# Nvidia and Krafton unveil innovative AI for smarter gaming experiences



Nvidia and Krafton have introduced an innovative on-device artificial intelligence (AI) designed to enhance user experience within video games, notably through the mechanism of smarter AI characters in the popular PUBG franchise and an upcoming life simulation title, inZOI. The collaboration was unveiled during CES 2025, highlighting a custom-built Small Language Model (SLM) that promises to redefine interactions between players and characters in gaming environments.

The SLM is distinctive in its operation as it runs locally on the player's device rather than depending on external cloud services. This on-device functionality has significant implications for gaming, including enhanced data privacy, immediate responsiveness, and the removal of subscription fees. The introduction of Co-Playable Characters (CPC), a novel concept that builds upon the conventional Non-Playable Character (NPC) format, allows for verbal communications and cooperative tactics among players and their AI companions. Kang-Wook Lee, head of Krafton’s deep learning division, explained to GamesBeat, “We wanted to build something that is really different from NPCs. Why do we call this CPC? Because it’s a character that you can actually build on your own.”

The first real-world application of this technology is set to appear in PUBG, which has sold over 80 million copies since its launch. Players will now have the opportunity to team up with CPCs that not only converse and strategize as human teammates would, but also possess the ability to assist in navigating challenges throughout the gameplay. An illustrative video from Krafton demonstrated the NPC’s capabilities, wherein it partnered with a human player in a battle royale scenario, showcasing dance moves, dialogue, and tactical assistance.

In the forthcoming life simulation game, inZOI, set for release on March 28, players will engage with dynamic characters referred to as "Zois," each of which will be influenced by around 600 varying mental data points for a richer gameplay experience. Unlike traditional, rule-based NPC systems, these Smart Zois will exhibit behaviours reflective of their personalities, ages, and circumstances. The capacity for Zois to adapt to unforeseen events not only enhances realism but also cultivates ongoing character development, with each Zoi reflecting on their daily performances to shape future interactions.

Lee elaborated on the design of the CPC, stating, "It is based on the whole language model, text model, text-to-speech model, all together basically is able to think about what they have to be able to actually hear." With a dedicated team of approximately 80 professionals dedicated to developing this technology, Krafton aims to provide players with AI companions that closely mimic human-like interaction, albeit with room for refinement. "Of course, they are not 100% natural humans yet, but this is the first AI character where you will hear the responses within 1.5 seconds," Lee noted.

The company is optimistic about the future of AI within gaming, with Lee proclaiming 2025 as a pivotal year for the integration of AI technologies. He anticipates that the innovations brought forth by Krafton will serve as a cornerstone for transformative change in the industry. "I’m pretty sure AI will change almost everything we’ve been doing for years," he remarked, suggesting that inZOI could represent a significant milestone in gaming evolution.

As Krafton continues to leverage AI tools to accelerate development processes, the gaming landscape appears poised for substantial advancements that promise to enrich gaming experiences for players globally.

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

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