

OpenAI Launches Sora 2: AI Model for Realistic Video Generation, with New iOS App

OpenAI officially introduced Sora 2 – an advanced video and audio generation AI model with realistic physics simulation and support for multiple visual styles. It comes with a new iOS app with cameo features and unique AI video feeds.

It looks like OpenAI has officially responded to Google Veo 3 with the introduction of Sora 2, its most advanced video and audio generation model to date.

Just 10 months after Sora was first released and was described as a 'revolutionary blockbuster', similar to the 'GPT-1 moment', OpenAI today released Sora 2 and declared it the 'GPT-3.5 moment' in the field of AI video generation. The new version is capable of creating sophisticated, physically realistic footage that is much more realistic than previous models.

Realizing physical effects in AI videos

According to OpenAI, Sora 2 can accurately simulate real-world dynamics, instead of the absurd images often seen before – such as a basketball 'teleporting' into the basket despite missing a shot.

Sora 2 can now recreate Olympic gymnastics moves, paddleboarding backflips with just the right amount of buoyancy and stiffness, or even complex triple axels with your virtual character, complete with synchronized voiceovers and sound effects.

The highlight is that the model not only simulates success but also reproduces failure, helping to create a virtual world more realistic than ever.

In addition, Sora 2 allows working with multiple consecutive shots, keeping the world state consistent throughout the video. The model supports many different visual styles such as: realistic, cinematic, anime, increasing flexibility for content creators.

In particular, the 'cameo' feature allows users to insert realistic elements into AI videos. Just upload a short video and audio clip, and Sora 2 can create a realistic digital version of yourself, your friends or objects in any scene.

Sora App on iOS

Alongside Sora 2, OpenAI also released the Sora app on iOS, allowing users to create, edit, and add cameos to each other's videos.

The app will feature an AI-generated video feed. However, OpenAI emphasizes that this is not a platform for 'doomscrolling' or passive content consumption. Instead, the app prioritizes content creation and sharing, and integrates features such as:

1. AI-driven suggestion algorithm, customizable with natural language,
2. Well-being check-ins,
3. Default limit for teen users,
4. Parental control feature based on ChatGPT.

The Sora app is now available on iOS. Users can sign up for invites and will be notified when access is available.

In its initial rollout, Sora 2 is available for free on the OpenAI website. ChatGPT Pro subscribers will get a higher-quality Sora 2 Pro experience, in addition to the already available Sora 1 Turbo version. In addition, OpenAI confirmed that Sora 2 will soon be integrated via API.

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