

# Generative AI

Generative artificial intelligence (AI) is a type of AI that can create new content, like images, text, videos, and more, based on the data it's trained on. It does this by learning the structure and patterns of its training data, and then generating new data with similar characteristics.

Here are some things to know about generative AI:

How it works

Generative AI models can be trained to learn human language, art, chemistry, biology, and more. They can then reuse this training data to solve new problems.

What it can do

Generative AI can be used for a variety of purposes, including chatbots, media creation, and product development and design.

How it's used

Generative AI can be used to analyze data and identify potential risks, such as faulty software code or customer transactions. It can also help enterprises comply with sustainability regulations.

Examples

ChatGPT is a form of generative AI that uses the GPT (Generative Pre-trained Transformer) architecture to generate human-like text. Adobe Firefly Video Model is another example of generative AI, and it can create videos based on text prompts and images.