AI avatars, or also known as digital avatars, are human-like bots that are created by AI-powered technology to increase human interaction as we see across social media platforms, in games or in the virtual world.

3D avatars can be used for different purposes and they create a sense of trust by making communication with the customers direct and easy. Their use on various platforms is significant, as they convey a sense of seriousness. The use of a digital human that smoothly communicates the values of the company in a specific way, will convert these visitors into faithful customers. Most people who converse with a virtual avatar smile at some point, which creates a dopamine release, even when they know the interaction is not real and that speaks volumes!

There is evidence from both the academic and business world supporting that avatars can improve customer satisfaction and enhance sales:

* [Researchers from Newcastle University](https://www.staff.ncl.ac.uk/daniel.nettle/PowellRobertsNettle.pdf) attached a pair of eyeballs to a donation bucket in a supermarket. They observed that donations increased by 48%. [A survey in 2018 by PwC](https://www.pwc.com/us/en/press-releases/2018/experience-is-everything-heres-how-to-get-it-right.html) also supports this insight. It states that 75% of customers want more human interaction in the future.

# Top 7 Brands making the best use of AI Avatars

#### Samsung, Gucci, IBM, Calvin, Klein, Maruti Suzuki

Let’s imagine that there is a virtual version of you with all the features of your body. Let’s imagine that the virtual avatar has the same DNA code as you and behaves the same way like you with all your body functions. The reason is variations in DNA, our genetic differences. And taking into consideration all of those differences we can test some drugs and notice how they can have an influence on the digital body before trying on yourself.

So in this way we are able to test a wide range of drugs and select the right one to suit you. And now you don't need to imagine all of this anymore. The CompBioMed Centre, is developing a programme that creates a hyper-personalized avatar or ‘virtual human’ using a supercomputer-generated simulation of an individual’s physical and biomedical information for clinical diagnostics.

Greater access to technology-enabled healthcare will allow doctors to make better and faster diagnoses – and provide the tools to collect the necessary data. The Virtual Human project combines different kinds of patient data that are routinely generated as part of the current healthcare system, such as x-rays, CAT scans or MRIs to create a personalized virtual avatar.

This enables doctors to provide more precise diagnostics, develop healthcare interventions based on a patient’s specific ֆիզիոլջի, and run personalized medicine and clinical simulations for effective treatment. Using a patient’s own individual avatar, clinicians and researchers can test the effects of different drugs in order to select the most effective; and they can visualize how best to deliver a drug exactly where it is most needed.

Virtual humans could help doctors to plan risky surgery too. They could be used to work out how to reach an էնյուրիզմ deep in the brain that is at risk of rupture which could cause a stroke.

Online gaming is consistently changing with the use of new technologies and seen as making an impact on consumers’ sustainable lifestyles. The gaming avatars have influenced low avatar identification players to engage in physical and learning activities through massively multiplayer online game genres.

Games study has revealed that players’ playing with others and in clans are more positively loud in social connections.

On the one hand, avatar perceptions in online games have influenced children in working on their body size and weight. It means that avatars can play a vital role in persuading consumers to do exercise and eat healthy food to stay fit. Avatars with standard body shape and size have a good effect compared to those with a massive physique. Experts discovered that gamers exhibiting the same average body weight as their avatars showed good results in physical outlook.

On the other hand, monotonized game options are the concerning strategies for the companies to make money. The gamers observe that the better the avatar’s personality looks, the better they will feel bonded with it and enhance game performance. So, the players are ready to spend money on their avatar and its in-game features to make their game live better.

A lot of virtual training happens in video game-like environments, where soldiers see combat through the eyes of a superhero character. But if the Army is going to train its troops through gaming, officials say the characters in the virtual world should perform more like actual soldiers. That is one part of the reasoning behind a new idea the Army has to create avatars for every soldier. These digital representations would accompany service members throughout their training and allow them to see, through simulation, how their skills, or lack thereof, would play in life and death situations. The idea is to encode the soldier’s DNA, so to speak, within a digital representation. This means the computer character would run as fast or jump as high as a soldier did during a physical training test. The avatar’s marksmanship also would be tied to how effective a soldier has been in weapon drills

Army training officials began mentioning their avatar concept at conferences this past year. It has been attracting interest and gaining support from industry, which along with the Army, has been putting more emphasis on developing training systems for individual soldiers.

They began to study human movement.The most common way to digitize a person’s specific movements is to dress him in a black suit that is covered with white sensor balls. This method has been used for years to achieve accurate portrayals of professional athletes in video games. But Organic Motion has found a way to replicate the movements of humans without attaching any devices to the body. This computer vision system consists of a suite of cameras that can see exactly how a body moves.

They can just jump into the simulator, jump back out and go into after action review.

There are well-known top organizations in the world that use digital avatars in various fields. For instance, there are Twindom, venu, loom.ai, oben, Care Coach, Clo3D, etc. n the field of IT, medicine, culture and business. Using an avatar makes people's daily life easier, րիդյուսիս work time. However, together with all this, it can express the օփզիթ effect, dull, and make a person ինքեյփըբըլ. These organizations allow you to իքսպրես your emotions through a digital avatar, create images of your favorite singers, actors or celebrities and enjoy their փրֆորմանսիս on any of your թհեմս. There are those who teach to create modeling. As a result of Covid ֊ 19, many designers could not work fully, a platform created for them where they could design online, see the results of their work, clothing models or designs, based on which to make real clothes cuts.

This allows you to develop 3D dynamic fashion clothing in different styles, patterns and shapes. One such organization is Clo3D, which uses AfterEffects under the influence of fashion design and mobile graphics drawing tools.