**AI x Gaming**

**Week of March 17th, 2024**

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

**Key News Item #1:** Razer unleashes its AI ecosystem ([Link](https://xboxera.com/2025/03/19/razer-wyvrn-is-a-new-ai-powered-gaming-ecosystem/))

* Razer came out swinging last week with a multitude of AI related announcements, starting with the multi-product encompassing WYVERN “AI-Powered Gaming Ecosystem”. The WYVERN ecosystem doesn’t include everything Razer is doing but it does include Razer AI, Razer Sensa HD Haptics, Razer Chroma RGB and THX Spatial Audio. Razer AI Tools includes Razer AI Game Copilot and Razer AI QA Copilot.
* Razer AI Game Copilot (formerly Project Ava) is an AI gaming assistant meant to offer advice, guides and various other forms of adjustable interactivity. Supposedly the tool will be trained on genre and game-specific data, although the breadth of that will be questionable.
* Razer AI QA Copilot is specifically designed for Quality Assurance testing to assist with bug management. The tool attempts to detect bugs, crashes and performance issues to automatically generate reports that include screenshots, clips and event logs. It includes integration into Unreal, Unity and C++ for custom game engines.
* Sensa HD Haptics comes from a partnership with SimHub who do racing sim haptic feedback and will provide haptics through the Razer Freyja and Razer Kraken V4 Pro. Razer Chroma RGB is a dynamic lighting system meant to react to real-time gameplay. The THX Spatial Audio+ Game Plug-in enables 7.1.4 THX immersive audio over headphones as a plugin for WWISE. The full WYVERN SDK is available as a Unreal Engine 5.5 plugin to make all this accessible in the Unreal Editor as well.
* Razer also announced [Razer ID verified by World ID](https://www.businesswire.com/news/home/20250317093836/en/Razer-and-World-Team-Up-to-Combat-Third-Party-Bots-in-Online-Games-in-the-Age-of-AI-Gaming) as a solution to bots that will be part of upcoming web3 multiplayer game TOKYO BEAST. Players will integrate their Razor ID and use World IDs human verification technology to validate that players are humans. The hope of course is that NFTs can be enough of a motivation for players to validate, although KYC has already been tricky to force players into for cashouts.
* Overall Razer’s offerings still feel like a variety of accessories like their physical products and not something that will drive any gamers to switch brands. The Game Copilot is likely to suffer the same pushback as Microsoft’s recent Copilot offering as both too theoretical and possibly a solution looking for a problem.
* **Why does this matter to AI x Gaming:** Razer wants to include AI in its product offerings any way it can, which of course means targeting gamers. Unfortunately Razer doesn’t have anything terribly compelling and its mostly just literal feedback systems through lights, sound and haptics.

**Key News Item #2:** Generative flight sim generates $38k in 10 days ([Link](https://avgeekery.com/new-flight-simulator-made-with-ai-earns-creator-5000-per-month/))

* Pieter Levels gained some online notoriety by creating a flight simulator using a combination of Cursor AI for front end code along with the ThreeJS library and Grok 3 AI generated code for the server side. Thanks to a retweet comment from Elon Musk, the game took off in popularity on Feb 26th. The game offers multiplayer so players can see each other flying around and shoot them down. So far the peak concurrent players has hit 17k which is quite impressive for an AI generated test.
* Pieter has already made $38k from the game in just 10 days thanks to a combination of in-game purchases of planes (there is a $30 plane along with free planes) and in-game ads. The ads were purchased by 17 different websites to play during the game and currently total $5k/month in revenue for Pieter. The novelty may eventually wear off enough to shed some of those advertisers, but given the low level of effort required to create the game it has more than paid for his time.
* Pieter has been incrementally updating the game, but it’s an open question how sustainable that process will be if he’s using entirely AI as increasing complexity and issues with breaking changes can make it difficult to use AI coding on a longer term project. The original tweet has inspired others to make their own flying games as it wasn’t a complicated initial prompt and there will no doubt be more games that get attention and see numerous quick copies given the low barrier here.
* **Why does this matter to AI x Gaming:** AI coded games are low quality for the moment and not suited for high complexity, but the novelty is able to break through the crowded market for short bursts. The important element here is that Pieter managed to make some money using a new and exciting technology, something that will inspire many others.

