

# How Advanced Is AI Video Tech Really?

AI video tech has been a subject of discussion for decades. In recent years, it has seemed increasingly likely that it will soon become incredibly realistic. We've all seen deepfake videos which are chilling in their resemblance to real people.

However, last week Mark Zuckerberg released a screenshot of Meta's new virtual reality game, Horizon Worlds. People immediately took note of just how 2D and unrealistic Zuckerberg's avatar looked. Are we actually further from realistic AI video tech than we think? Does deepfake technology simply rely on expert designers doing hours upon hours of work?

The good news for lovers of AI tech is that we really are on track for realistic video. From an AI character maker to innovative music videos, incredible AI video tech is not just on the horizon, but already here. Here's what you need to know.

Picture 1 of How Advanced Is AI Video Tech Really?

## AI video services are already on the market

When creating a virtual video, you do not need to be an expert in AI tech to present a realistic person to the world. In fact, there are already services on the market that provide public access to this kind of technology.

Many companies are already using video services which provide virtual people reciting their copy. These people look and sound perfectly real – so much so that you would not know the difference unless someone told you.

Of course, AI cannot do the work of a team of designers, and you are limited to using avatars provided by these services. But there is more to come, and soon we will have far more access to the deepfake technology used by experts.

A great recent demonstration of what this technology can do came in a Kendrick Lamar music video.

## The future of VR

Shortly before the release of Kendrick Lamar's 2022 album Mr Morale & The Big Steppers, the rapper released a track called The Heart Part 5. The accompanying music video focused solely on the rapper performing the track. However, throughout the video, Lamar goes through a number of changes.

We see him performing with the faces of multiple celebrities, including Nipsey Hussle, Jussie Smollet, Kanye West, and Will Smith. The resemblance is uncanny, especially as the rapper changes his mannerisms to suit the different personalities.

Of course, a project like this currently costs a fortune. Plus, this was used for artistic purposes rather than the sort of work regular individuals and companies require. However, this is a great look forward as to what we can expect from AI video technology. At present, we have easy access to specific human-like avatars, but in the near future we will be able to do much more.

AI video technology has come a long way, and there are already commercial ways to use it effectively. The sort of misstep we recently saw from Meta should not serve as evidence to the contrary. While we are not at the stage of being able to create any videos we like without human input, we are far closer than most people think.

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