# Generative AI Set to Revolutionize Video Conferencing



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Generative artificial intelligence (GenAI) is poised to transform video conferencing by creating more engaging and immersive virtual meeting experiences. According to Avi Baum, Chief Technology Officer at Hailo, advancements in GenAI technology now offer solutions to the limitations of hybrid conferencing by mimicking real-life interactions and optimizing meeting productivity.

Key functionalities of GenAI include intelligent video processing, which allows remote participants to zoom in on speakers, and technologies like Neural Radiance Field (NeRF) that create dynamic views for a more immersive experience. AI can standardize gallery views and convert whiteboard text into editable formats, facilitating efficient note-taking. Additionally, AI assistants can transcribe meetings, manage task assignments, and provide real-time translation for multilingual teams.

For GenAI to achieve its potential, it requires real-time, low-latency processing at the endpoints, rather than relying on cloud services. This need has prompted solution providers to integrate AI capabilities into conferencing platforms and devices, leading to benefits such as reduced latency, lower costs, enhanced connectivity, and a lesser environmental impact due to decreased reliance on cloud-based processing.

Moreover, edge-based AI processing offers several advantages; it minimizes latency by allowing for real-time interactions, reduces costs by eliminating the need for recurring cloud service subscriptions, ensures efficient bandwidth use by locally processing data, and lessens environmental impact through reduced energy consumption.

Hailo, an Israel-based AI chipmaker co-founded by Avi Baum, is at the forefront of this transformation. Hailo's AI processors are engineered to deliver high performance at an affordable price, enabling seamless integration into various edge devices. This technology promises to bring the future of GenAI-powered video conferencing to reality by enhancing the user experience while maintaining performance, reliability, and security.