

[Cloud Vision API Product Search](#)

Base64 Encoding

You can provide image data to the Vision API by specifying the URI path to the image, or by sending the image data as base64-encoded text.

Most development environments contain a native "base64" utility to encode a binary image into ASCII text data. To encode an image file:

```
LINUX  MAC OSX  WINDOWS  MORE ▾  
$ base64 input.jpg > output.txt
```

You can then use this output image data natively within the JSON request:

```
{  
  "requests": [  
    {  
      "image": {  
        "content": "BASE64_ENCODED_DATA"  
      },  
      "features": [  
        {  
          "type": "PRODUCT_SEARCH"  
        }  
      ],  
      "imageContext": {  
        "productSearchParams": {  
          "productSet": "projects/project-id/locations/location-id/productSets/produ  
          "productCategories": [  
            "apparel"  
          ],  
          "filter": "style=... AND color=..."  
        }  
      }  
    }  
  ]  
}
```

Each programming language has its own way of base64 encoding image files:

PYTHON

NODE.JS

JAVA

In Python, you can base64 encode image files as follows:

```
# Import the base64 encoding library.
import base64

# Pass the image data to an encoding function.
def encode_image(image):
    image_content = image.read()
    return base64.b64encode(image_content)
```



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