

# Ubisoft's Yves Jacquier on How Generative AI Will Revolutionize Gaming

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Tools like ChatGPT have awakened the world to the potential of generative AI . Now, much more is coming.

On the latest episode of the NVIDIA AI Podcast , Yves Jacquier, executive director of Ubisoft La Forge, shares valuable insights into the transformative potential of generative AI in the gaming industry. With over two decades of experience in technology innovation, science and R&D; management across various sectors, Jacquier's comprehensive expertise makes him a true visionary in the field.

During his conversation with podcast host Noah Kravitz, Jacquier highlighted how generative AI, which enables computers to create unique content such as images, text and music, is already revolutionizing the gaming sector. By designing new levels, characters and items, and generating realistic graphics and soundscapes, this cutting-edge technology offers countless opportunities for more immersive and engaging experiences.

As the driving force behind Ubisoft La Forge, Jacquier plays a crucial role in shaping the company's academic R&D; strategy. Key milestones include establishing a chair in AI deep learning in 2011 and founding Ubisoft La Forge, the first lab in the gaming industry dedicated to applied academic research. This research is being translated into state-of-the-art gaming experiences.

Jacquier expressed confidence that generative AI will play a vital role in sculpting the gaming industry and providing unparalleled gaming experiences for enthusiasts around the world.

## Sequoia Capital's Pat Grady and Sonya Huang on Generative AI

Partners at Sequoia Capital, Pat Grady and Sonya Huang, discuss their thought-provoking essay, "Generative AI: A Creative New World." The authors explore the potential of generative AI to unlock new realms of creativity and expression, while also addressing the challenges and ethical implications of this technology. They also provide insights into generative AI's future.

## Real or Not Real? Attorney Steven Frank Employs Deep Learning to Authenticate Art

Steven Frank, a partner at law firm Morgan Lewis, specializes in intellectual property and commercial technology law. He is part of a husband-wife duo that utilized convolutional neural networks to authenticate masterpieces, including da Vinci's Salvador Mundi, with the aid of AI.

## GANTheftAuto: Harrison Kinsley on AI-Crafted Gaming Environments

While humans playing games against machines is a familiar concept, computers can now develop games for people to enjoy. Programming aficionado and social media influencer Harrison Kinsley devised GANTheftAuto, an AI-driven neural network that produces a playable segment of the iconic video game Grand Theft Auto V .

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