# Nvidia and Krafton unveil AI-driven Co-Playable Characters at CES 2025



At the Consumer Electronics Show (CES) 2025, a significant announcement emerged from a collaboration between Nvidia and Krafton, introducing a groundbreaking feature poised to transform the gaming landscape. The companies unveiled the concept of Co-Playable Characters (CPCs), referred to as PUBG Ally, which integrates artificial intelligence to create in-game teammates capable of assisting players in the battle royale game, PlayerUnknown's Battlegrounds (PUBG).

This innovative AI-driven feature enables the CPC to engage with players in a more human-like manner within the game. Players can communicate with their AI companion, instructing it to locate specific gear, such as a level 3 vest or 5.56 ammunition. According to Krafton, the AI can traverse the map to search for these items, spot enemy locations, provide cover, and even respond verbally through an AI-enhanced voice. Promotional material demonstrates this concept, although it is important to note that the footage presented is representative of research and development gameplay and the PUBG Ally feature is still pending approval for official release.

This new addition is not limited to PUBG; Krafton's other projects, such as the Sims-like game inZOI and the mobile version of Naraka: Bladepoint, are also expected to incorporate the CPC technology. However, specific details regarding the implementation for these titles have yet to be disclosed.

The announcement from CES 2025 forges an ambitious path for future gaming experiences, with Krafton's CEO, CH Kim, asserting that this AI technology has the potential to "revolutionize the gaming industry." Meanwhile, Nvidia's head, Keita Iida, echoed this sentiment, stating that "AI is transforming the way games are created and played." Despite these bold claims, there remains a degree of skepticism among industry observers regarding the impact AI will have on video games; many point out that artificial intelligence is not a new concept in gaming.

Furthermore, ongoing debates about the implications of AI technology in the gaming industry continue, particularly concerning employment dynamics. The video game industry has seen notable pushback, including a strike by video game actors that commenced in July 2024, primarily driven by concerns about how AI advancements may affect job security and roles within the sector.

Overall, the partnership between Nvidia and Krafton signifies a noteworthy advancement in AI automation within gaming, setting the stage for an exploration of how these technologies might reshape player experiences in the near future.

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

## Bibliography

1. <https://www.digitaltrends.com/gaming/inzoi-pubg-ai-cpc-characters-ces-2025/> - Corroborates the introduction of Co-Playable Characters (CPCs) in PUBG and inZOI, and the capabilities of the PUBG Ally system.
2. <https://www.businesswire.com/news/home/20250108628507/en/KRAFTON-Showcases-AI-Model-%E2%80%98CPC%E2%80%99-Built-with-NVIDIA-ACE-at-CES-2025> - Details the announcement at CES 2025, the collaboration between Nvidia and Krafton, and the features of the CPC technology.
3. <https://www.pcgamer.com/software/ai/pubg-teammates-not-good-enough-nvidias-new-generative-ai-led-co-playable-character-aims-to-offer-you-an-alternative> - Explains the AI-driven nature of the CPCs, their interaction capabilities, and their integration into games like PUBG and Naraka: Bladepoint.
4. <https://www.digitaltrends.com/gaming/inzoi-pubg-ai-cpc-characters-ces-2025/> - Provides details on the AI-enhanced voice and the ability of the CPC to locate specific gear and respond to player instructions.
5. <https://www.businesswire.com/news/home/20250108628507/en/KRAFTON-Showcases-AI-Model-%E2%80%98CPC%E2%80%99-Built-with-NVIDIA-ACE-at-CES-2025> - Mentions Krafton's other projects, such as inZOI, that will incorporate the CPC technology and the CEO's statement on the potential impact of this technology.
6. <https://www.pcgamer.com/software/ai/pubg-teammates-not-good-enough-nvidias-new-generative-ai-led-co-playable-character-aims-to-offer-you-an-alternative> - Discusses the potential implications and skepticism around AI in the gaming industry, including concerns about job security.
7. <https://www.digitaltrends.com/gaming/inzoi-pubg-ai-cpc-characters-ces-2025/> - Highlights the use of Nvidia Ace in creating these AI-driven companions and their learning capabilities from player actions.
8. <https://www.businesswire.com/news/home/20250108628507/en/KRAFTON-Showcases-AI-Model-%E2%80%98CPC%E2%80%99-Built-with-NVIDIA-ACE-at-CES-2025> - Details the demonstration of CPC technology at CES 2025 and the commitment to expanding this technology across Krafton's gaming portfolio.
9. <https://www.pcgamer.com/software/ai/pubg-teammates-not-good-enough-nvidias-new-generative-ai-led-co-playable-character-aims-to-offer-you-an-alternative> - Mentions the potential impact on competitive play and the concerns about AI teammates being seen as cheating in ranked modes.
10. <https://www.digitaltrends.com/gaming/inzoi-pubg-ai-cpc-characters-ces-2025/> - Corroborates the integration of CPC technology into other games like Naraka: Bladepoint and the immersive simulation experiences in inZOI.
11. <https://www.businesswire.com/news/home/20250108628507/en/KRAFTON-Showcases-AI-Model-%E2%80%98CPC%E2%80%99-Built-with-NVIDIA-ACE-at-CES-2025> - Quotes Krafton's Head of the Deep Learning Division, Kangwook Lee, on the innovative character concept and its future applications.
12. <https://www.gamespot.com/articles/pubg-and-nvidia-reveal-new-ai-powered-characters-designed-to-act-like-real-people/1100-6528667/?ftag=CAD-01-10abi2f> - Please view link - unable to able to access data