# Transcript: " What is generative AI?”

*[Text appears reading: “What is generative AI?”]*

**Voiceover:** Imagine you’re trying to write a heartfelt birthday card,

Then, an envelope appears.

*[A text bubble emerges that reads: “Hmm...”]*

**Voiceover:** but the right words escape you.

A cake appears. Then, a pen with a question mark above it appears.

**Voiceover:** Then, an AI companion offers creative suggestions, and suddenly, the perfect message flows onto the card.

A lightbulb appears next to the word AI.

**Voiceover:** This is the power of generative AI. It can transform our approach to creativity and productivity.

A stack of books appears on a conveyor belt. Then, graphs and binary code appear.

**Voiceover:** Starting at its history, generative AI has its roots in early AI research and mathematical explorations, including the creation of chatbots in the 1960s

*[Text reads: “Creation of chatbots in the 1960s.”]*

Hands type on a typewriter.

*[Text appears above a modern laptop reading: “Generative Adversarial Networks.”]*

**Voiceover:** and the introduction of Generative Adversarial Networks, or GANS, in the 2010s.

A woman holds a laptop. The letters “GPT” appear.

**Voiceover:** Fast forward to recent developments, Generative Pre-trained Transformers, or GPTs, have significantly advanced natural language processing and generation capabilities. These networks have transformed the field, enabling the creation of images, videos, texts, and audio.

Headphones, a camera, a clapperboard, a pencil and a gear come out of a smartphone.

**Voiceover:** In today’s world, machines are not just tools, but key players in the creative process, marking a significant shift in our approach to productivity.

Toy blocks are stacked in a tower.

**Voiceover:** This technological advancement allows us to focus on what we do best:

People in hard hats point to a spaceship. A man writes on a whiteboard.

**Voiceover:** envisioning, innovating, setting goals, and pursuing our dreams.

**Voiceover:** So, you might wonder, what exactly is generative AI?

*[Text reads: “Generative AI? Generative AI refers to a category of AI algorithms that generate new outputs based on the data they have been trained on.”]*

Generative AI is a type of artificial intelligence that is trained on data to generate new content.

**Voiceover:** By identifying patterns found in data, generative AI can produce entirely new and original creations, mirroring the intricate complexity of human imagination.

A man works at a computer terminal. A mathematical formula appears next to it.

**Voiceover:** But how is this possible? This is achieved through machine learning models that have been trained on extensive amounts of data. These models can understand complex patterns within the data.

A magnifying glass hovers over binary code displayed on a laptop.

Binary code appears on many mirrors.

**Voiceover:** Once trained, they can generate new content that mirrors the structure and style of the training data yet it is entirely original.

A silhouette of a human head is incomplete.

**Voiceover:** Now, why is this important? Imagine a world where every creative thought could be explored, where each “what if” is answered with numerous possibilities, and your repetitive tasks are handled by an AI tool.

A lightbulb, a globe and a question mark appear above a laptop. A woman sips coffee next to the laptop and reads a document.

**Voiceover:** Generative AI can make this a reality.

A ticking wall clock appears.

**Voiceover:** As we embrace this new era of AI, we find ourselves not limited by the constraints of time or resources, but empowered to dream bigger, innovate faster, and reach further.

A globe rests on a stack of books.

**Voiceover:** The essence of generative AI lies in its ability to learn from patterns, crafting narratives and solutions that resonate on a personal level yet have the power to inspire on a global scale.

A woman holds a pen and a notebook.

**Voiceover:** So, ask yourself: How will you harness the power of generative AI to redefine the boundaries of your imagination? The canvas is vast, the palette is endless, and the next masterpiece of innovation awaits your touch.

A woman with paints stands in front of an easel.

The Microsoft logo appears.