

# At the request of Snoop Dogg, the artist group uses deepfake technology to 'revive' legendary rapper Tupac

This will be a noticeable detail in Snoop Dogg's upcoming music video.



In preparation for his latest music video, rap legend Snoop Dogg wishes to revive his old friend, Tupac Shakur. Dogg had turned to Corridor Digital studio, using deepfake technology, to put Tupac's rapper face in an interview made in 1996. Snoop Dogg's request didn't stop there, he wanted Tupac to also have lipsync. Song with lyrics written by Snoop recently.

If you don't know, Corridor Digital is a famous group of visual effects artists in 2019 thanks to the deepfake works of Keanu Reeves and Tom Cruise. The reputation was so far that Snoop Dogg had asked them to participate in producing new videos.

Tupac face up is not easy, because training AI needs as many images and videos with the highest quality as possible. Tupac died in 1996, at a time when image quality was still not high and not stable, so it was difficult to obtain 'good' data for machine learning.

The Corridor Digital team found three videos of high quality that would be a database for AI to create Tupac faces. Besides, they rely on the help of Josh Harraway, a Tupac 'stunt' with long experience in the industry to make facial expressions, Tupac and lipsync style as standard as possible.



It took about a week to perfect the video, and the final product was unbelievably convincing; Snoop Dogg must also say, ' *I don't just like it, I am passionate about it* '.