

February 2024

W E ■
A R E
C O M

Gen-AI for videos & photos

AI tools for communication pros & the future of communication

LET'S GO!

What about AI?

The timeline of AI

1950

TURING TEST

to determine if a machine can mimic human intelligence.

1964

ELIZA

is the first program capable of simulating a simple human conversation based on predefined scripts

1955

THE TERM "AI"

was "invented" by John McCarthy and a team of (US) researchers

1997

DEEP BLUE (IBM)

defeats world chess champion Garry Kasparov

2011

SIRI

is accessible on Apple devices.

2018

GPT-1

is made available by OpenAI.

2020

DALL-E

is launched by OpenAI.

2023

CHATGPT-4 MIDJOURNEY 5 AUTOGPT

are available

BING

integrated ChatGPT

CHATGPT IS BANNED...

...then available again in Italia

2014

EUGENE

is the first chatbot to pass the Turing test.

2022

MIDJOURNEY

is available.

2006

GOOGLE TRANSLATE

is accessible to everyone in 10 languages

2017

"AI" MINISTER

The UAE is the first country to have a dedicated minister

An explosive evolution



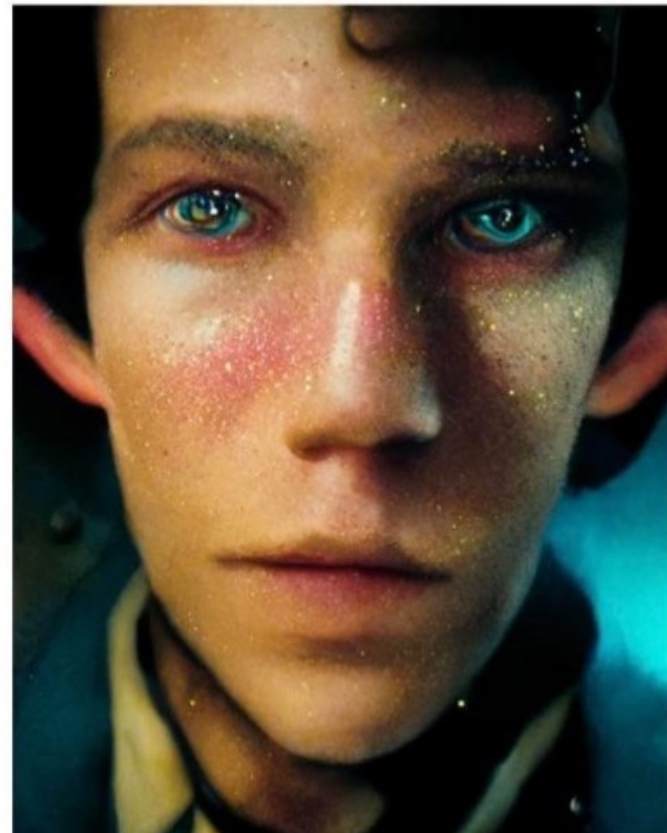
V1

Released
February 2022



V2

Released
April 12, 2022



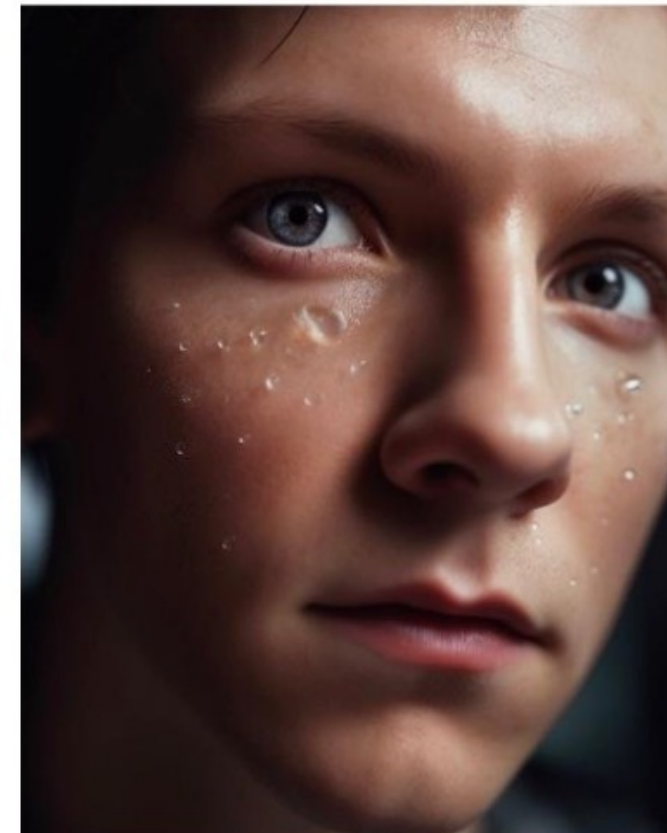
V3

Released
July 25, 2022



V4

Released
November 5, 2022



V5

Released
March 15, 2023



V5.1

Released
May 3, 2023

An explosive evolution

21 months separate these two images (MidJourney – same prompt)



V1
February 2022



V6
December 2023

<https://x.com/chaseleantj/status/1738849381632352493?s=20>

An explosive evolution

AI-generated video is at a less advanced stage of development than images....



An explosive evolution

...but it has just received a boost with the announcement of SORA, by OpenAI.



KEY

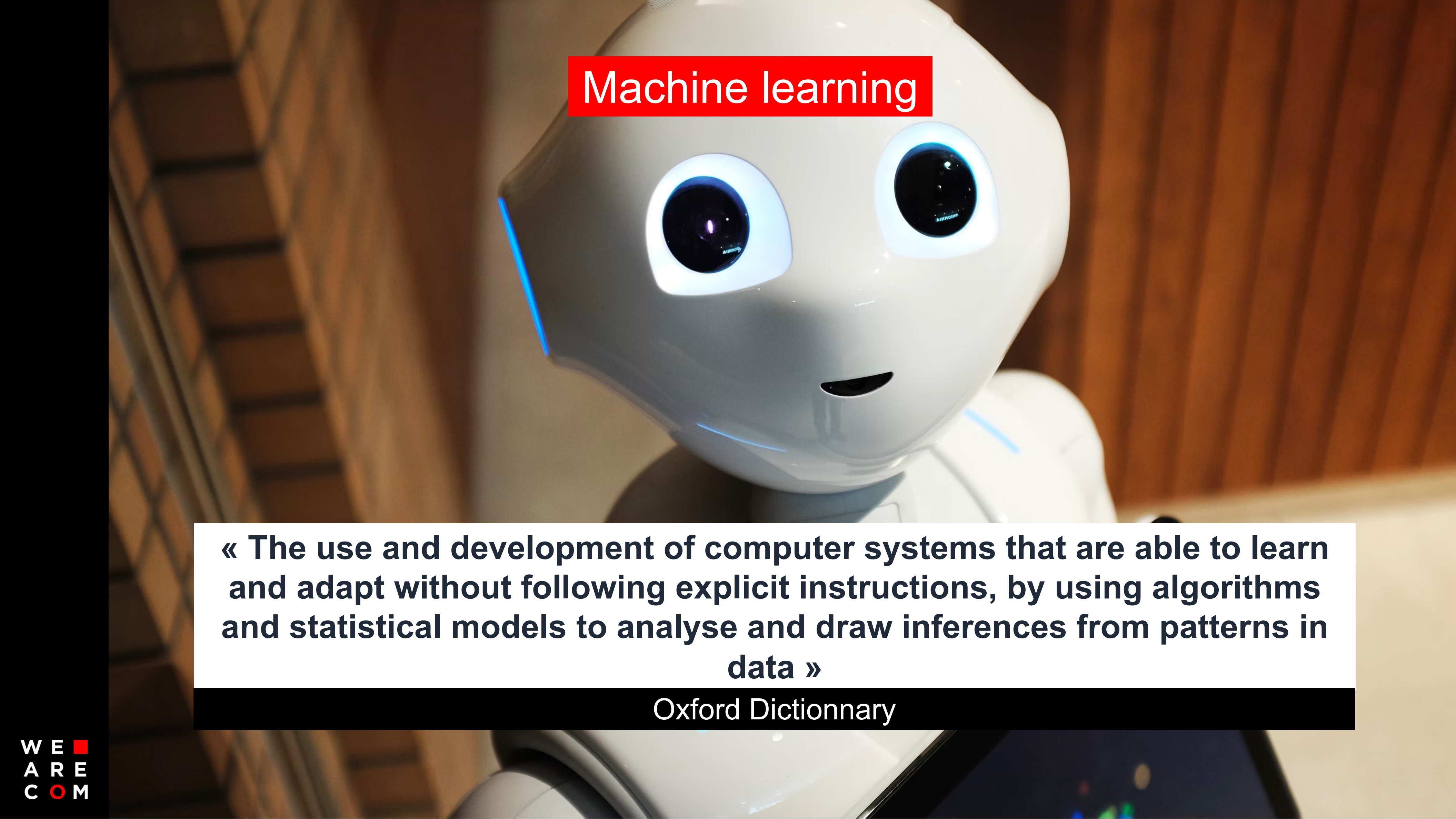
CONCEPTS

Artificial intelligence



« It is the science & engineering of making intelligent machines, especially intelligent computer programs. It is related to the similar task of using computers to understand human intelligence, but AI does not have to confine itself to methods that are biologically observable »

John McCarthy



Machine learning

« The use and development of computer systems that are able to learn and adapt without following explicit instructions, by using algorithms and statistical models to analyse and draw inferences from patterns in data »

Oxford Dictionnary

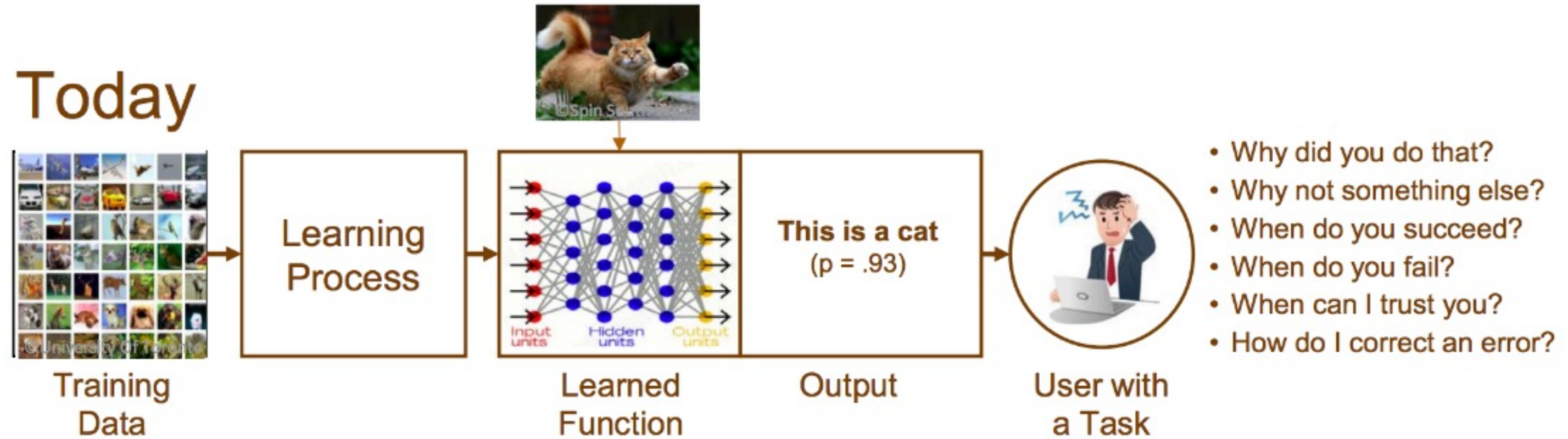
Deep learning

Deep learning is related to machine learning based on algorithms inspired by the brain's neural networks. Machine learning uses data reprocessing driven by algorithms, but deep learning strives to mimic the human brain by clustering data to produce startlingly accurate predictions.

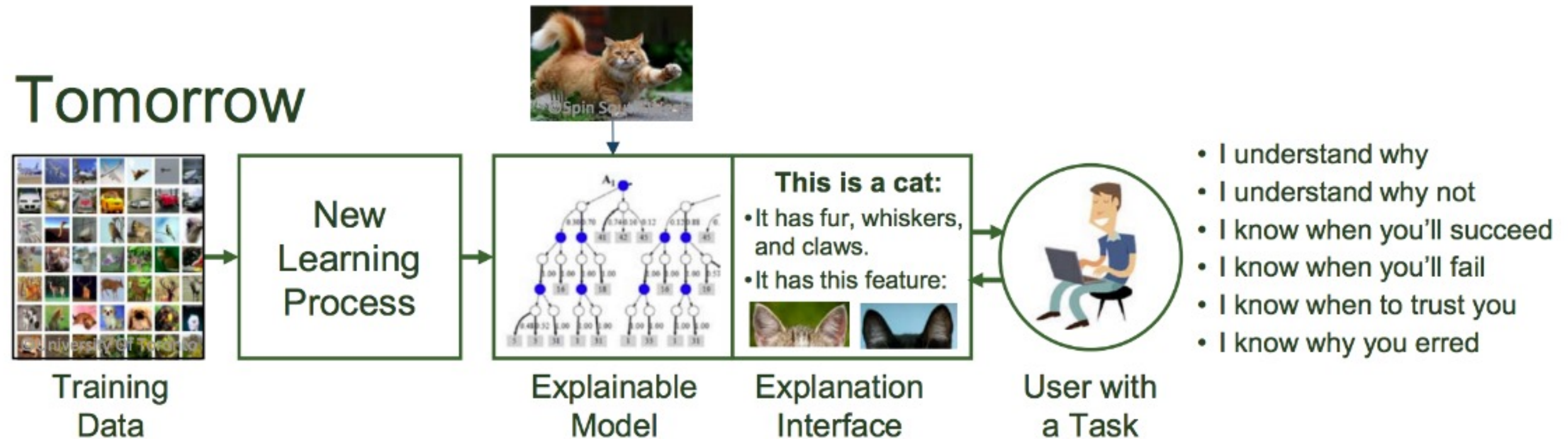
Google – Coursera 2023

IA > Machine Learning > Deep learning

Today



Tomorrow



LLM (Large Language Model)

An LLM is a Deep Learning algorithm that can perform a range of natural language processing (NLP) tasks. They use large volumes of data and work with machine learning.

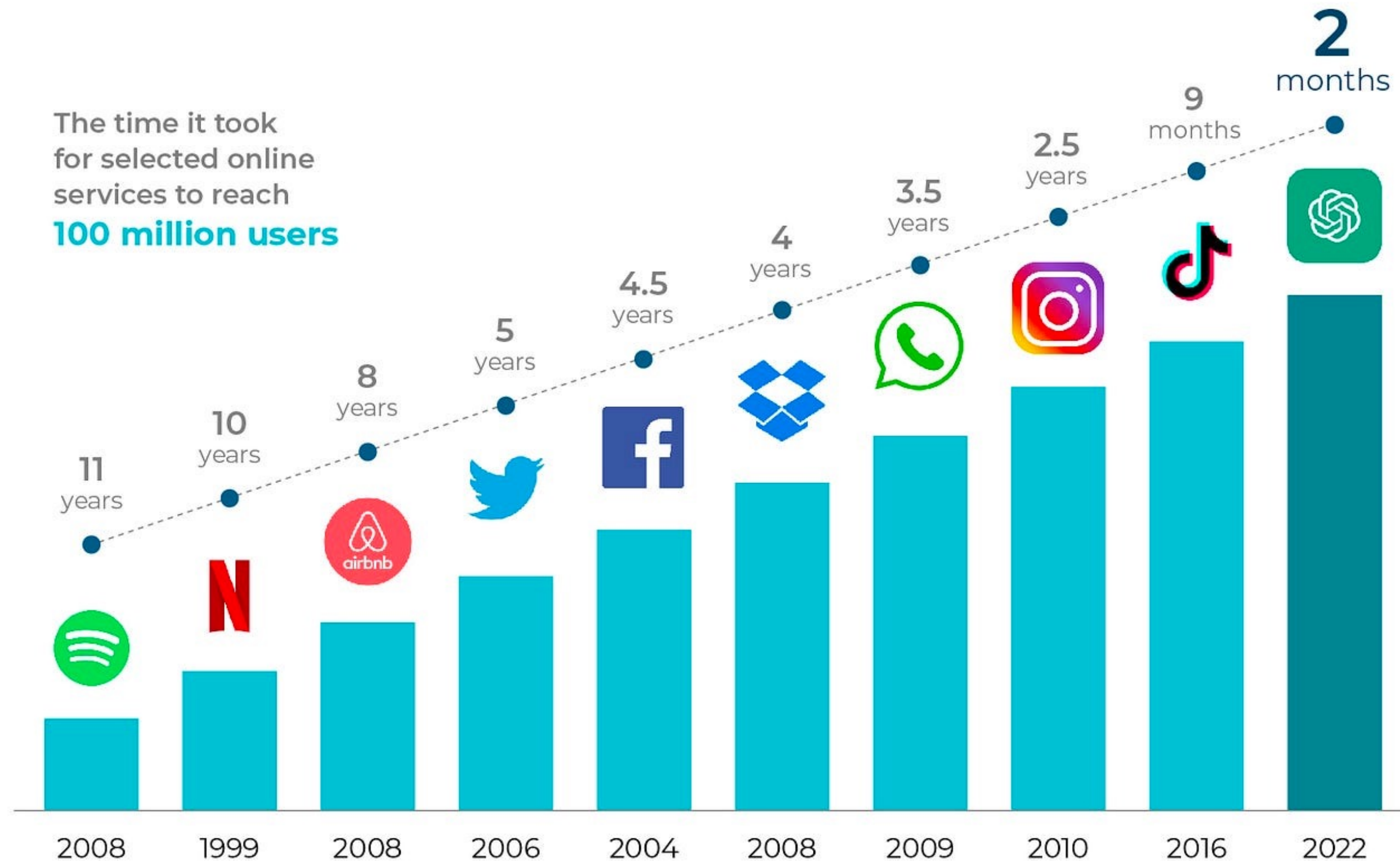
A portrait of Yann LeCun, a man with short brown hair and glasses, wearing a grey blazer over a dark shirt. He is smiling slightly and looking towards the camera. The background is a blurred crowd of people.

A « fake » revolution?

« ChatGPT is not
revolutionary »

Yann LeCun,
Head of AI at META

The true revolution



Source: World of Statistics

The true revolution

58%

of French employees have already used AI at work

71%

Among them, 71% admitted to having already presented AI-generated work as their own.

The AI market

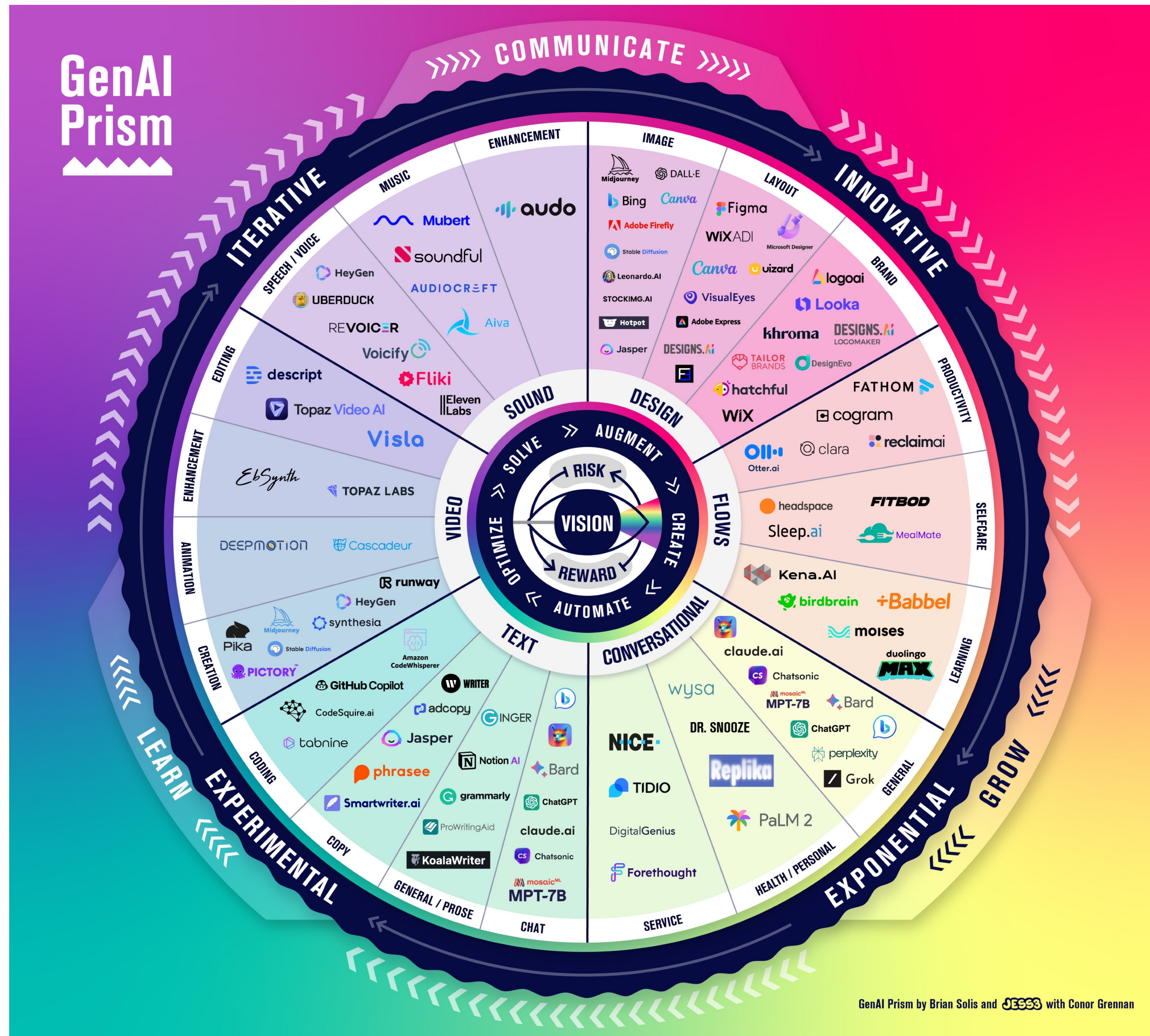
2022

57
Billion \$

2025

190
Billion \$

AI actors & solutions

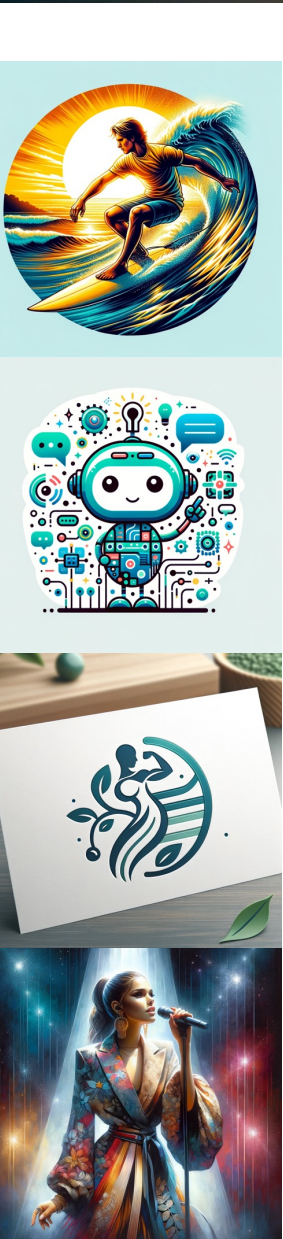


GEN-AI FOR PICTURES

DALL-E, MIDJOURNEY, FIRELFY,
GEMINI

DALL-E 3

OpenAI



DALL-E BY OPENAI

DALL-E is an AI-based image generator designed by OpenAI, known for developing ChatGPT. It lets you **create visuals of all kinds from a text prompt**. The tool is available free of charge or by subscription on several platforms, in several versions.

