

Making video production easy for everyone through AI

Bosch introduces AI assisted video creation coming along in a portfolio with other generative AI solutions.

With digital, multilingual avatars we drive engagement and reduce time and costs. Associates have the possibility to create their own Avatars, to offer an even more personal experience

THE CHALLENGE

The main challenge was leveraging personalized AI videos in the content creation process at Bosch to enable video production at scale. The goal was to reduce time and cost associated with video production, while increasing audience engagement by tailoring the content in multiple languages with personalized digital avatars.

THE SOLUTION

Synthesia partnered with BSH and Bosch Digital to pilot the concept of generative AI video at Bosch. Since Bosch is working with AI successfully in many business areas, the partnership grows and becomes stronger. The collaboration with Bosch is playing a key role for Synthesia to shape its product roadmap. On the other hand, this technology has the potential to change the way Bosch communicates internally (and externally).

IMPACT

BSH, the first subsidiary to test and rollout Synthesia, has seen 70% reduction in video production costs and 30% increase in audience engagement. The next step is to launch a global pilot across Bosch in 2023 with the purpose of working toward a global implementation.

SYNTHESIA

Synthesia is offering a software solution that allows users to create training, explanation, and product marketing videos from text. Saving ~80% time and costs through AI, while increasing consumers engagement.

Synthesia's technology is reducing the time and costs associated with professional video production and maintenance, while increasing joy of use by enabling AI assisted video creation in multiple languages - within just minutes. Synthesia is targeting customers in all industries. Their focus is on applications in business areas such as Training, HR, IT, Operations, Communications and Product Marketing.



HEADQUARTERS

United Kingdom, London

FOUNDED

2017

NO. OF EMPLOYEES

51+

WEBSITE

synthesia.io

ACKNOWLEDGEMENTS

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CONTACT FOR THIS PROJECT

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ABOUT STARTUP AUTOBAHN

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.