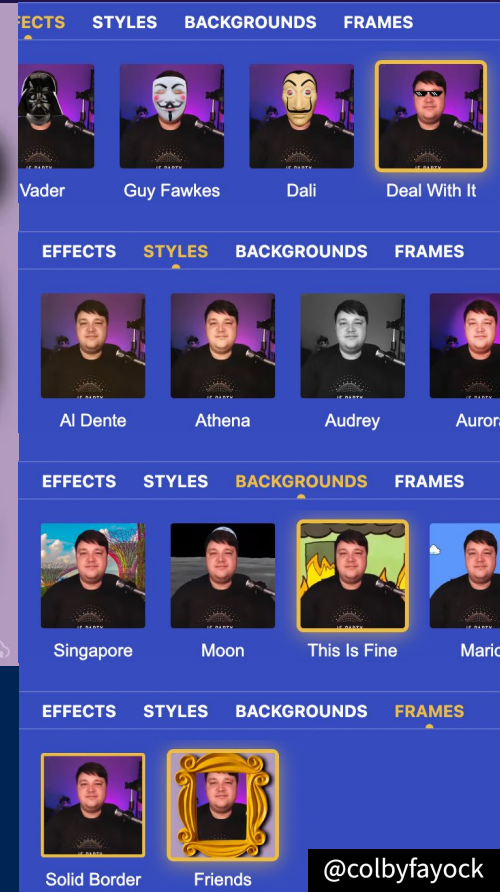
Transformations

- Overlays
- Underlays
- **Face Detection**

Share



```
l_cloudycam-assets:friends_frame,  
c_fill,  
w_1.0,  
h_1.0,  
fl_relative
```