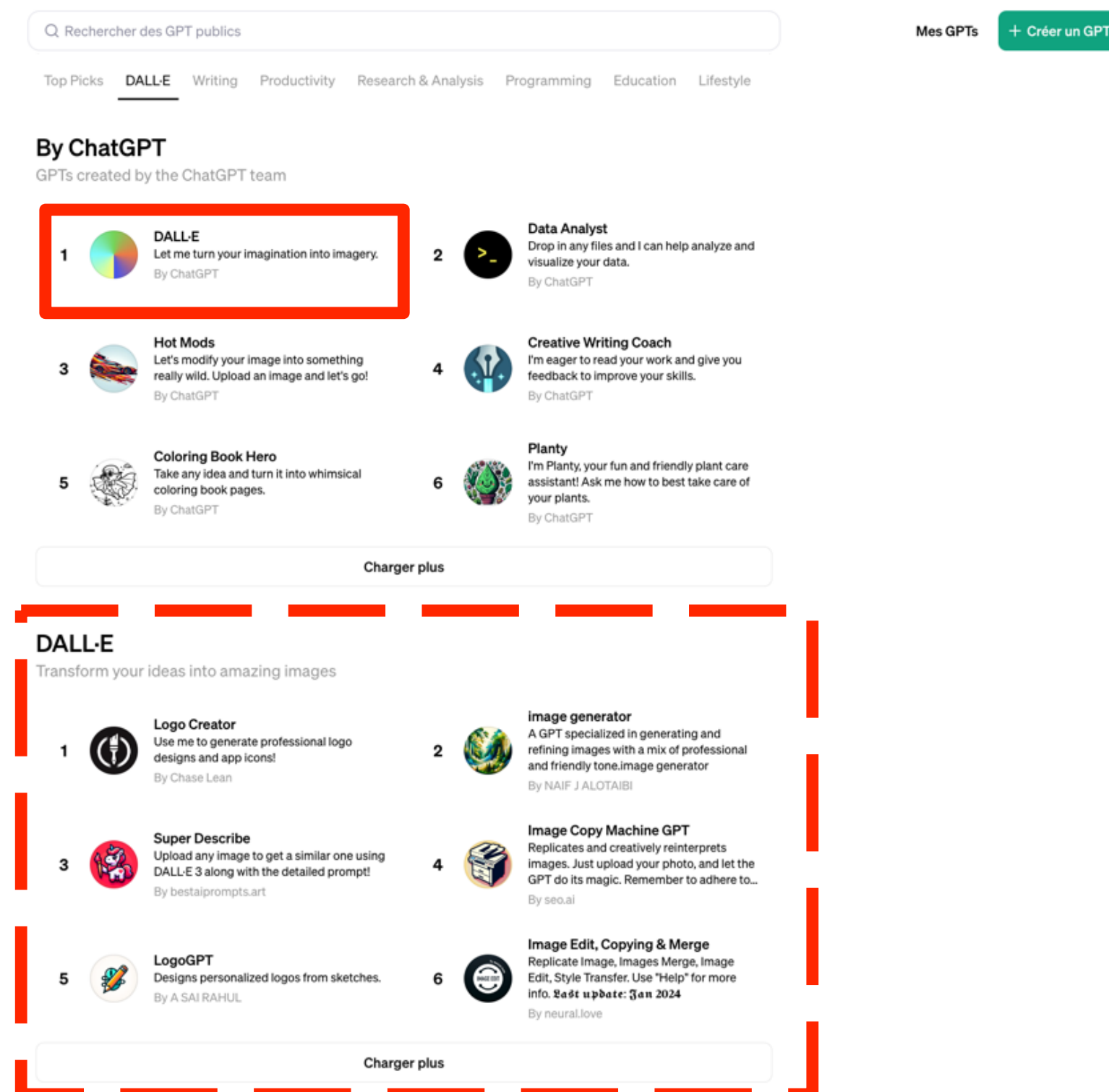
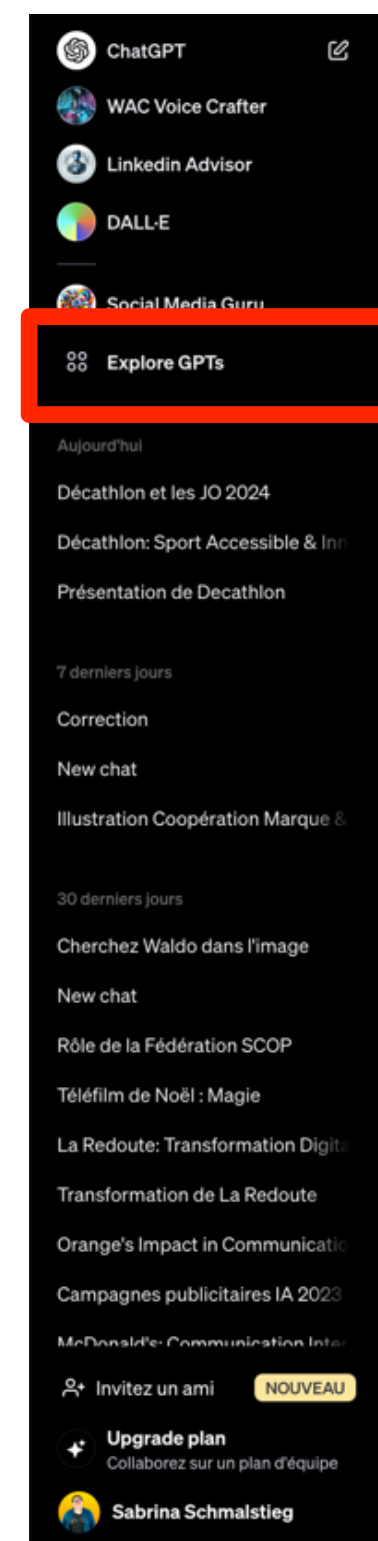
The latest and most advanced is **DALL-E 3**.

With DALL-E, you can :

- Generate images from text queries,
- Make realistic, targeted modifications to images,
- Create multiple variants of an image, based on the original,
- Download generated visuals to your devices.

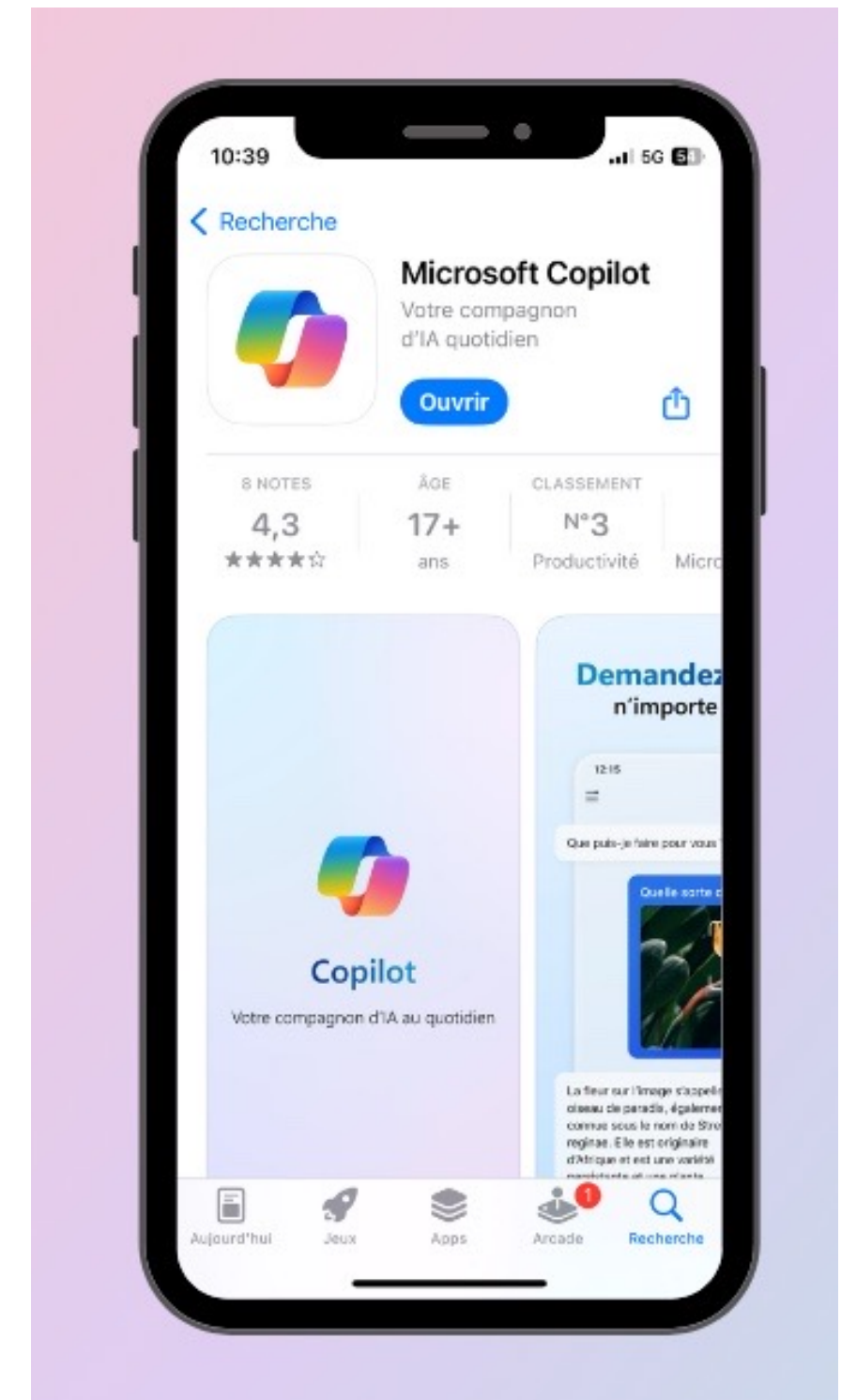
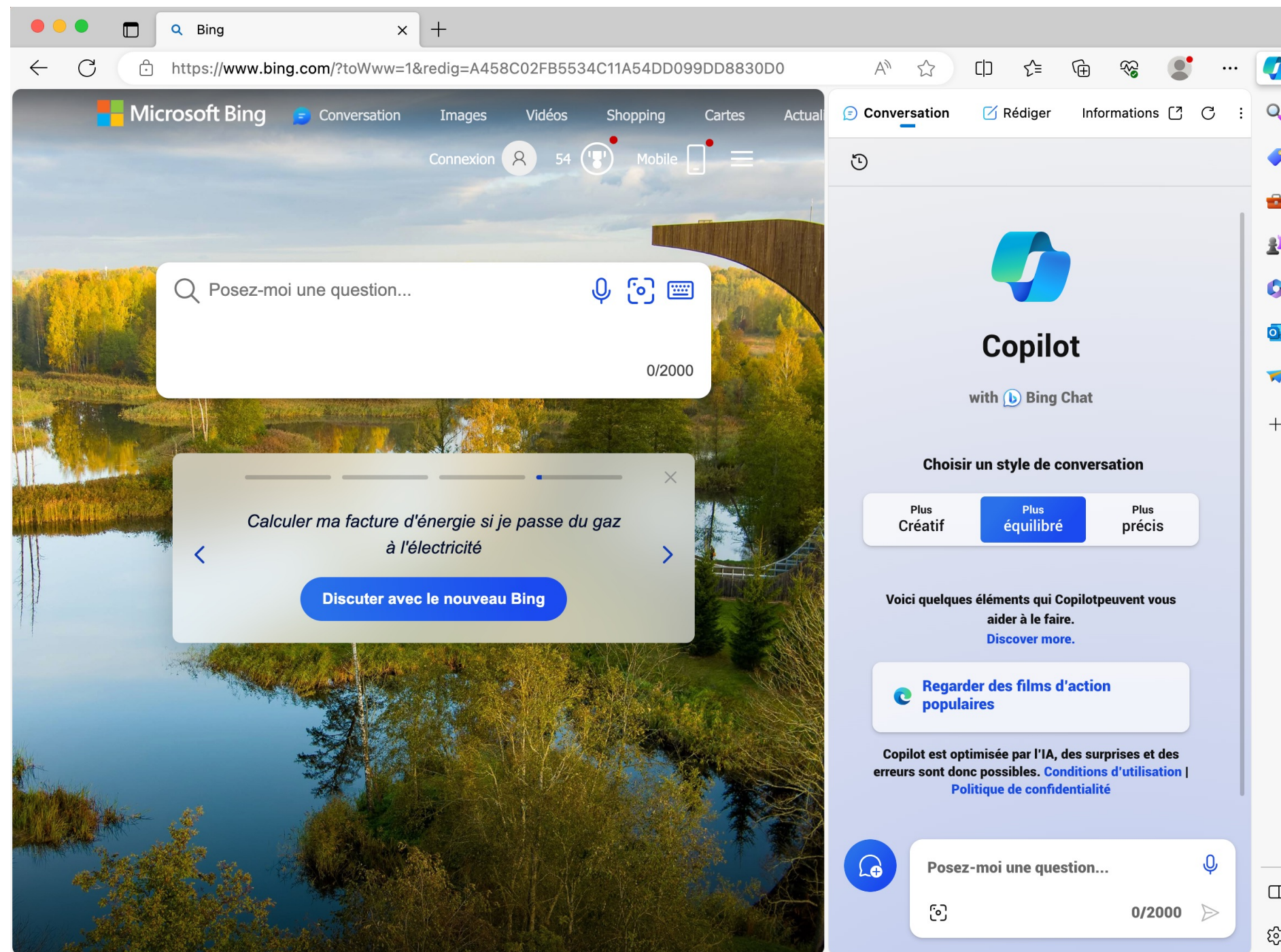
HOW TO ACCESS DALL-E

Dall-e 3 is available on the CHATGPT website <https://openai.com/chat> if you have a "ChatGPT Plus" or "Team" subscription.



HOW TO ACCESS DALL-E

Dall.e can also be accessed free of charge via Microsoft Bing, Edge or Copilot, on the computer or via the Copilot application.



WHAT ABOUT COPYRIGHT ON DALL-E IMAGES?

The images generated by DALL-E 3 can be used by their creators as they wish, according to OpenAI's statement: "**As with DALL-E 2, the images you create with DALL-E 3 belong to you, and you don't need our permission to reprint, sell or market them.**"

To respect the work of creators (and avoid copyright problems...), OpenAI indicates that DALL-E 3 will **refuse requests for an image in the style of a living artist**. And as a precaution, the American firm is even proposing that **creators exclude their images** from the training of future image generation models via a dedicated form.

THE ART OF PROMPTING ON DALL-E

Prompt modifiers are keywords or phrases added to the base prompt to guide the AI in generating images that better align with specific requirements. These modifiers influence various aspects of the generated image, such as its subject, style, and quality.

According to a study on prompt modifiers by Jonas Oppenlaender, there are six main types:

- **Subject Terms:** Wording that describes the main subject of the image (e.g., “a landscape at dawn”)
- **Style Modifiers:** References that direct the AI to create images in a particular artistic style (e.g., “in the animation style of Pixar”)
- **Image Prompts:** URLs to images or downloaded image files that provide further context for image creation
- **Quality Boosters:** Wording to enhance the aesthetic qualities and details of images (e.g., “award-winning or “stunning”)
- **Repetitions:** Repeated subject or style terms to increase the focus DALL-E places on a particular part of the image (e.g., “a very very very very very beautiful landscape”)
- **Magic Terms:** Terms and phrases that inject randomness and creativity (e.g., “control the soul”)

Source: <https://foundationinc.co/lab/dall-e-prompts>

& TOMORROW

Multi-modal prompt



Create a photo realistic version of this image.



ChatGPT



Here is the photorealistic version of the image you provided.



USE CASES

Create a blog post illustration



Vous

une photo d'un personnage lego pour illustrer un article sur la gestion de carrière en communication



ChatGPT

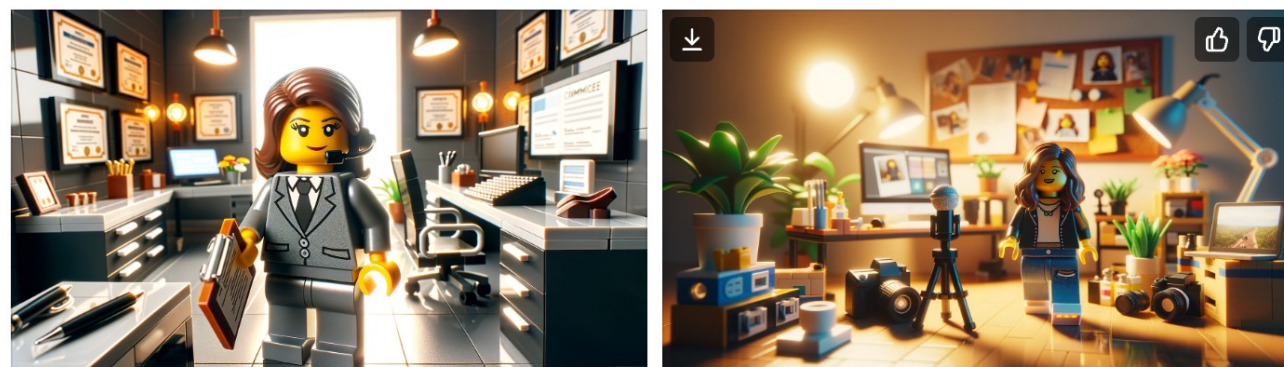


Vous

une photo d'un personnage lego féminin pour illustrer un article sur la gestion de carrière en communication au format paysage



ChatGPT



You can see two images above that portray a female Lego minifigure in different professional settings, illustrating the theme of career management in communication.



USE CASES

« Create » a logo



Vous

Créer un logo pour We Are COM, un club dédié aux communicants en entreprise. Les couleurs de ce logo sont le rouge, le noir et le blanc



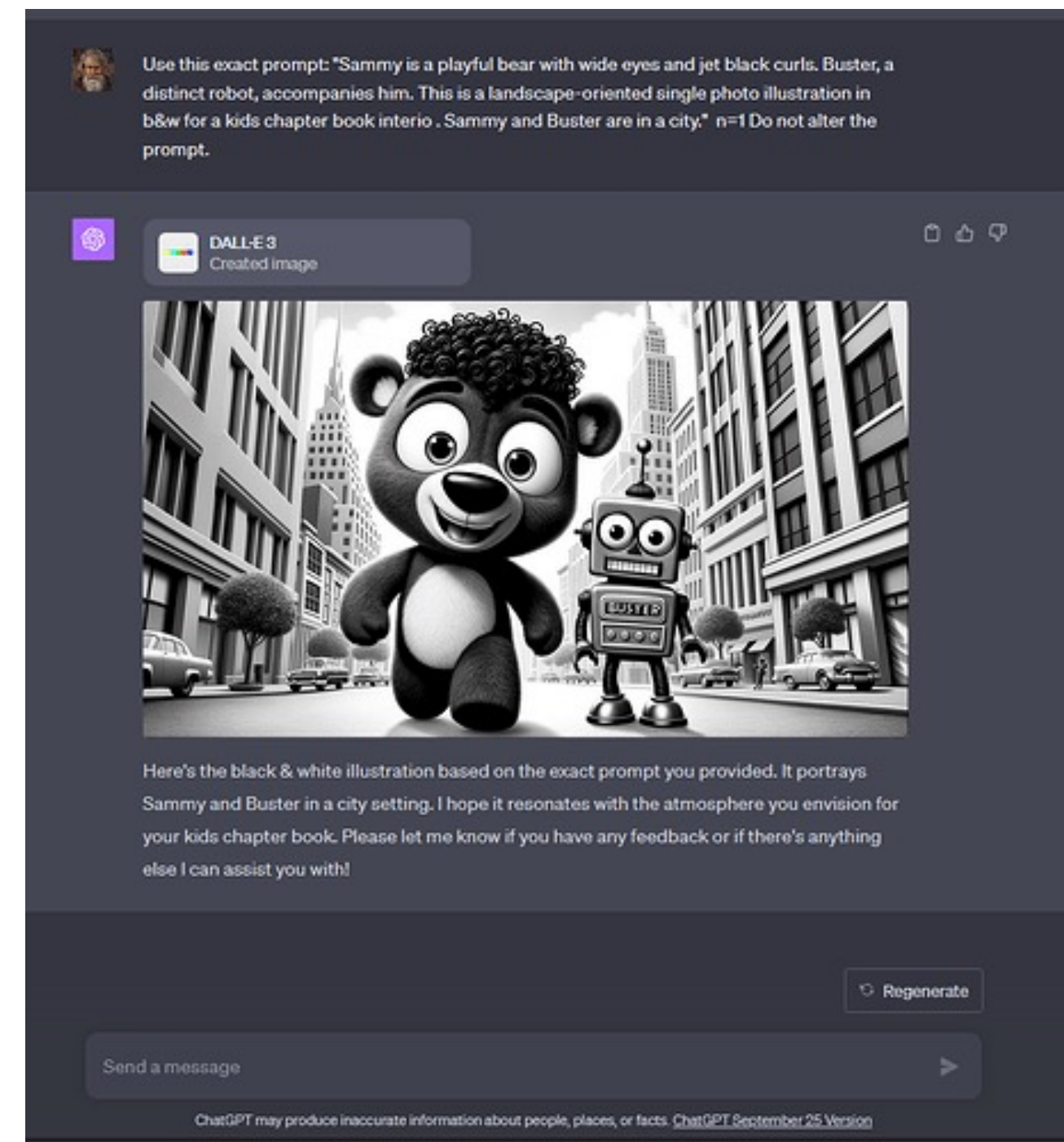
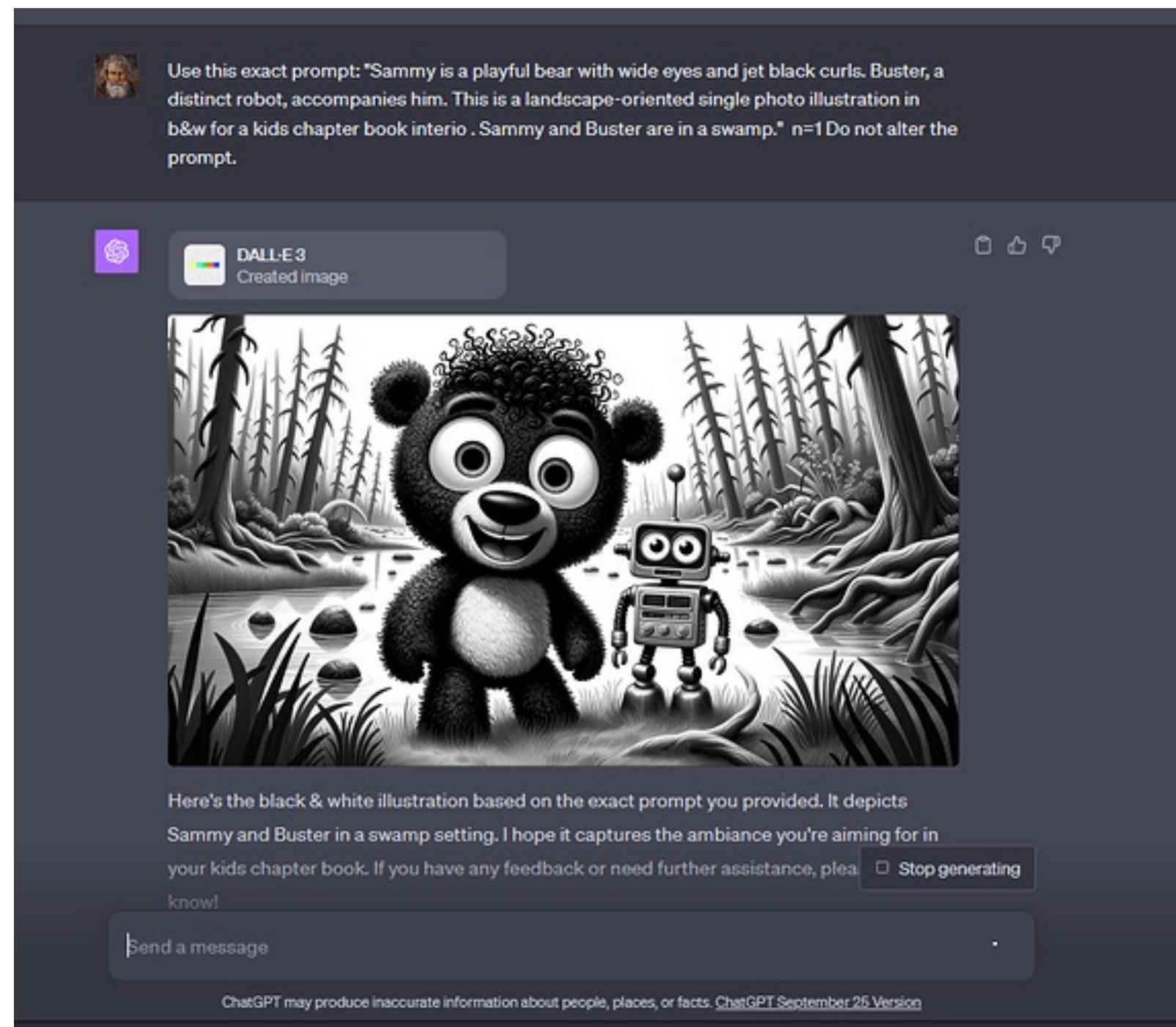
DALL-E



Here are two logo designs for "We Are COM" featuring the requested colors of red, black, and white. Each design aims to embody a professional, engaging appearance with modern and clean elements that suggest communication, connection, and community. Please review these options for your club dedicated to corporate communicators.

USE CASES

Create a storyboard



Consistency problems can occur. To learn how to avoid them, join us in our next training programme!

