# Transcript: " AI companion in content creation.”

 *[Text appears, reading: “AI companion in content creation.”]*

**Voiceover:** Generative AI is changing the way we interact with digital content. It’s a fusion of art and science, where algorithms and data collaborate to create.

*[Text reads: “There are several types of generative AI. Text based generative AI.”]*

**Voiceover:** There are several types of generative AI. One is text-based generative AI. This technology uses advanced AI models to generate coherent and contextually relevant text-based responses.

Icons float above a woman on a laptop.

**Voiceover:** It’s like having a virtual companion at your fingertips, capable of assisting you in composing emails, articles, or even finding the best restaurants in your area.

The logo for Microsoft Copilot appears.

**Voiceover:** You can create text-based responses with Microsoft Copilot.

**Voiceover:** Let’s say you want to find ways to give back to your community.

A woman in a volunteer shirt and a family stand in front of the New York City skyline.

**Voiceover:** You love volunteering; especially helping others. You search the web but are overwhelmed by the amount of available information.

Websites appear on a laptop. The laptop now displays Microsoft Copilot.

**Voiceover:** So, you visit Microsoft Copilot to help speed up the search process.

*[Text reads: “Identify five nonprofit organizations based in Seattle that provide services for individuals who are blind or have low vision.”]*

**Voiceover:** You ask Microsoft Copilot to find you five nonprofit organizations that support people who are blind or with low vision in your city. And you now have a solid list of nonprofit organizations you can reach out to who offer volunteering opportunities. Now that you’ve found an ideal nonprofit, you want to write an email introducing yourself to the nonprofit and asking how to become a volunteer.

*[A text bubble appears above a laptop that reads: “I want to write an email introducing myself to the nonprofit and I'd like to ask them about their volunteer process. Could you help me craft this email?”]*

**Voiceover:** Microsoft Copilot can help with that too! You type, “I want to write an email introducing myself to the nonprofit and I’d like to ask them about their volunteer process. Could you help me craft this email?” Just like that, Copilot assists with a draft email for you to edit and revise, saving you time to focus on other things.

*[Text reads: "Text-to-image"]*

**Voiceover:** Another type of generative AI is text-to-image.Imagine describing a scene through text and having AI bring it to life visually.

The words *[“image of red double-decker bus”]* change into an image of a bus.

**Voiceover:** This type of AI interprets text descriptions to create images making it an invaluable tool for everyday imagination.

A child holds a gift box.

**Voiceover:** For example, you are creating a birthday invitation for your child’s upcoming fifth birthday.

*[A text box reads: “What kind of party theme do you want?”]*

**Voiceover:** When you ask your child, “What kind of party theme do you want?” they respond with, “rainbow giraffes!”

*[Another reads: “Rainbow giraffes!”]*

Images of giraffes and a rainbow appear. Then, a woman uses Microsoft Copilot on a laptop.

**Voiceover:** It’s not quite the answer you were looking for as you know it is going to be difficult finding rainbow giraffe-themed birthday decorations, but you can work with it.

*[A text prompt reads: “Create an image of a rainbow giraffe with the number five.” A corresponding image appears.]*

**Voiceover:** You go to the “Creative Style” in Microsoft Copilot and type, “Create an image of a rainbow giraffe with the number 5.” And just like that, you have an image for your child’s 5th birthday invitation.

*[Text reads: “Audio generative AI.”]*

**Voiceover:** Then there’s audio generative AI. This form of AI can compose music or generate realistic sound effects.

Sound waves and a microphone appear.

**Voiceover:** It can even replicate human voices for podcasts or virtual assistants, all from a set of parameters or a piece of text.

A woman speaks to a phone.

**Voiceover:** For instance, emerging apps enable users to record a sample clip of their own voice. By uploading this clip to the model, the system can accurately replicate their voice, allowing for the creation of extended audio segments or even entire songs.

**Voiceover:** Imagine a personalized karaoke app where you sing a short snippet of your favorite song.

A woman sings into her hand next to an image of a phone.

**Voiceover:** The app’s AI model then generates a full-length version of the song, complete with your unique vocal style.

**Voiceover:** Finally, we have video generative AI.

*[Text reads: “Video generative AI.”]*

A photo of singers appears, then a cartoon drawing of singers.

**Voiceover:** This technology can create video content by learning from existing footage. It can animate characters, replicate environments, and even generate educational tutorials.

Three kids run together.

**Voiceover:** Suppose you have a video from your childhood. The video was transferred from an old videotape to an .mp4 format, but the video quality is lacking. With generative AI, that video can be remastered in no time so you can continue to share memories with loved ones.

**Voiceover:** Generative AI is transforming the way we create and interact with content.

A woman looks at a laptop and sips from a mug. Icons appear above her.

**Voiceover:** From text to visuals, and audio to video, the possibilities are truly endless.

The Microsoft logo appears.