# Nvidia CEO Jensen Huang expresses support for Trump administration while discussing AI's impact on gaming



Nvidia's Chief Executive Officer, Jensen Huang, recently expressed his willingness to extend his support towards the incoming Trump administration, revealing his enthusiasm for potential collaboration during an interview with Bloomberg. Huang's comments were made following Nvidia's presentation at CES earlier this week, where he elaborated on the company's advancements in artificial intelligence (AI) technology and its anticipated impact on the gaming industry.

In his remarks, Huang stated he would be "delighted" to visit President-elect Donald Trump, emphasizing his intention to "do everything we can" to assist the administration in achieving success. Despite his expressed eagerness, he noted that he had yet to receive an invitation to Mar-a-Lago from Trump. "I'd be delighted to go see him," he remarked, adding that he would like to congratulate the president-elect and contribute to his administration's efforts.

Huang's sentiments echo those of other prominent tech leaders, including Apple’s Tim Cook, OpenAI's Sam Altman, Meta's Mark Zuckerberg, and Amazon’s Jeff Bezos, all of whom have similarly engaged with Trump’s regime, with some donating to Trump's inauguration fund. Observers note that Huang’s approach could likely have mirrored his comments had the election outcomes been different, given Nvidia's stature as a leading tech player and briefly the most valuable company in the world last year.

A significant highlight of Huang's discussion centred on the role of AI in reshaping the future of the gaming industry. He asserted that AI would "reinvigorate" the sector, promising that this technology will lead to reduced content creation costs for developers. Furthermore, he predicts a future where game characters will evolve into more intelligent entities capable of engaging players in a more dynamic manner. "On the one hand, for developers, it's going to reduce the cost of creating the content," Huang explained. He elaborated, "the games are going to be more interesting, characters are going to be more interesting, and that's going to be really great for the industry."

Huang underscored the transformative power of AI in computer graphics, stating, "At the limit, artificial intelligence is the single most important technology force of our time and we're at the beginning of that." He reiterated that for the gaming industry, AI heralds a promising future filled with innovative virtual worlds.

However, the enthusiasm surrounding AI's role in gaming is not universally shared. While companies like Google and Electronic Arts reveal their reliance on AI as a fundamental aspect of their operations, sceptics in the industry, such as PlayStation head Hermen Hulst, have raised concerns about the technology lacking the unique "human touch." Nintendo president Shuntaro Furukawa has also indicated a preference for leveraging traditional expertise over AI interventions.

Recent developments further exemplify the ongoing exploration of AI within the gaming realm. PUBG maker Krafton introduced AI companions in its latest offerings, indicating a gradual integration into gameplay experiences. Concurrently, discussions surrounding the implications of AI on performers have garnered attention, particularly from voice actor Jennifer Hale, who highlighted its impact on industry negotiations amid the ongoing SAG-AFTRA strike.

As the conversation around AI and its potential continues to evolve, Nvidia's advancements and Huang's assertions signal a significant shift within the gaming landscape, promising a future where AI will redefine interactive experiences.

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

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