# Streamlabs integrates generative AI to enhance live streaming



Streamlabs, the streaming software owned by Logitech, has recently announced the integration of generative AI technologies aimed at enhancing the live streaming experience for users. This development features an innovative "intelligent streaming assistant" with three principal functions: the '3D Sidekick', an AI-powered Producer, and a technical assistant.

The '3D Sidekick' acts as an additional host during live streams, capable of responding to queries related to the content being broadcasted. Notably, it can conduct research on various topics and maintain engagement by stimulating conversation during quieter moments. Streamlabs has stressed the customisation aspect of this feature, allowing streamers to personalise the personality of the AI to align with the tone of their streams. However, it remains to be seen how effective and natural this interaction will feel in practice. The technology is developed in collaboration with industry leaders such as Nvidia and Inworld. Nvidia has recently unveiled numerous AI applications in the gaming sector, including AI teammates in games like PUBG.

The sidekick function is powered by Nvidia’s ACE AI suite, which includes features such as "audio-to-face animations" and contextual analysis to ascertain what is occurring on-screen. Inworld contributes by handling the cognitive processing that converts user inputs into meaningful commands.

If the concept of the 3D Sidekick does not appeal to all users, the second function of the AI allows it to operate as a Producer, dynamically adjusting scenes based on the actions taking place within the stream. This capability is particularly advantageous for live streamers who frequently incorporate jokes, gags, and references, as the AI Producer can activate various filters and scenes in real-time while the streamer interacts with their audience.

The third aspect of the AI's functionality is its role as a technical assistant, which aims to simplify the streaming process for newcomers by troubleshooting common issues, overseeing app setup, and aiding in scene creation. Additionally, it will monitor streams for potential technical problems.

While some observers may regard the initial AI implementations as potentially gimmicky, the Producer and technical assistant features appear poised to considerably streamline the streaming workflow, especially for those streamers who may lack the budget to employ a full production team. Streamlabs has confirmed that these features are expected to be rolled out in the first half of 2025, marking a significant step forward in the evolution of live streaming technologies. The outcomes of this venture remain to be evaluated once the functionalities are fully operational.

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

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