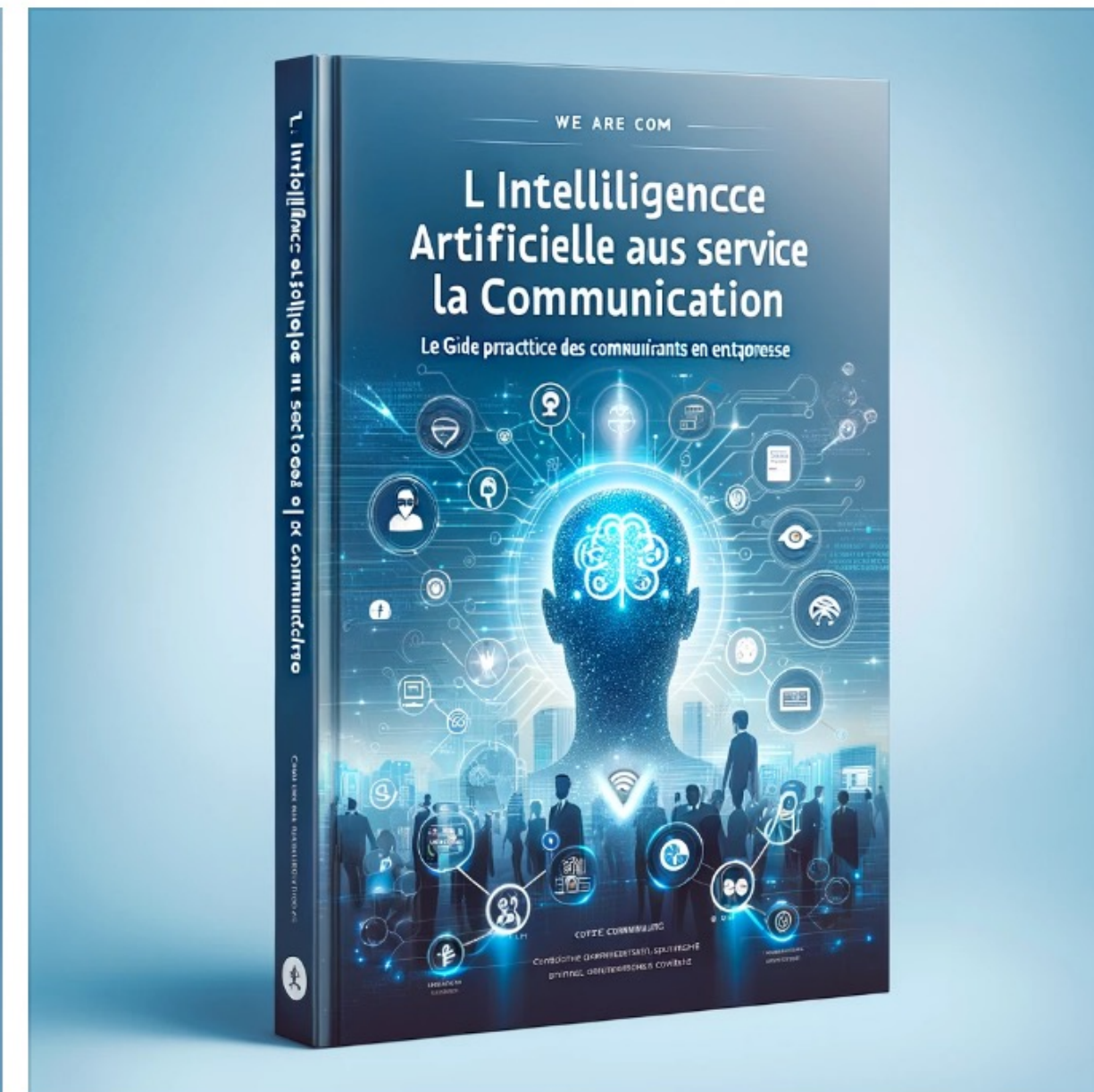
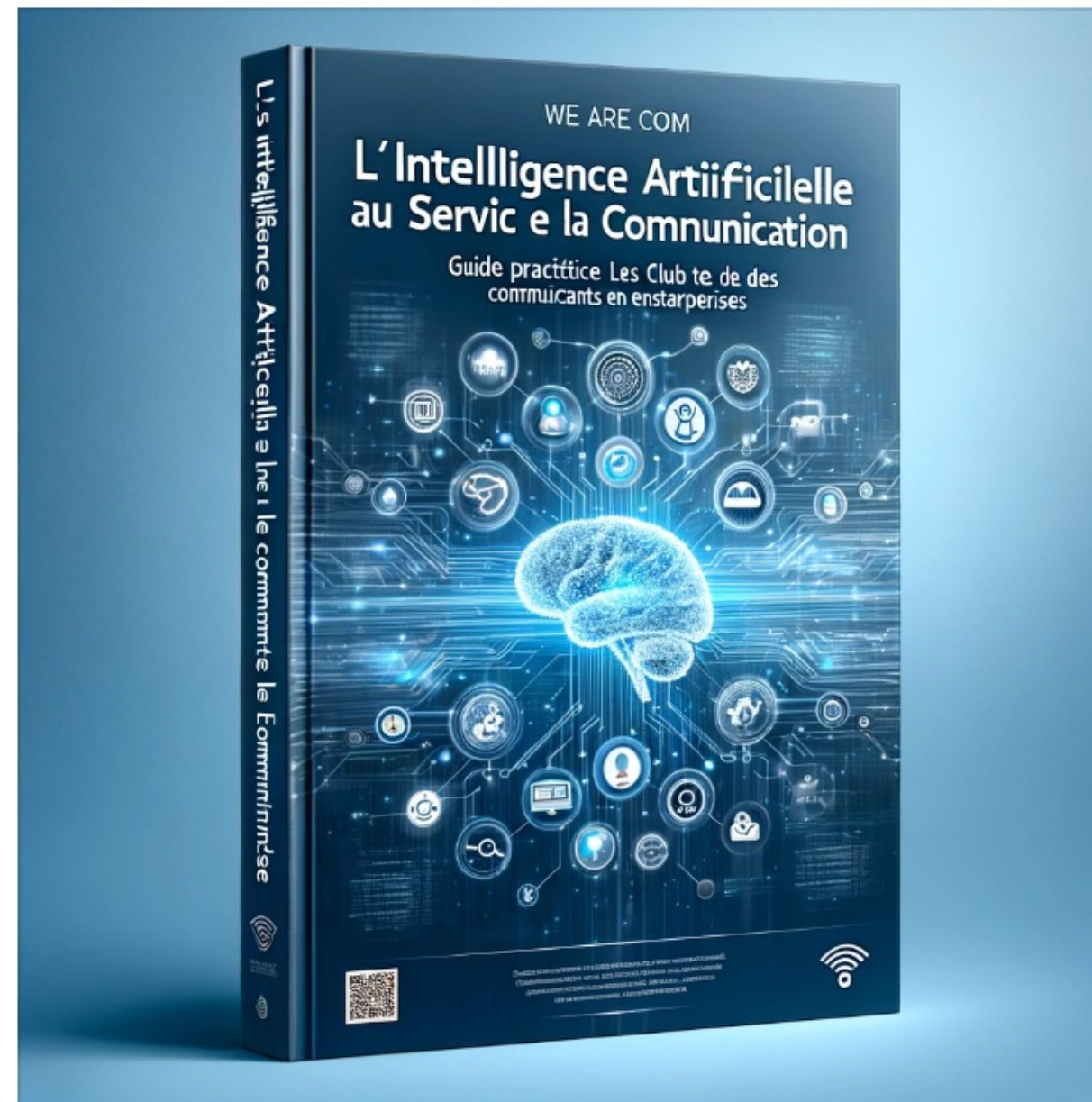
USE CASES

Imagine (draft) of books, white papers, etc.



Vous

Créez une couverture pour un livre blanc sur "l'intelligence artificielle au service de la communication" à destination des communicants en entreprise et édité par We Are COM, le club des communicants en entreprise



PROS & CONS

PROS

Free with Microsoft suite (Copilot / Edge / Bing) and **included with ChatGPT subscriptions**

Easy to use

OpenAI has reemphasized its commitment to **safety, privacy, and ethical data sourcing**

CONS

It's not photoshop (yet) – you cannot modify an existing picture precisely (or even pictures you've just generated)

By default, has a **very recognizable style** and does not generate - for the moment - **photorealistic visuals**

MIDJOURNEY



MIDJOURNEY

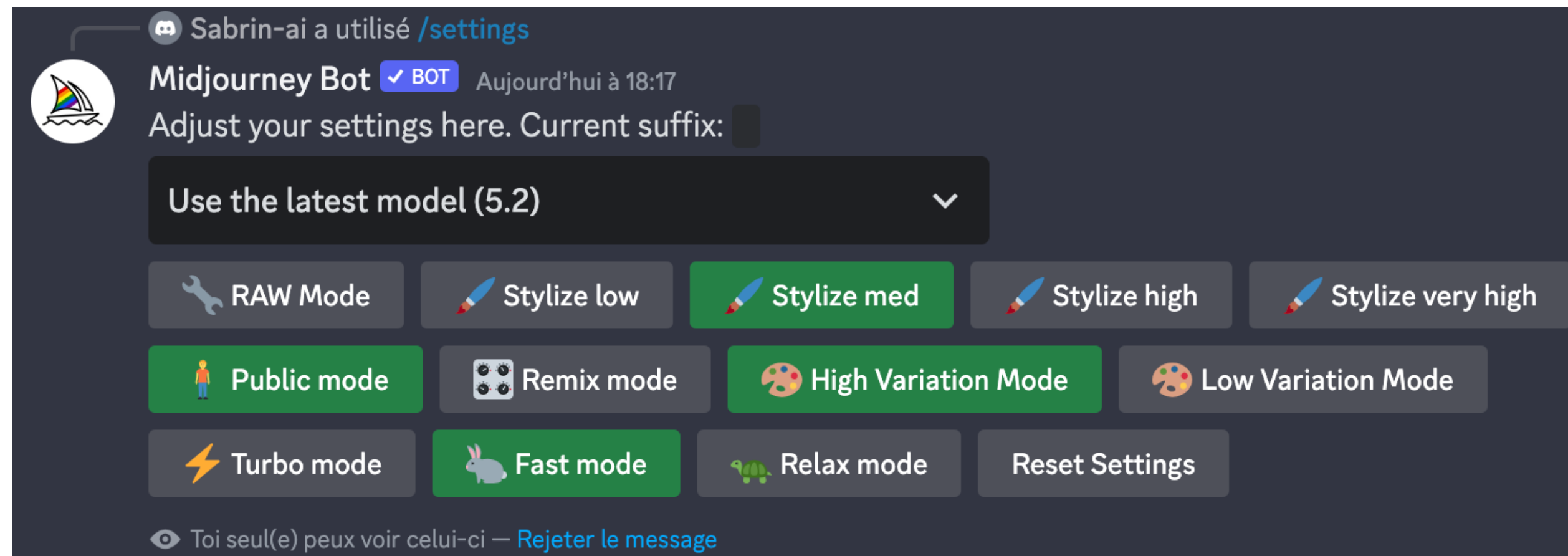
MidJourney is an artificial intelligence system capable **of creating images from text entered by the user.**

This AI model has been trained on a vast number of images, like most text-to-image AIs. However, it distinguishes itself by focusing on artistic style rather than realism. In optimizing their AI, MidJourney's creators wanted above all for the images generated to be beautiful.

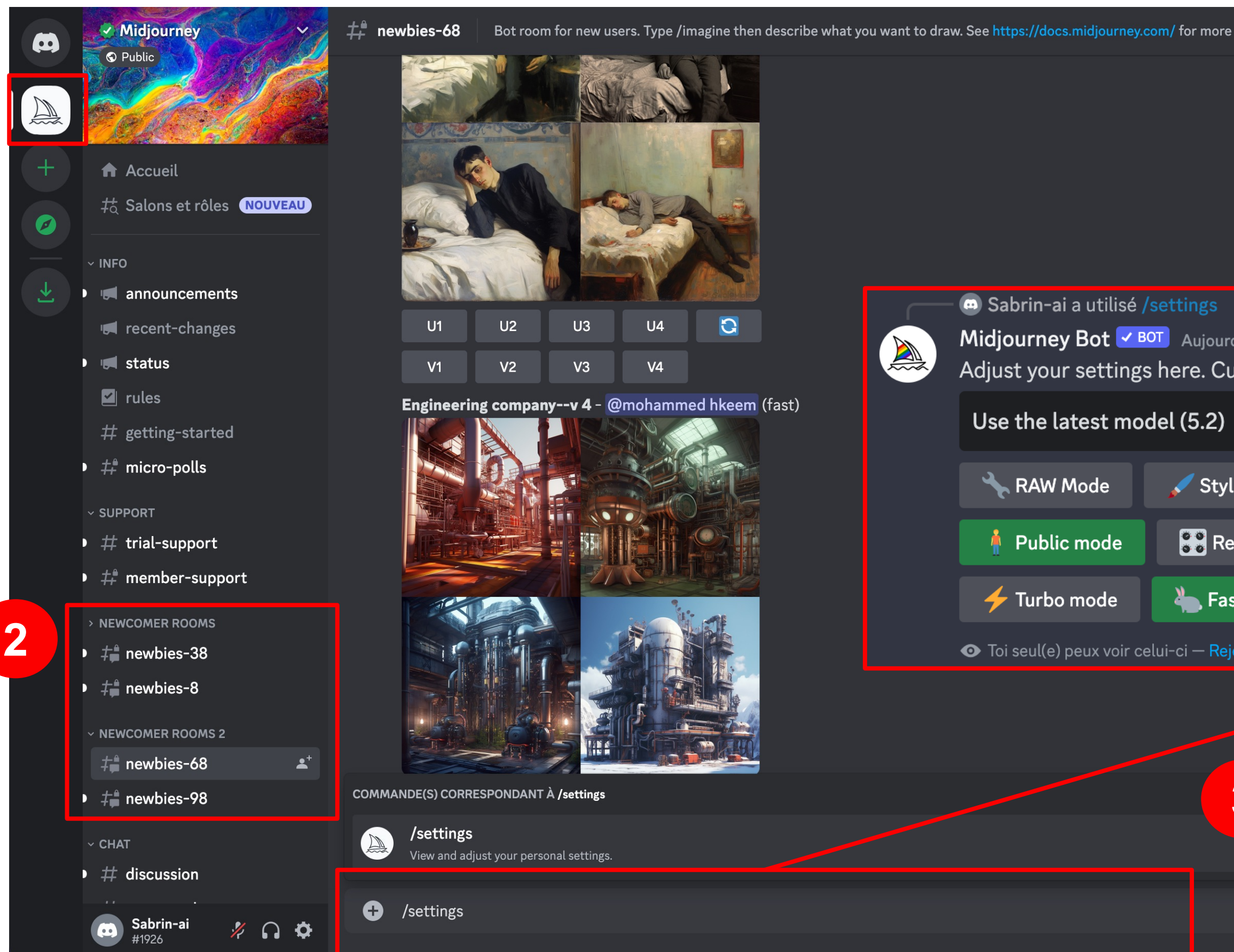
Now in version 6, the software incorporates several feedback methodologies based on user activity and reactions. This has helped to improve image quality, by analyzing data indicating which images users like and how they use them.

HOW TO ACCESS MIDJOURNEY

- 1 Create a Discord account and join the Midjourney server
- <https://discord.com/channels/662267976984297473/>
- 2 Join a "Newbie" room (a "chat") in the left column to be able to practice quietly!
⚠ All your creations are visible to everyone in this room (if you don't have a pro subscription) AND on the Midjourney website
- 3 Adjust the settings by typing "/settings" in the dialog box at the bottom of the main window.

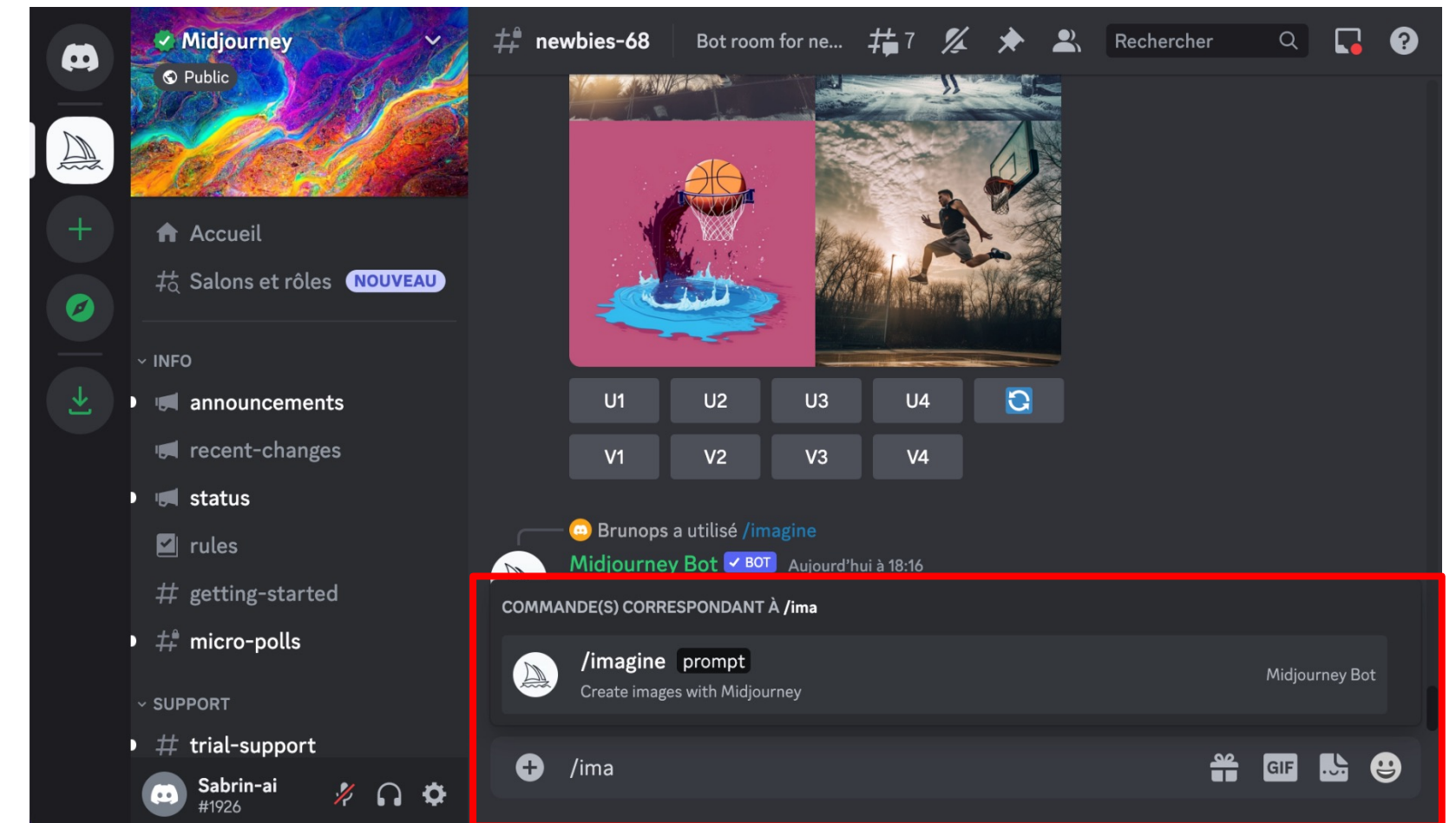


HOW TO ACCESS MIDJOURNEY

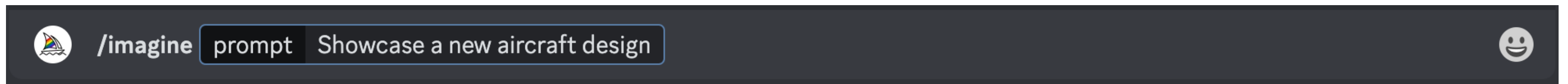


HOW TO ACCESS MIDJOURNEY

- 1 To create (=write the prompt that will serve as the basis for the generation proposed by Midjourney), type `"/imagine"` in the dialog box at the bottom of the main screen



- 2 The dialog then offers you a "prompt" box. This is where you can write your query (**in English!**) You can also copy/paste the URL of an image to serve as the basis for your creation.



WHAT ABOUT COPYRIGHT ON MIDJOURNEY IMAGES?

Midjourney subscribers own all the images they've created, even if their subscription has expired, **and they're free to use those images however they'd like**. There are two small exceptions:

- **If you upscale an image of another user**, that upscale is owned by the original creator, not by you. It will appear in their gallery on the website instead of yours, and you'll need their permission to use it.
- **If you are a business grossing more than \$1,000,000 USD a year**, you need a Pro or Mega Plan to use your images commercially for your company.

THE ART OF PROMPTING ON MIDJOURNEY

General style	Food photography, 1990s punk style, street style
Composition	Off-center closeup, medium-full side angle
Medium	Photo, illustration, sketch, sculpture
Camera	Kodak Gold, Canon EOS 5D
Subject - description	A woman walking, a daisy flower, a dog running
Subject – style	Fashion description, subject details
Environnement	New York, Ancient Egypt, Underwater
Light	Natural light, studio lighting
Atmosphere	Smokey, steamy, foggy
Ambiance	Dreamy, elegant, spooky, romantic

THE ART OF PROMPTING ON MIDJOURNEY

1. Set up

2. Details

3. Contexte

4. Style & medium



a man and a woman sitting side-by-side at a circular dinner table. On the left is an older white man with a gray mustache wearing a light blue button-down shirt. On the right is a younger white woman in a black sequin cocktail dress. They are in a dimly lit fine-dining restaurant with crystal chandeliers and waiters wearing tuxedos. The older man is eating a green salad and the younger woman is eating a large steak. In the style of 35mm film --ar 21:9 --style raw --v 6.0

THE ART OF PROMPTING ON MIDJOURNEY



« European comics »



« LEGO »



« Van Gogh »



« Ivory sculpture »

PROMPTING IS HARD? USE AI!



ChatGPT



Midjourney

By promptboom.com

I help craft detailed image prompts.

Midjourney ▾



Vous

Picture a kid, in a field, dressed in a homemade rocket costume. he is happy, looking at the sky



Midjourney

That sounds like a heartwarming and inspiring image! Let's craft a detailed prompt to capture this moment:

"Imagine a young child standing in the middle of a lush, green field under a clear blue sky. The field is dotted with wildflowers, and the horizon is wide and inviting. The child is wearing a homemade rocket costume, which is both charmingly imperfect and ingenious. The costume is made from cardboard and aluminum foil, with colorful buttons and dials drawn on with markers. It has a pair of makeshift wings attached to the sides, and the helmet is an old bike helmet adorned with tin foil and a mock antenna. The child's face is alight with joy and wonder, eyes sparkling as they gaze up at the sky with a big, infectious smile. Their imagination is taking them on adventures far beyond the earth, into the depths of space. The sun is shining gently, casting a warm, golden light over the scene, enhancing the feeling of a boundless, bright future ahead."

Would you like to add any more details to this scene, or does this capture your vision?



USE CASE

Create a blog post illustration

12:22 a black typewriter, lego style, on a red background --ar 16:9 - @Sabrin-ai (fast)



[DEVENIR MEMBRE](#) [CONTACT](#) [RSS](#) [f](#) [t](#) [in](#) [@](#) [d](#) [🇬🇧](#) [🇫🇷](#) [🔍](#) [MON PROFIL](#)

WE ARE COM

[CLUB](#) / [MÉDIA](#) / [JOBS](#) / [OUTILS](#) / [FUN](#) / [MASTERCLASS](#) / [FORMATIONS](#) / [MEMBERSHIP](#)

BLOG, CLUB

Speechwriter : la communication des dirigeants

A large, detailed LEGO typewriter constructed from black and white bricks, set against a solid red background. The typewriter is shown from a three-quarter front view, with a few loose black bricks scattered on the surface to its right.

Tribunes dans la presse, interventions lors de conférences, posts LinkedIn, **gestion de crise...**
La communication des dirigeants se conjugue à **tous les formats** 🗣️ C'est pourquoi ces porte-parole sont le plus souvent épaulés par des « **speechwriters** » qui savent à la fois faire preuve de retenu, de style et de prospective.

Apprenez-en plus sur ce métier original, ses challenges, ses enjeux et découvrez les bonnes pratiques des plumes de dirigeants grâce à nos 3 experts :

WE ARE COM
Faites décoller votre carrière et boostez vos compétences
Les formations We Are COM

USE CASE

An alternative to stock photos

a picture of a group of people, talking and smiling during a training session for communication. They are in classroom setting, listening to the trainer in front of them --ar 16:9



USE CASE

Realistic portrait of your persona

picture of a young boy in
a parisian park, smiling
and looking at the
camera



PROS & CONS

PROS

A very powerful tool. Output quality is often very high

A huge and **creative community** to learn with!

New fonctionnalites are coming... stay tuned!

CONS

It's not photoshop (yet) – you cannot modify an existing picture precisely (or even pictures you've juste generative)

Anyone can see images unless you use stealth mode

For now, limited to Discord with a non-intuitive interface

Prompts are harder to master: it's not a chatbot (yet!)