**Key News Item #3:** Operative Games uses AI to show its true character ([Link](https://venturebeat.com/games/operative-games-unveils-ai-driven-interactive-storytelling-platform/))

* Operative Games emerged from stealth to unveil its AI-based interactive storytelling game tech, StoryEngine, along with investor backing that includes AM Gaming, Samsung Next, and LongJourney.vc. The company believes its proprietary StoryEngine is the secret sauce to allowing game developers to use AI to really flesh out characters with a built-in sense of narrative and understanding of how to guide players through it while allowing them agency.
* The company is developing projects across multiple genres and includes collaborations with Hollywood writers and others in interactive entertainment. The key focus of how Operative Games plans to drive the story is through character and how AI can enable a character to respond more dynamically and naturally to help push the story forward without putting the players on rails.
* The characters and overall narrative of their games aren’t AI authored, but are crafted by professional writers to create an experience and the StoryEngine AI is used to keep things dynamic based on the crafted narrative elements. It’s not just simply responding dynamically as characters, but also trying to take the player into account both in terms of emotion and narrative progression to move realistically towards the next story milestone.
* A lot of the gameplay is driven by simply talking to the characters via phone, zoom call, etc to interact with them and interact with the world that way. Not in-game phones and zoom, but using real phones and zoom software to interact with the characters in a more natural and immersive way. The 2001 EA Alternate Reality Game (ARG) [Majestic](https://en.wikipedia.org/wiki/Majestic_(video_game)) dabbled with some of this by using real websites, phone calls and AIM chatbots but there wasn’t the LLM technology available then. Part of the issue with that game was the cost of running those live services and there is a similar risk here with Operative Games hoping to provide real-time text to speech and video that may not be well scaled economically yet. They claim they can do a single episode within a month, but it's unclear how much manpower and cost that involves.
* All of this is very promising and theoretically possible, but it will be interesting to see how all of this handles dealing with real players who both do the unexpected story wise, but also look to poke at the edges of what it can understand and do. As many experienced tabletop roleplaying game masters know, trying to steer players towards a desired storyline goal while allowing them freedom isn’t remotely easy and these LLMs will have to approach “railroading” carefully to not destroy all the immersion built up. As a player myself of Majestic on release I can testify to how incredibly immersive and even emotionally effecting ARG like experiences can be even when you know the characters are just chatbots.
* **Why does this matter to AI x Gaming:** The combination between authored narrative arc and characters with AI flexibility is a good approach to avoiding generic gaming, but still unproven. The idea of using the characters themselves to drive the story is a good approach if looking to do episodic content like the difference between TV and Movies being characters vs plot. Realistically this will probably take some serious iterations and some more advances in AI to pull off smoothly, but the novelty could work in the meantime.

