# Future-Facing Generative AI

D-ID, a leader in generative AI, is revolutionizing the way we create and interact with digital content. Since its founding in 2017, D-ID has been transforming still photos into dynamic AI videos and interactive experiences with digital people, leveraging its expertise in computer vision, and deep learning technologies to enable the Natural User Interface (NUI). Its user-friendly Creative Reality™ studio and API, used by over 250,000 developers, have produced more than 150 million videos, offering immersive digital experiences in multiple languages. Backed by tier 1 VCs, D-ID provides cutting-edge solutions for customer experience, marketing, sales, and content creators worldwide.

## Our Products

### D-ID Agents

- Redefining digital connections, with LLMs, making them more personal, engaging and human.

### API

- Enables synchronistic generation of videos of digital people from an image and audio file.

### Creative Reality™ Studio

- A self-service studio for creating AI avatars with personalized looks, voices and tones.

### Creative Reality™ Studio App

- The mobile app version of the desktop Studio.

### Integrations

- D-ID's core capabilities are now integrated into tools like Canva, PowerPoint, Slides, etc.

### Chat.D-ID

- A web app that lets you virtually chat with an AI on human terms.

## Solutions

### Natural User Interface (NUI)

With NUI, we're not just interacting with technology, we're collaborating with it. NUI goes beyond understanding speech to interpreting non-verbal cues like tone, expressions and gestures.

### Customer Experience

Businesses now have the ability to customize and improve customer services with digital humans who can interact with consumers in a more human and engaging way, while maintaining efficiency and consistency.

### Sales and Marketing

Place digital presenters into your marketing collateral to create content that not only informs but converts.

### Learning & Development

Create training videos at scale for e-learning, onboarding, internal communications and more using generative AI.