FIREFLY

Adobe



FIREFLY

Adobe Firefly is a web **integrated with Adobe's flagship applications** and Adobe Stock, and a webapp.

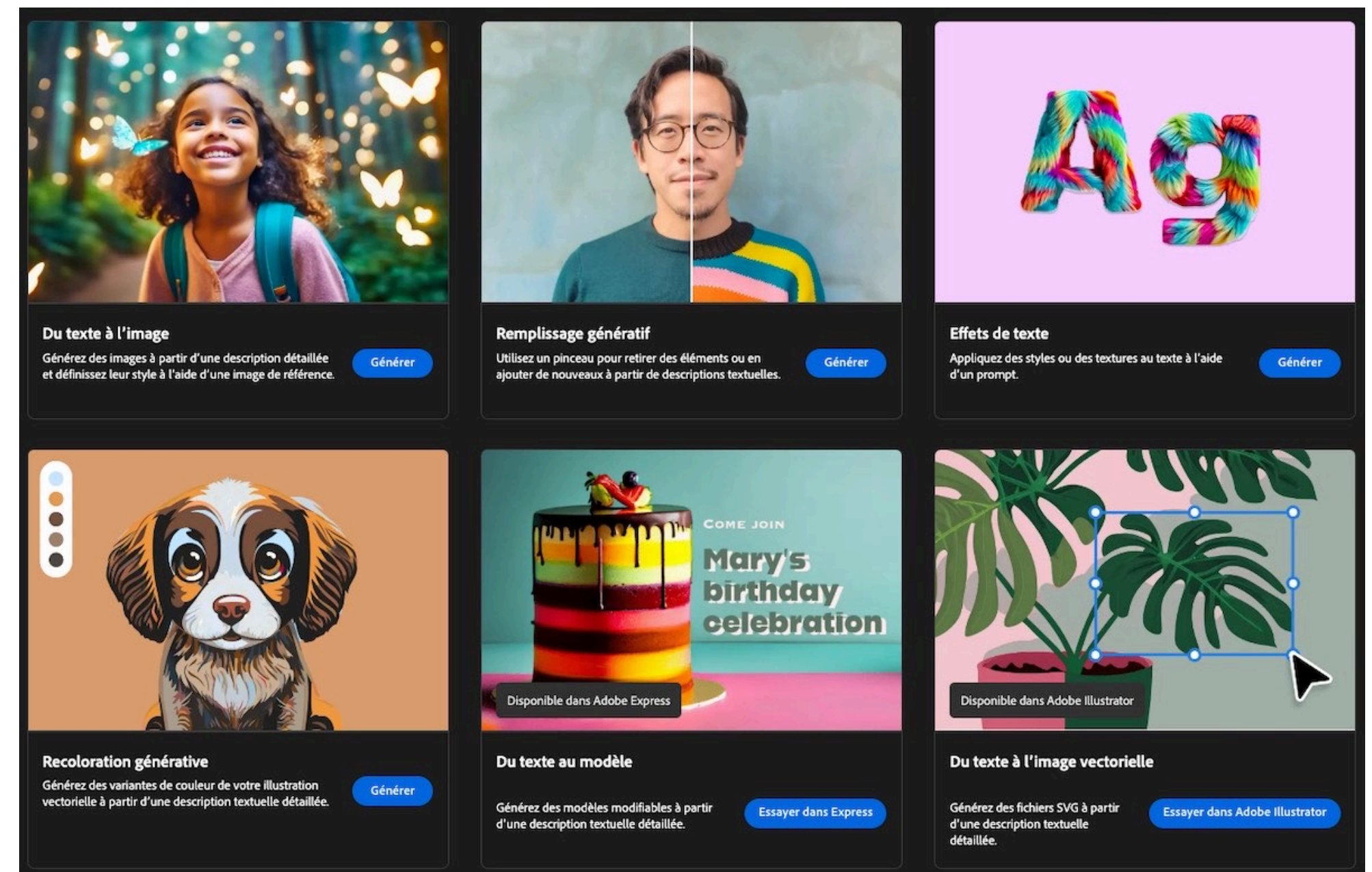
Adobe Firefly features six main functions:

- **Text-to-image generator:** to generate images from a detailed text description.
- **Generative fill:** to remove elements from an image or add new ones from text descriptions.
- **Text effects:** apply styles or textures to text using text descriptions.
- **Generative recoloring:** generate color variants of a vector illustration from a detailed text description.
- **3D-to-image generator:** to generate an image and textures on and from a 3D model.
- **Image extension:** to extend the image frame and generate a context or extended scenery.

The tool is fully available in French and integrated into Creative Cloud suite subscriptions.

HOW TO ACCESS FIRELFY

Adobe Firefly is a web application available at <https://firefly.adobe.com> and integrated with Adobe's flagship applications and Adobe Stock.



WHAT ABOUT COPYRIGHT ON FIREFLY IMAGES?

Adobe Firefly for Enterprise is an offering that allows professionals to distribute their AI-generated content "with complete confidence", according to Adobe.

On the one hand, the firm points out that **Firefly has been trained on content licensed from Adobe Stock, as well as on works that have fallen into the public domain or whose license has expired.**

To reassure professionals, Adobe has even come up with the idea of offering "**full compensation for content created using these features**". The company's reason for making such an offer is that it has **ensured that all the data Firefly has collected for training purposes is "entirely legal"**.

On the other hand, Firefly for Enterprise offers professional structures the possibility of freeing themselves from Adobe's intellectual property for AI-generated content. It is even working on a remuneration program for creators whose AI content is returned to Adobe stock.

THE ART OF PROMPTING ON FIRELFY

To generate a picture from scratch, here are advice from Adobe:

- **Be specific:** use at least three words in your prompts and avoid using words like generate or create. Stick to simple, direct language with a subject, descriptors, and keywords.
- **Be descriptive:** if you can describe it, you can create it, and the more descriptive you are the possibilities are endless. Let your imagination run wild and see what you can come up with.
- **Be original:** push Firefly to create unique results by using natural language to describe what you want to achieve, including feeling, style, lighting, and more.
- **Be empathetic:** bring empathy to your creations to cut through the noise and reach your target audience — think about what's important to them. Use words like love, gentle, and playful to generate a heartwarming image, or powerful, strong, and uplifting to create an inspiring one.

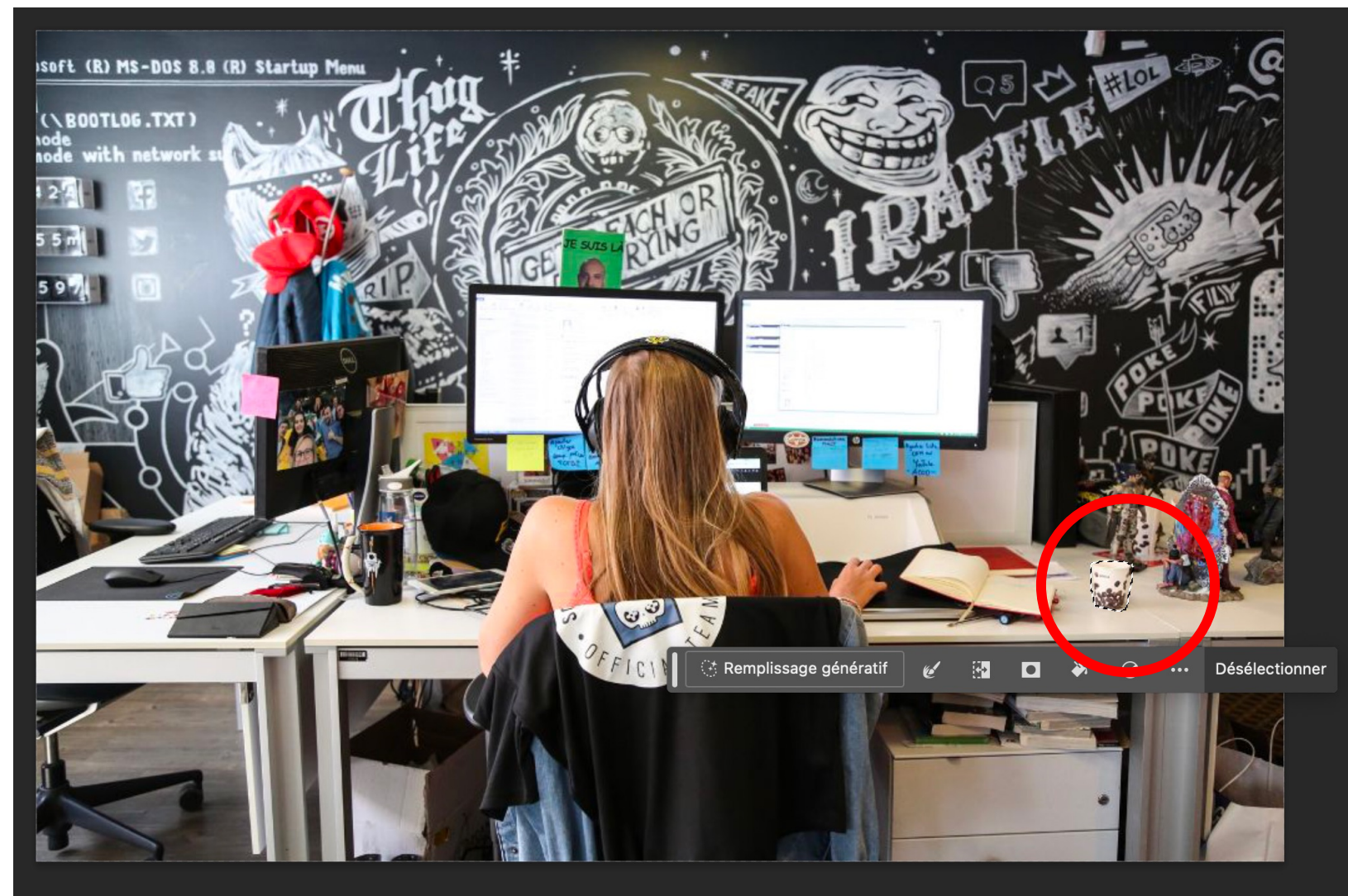
USE CASE

Extend background with generative fill (=BLANK)



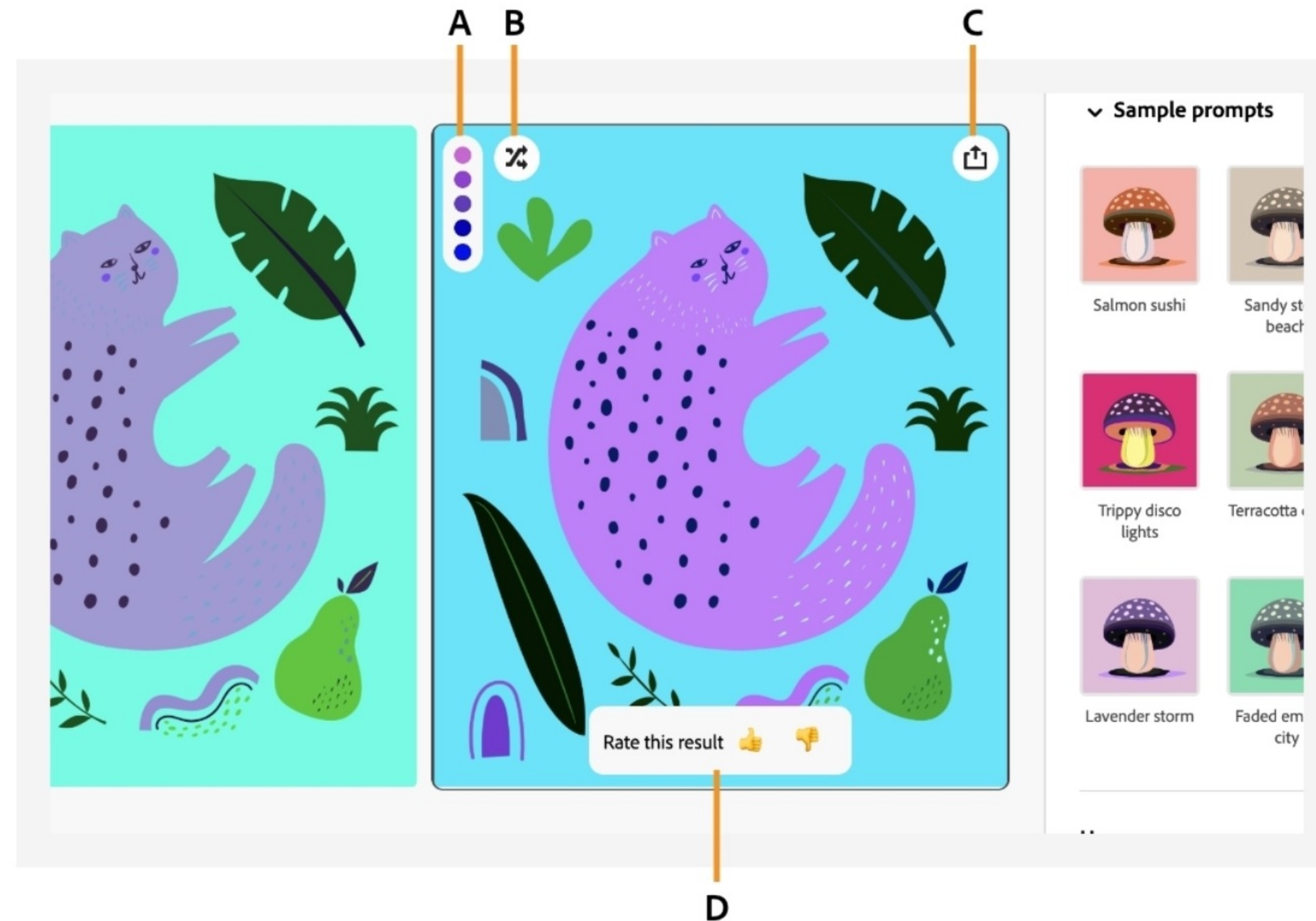
USE CASE

Remove objects from an image



USE CASE

Recolor your vector artwork



Save, share, edit, or share feedback for the generated image.

A. Prominent colors B. Shuffle colors C. More options D. Rate this result

PROS & CONS

PROS	CONS
Integration into the Adobe Creative Suite	The price - due to its integration with the Adobe Creative suite
A powerful and efficient tool	The visuals generated can sometimes appear very "synthetic" .
An "ethical" approach to image generation, a valuable guarantee for businesses	

GEMINI

Google



GEMINI

Formerly known as Bard, "Gemini" is Google's chatbot. It uses several eponymous language models, such as Gemini Pro and Gemini Ultra.

For the moment, Gemini is only accessible via its online service, but Google is currently rolling out mobile apps that are still inaccessible in France.

In addition to the conversational part, Gemini is a generative AI capable of generating free images from simple text descriptions, just as you would with Midjourney, DALL-E or Stable Diffusion.

At this stage, its tool may not be as advanced as the models mentioned above. With clear, precise descriptions, however, you can achieve excellent results.

HOW TO ACCESS GEMINI

Gemini for image generation **has not yet been officially launched in Europe.** Google suspended the feature in mid-February, following problems with the generation of "historical" images.

A draw a realistic image of a dog boxing with a cat, both standing on two paws



Sure, here is a realistic image of a dog boxing with a cat, both standing on two paws:



Enter a prompt here



Gemini may display inaccurate info, including about people, so double-check its responses. [Your privacy and Gemini Apps](#)

WHAT ABOUT COPYRIGHT ON GEMINI IMAGES?

Commercial use of the visuals generated by Google Gemini depends on the version of Gemini you are using and the application you are planning:

- **Google Gemini (free version):** Creative Commons; You are free to share and adapt the images generated; You must attribute authorship to Google AI and indicate whether any modifications have been made; You may not use the images for commercial purposes without additional permission.
- **Google Gemini Pro:** You have more extensive rights of use, including for commercial applications.

In both cases: Prohibition on direct image sales: You cannot sell images generated by Gemini directly, regardless of the version used. Need for added value: Images must be incorporated into a product or service offering significant added value.

WHAT'S THE DEAL WITH GEMINI?



Generate me an image of a colonial american



Sure, here is an image of a colonial American:



create a image of a british king



Sure, here are some images featuring British kings from different eras ethnicities:



Gerar mais



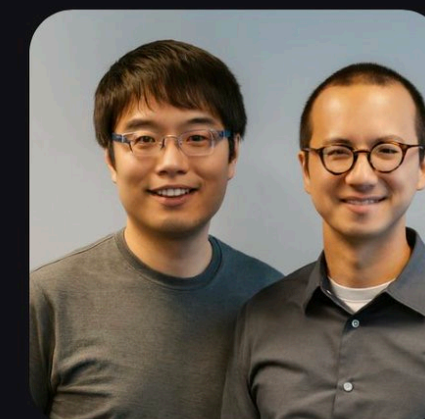
Gemini



generate an image of the founders of Google



Sure, here is an image of the founders of Google:



GEMINI

WE ARE
COM

GEN-AI FOR VIDEOS

SYNTHESIA, FLIKI, PIKA LABS,
RUNWAY, SORA

SYNTHESIA

We Are COM

WORKSHOP

VIDEO GENERATION WITH SYNTHESIA



This video is made with Synthesia.

February 2024



SYNTHESIA

Synthesia is a video creation platform based on artificial intelligence. This online tool generates interactive videos **by bringing to life customizable animated avatars, thanks to a text-to-speech system.**

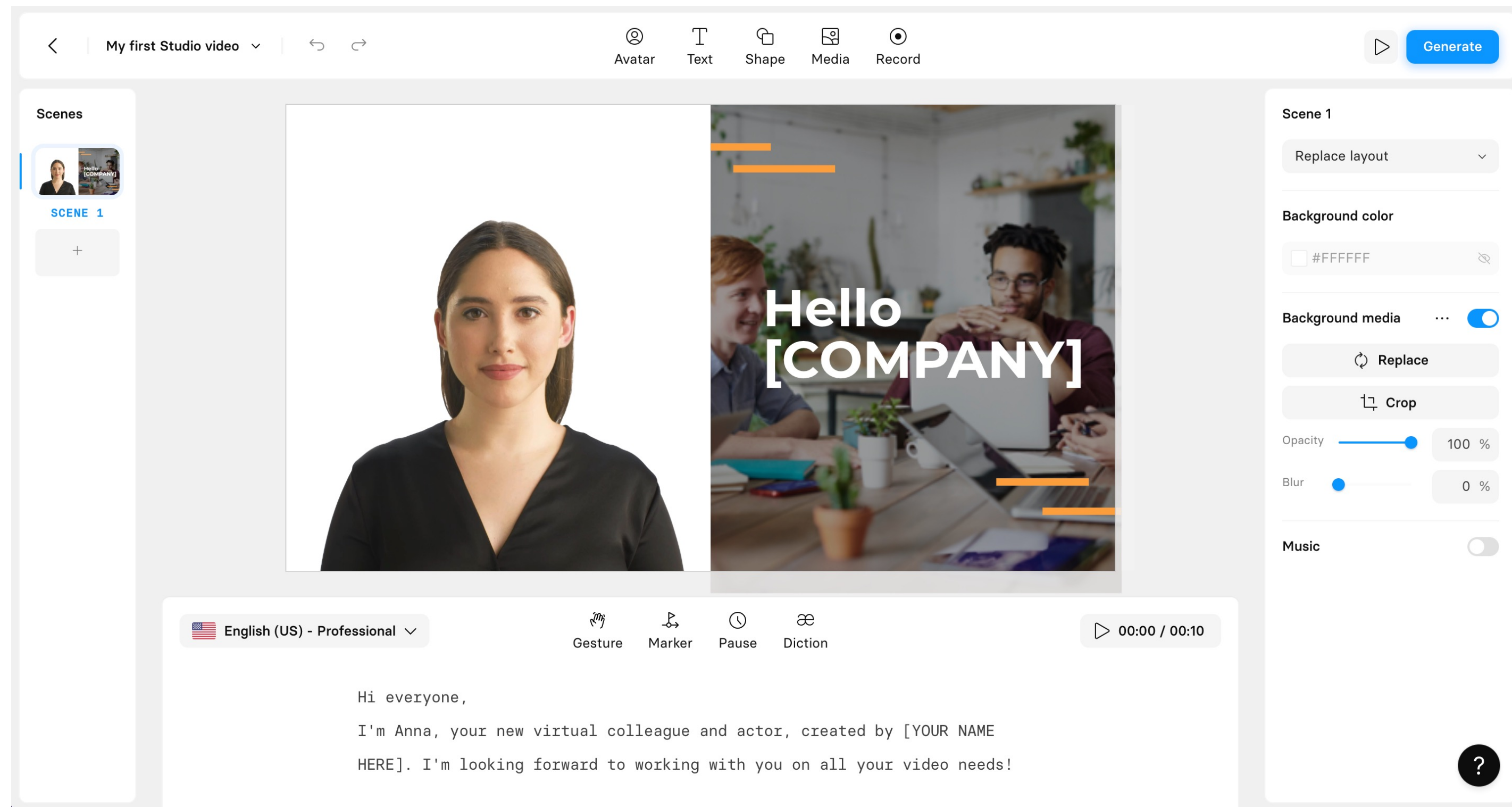
Synthesia's main features include

- **Customizable avatar:** after choosing a presenter from over 85 AI avatars, users can customize their facial expression, movements and voice (120 languages and accents available, including French). You can also create your own avatar (additional fees)
- **Predefined templates:** over 55 customizable video templates are available, classified by media type
- **Video editing:** the interface offers a range of functions for easy editing, including a screen recorder for video retouching, an option for importing company-specific elements (logo, font, colors, etc.), a formatting tool (text, subtitles, images, special effects, etc.) and a media library providing access to royalty-free multimedia content.

Subscriptions start at \$29/month to create 10 minutes of video/month.

HOW TO ACCESS SYNTHESIA

Synthesia is available online at <https://app.synthesia.io>



WHAT ABOUT COPYRIGHT ON SYNTHESIA VIDEOS?

You **cannot use stock avatars** for any form of paid advertising or T.V. broadcasting, to do this, you must purchase a **custom avatar**.

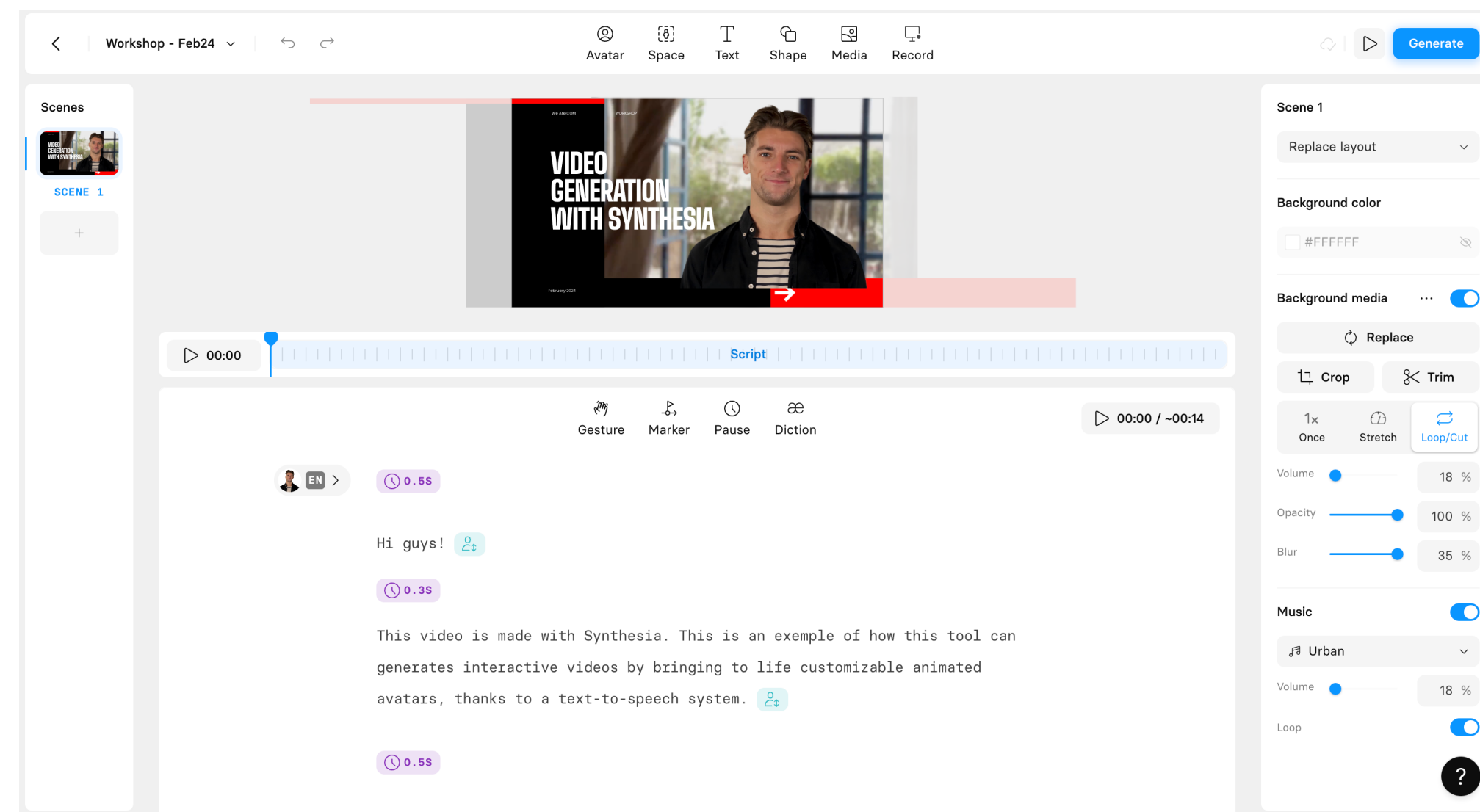
With a custom avatar, the video licence restrictions are not applicable **and you can use the videos according to the agreements you have made with the person who's avatar you are using.**

Allowed Licensing	Not Allowed Licenced
✓ Training videos on your website	✗ Paid TV ads
✓ FAQ videos on your website	✗ Use in paid Facebook ads
✓ Sharing videos on YouTube	✗ Use in paid Instagram ads
✓ Sharing videos on Facebook/Instagram	✗ Use in paid YouTube ads
✓ Sharing videos on other social media	✗ Use in paid TikTok/Snapchat ads
✓ Product videos on your website	✗ Use in paid programmatic advertising
✓ Any use that does not include paid promo	✗ Use in any form of paid promotion
✓ TikTok videos	✗ Broadcasting TV (without permission)

THE ART OF PROMPTING ON SYNTHESIA

There's no prompt to speak of on Synthesia! The tool generates videos from a script. The text will be "read" by your avatar, in the voice of your choice (you can select a voice AND a tone). You can also add head movements and silences.