CloudyCam

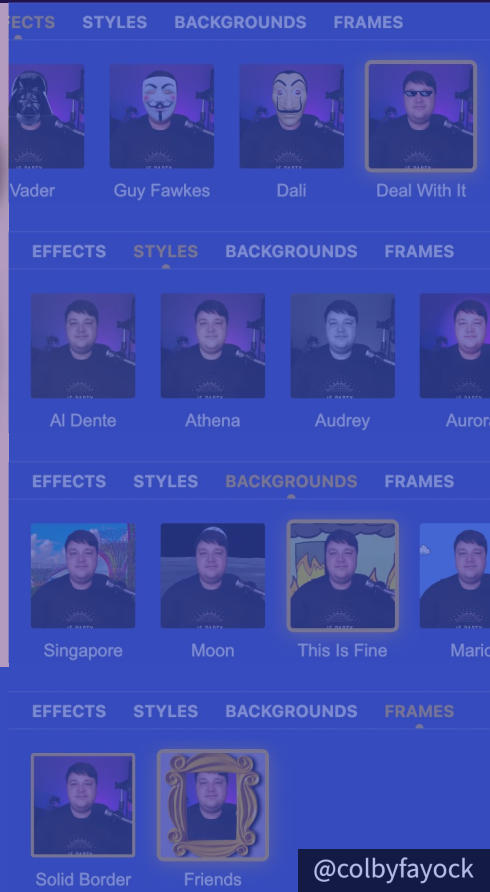
Transformations

- Overlays
- Underlays
- Face Detection

Share



➔ **SHARE**



CloudyCam

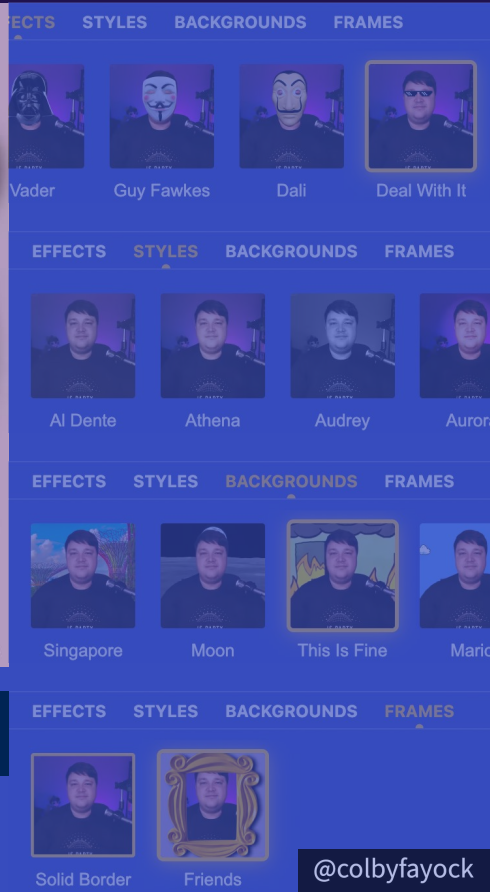
Transformations

- Overlays
- Underlays
- Face Detection

Share



SHARE → `/share/<Public ID>`

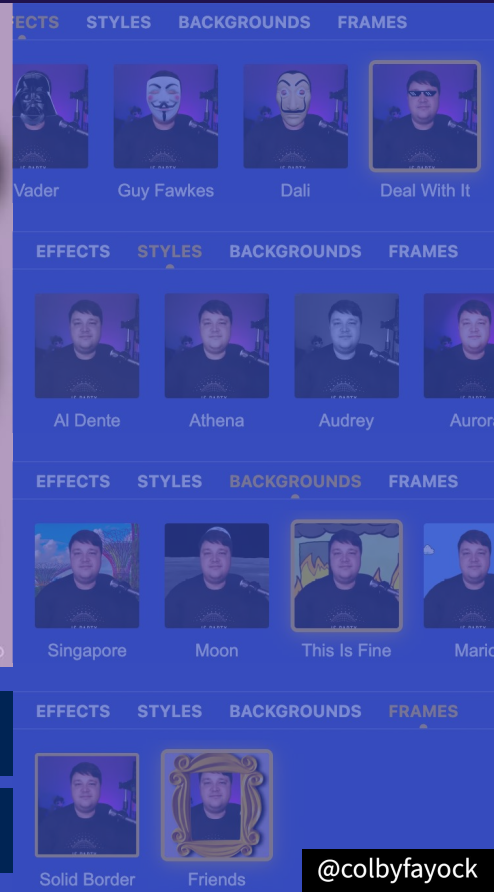
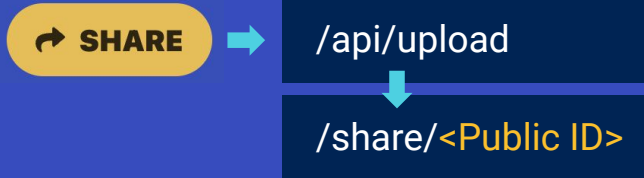


CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

Share



CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

Share

```
export async function getStaticProps({ params }) {  
  · cloudinary.config({ ...config });  
  ·  
  · const resource = cloudinary.api.resource(params.publicId)  
  ·  
  · return {  
  ·   props: { resource }  
  · }  
}
```

CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

Share

```
export async function getStaticProps({ params }) {  
  ··· cloudinary.config({ ...config });  
  ···  
  
export async function getStaticPaths() {  
  ··· cloudinary.config({ ...config });  
  ···  
  ··· const resources = cloudinary.api.resources();  
  
  ··· return {  
  ···   paths: resources.map(({ params: { publicId } })),  
  ···   fallback: false  
  ··· };  
}
```

CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

Share

```
export async function getStaticProps({ params }) {  
  cloudinary.config({ ...config });  
  ...  
  
export async function getStaticPaths() {  
  return {  
    paths: [],  
    fallback: 'blocking',  
  };  
}
```

CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

Share

```
export async function getStaticProps({ params }) {  
  ··· cloudinary.config({ ...config });  
  ···  
  ··· const resource = cloudinary.api.resource(params.publicId)  
  ···  
  ··· return {  
  ···   props: { resource }  
  ··· }  
}
```

pages

api

share

JS [publicId].js

CloudyCam

Transformations

- Overlays
- Underlays
- Face Detection

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Demo

Demo

```
localhost:3000/api/resources
+ view source -

{
  url: "http://res.cloudinary.com/moarserverless/image/upload/colby-hug_vjylmu",
  - resources: {
    - resources: [
      - {
        asset_id: "22e06b2b92c7ae52c832f2cb0275b8f7",
        public_id: "colby-hug_vjylmu",
        format: "jpg",
        version: 1659364861,
        resource_type: "image",
        type: "upload",
        created_at: "2022-08-01T14:41:01Z",
        bytes: 262391,
        width: 2000,
        height: 2000,
        folder: "",
        access_mode: "public",
        url: "http://res.cloudinary.com/moarserverless/image/upload/v1659364861/colby-hug_vjylmu.jpg",
        secure_url: "https://res.cloudinary.com/moarserverless/image/upload/v1659364861/colby-hug_vjylmu.jpg"
      },
      - {
        asset_id: "722fdbb97582408053d5fa0e1fdb4da3",
        public_id: "waterfall_yjbeco",
        format: "jpg",
        version: 1659364847,
        resource_type: "image",
        type: "upload",
        created_at: "2022-08-01T14:40:47Z",
        bytes: 399922,
        width: 2340,
        height: 1560,
```



Demo

```
localhost:3000/api/resources
+ view source -

{
  url: "http://res.cloudinary.com/moarserverless/image/upload/colby-hug_vjylmu",
  - resources: {
    - resources: [
      - {
        asset_id: "22e06b2b92c7ae52c832f2cb0275b8f7",
        public_id: "colby-hug_vjylmu",
        format: "jpg",
        version: 1659364861,
        resource_type: "image",
        type: "upload",
        created_at: "2022-08-01T14:41:01Z",
        bytes: 262391,
        width: 2000,
        height: 2000,
        folder: "",
        access_mode: "public",
        url: "http://res.cloudinary.com/moarserverless/image/upload/v1659364861/colby-hug_vjylmu.jpg",
        secure_url: "https://res.cloudinary.com/moarserverless/image/upload/v1659364861/colby-hug_vjylmu.jpg"
      },
      - {
        asset_id: "722fdbb97582408053d5fa0e1fdb4da3",
        public_id: "waterfall_yjbeco",
        format: "jpg",
        version: 1659364847,
        resource_type: "image",
        type: "upload",
        created_at: "2022-08-01T14:40:47Z",
        bytes: 399922,
        width: 2340,
        height: 1560,
```

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▼ Node.js SDK

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Node.js quick start

Node.js image and video upload

Node.js image transformations

Node.js video transformations

Node.js asset administration

▶ Java SDK

▶ .NET SDK

▶ Go SDK

SDKs > Backend SDKs > **Node.js SDK**



Node.js SDK

This page provides an in-depth introduction to the Node.js SDK.



Tip: If you're ready to get coding, jump straight to our [quick start](#).

Overview

Cloudinary's Node.js SDK provides simple, yet comprehensive image and video upload, transformation, optimization, and delivery capabilities that you can implement using code that integrates seamlessly with your existing Node.js application.



Tip: In this guide you'll learn how to get started with the Node.js SDK, but if you are not familiar with Cloudinary, we advise starting with the [Developer get started guide](#) for a high-level overview of integrating Cloudinary into your code, and an introduction to the main concepts.

You may also find our [Glossary](#) helpful to understand Cloudinary-specific terminology.

This guide relates to the latest released version of the [Cloudinary Node.js library](#).

On this page:

Overview

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Quick example: File upload

Node.js SDK features

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▶ Configuration

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Sample projects

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Cloudinary Examples

Learn how to easily integrate [Cloudinary](#) into your projects with real examples.

Examples

Netlify

- [Netlify Function - Cloudinary Custom Remote Function](#)
- [Netlify Graph Authentication - Cloudinary Auth in Netlify Function](#)

Next.js

- [Cloudinary Upload Widget with Signed Uploads](#)
- [Cloudinary Upload Widget with an Upload Preset \(Unsigned\)](#)
- [Image Component - Cloudinary Loader](#)
- [Image Component - Cloudinary URLs](#)
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Colby Fayock

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Thank You

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