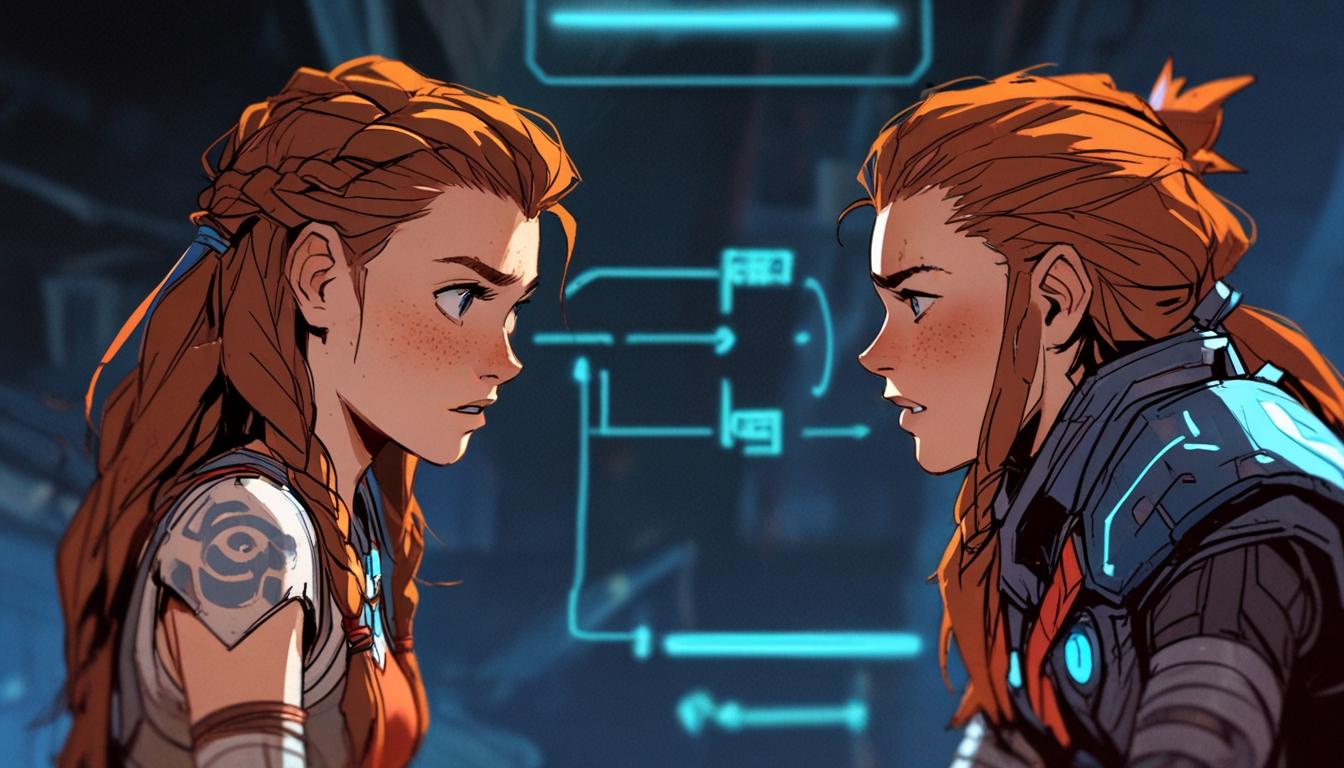
# AI-powered characters in video games: Sony's experimental breakthrough



Reports have surfaced detailing the emergence of AI-powered characters in video games, with a focus on Sony Interactive Entertainment's experimental work. Leaked footage, obtained by various outlets, showcases a prototype featuring Aloy, the protagonist from the acclaimed Horizon series. The video, which was highlighted by The Verge and later removed from platforms due to copyright claims, reveals an interaction between Sony's software engineering director Sharwin Raghoebardajal and an AI representation of Aloy.

In the video, Raghoebardajal is seen engaging in conversation with AI Aloy, inquiring about her well-being. Aloy responds, mentioning a sore throat, showcasing both her voice and facial expressions. The prototype deployment incorporates advanced technologies, including OpenAI's Whisper for speech recognition, Emotional Voice Synthesis developed by Sony, and large-language models such as GPT-4 and Llama 3, which assist in dynamic decision-making for the AI character. "This is just a glimpse of what is possible," Raghoebardajal remarked during the demonstration, as per reports by The Verge.

While the technological advancement offers intriguing possibilities for the future of gaming, including generating characters that can interact dynamically with players, the prototype has drawn criticism. Some users were quick to describe the outcome as "creepy" and "robotic", with reactions highlighting the disconnect and stilted nature of the dialogue. The concerns revolve around whether such generative AI could potentially replace jobs within the gaming industry, like voice acting and narrative creation.

The Independent reported that Sony's initial tests have not yet led to a commercially viable product. The demo, which was conducted in a controlled studio environment, indicates that current consumer console technology might not possess adequate capacity to run such advanced AI systems effectively. Raghoebardajal clarified that this trial is still in its conceptual phase and "really just a quick, fun prototyping project to show what we can achieve."

There is an ongoing debate in the industry regarding the use of AI technologies in video games, with some developers expressing worries about the implications for job preservation in creative roles. Hermen Hulst, head of PlayStation, recently noted that the future will involve a balance between AI-driven innovations and traditional, handcrafted content. “I suspect there will be a dual demand in gaming: one for AI-driven innovative experiences and another for handcrafted, thoughtful content," he commented, emphasising the importance of maintaining the human element in game development.

Amidst these developments, other companies are also exploring similar technologies. For example, NVIDIA has introduced AI-generated NPCs, and Microsoft is pursuing AI enhancements for Xbox games. As the landscape of video gaming continues to evolve with AI integration, the implications for storytelling and player engagement remain a topic of significant interest.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.eurogamer.net/sony-is-experimenting-with-ai-powered-playstation-characters-ironically-chooses-horizons-aloy-to-demonstrate> - This article corroborates Sony's experimentation with AI-powered characters, specifically using Aloy from the Horizon series, and highlights the use of advanced technologies like OpenAI's Whisper and Sony's Emotional Voice Synthesis.
* <https://www.cnet.com/tech/services-and-software/playstation-reportedly-is-playing-with-ai-driven-characters/> - CNET reports on Sony's development of AI technology for PlayStation characters, including the AI-enabled version of Aloy, and mentions the involvement of technologies like GPT-4 and Llama 3.
* <https://www.theverge.com/> - The Verge initially reported on the leaked video featuring Sony's AI Aloy prototype, detailing its use of OpenAI's Whisper and other AI technologies, though the specific article link is not provided due to the dynamic nature of news websites.
* <https://www.nvidia.com/en-us/deep-learning-ai/solutions/ai-generated-npcs/> - NVIDIA's work on AI-generated NPCs is highlighted, showing how other companies are also exploring AI in gaming, similar to Sony's efforts.
* <https://www.playstation.com/en-us/corporate/about/> - PlayStation's official website provides background information on Sony's gaming division, which is involved in the development of AI-powered characters.
* <https://www.xbox.com/en-US> - Microsoft's Xbox website represents the broader gaming industry's involvement in AI enhancements, as mentioned in the context of Sony's and other companies' AI-driven innovations.
* <https://www.techradar.com/gaming/playstation/future-playstation-games-could-have-ai-powered-characters-if-this-leaked-prototype-of-aloy-is-anything-to-go-by> - Please view link - unable to able to access data