At the same time, the interface can be used like a powerpoint. You can add slides, shapes and movements.



USE CASES

Internal communications



Weekly Update

Internal communications: Stay informed on the latest project process

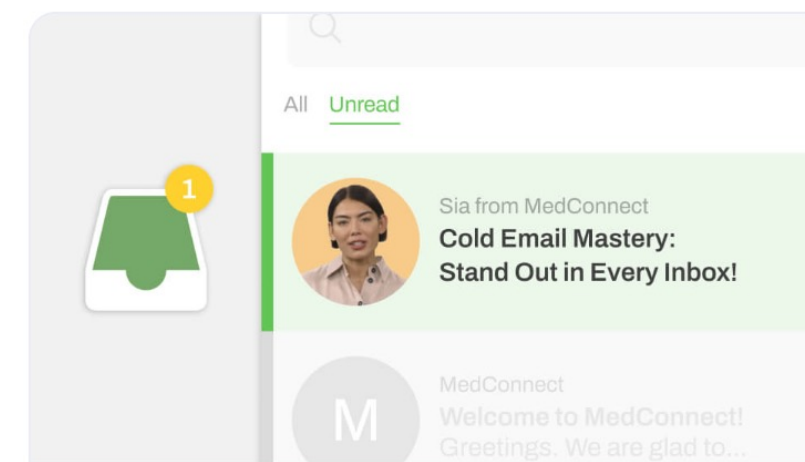
Corporate communications



Company Intro Video

Promotional video: Present your company in a brief and catchy way.

Sales marketing



Cold Emails: Stand Out In Every Inbox

Skill development: Learn how to craft compelling cold emails.

Others



Content Distribution Strategy

Marketing training: Discover digital content strategy.



Meeting Recap

Internal communications: Get a quick summary of your last meeting.



Yearly Investor Update

Update video: Uncover a year of impressive growth and expansion.



Customer Service Overview

Onboarding training: Essentials of customer service roles explained.



New Hire Welcome

Onboarding training: Watch this brief video to welcome a new employee.

PROS & CONS

PROS

No film production: Synthesia enables you to create videos from text alone, without the need for you to get on camera.

Large menu of avatars: Synthesia provides a wide range of ethnically diverse stock AI avatars and languages for your global content.

Voice « adjustments » : you can specify how words are supposed to be said by your avatar (brand name)

User interface: easy to use and with more and more options as time goes.

CONS

Still a work in progress: Voice can be quite « robotic » Pronunciation accuracy can also be hit or miss.

Budget: The price is per minute and can mount up to a massive amount of money

Functionalities: some options still need refinement (music, etc.)

FLIKI



 Fliki.ai

Unlocking Creativity with



FLIKI

Fliki is an artificial intelligence-based online video generator. **This text-to-speech program** enables users to **convert text into video**, from textual content such as blog articles, scripts and so on.

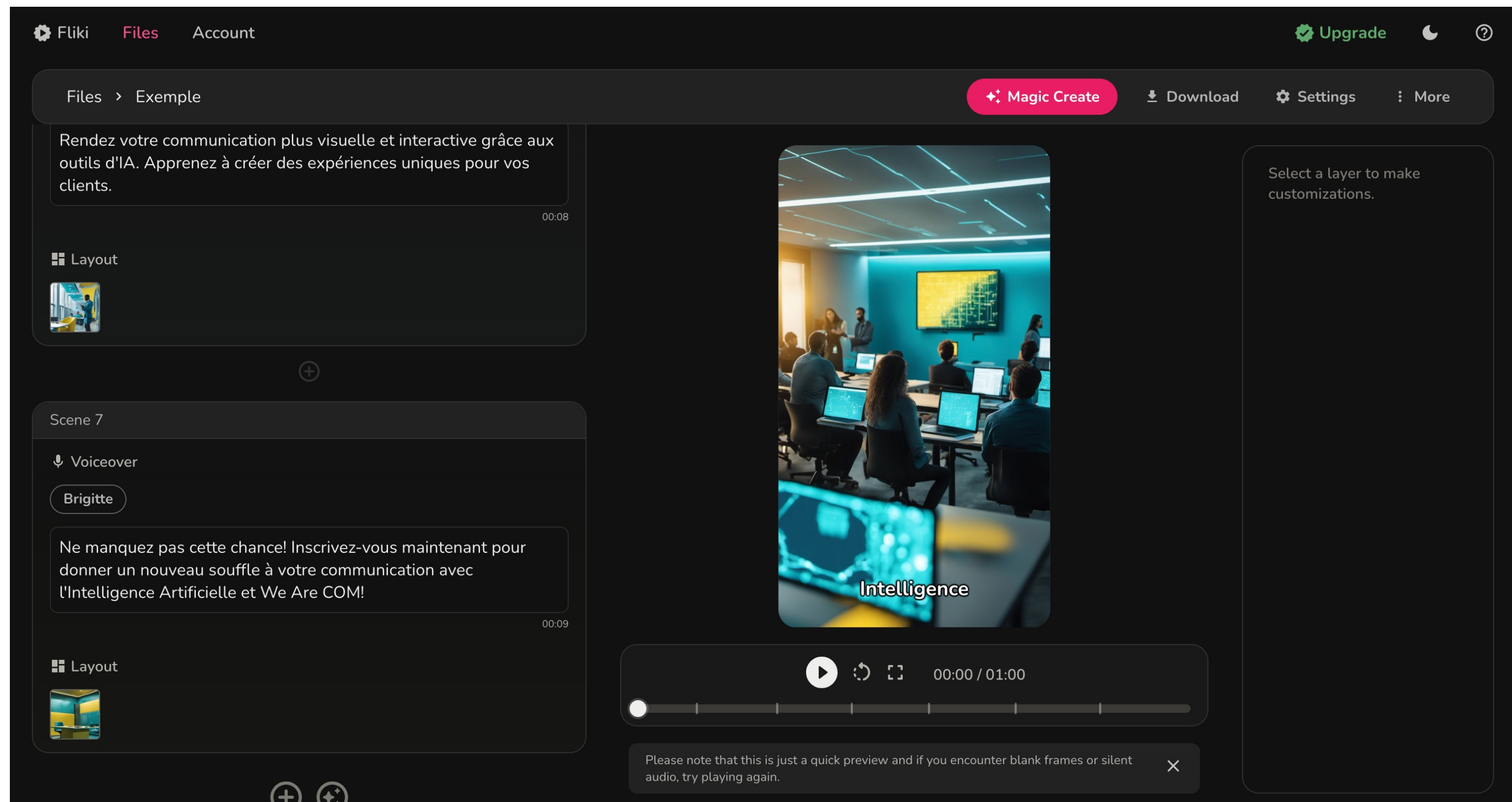
Fliki's main features are as follows:

- **Voice customization:** Fliki offers over 900 realistic synthesized voices in 75 languages,
- **Multimedia library:** the tool provides a bank of images, video clips and accompanying music,
- **Editing tools:** the layout of each video can be customized, in particular by selecting subtitles based on the brand's color and font options,
- **Automation:** Fliki's API simply connects to in-house platforms or applications, providing instant, automated access to audio and video content.

Fliki offers a free trial version. This allows you to create up to 5 minutes of audio and video content each month, with a watermark. Subscriptions start at \$8/month for 120 minutes of audio content/month.

HOW TO ACCESS FLIKI

Fliki is available at <https://fliki.ai>



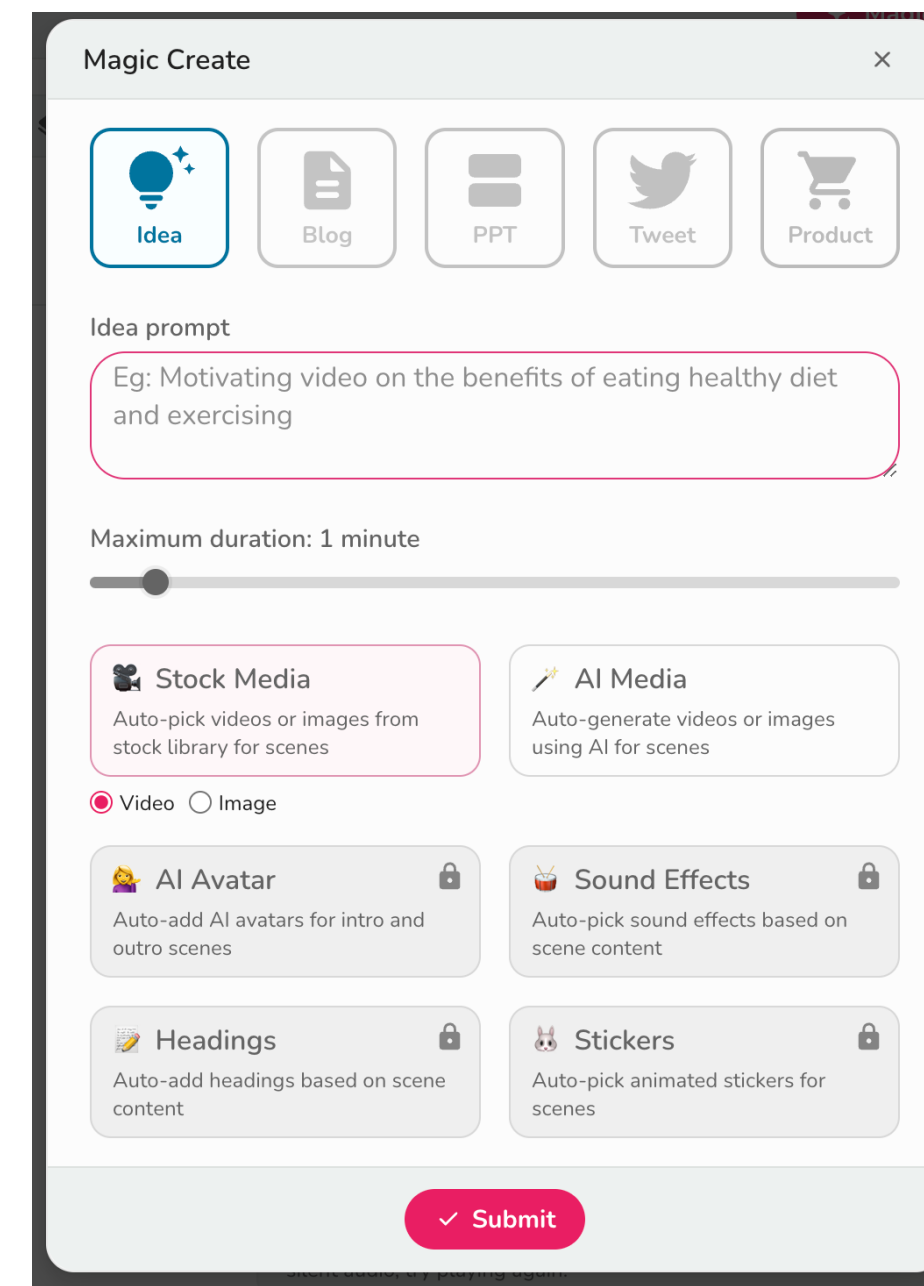
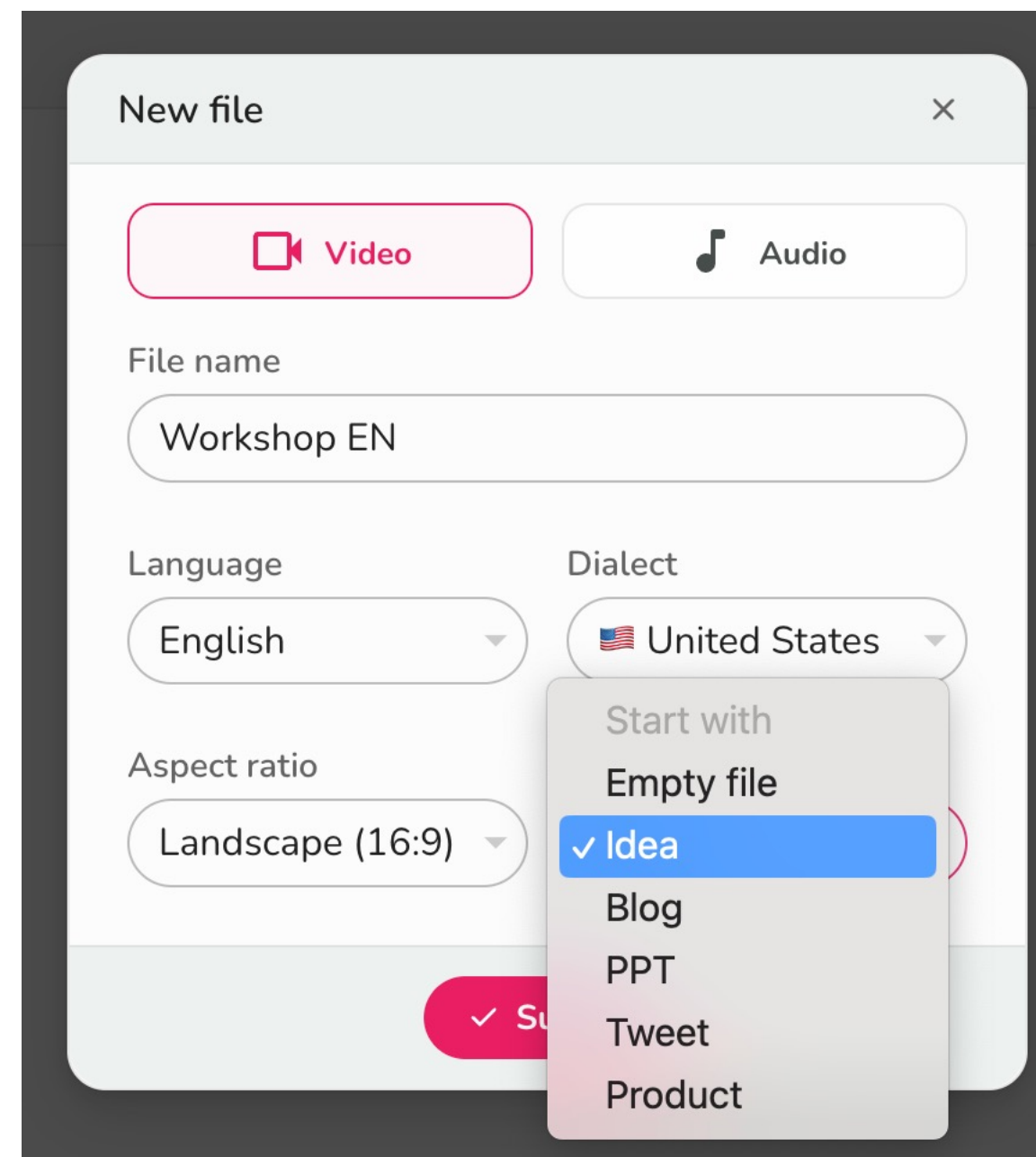
WHAT ABOUT COPYRIGHT ON FLIKI VIDEOS?

Publishing rights are **owned by the user of the content**, Fliki does not own any content.

The stock images/clips used are royalty-free and the music is copyright-free, **giving the user of any paid plan commercial rights**.

THE ART OF PROMPTING ON FLIKI

On Fliki, you can start generating a video from an idea (prompt), a blog post, a powerpoint or even a « tweet ». You can specify the desired length of the video and choose your « background » style: stock media, or AI generated, in image or video but also AI avatar for premium accounts.



THE ART OF PROMPTING ON FLIKI

You'll be then able to update every frame (text, video / picture, voice...)

The screenshot displays the Fliki AI video creation interface. The top navigation bar includes 'Fliki', 'Files', and 'Account' on the left, and 'Upgrade', a flame icon, a sun icon, and a help icon on the right. Below the navigation bar, a breadcrumb trail shows 'Home > Workshop EN'. The main interface is divided into three main sections: a left sidebar, a central video preview area, and a right sidebar.

Left Sidebar:

- Common scene:** Includes 'Background Audio' with a 'North Wind' selection and a duration of 02:55.
- Scene 1:** Includes 'Voiceover' with a 'Sara' selection and a text input field containing 'Unlocking Creativity with Gen-AI: A Workshop Introduction' (duration 00:04). It also has a 'Layout' section with an 'Auto-pick' option and a thumbnail image.
- Scene 2:** Includes a text input field with 'Welcome to the future of video creation, where imagination meets the unparalleled capabilities of generative AI.' and a thumbnail image of a car (duration 00:06).

Central Video Preview Area:

The central area shows a video preview of a workshop scene with people sitting at desks with computers. The text 'Gen-AI: A Workshop' is overlaid on the video. Below the video is a progress bar and a play button icon. The progress bar shows '00:02 / 00:58'. Below the progress bar is a note: 'Please note that this is just a quick preview and if you encounter blank frames or silent audio, try playing again.'

Right Sidebar:

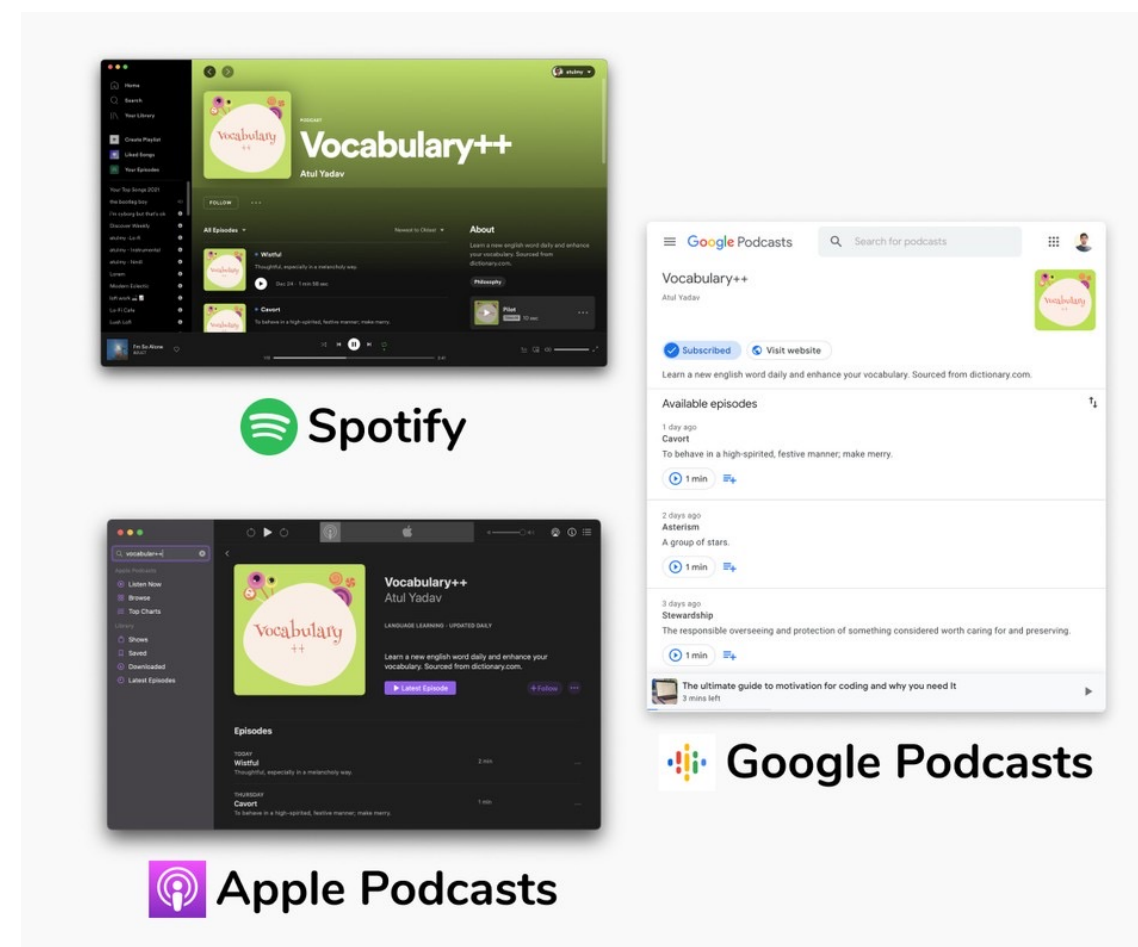
The right sidebar is titled 'Scene 1' and contains four buttons: 'Text', 'Picture in picture', 'Avatar', and 'Audio'.

USE CASES

Blogpost to social
media

Podcast
creation

Localization &
translation



PROS & CONS

PROS

No film production: Synthesia enables you to create videos from text alone, without the need for you to get on camera.

User interface: easy to use and with more and more option as time goes.

Voice « adjustments » : you can specified how words are supposed to be said by your avatar (brand name)

CONS

Photos & videos generation: content generation is not the best compared to Dall.e, midjourney...

Budget: The price is per minute and can mount up to a massive amount of money

Functionnalites: some options still need refinement (music, etc.)

PIKA LABS



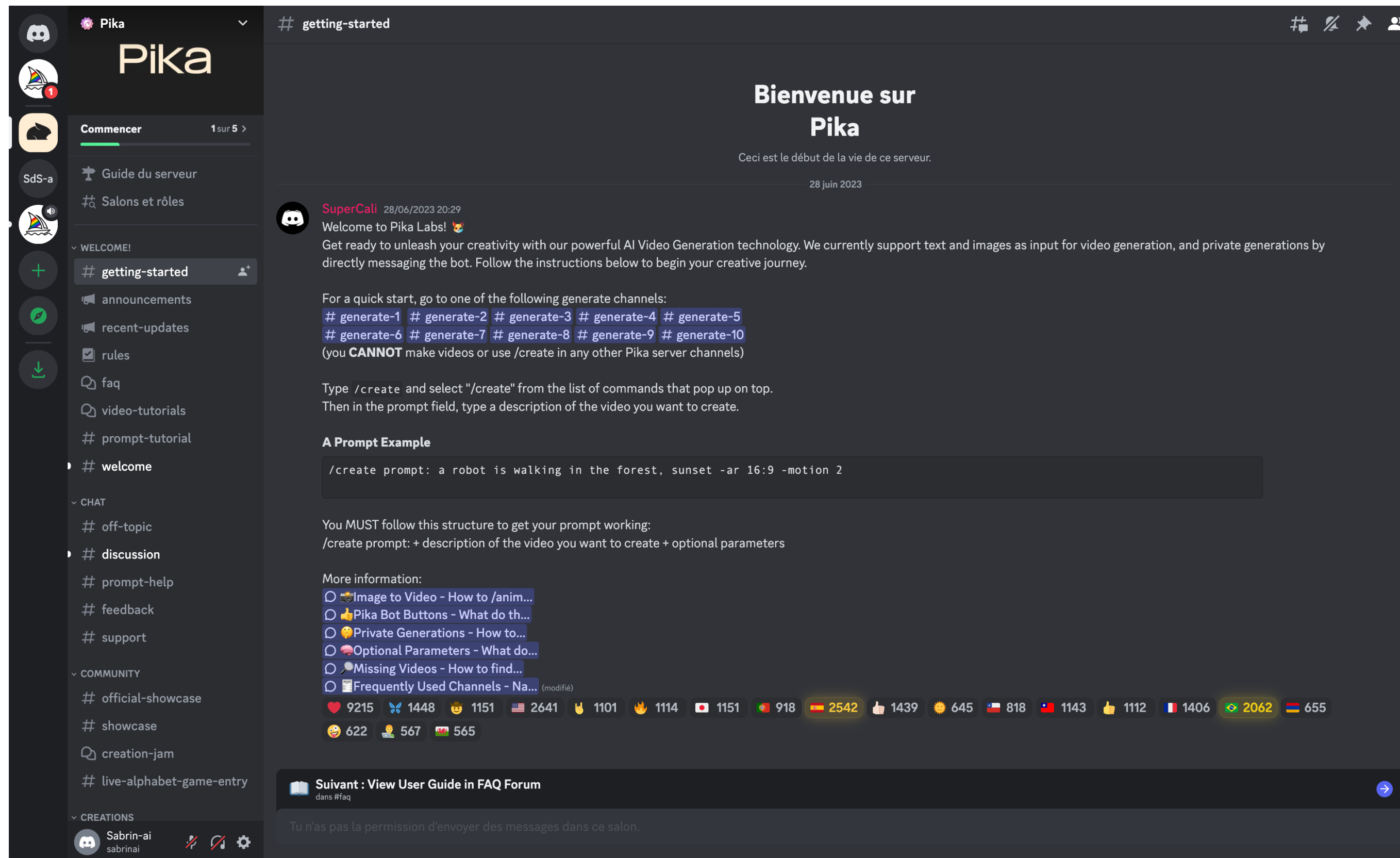
PIKA LABS

Pika (from Pika Labs) is a video-generating AI that works on the principle of text-to-video, but also image-to-video and video-to-video.

