**AI x Gaming**

**Week of December 16th, 2024**

# **Top 3-5 Key News Items**

**Key News Item #1:** Will Wright making a game to remember ([Link](https://www.gamesradar.com/games/the-sims/the-sims-creators-first-game-in-over-10-years-is-an-ai-life-sim-that-uses-your-real-memories-the-more-i-can-make-a-game-about-you-the-more-youll-like-it/))

* Will Wright’s new game developed by [Gallium Studios](https://www.galliumstudios.com/), [Proxi](https://www.youtube.com/watch?v=F97jcNlWmFE&t=71s), features AI-driven characters trained and customized by player’s memories called “Proxies”. Players type out memories to generate and then edit a 3D scene based on the memory, with the ability to add more memories to the scene for additional complexity.
* The proxies trained by these memories can be a part of virtual communities with other Proxies including those of friends and family, to create a virtual memory and AI driven world. The design takes elements from Wright’s previous two games, Spore and The Sims, and builds something more personal with newer technology.
* Will Wright likes to push technology and explore new subjects with his games and this one looks to push both AI and Web3 with its NFT support as well. Both of these technologies can be pretty controversial to gamers so there is some risk of rejection Gallium Studios is taking on, with Wright’s previous game, Spore, suffering from [technology backlash due to its DRM](https://www.cnet.com/tech/gaming/ea-hit-with-class-action-suit-over-spore/) (it still sold 2.8M copies).
* **Why does this matter to AI x Gaming:** Training AI off something as personal as memories will require a lot of trust from players, but it could create a personal connection that typical authored game narratives can’t touch. If players embrace this use of AI it can baby step into a lot more AI driven personalization in games and deepening the relationships players have with the medium altogether.

**Key News Item #2:** Agave Games finds $18M from AI assisted cat searches ([Link](https://techfundingnews.com/agave-games-ai-driven-mobile-gaming-puzzle-funding/))

* Istanbul-based [Agave Games](https://www.agavegames.com/) raised $18M in a Series A funding round based off the success of its global hit [Find the Cat](https://play.google.com/store/apps/details?id=com.ventogames.findthecat&hl=en_US), which leverages AI for game development. This investment brings the company’s total funding to $25M following a $7M seed round in 2022.
* Agave Games is using AI a lot in the creative process, especially for the scenes in which players search for the cats. The company has gone from having 5-6 artists creating a single screen to instead using AI to make the initial version and then polishing it using artists, a huge time and labor savings while maintaining quality.
* The game has gone from less than 200K DAU in September to almost 2M DAU currently according to Sensor Tower. Leveraging AI for its live-ops and continued content pipeline will give it the opportunity to continue scaling the game while using this new investment funding to build new games that can also utilize AI technology for rapid growth and iteration at lower cost.
* Agave isn’t currently using AI for coding due to it lacking the same improvement over human efficiency as the art pipeline, but it’s only a matter of time before tooling catches up to allow for the same AI prototype and human finish process.
* **Why does this matter to AI x Gaming:** Even this level of GenAI usage would draw heavy criticism from PC and Console gamers without major disclosure, but mobile is much more accepting of pushing the boundaries as long as the end result is still desirable. The rapid pace of content needed for mobile game live-ops combined with this acceptance makes AI a much better fit to build up mobile scaling first.

**Key News Item 3:** Coplay helps game devs avoid grind ([Link](https://venturebeat.com/games/coplay-raises-1-2m-to-build-ai-copilot-for-game-devs/))

* [Coplay](https://coplay.dev/) raised $1.2 million in pre-seed funding for its AI copilot for game developers. The tool helps automate repetitive tasks in game engines like Unity that slow developers down. Coplay is already supposedly saving developers up to five hours per week while in closed beta.
* Coplay is operating in the space that other AI products including Microsoft’s Co-Pilot, Claude and ChatGPT are by allowing for AI to operate software on your behalf. This product is focused on integration in game engines however to better operate contextually compared to other coding focused competitors like [Cursor](https://www.cursor.com/), [Codeium](https://codeium.com/), and [Bolt](https://bolt.new/).
* While Coplay has a basic “record and replay” capability, one of its big advantages is actually in integration of other AI asset development tools for 3D asset (Meshy) and 2D image generation (DALL-E). This functionality helps Coplay act as a partner in both repetitive tasks and rapid prototyping.
* As game development is under more strain than ever despite ever advancing tools, anything that can help save time and labor will be evaluated for integration in workflows like this. A big risk for Coplay however is that Unity is also well aware of this and in a strong position to target the same inefficiencies with direct built-in integrations and acquisitions or partnerships with asset creation tools.
* **Why does this matter to AI x Gaming:** As much as AI tools will continue finding good fits within game development to improve processes while treading the line on taking jobs, it’s not necessarily an industry whose inefficiencies are from repetition. Game engines are already helping reduce a lot of the redundancy of game development and AI coding tools can help with more important areas like on-demand “junior developers”, rapid content tool development, QA and debugging that should shave off more than 5 hours of work a week.