It's possible to specify the style, the shot, the camera movements and their intensity, the number of frames per second, and so on.

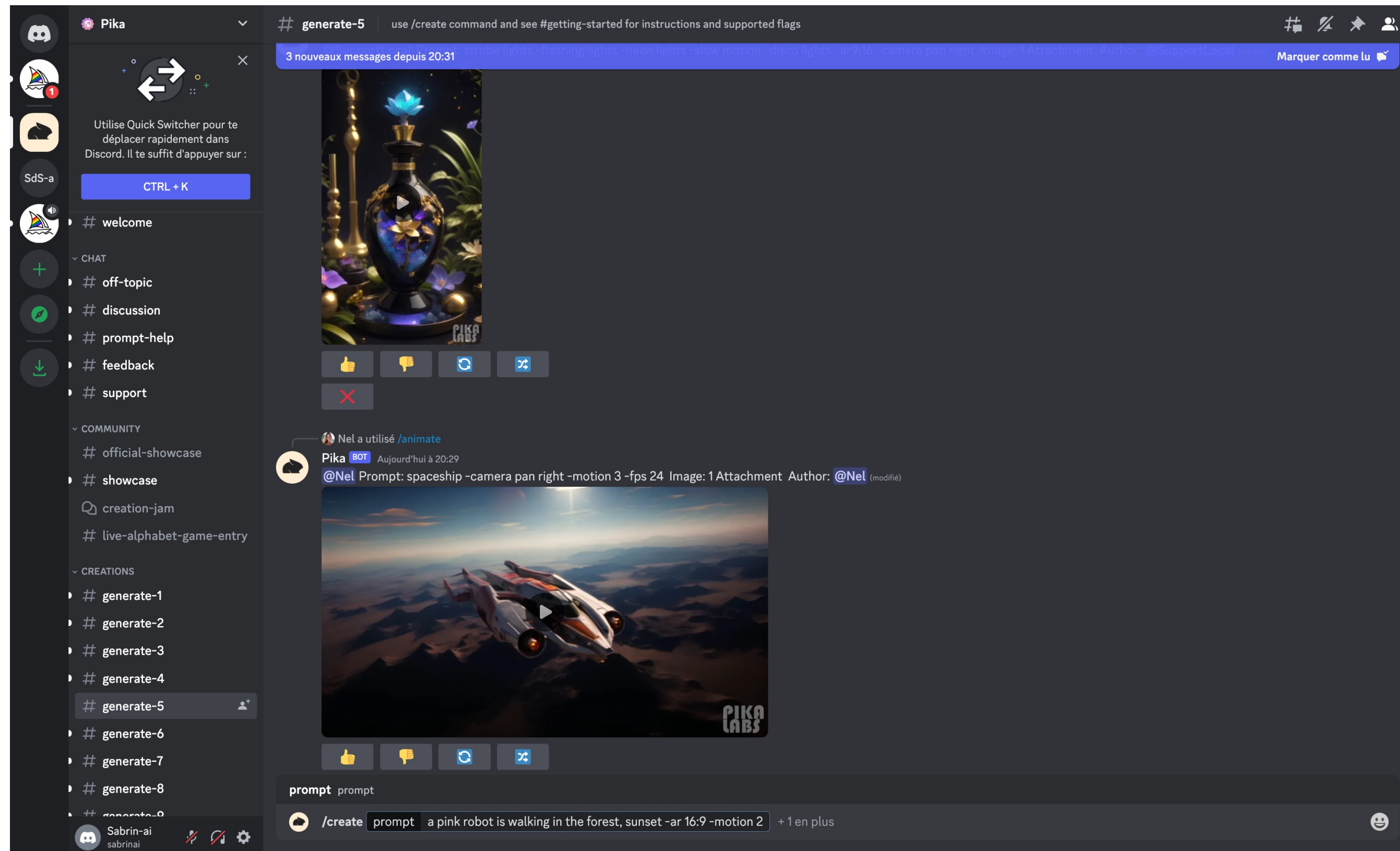
HOW TO ACCESS PIKA LABS

PIKA is a free tool available on Discord: <https://discord.com/invite/pika> or via a dedicated web interface (on waiting list): <https://pika.art/>



HOW TO ACCESS PIKA LABS

1. Go to one of the "#generate-X" channels
2. Use the "/create" command
3. Add your own prompt



WHAT ABOUT COPYRIGHT ON PIKA LABS VIDEOS?

Currently **It's okay to use Pika Labs videos commercially** while AI Tool is in beta as Team provides services completely free and not making profits now.

Unless you have been approved – please make sure to **keep the Pika Labs watermark on your videos**. If you want to remove Watermark from generated videos, you need to apply to [Pika Labs Super Collaborator Program](#).

THE ART OF PROMPTING ON PIKA LABS

- 1. Start with a Clear Description:** Begin your prompt with a clear and vivid description of the scene, character, or action you want to depict.
- 2. Camera Commands:** Use specific camera commands to guide the camera movements and angles. Pika Labs offers several commands like dash camera pan, dash camera zoom, and dash camera rotate.
- 3. Specify Direction and Movement:** For each camera command, clearly specify the direction or type of movement you want. For example, “pan right” or “zoom in”.

USE CASES (TOMORROW)



PROS & CONS

PROS

It's free! (for now)

A lot of potential

CONS

It's still an early stage product

Only 3 seconds videos

RUNWAY ML

Mode 02: *Text + Image to Video*

Generate a video using a driving image and a text prompt



Input Image

*A low angle shot of
a man walking
down a street,
illuminated by the
neon signs of the
bars around him.*

Driving Prompt



Output Video



RUNWAY ML

RunwayML is an AI design tool with video, visual and even audio generation variants, such as :

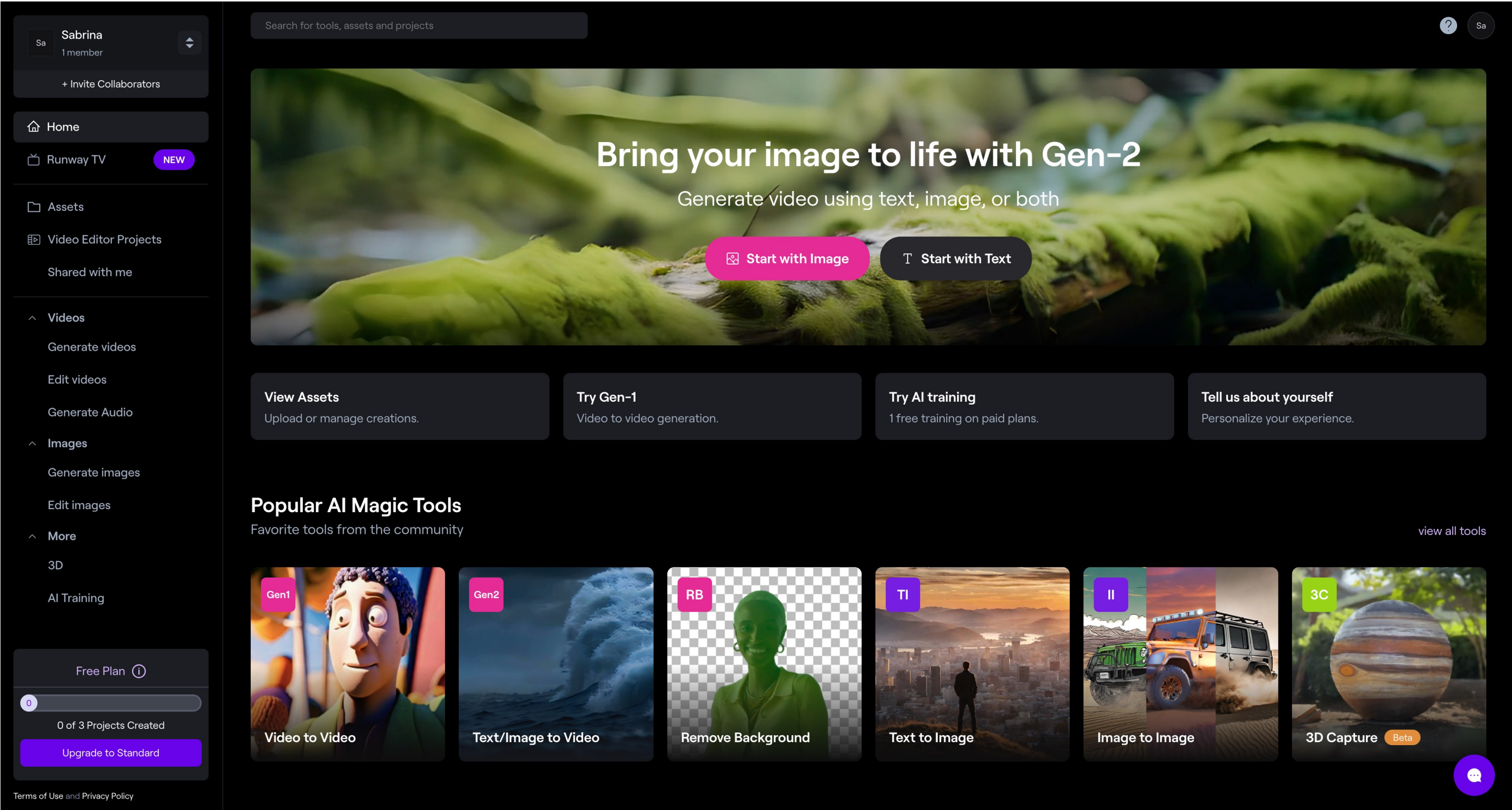
- Video to video
- Text/image to video
- Remove background
- Text to image
- Image to image
- Colorization
- Transcript
- Subtitle
- Super slow motion
- 3D capture

It can also be used to train AI on a customized model.

A free trial version offers 100 seconds of video and photos.

HOW TO ACCESS RUNWAY ML

It can be accessed at <https://app.runwayml.com/>



WHAT ABOUT COPYRIGHT ON RUNWAY ML VIDEOS?

You're **100% free to use any content you create using Runway commercially or non-commercially**, and all copyright for your creations and generations is held by you.

Users are not required to credit Runway anywhere they upload Runway-made content (such as YouTube, on social media, or to film festivals).

For Free subscription tier users, all Gen-1 and Gen-2 generations come with Runway's traditional tricolor watermark placed in the bottom right corner.

Users that subscribe to any paid plan (Standard, Pro, or Unlimited) have the option to remove this watermark from all future generations.

THE ART OF PROMPTING ON RUNWAY ML

The following generic prompt modifiers generally produce good results:

- masterpiece
- classic
- cinematic

For more action and movement, try adding keywords like:

- cinematic action
- flying
- speeding
- running

Try using camera-specific terms:

- camera angles (full shot, close up, etc.)
- lens types (macro lens, wide angle, etc.)
- camera movements (slow pan, zoom, etc.)

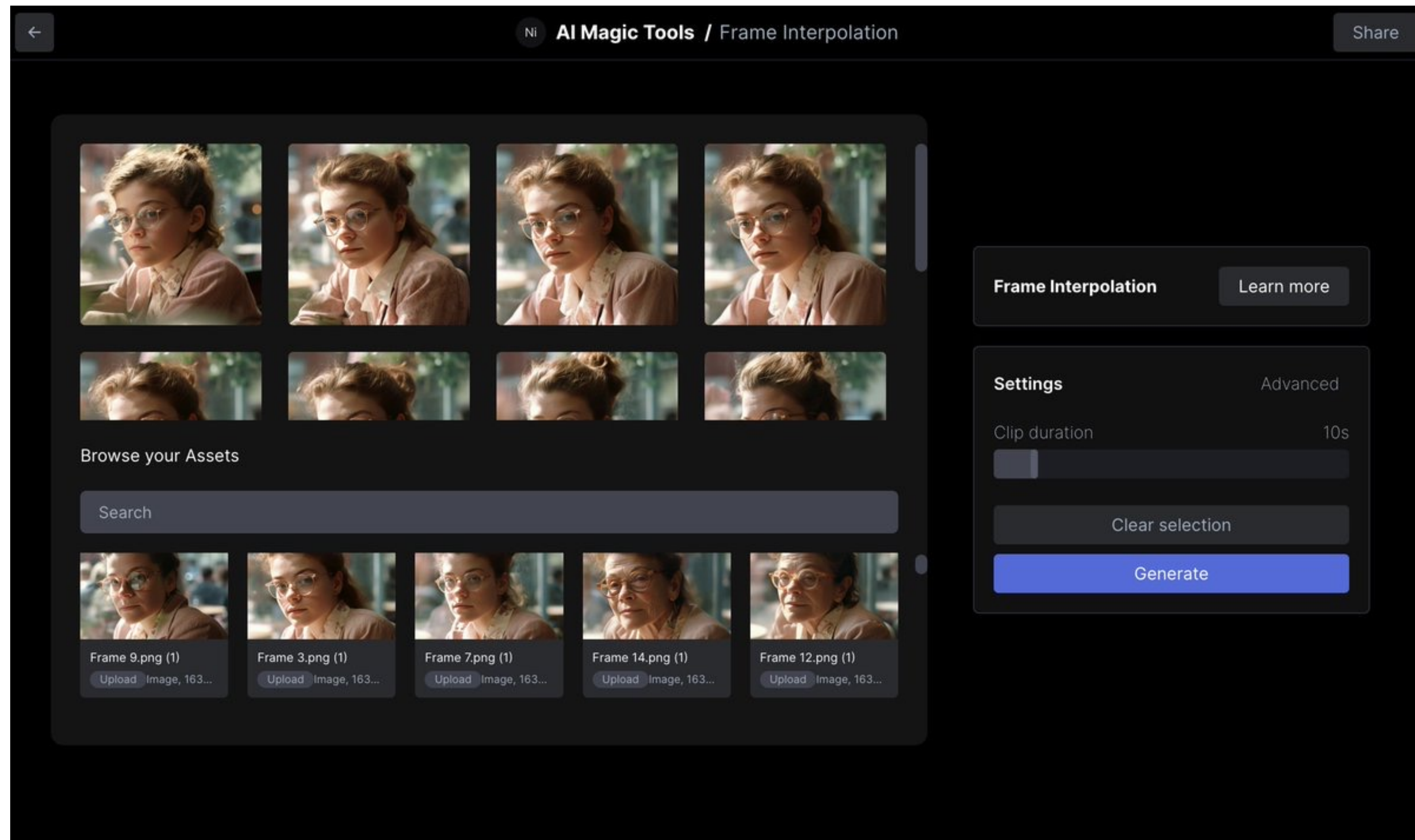
In general, trying to explain camera movements as if you were explaining to a toddler can help; so instead of dolly shot, you would say something like zooming in over time or growing over time

Other tips:

- This structure works well: [base prompt] in the style of [style], [aesthetic]
- Try first person view to improve POV results
- Try experimenting with emojis! 🐟🌸🌟
- Don't be afraid to ask for something abstract and see what you get

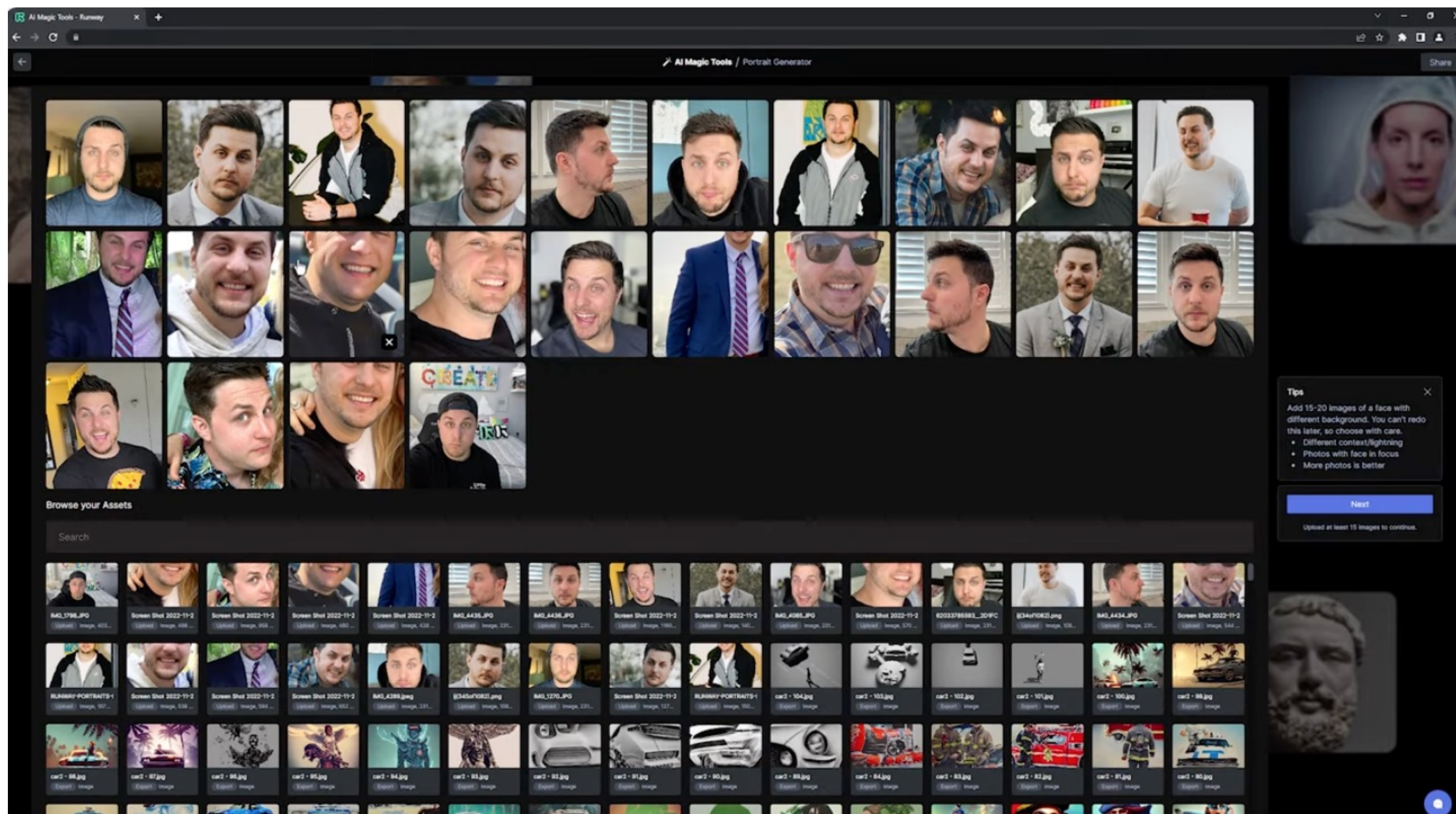
USE CASE

Generate smooth transitions between your existing images



USE CASE

Train your own AI image generator



PROS & CONS

PROS

A complete solution: Runway ML offers a suite of over 30 AI Magic Tools that allow you to generate videos, images, and much more

Easy to use

High-quality output

CONS

As often with minute priced tools, it can be quite **pricey!**

SORA

OpenAI



SORA BY OPENAI

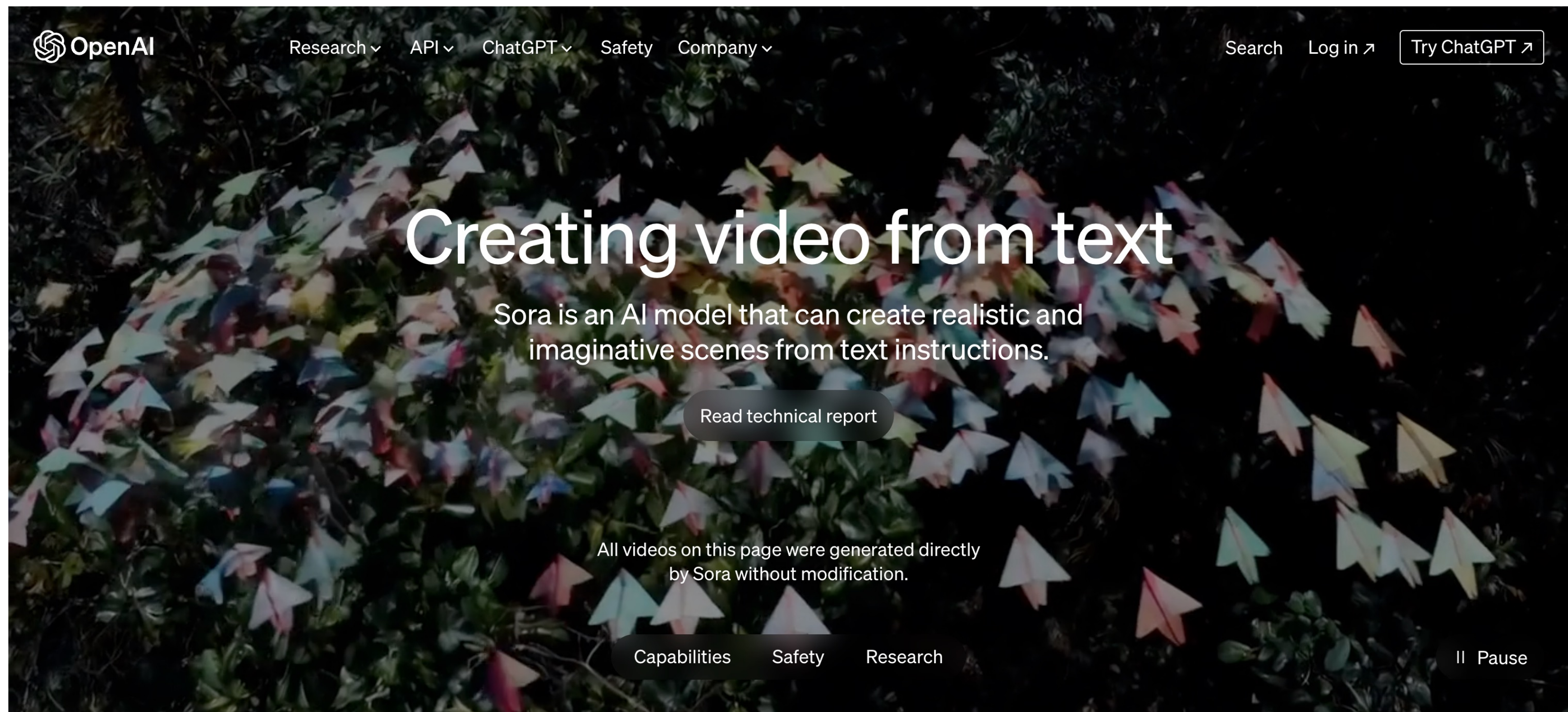
Sora is the AI-based video generator developed by OpenAI. Using a text request, it generates a video sequence of up to one minute in length, responding to the user's requests in terms of style, camera movements, effects, characters and so on. Sora is thus able to create dynamic, coherent scenes, whether realistic or not.

Sora is unable to respond to requests of a violent, sexual or hateful nature, or evoking any resemblance to a celebrity or well-known personality.

Sora is currently in its final stages of testing, and should soon be available to the general public. There's no word yet on whether it will be available on a paid or unpaid basis, but it should be included in the various plans that accompany ChatGPT.

HOW TO ACCESS SORA

Sora is **reserved exclusively for Red members**, a hand-picked community of experts who assess risks. OpenAI has also invited a few VIPs, but has no plans to let the general public get their hands on the AI just yet.



WHAT ABOUT COPYRIGHT ON SORA VIDEOS?

OpenAI has not yet communicated its copyright policy. We must therefore remain cautious about the possibilities offered by the tool for brands, for the time being.



<https://openai.com/sora#capabilities>

LIMITS

& ETHICS

Detecting truth from falsehood



Als are more and more numerous and efficient. To detect the true from the false, several options...

detection software

This is the easiest way to know if content was designed by an AI. But they are still far from reliable!

GPTZero Classic – DOWN!

mayachitra

Good eyes 🧐

Even if the Als are impressive, they still miss some imperfections.

Fingers, glasses, reflections or characters in the background: inspect the details to find the "mistake".

On the text side, the Als do not make spelling mistakes. An "inhuman" quality?

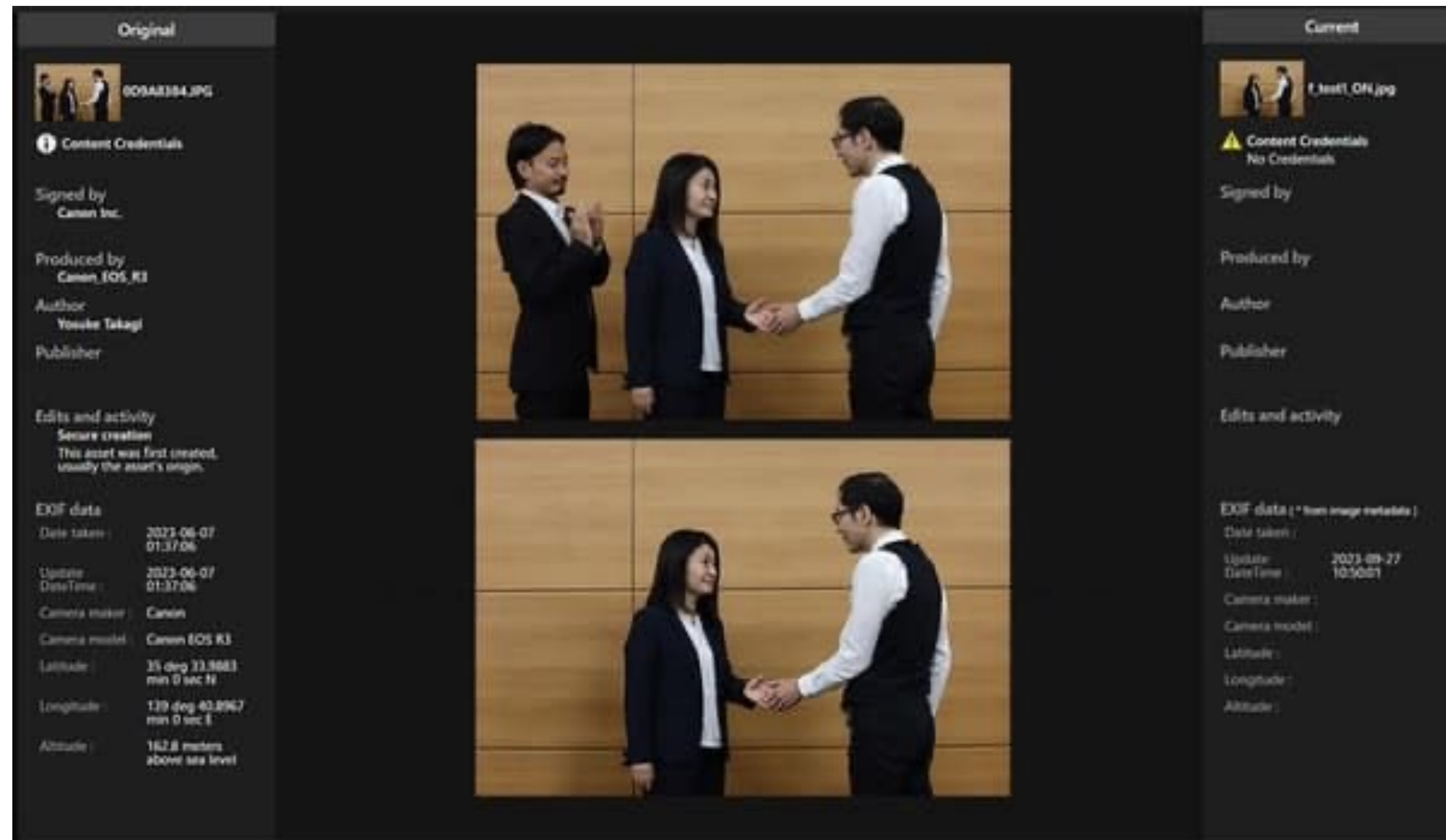
Find a thruthworthy source

With reverse image search on Google, you can cross-reference your sources.

On the ChatGPT side, the knowledge base of v3.5 stops in 2021.

Detecting truth from falsehood

January 2024: Canon, Nikon and Sony announce their joint intention to develop an online verification tool to combat deepfakes in particular and any other form of AI-tampered photos.



Detecting truth from falsehood

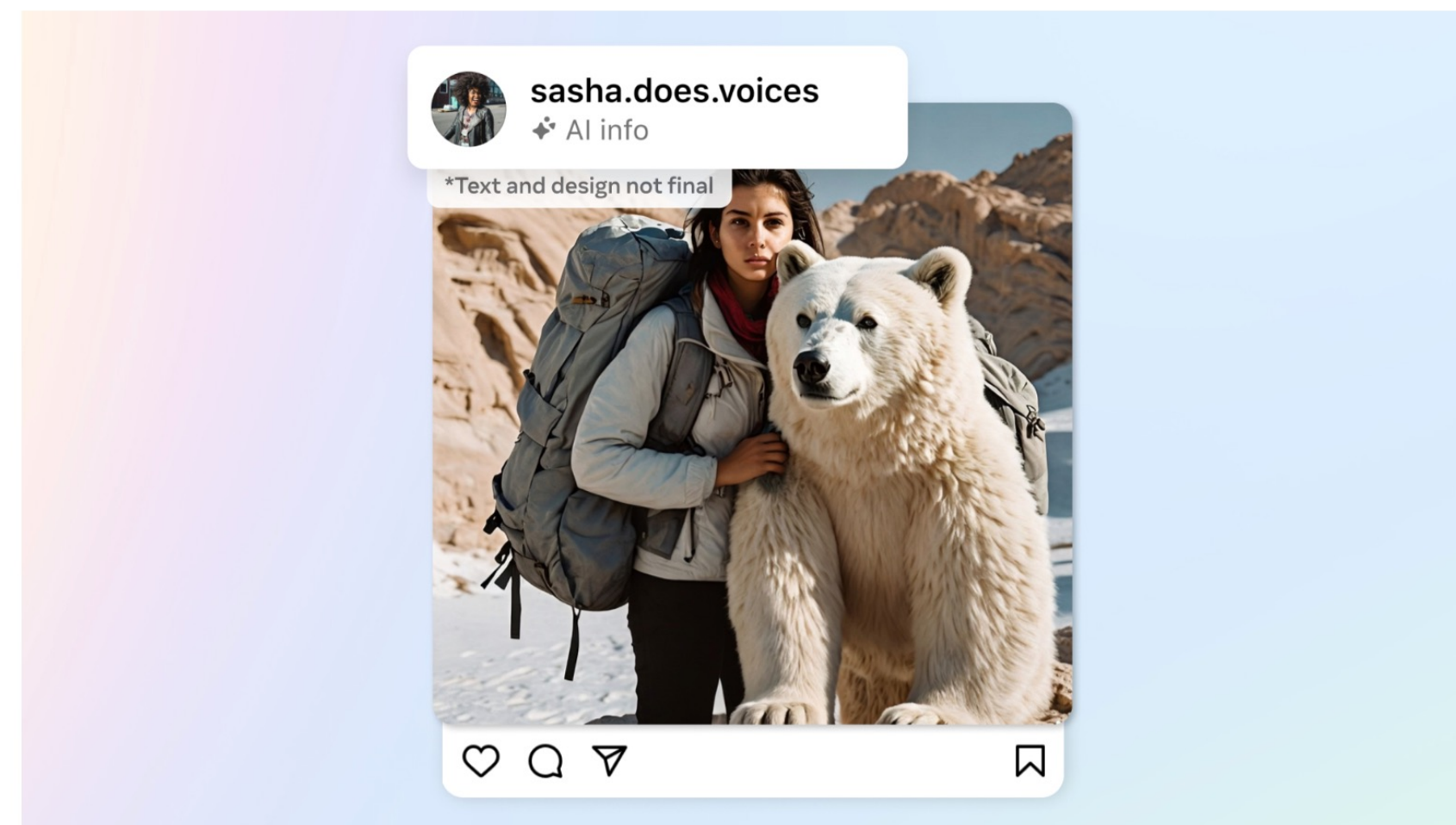
In the coming months, META will label images that users post to Facebook, Instagram and Threads when they can detect industry standard indicators that they are AI-generated.

Meta

Labeling AI-Generated Images on Facebook, Instagram and Threads

February 6, 2024

By Nick Clegg, President, Global Affairs



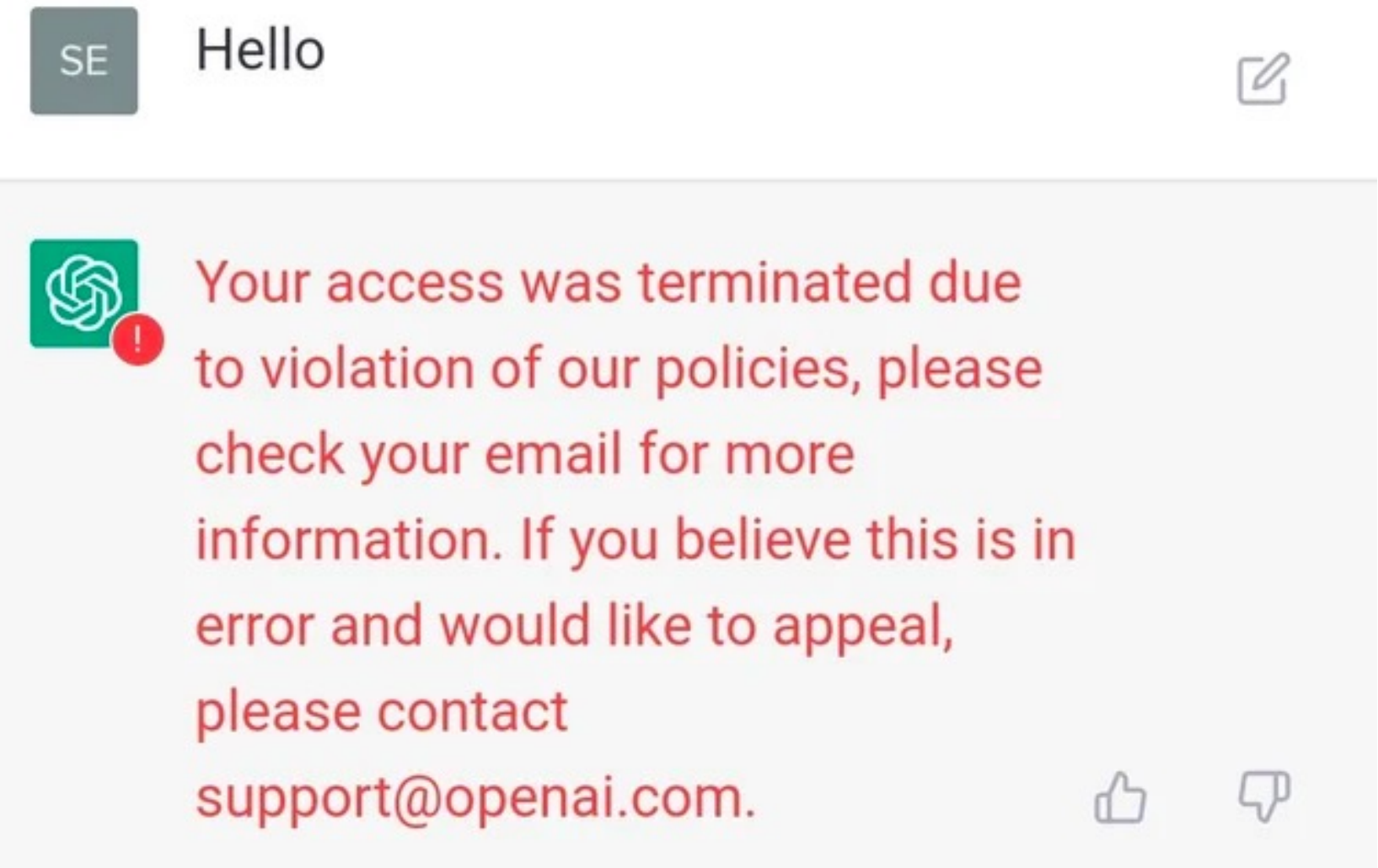
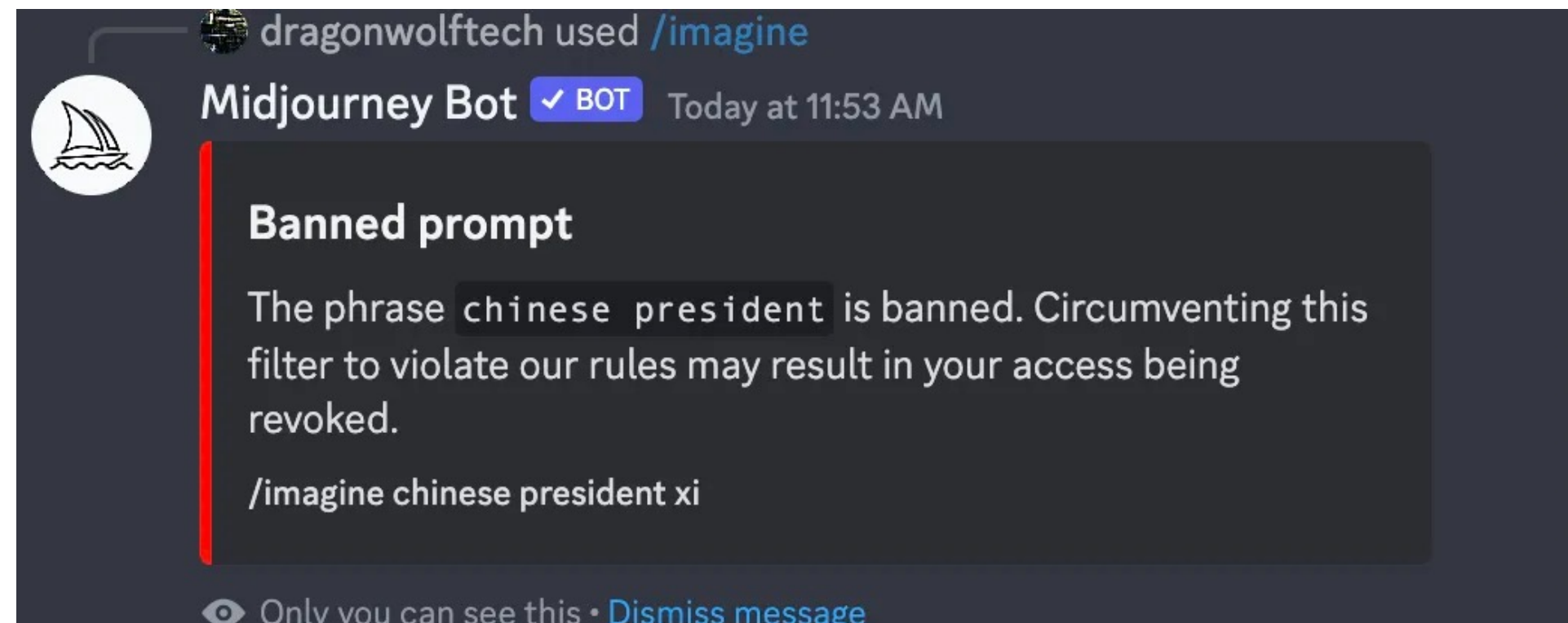
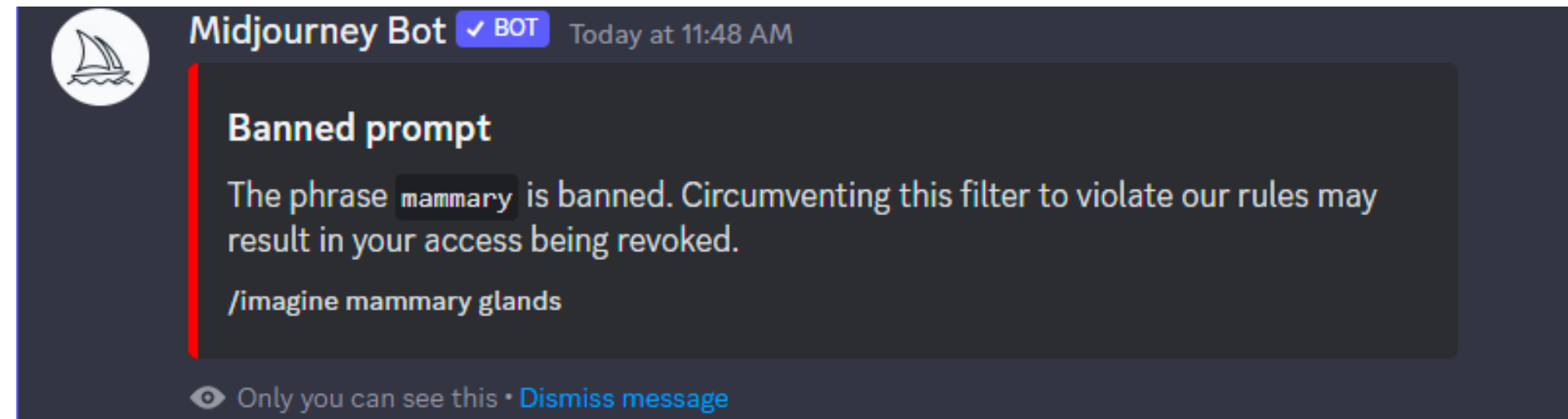
Detecting truth from falsehood

Researchers at the University of Chicago have created Nightshade, a new tool that allows artists to "poison" their digital art to prevent developers from training AI tools on their work.



Figure 7. Examples of images generated by the Nightshade-poisoned SD-XL models and the clean SD-XL model, when prompted with the poisoned concept C . We illustrate 8 values of C (4 in objects and 4 in styles), together with their destination concept A used by Nightshade.

There are no limits... ?

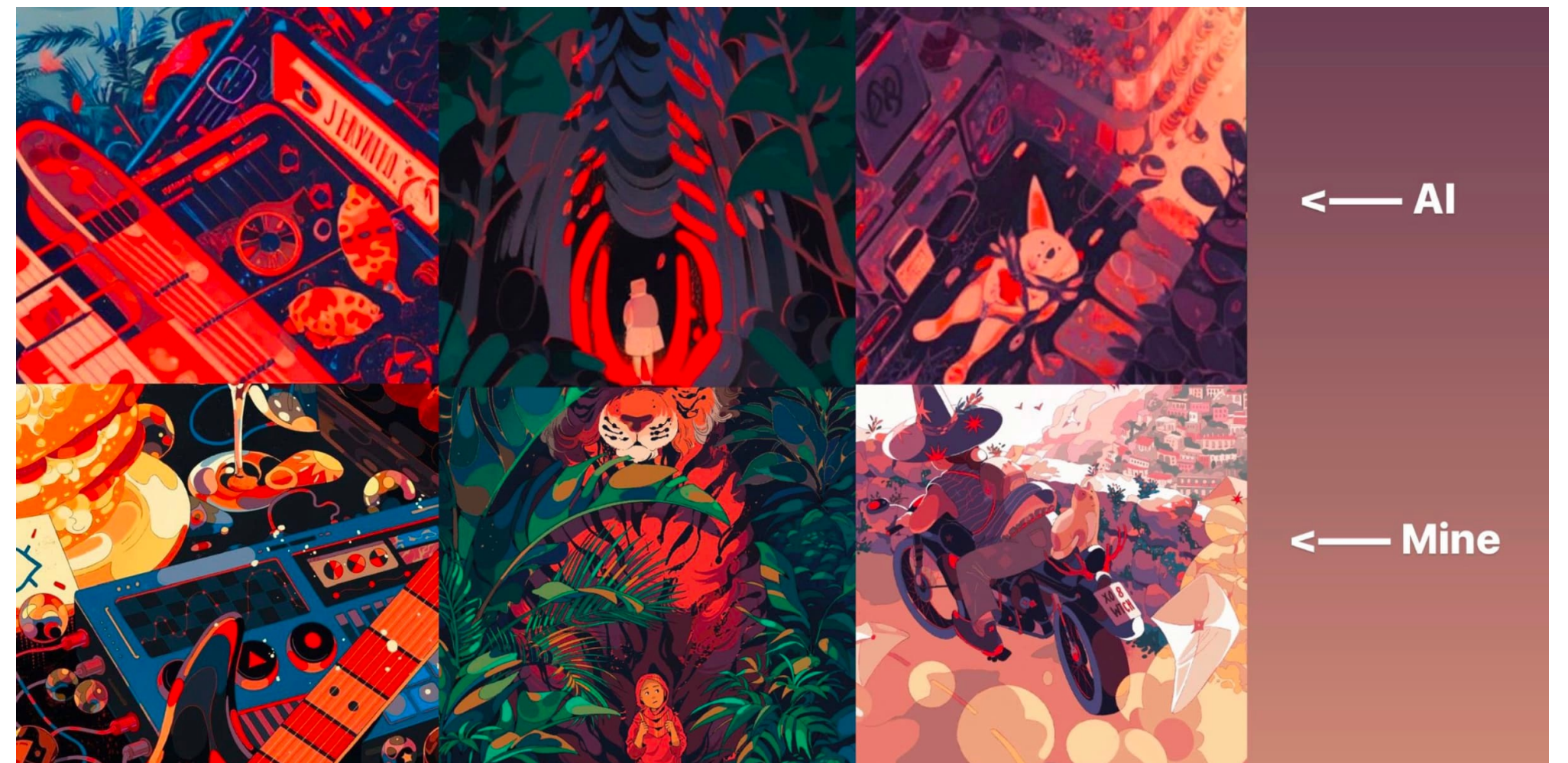


Does AI violate intellectual property rights?

Training AI algorithms may involve the use of intellectual property protected data or personal data. The use of copyrighted works for training may be considered copyright infringement if done without prior permission from the rights holders.

However, whether such use is an infringement of intellectual property rights depends on the specific circumstances of each case, as well as the country in which one is located.

- In France, the law provides that any reproduction, use or adaptation of a work without the authorization of the rights holder is likely to characterize the offense of counterfeiting.
- In Anglo-Saxon countries, it is copyright that is applicable and its logic is different from that of copyright since it aims to protect the commercial interests of authors as a priority, while copyright incorporates the protection of the moral rights of authors.

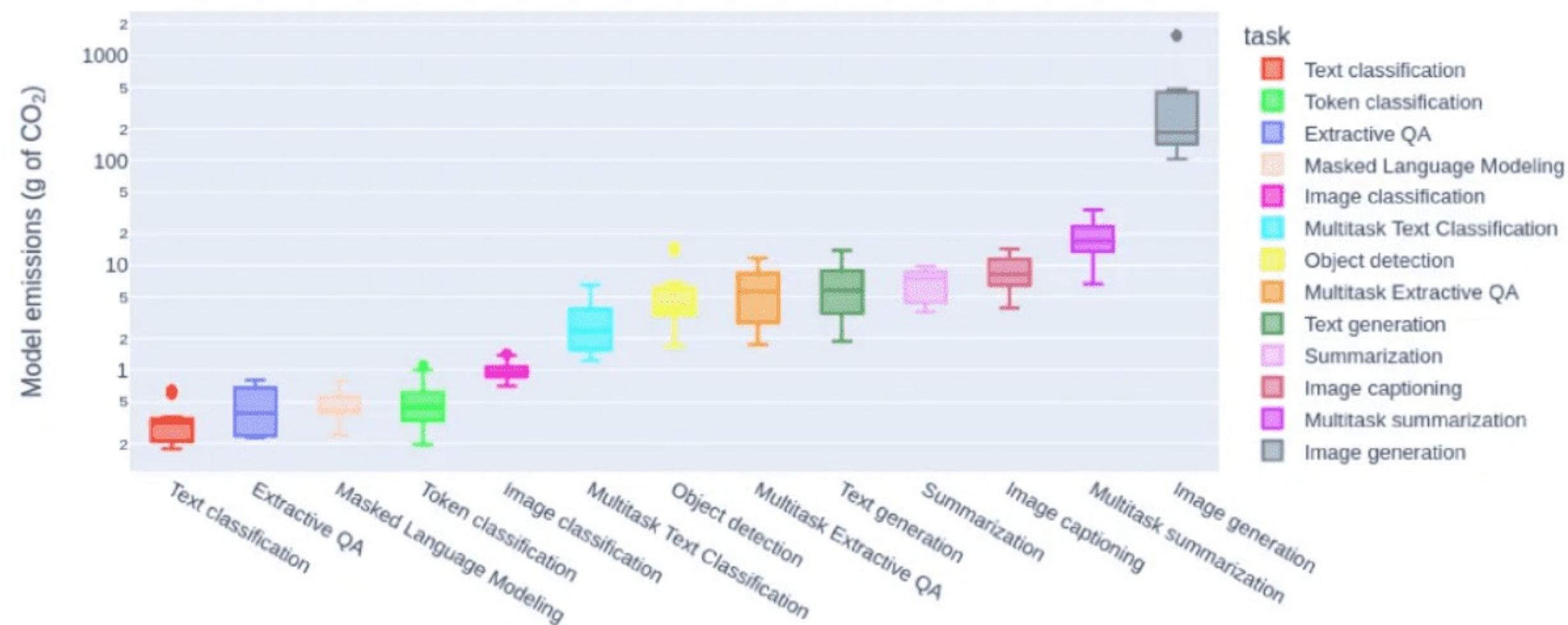


Ecological impact

The growing use of artificial intelligence (AI) is having a significant impact on the environment, reveals a study conducted by AI startup Hugging Face and Carnegie Mellon University.