**Key News Item 4:** Sony and AMD co-op with AI for better graphics ([Link](https://techcrunch.com/2024/12/11/it-sure-looks-like-openai-trained-sora-on-game-content-and-legal-experts-say-that-could-be-a-problem/))

* Sony is working with AMD on project “Amethyst” to develop machine learning and AI tech for gaming and graphics. The project combines learnings from AMD’s multigeneration RDNA roadmap and Sony Interactive Entertainment’s PS5 Pro custom work.
* The tech isn’t intended just to be patented or reserved for Sony and AMD alone. It’s intended to support others' work in the field as well, which may be on other devices besides PlayStation consoles. The partners specifically want to leverage [Convolutional Neural Networks](https://en.wikipedia.org/wiki/Convolutional_neural_network) (CNNs) in game hardware to improve graphics as well as make other game tech like ray tracing and path tracing more prevalent across games.
* While Sony said this is a multi-year collaboration that won’t result in a massive hardware announcement immediately, it will no doubt encourage competitors including Nvidia to keep pushing in this area.
* Mark Cerny, lead architect of PS5 and PS5 Pro, [presented a technical seminar](https://www.youtube.com/watch?v=lXMwXJsMfIQ) on PS5 Pro to an audience at Sony Interactive Entertainment HQ that went into some detail on the technology being explored that will help others understand how the PS5 Pro leveraged CNNs.
* **Why does this matter to AI x Gaming:** Games have always been a medium that encouraged pushing technology forward, especially when it comes to visual fidelity. AI and Machine Learning are approaching a time when that technology can also be leveraged to improve other technology, with visuals still being a strong motivator here.

**Key News Item 5:** Gemini finds a place in XR ([Link](https://techcrunch.com/2024/12/11/it-sure-looks-like-openai-trained-sora-on-game-content-and-legal-experts-say-that-could-be-a-problem/))

* Google and Samsung are re-exploring AR/VR thanks to the big leaps in [Android XR](https://www.android.com/xr/) for 2025, with Google’s Gemini AI being a big part of the equation based on a CNET writer’s tests.
* Early stages of AI integration into glasses like ask Alexa were clunky attempts to leverage voice interaction without any form of XR display to make things really usable. Meta has been trying to push things further with its own AI integration into the [Ray-Ban smart glasses](https://www.ray-ban.com/usa/ray-ban-meta-smart-glasses), but Google and Samsung are taking things to the next level in the XR space.
* According to the anecdotal report, Gemini acted as a persistent assistant that leveraged AI vision and speech to act as a virtual person that could identify things in videos, vision and could even offer advice on physical space redesign. Rather than being a tap or speak to summon experience, it was closer to ChatGPT’s tap to stop voice/video interface, which gave it a sense of persistence and almost physical presence.
* A big issue for heads up displays as we transition from VR to AR is interfacing with the device. The big three that have all been making progress thanks to AI like and machine learning are hand tracking, speech and vision. Android XR promises to integrate those along with phone integration and high quality displays in a big way that might finally get us to at least first generation XR interfaces.
* Google’s Gemini has been rapidly putting out advances in both speech and vision lately along with agentic features that suddenly make all of this viable even if it is clunky at first. Android XR might finally give Gemini a sense of presence that is far more persistent than Alexa, Siri or Bixby could manage.
* This seems to put a major nail in Apple’s Vision Pro coffin even when Apple integrates Apple Intelligence, with competition from Android XR, [Meta’s Orion AR glasses](https://about.fb.com/news/2024/09/introducing-orion-our-first-true-augmented-reality-glasses/), and advancements in the [XReal One](https://us.shop.xreal.com/products/xreal-one) series of glasses.
* **Why does this matter to AI x Gaming:** XR glasses with strong vision and voice capabilities not only provide a great opportunity as a game platform, they also allow an easy way for an AI assistant to see gameplay, stream or record, and coach players without accusations of cheating due to software on the system.

# **Other News Items**

* **Adobe Research unveils Sketch2Sound to create sound effects with your voice** ([Link](https://hugofloresgarcia.art//sketch2sound/)): Adobe developed a tool that allows for simply using your voice to provide a basis for AI to generate a high quality sound effect which could be a huge benefit to indie game developers.
* **GitHub Copilot is now available for free** ([Link](https://github.com/features/copilot)): Github is now offering limited free usage of its AI coding assistant for free, a great opportunity for indie devs or those exploring AI coding to try it out.
* **Google reveals AI ‘reasoning’ model that ‘explicitly shows its thoughts’** ([Link](https://www.theverge.com/2024/12/19/24325169/google-ai-reasoning-model-gemini-flash-2-thinking)): Google unveiled its “flash thinking” model as OpenAI also teased its [benchmark smashing o3 model upgrade](https://techcrunch.com/2024/12/20/openai-announces-new-o3-model/), showing potential for at least AGI-like models in the near future that can better handle math, science and possibly game development.

# **Content Worth Consuming**

1. **Nvidia Showed Me the Future of AI in Gaming, but I'm Not Convinced** ([Link](https://www.newsweek.com/entertainment/opinion-nvidia-showed-me-future-ai-gaming-im-not-convinced-2003932)): Some constructive criticism of the current state of AI in gaming and where it could be improved.
2. **AI and Blockchain Can Save Gaming From Cheating** ([Link](https://cryptonews.com/exclusives/opinion-ai-blockchain-save-gaming-from-cheating/)): An exploration of how AI and blockchain can be used to help counter cheating.
3. **AI-Assisted Gaming in Real-Time: Futurism or Reality?** ([Link](https://autogpt.net/ai-assisted-gaming/)): Some interesting areas where AI is assisting in gaming, including online casinos.
4. **AI is booming on the App Store, and developers are taking advantage of it** ([Link](https://www.theverge.com/2024/12/9/24314972/apple-app-store-ai-apps-art-design-photography)): Backlash or not there are a number of developers taking advantage of branding themselves as AI related in the app stores.
5. **Ilya Sutskever’s predictions for the next chapter of AI** ([Link](https://www.youtube.com/watch?v=1yvBqasHLZs)): Some great technical future thinking on next steps in AI development.
6. **2024 Backward Pass: The Definitive Guide to AI in 2024** ([Link](https://kelvinmu.substack.com/p/2024-backward-pass-the-definitive)): Robust overview of the various advances of AI over the last year in preparation for even more in 2025.