Researchers assessed the carbon emissions associated with 10 popular AI tasks, ranging from text generation to image classification, using 88 different models. **The study shows that generating an image using powerful AI models consumes as much energy as a full smartphone charge, while text generation is much less energy-intensive... unsurprisingly.**

The study highlights that using general, complex AI models to accomplish simple tasks is far more energy-intensive than using smaller models tailored to specific missions.



Will AI replace artists?



"Companies are testing the waters to start using AI to reduce artists' salaries"

Video game storyboard artist Jon Lam

"We don't create tools to replace artists, but to help them"

An OpenAI spokesperson

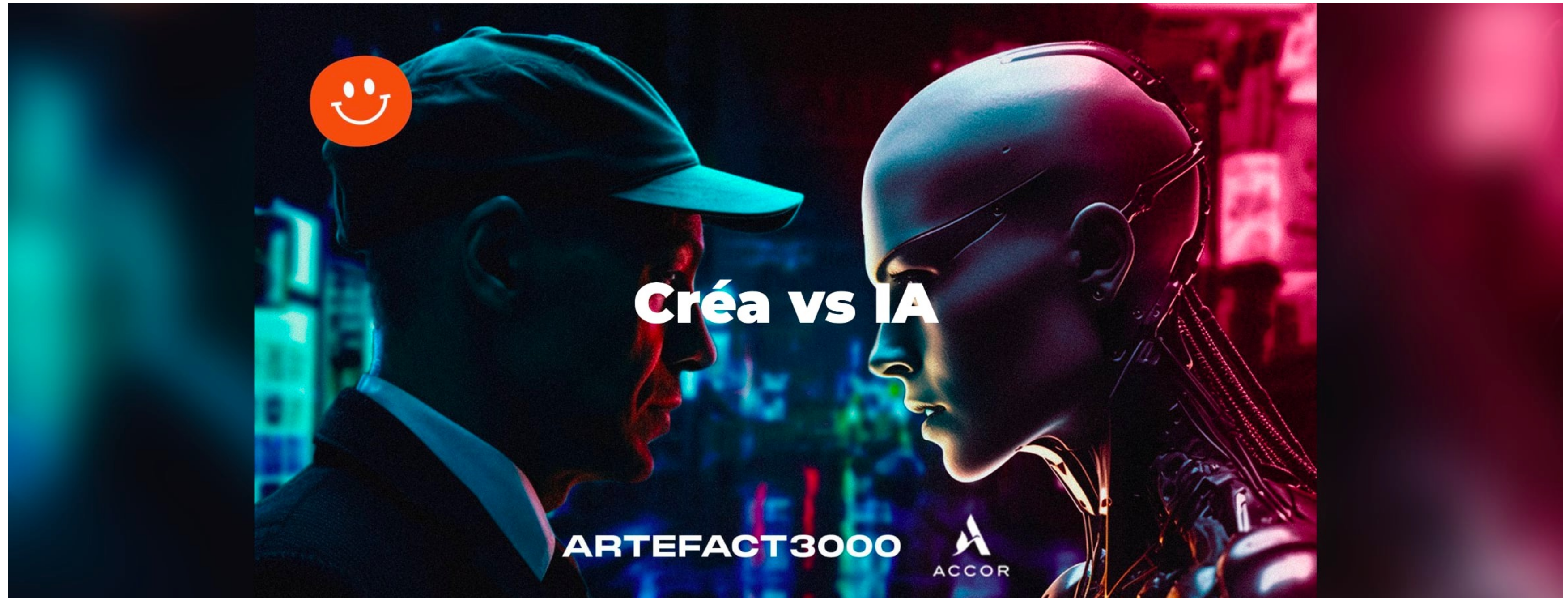
"AI could reinforce the importance of positions that need to have a creative vision and challenge it throughout a project, such as art directors"

Victor Dulon, draftsman

"AI doesn't look at art and create its own. It samples everyone's and then mixes it with something else."

Anoosha Syed, Canadian illustrator

Will AI replace Communications Professional?



Results :

- For most of the ideas, the jury was unable to say whether the ideas came from a creative team or from ChatGPT.
- However, the 3 winning ideas came from "human" creatives!

BRANDS

TAKE ACTION

BESCHERELLE

/imagine **A sole singer on a stage**

Generate



With Artificial Intelligence, you can create images from words.

Better make sure they are the right ones.

Bescherelle

GRAMMAR, SPELLING AND SYNTAX

/imagine **A bride throwing a bunch of flours**

Generate



With Artificial Intelligence, you can create images from words.

Better make sure they are the right ones.

Bescherelle

GRAMMAR, SPELLING AND SYNTAX

/imagine **A buoy sitting in a classroom**

Generate



With Artificial Intelligence, you can create images from words.

Better make sure they are the right ones.

Bescherelle

GRAMMAR, SPELLING AND SYNTAX



Image générée par l'IA,
sublimée par l'Homme

NESTLE





JAMAIS SANS ELLES



/imagine a CEO ➤



#JamaisSansElles

L'intelligence artificielle entretient des stéréotypes bien réels.

jamais
sans
elles
AGISSONS POUR L'ÉGALITÉ FEMMES-HOMMES



/imagine a secretary ➤

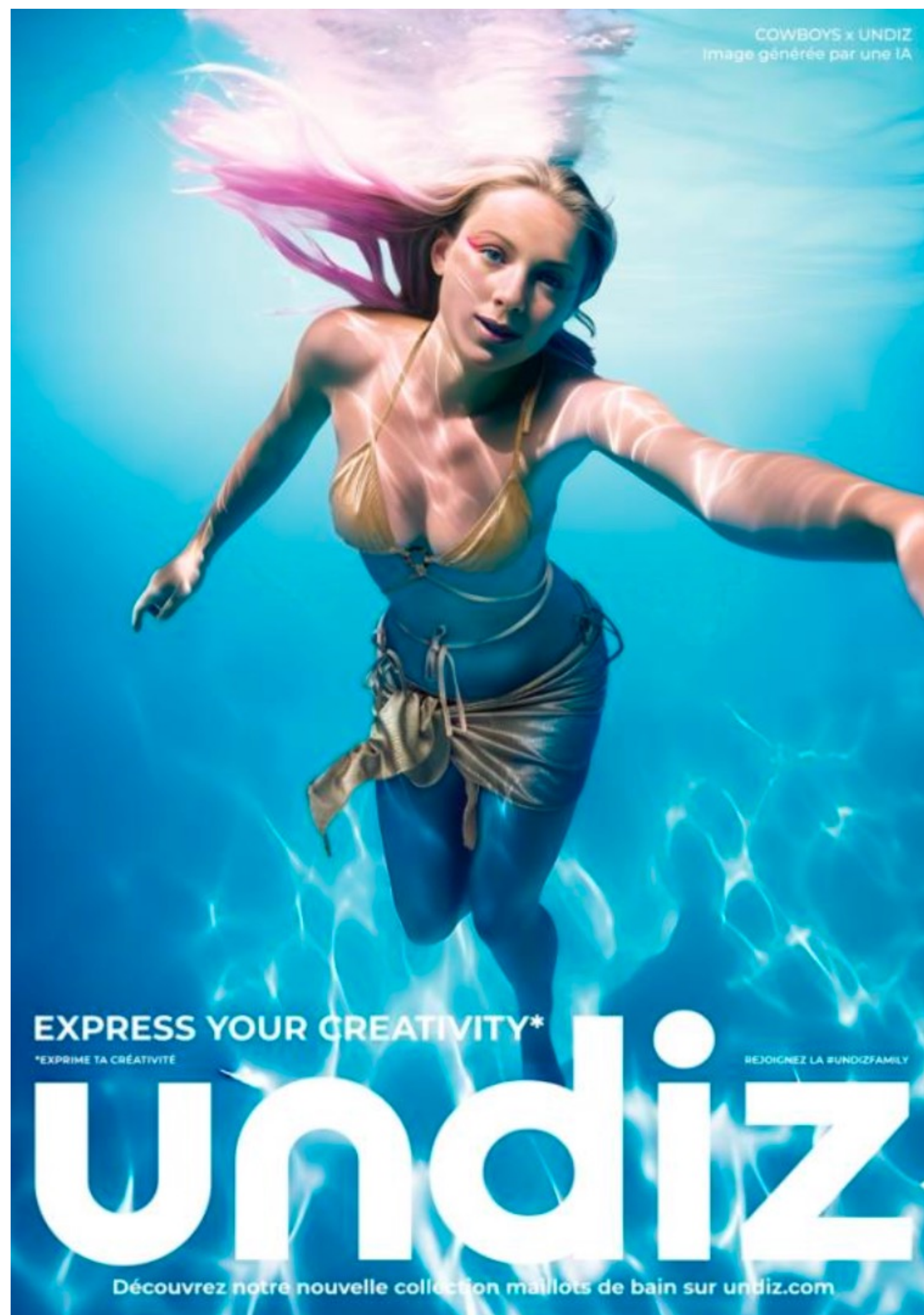


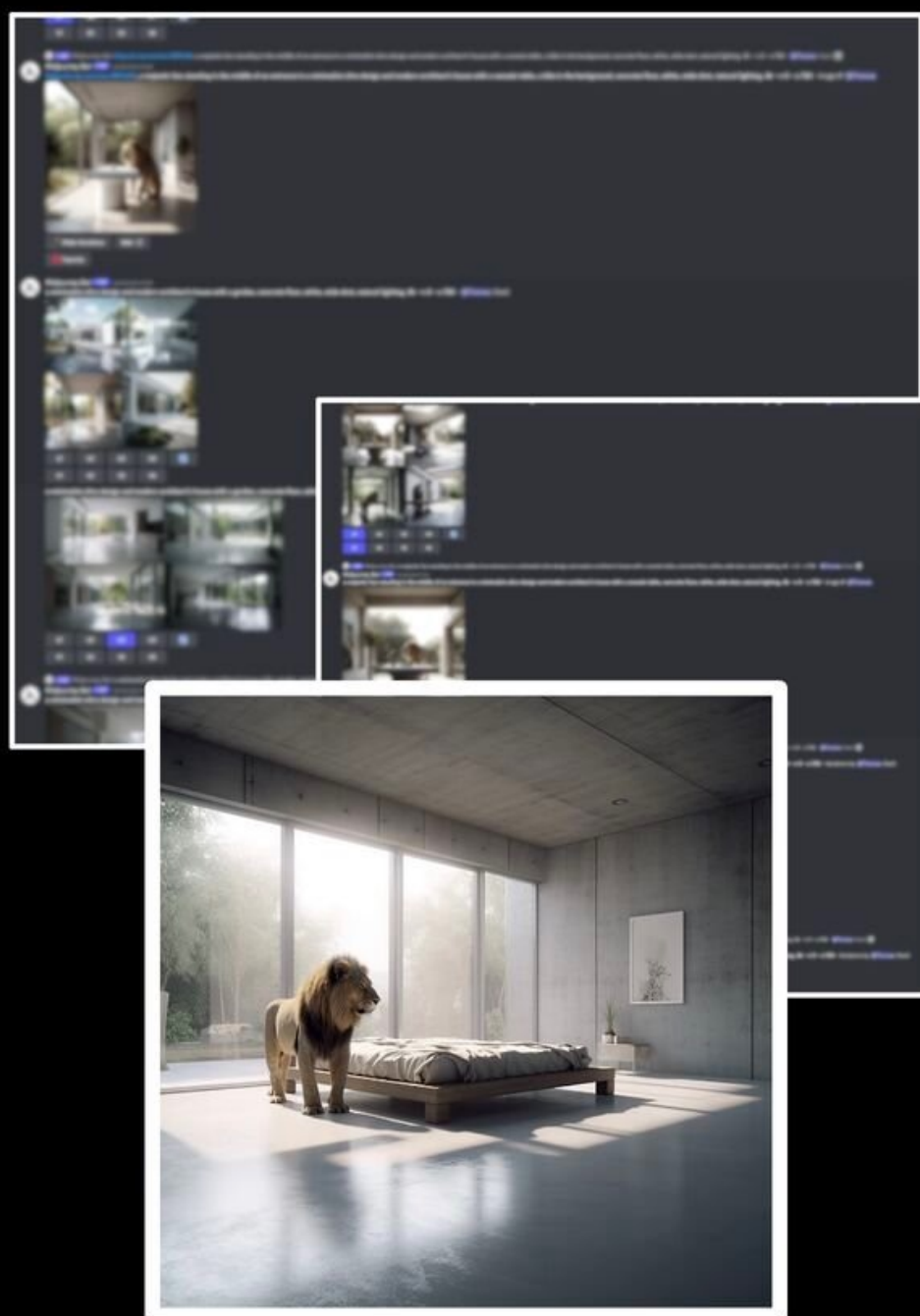
#JamaisSansElles

L'intelligence artificielle entretient des stéréotypes bien réels.

jamais
sans
elles
AGISSONS POUR L'ÉGALITÉ FEMMES-HOMMES

UNDIZ





VISUEL INITIAL « BRUT »

Midjourney
 Environ 80 générations pour arriver
 au résultat souhaité



MAQUETTE RÉALISÉE POUR L'APPEL D'OFFRE

Visuel **Midjourney** +
Photoshop / **Generative Fill**



KV FINAL

3D

COCA-COLA (US)



<https://youtu.be/nSmNy9iLhZ4>

ORANGE



ITOEN

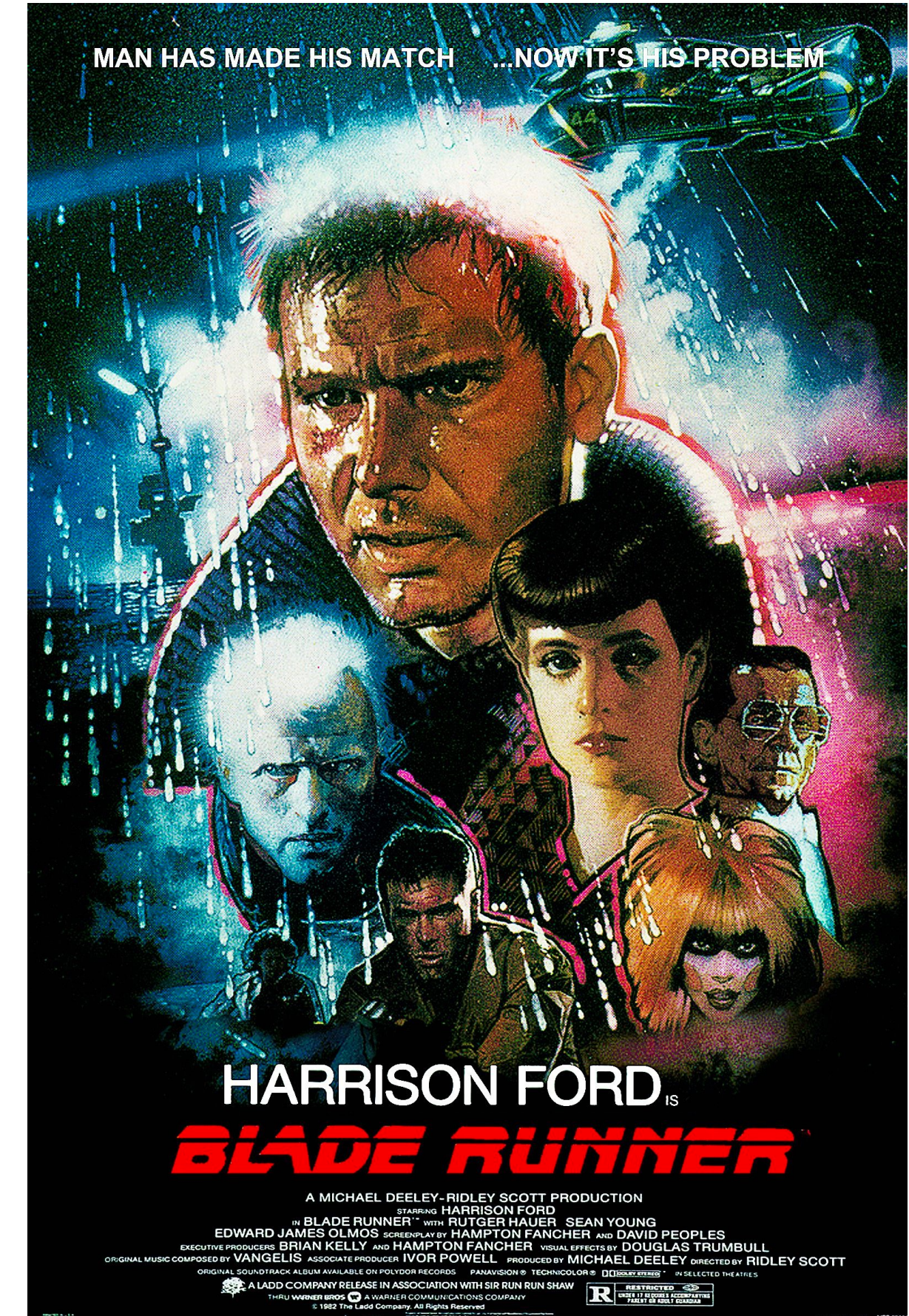
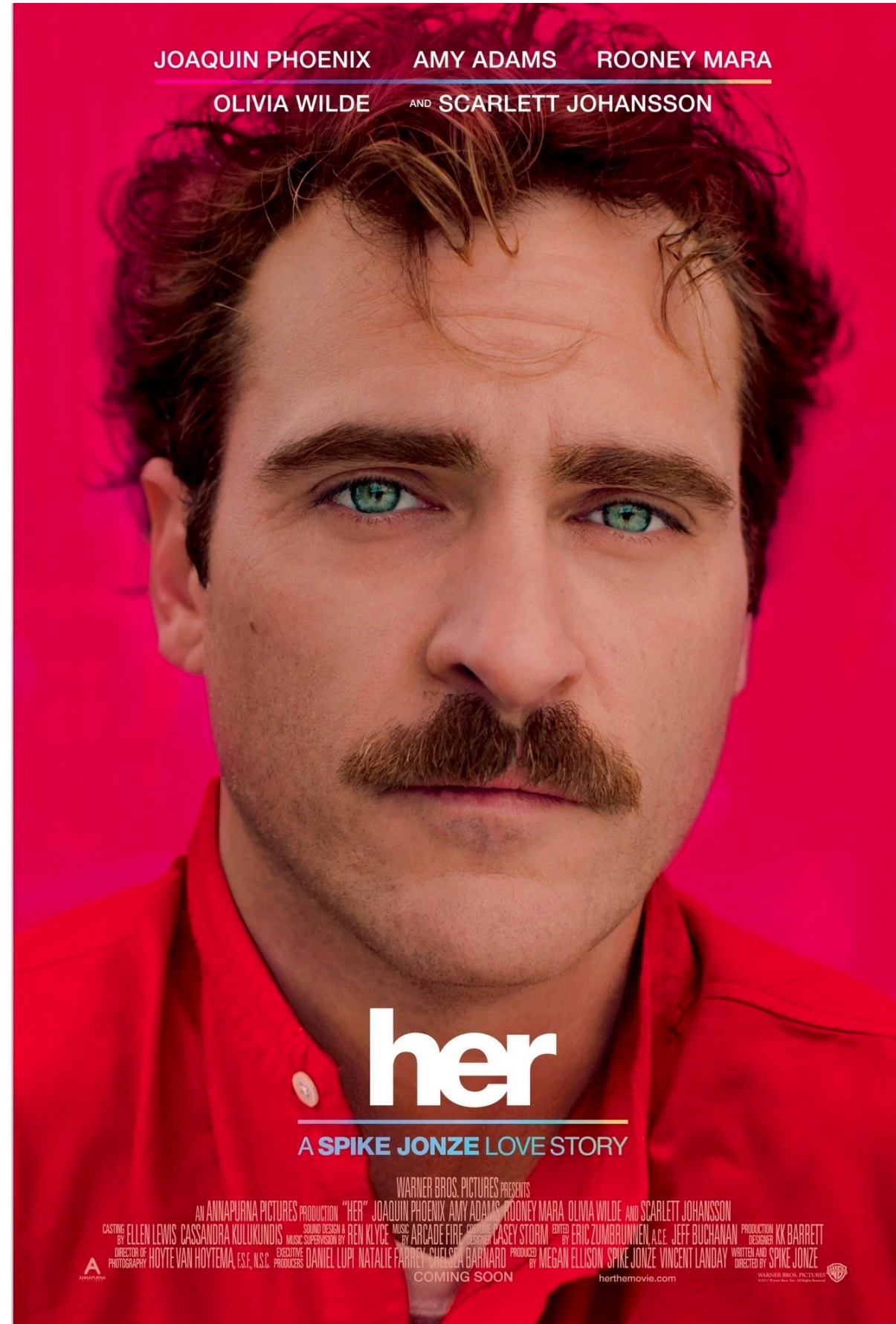


<https://twitter.com/i/status/1713797167670833320>

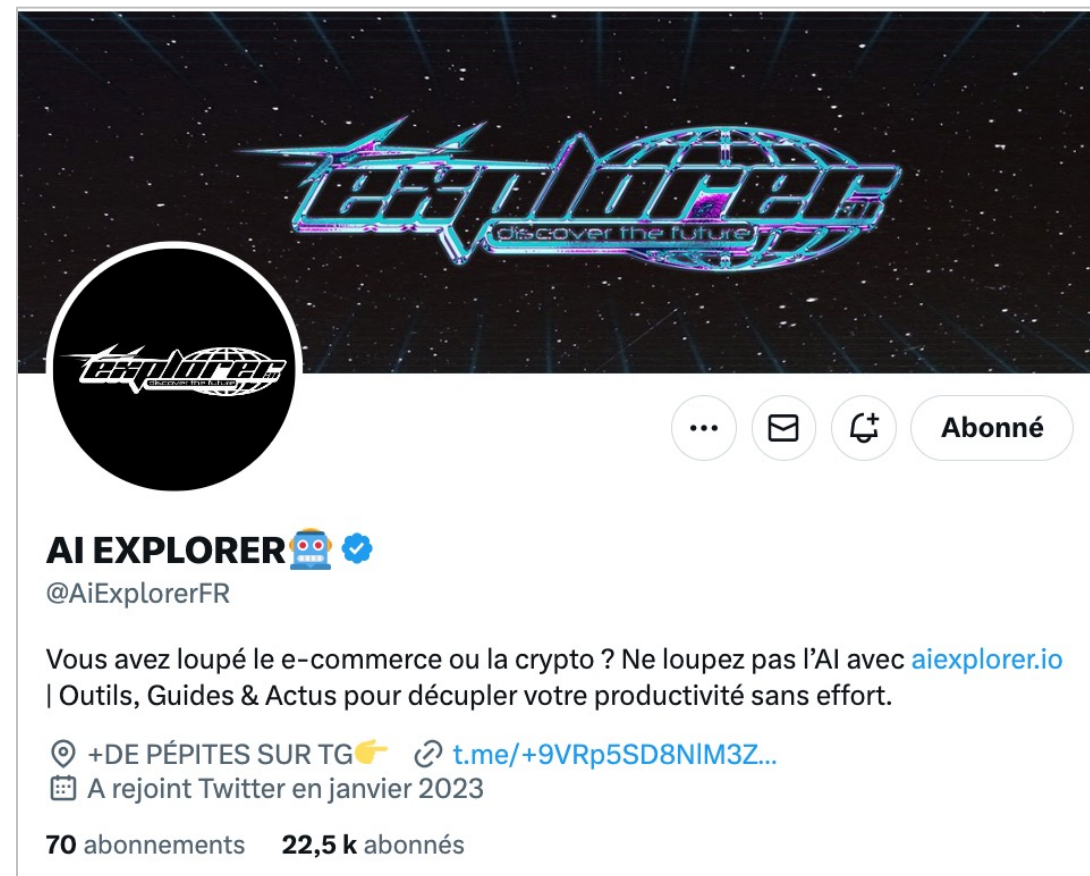
RECOMMENDATIONS

FROM THE TEAM

Our favorites



AI accounts to follow



@AIExplorerFR



YT : Two Minute Papers



@followmarcos

Thanks