# **Other News Items**

* **Saga Reveals Four New AI Gaming Partnerships** ([Link](https://gam3s.gg/news/saga-four-new-games/)): Saga blockchain is pushing forward with four new AI related game partnerships.
* **NVIDIA Demonstrates GeForce NOW for Game AI Inference and Streamlined Hands-on Opportunities** ([Link](https://developer.nvidia.com/blog/nvidia-demonstrates-geforce-now-for-game-ai-inference-and-streamlined-hands-on-opportunities/)): NVIDIA showed off using its GeForce NOW cloud infrastructure for “local” AI inference in the cloud to allow for the best of both worlds for players on hardware that can’t run local AI.
* **Griffin Gaming Partners’ Peter Levin Talks AI, Industry Trends, Emerging Markets & Hollywood Interest Amid GDC** ([Link](https://variety.com/2025/gaming/news/griffin-gaming-partners-peter-levin-gdc-2025-1236338940/)): Good interview with Peter Levin that touches on AIs impact on games.
* **China will enforce clear flagging of all AI generated content starting from September** ([Link](https://www.tomshardware.com/tech-industry/artificial-intelligence/china-will-enforce-clear-flagging-of-all-ai-generated-content-starting-from-september)): China is enforcing flagging genAI content at a government level, although it's unclear if this will be baked into genAI tools coming out of China.
* **Google’s Gemini Robotics AI Model Reaches Into the Physical World** ([Link](https://www.wired.com/story/googles-gemini-robotics-ai-model-that-reaches-into-the-physical-world/)): m
* **PhilosopherKing raises $3m in seed funding to bolster AI-driven storytelling** ([Link](https://www.pocketgamer.biz/philosopherking-raises-3m-in-seed-funding-to-bolster-ai-driven-storytelling/)): Using genAI for storytelling is ramping up in terms of funding and studios.

# **Content Worth Consuming**

* **A high schooler built a website that lets you challenge AI models to a Minecraft build-off** ([Link](https://techcrunch.com/2025/03/20/a-high-schooler-built-a-website-that-lets-you-challenge-ai-models-to-a-minecraft-build-off/?guccounter=1)):
  + A 12th-grader named Adi Singh built a website for crowd-sourced comparisons of AI models using Minecraft as a benchmark called [MC-BENCH](https://mcbench.ai/). The website provides two images of what the AI models built along with the prompt for visitors to vote on which did it better. The model used is purposely not revealed until after voting to prevent any bias, and then a new set of two images and prompt is shown.
  + The idea here is that being able to build in a simple but still difficult 3D environment like Minecraft provides for a good benchmark test much like other video games such as Pokemon have. Obviously these AI models are LLMs that aren’t built for Minecraft, but it’s still interesting to see crowd-sourced systems like this help cut through hype. Code itself would actually be quite poor at evaluating these generated builds so having users subjectively review them is a good solution for now and could even be used to provide feedback to the models.
  + Much like other comparison sites like [Chatbot Arena](https://lmarena.ai/), a leaderboard is provided to see how each model fares. On Chatbot Arena Grok-3-Preview, GPT-4.5-Preview , Gemini-2.0-Flash-Thinking, Gemini-2.0-Pro and ChatGPT-4o-latest are the top 5. MC-BENCH comes out quite differently with Claude 3.7 Sonnet, GPT 4.5 Preview, deepseek-r1, o1 and Claude 3.5 Sonnet as the top 5. These are subject to constant shifting, but it makes for a good way to get a real-time perspective on performance at different tasks.
* **'I'm worried about the death of art:' What will generative AI cost us in the end?** ([Link](https://www.gamedeveloper.com/business/-i-m-worried-about-the-death-of-art-what-will-generative-ai-cost-us-in-the-end-)):
  + Despite the significant amount of AI products on the floor of GDC 2025, there were of course some talks concerned about the effect of generative AI on art for games, the most notable of these by David 'Rez' Graham.
  + Graham’s chief concern wasn’t necessarily the capabilities of AI so much as corporate usage as a money saving tactic that ends up killing art as a creative endeavor for humans. Part of the issue is that humans aren’t necessarily making games for money and welcoming of tools that can replace people, they are usually making games for the love of games and the expression of art.
  + He points out that part of the creativity in games isn’t just creating content but rather solving problems and making interesting decisions, something that a generative copying machine isn’t necessarily capable of. He uses the example of the Spider-verse movies which are so layered with creativity and artistic choices that generative AI can only try and replicate that by being trained on it, not develop that level of creativity on its own.
  + Graham hopes this is all hyperbole and is looked back as overblown in 5 years, but believes that the gung-ho permission be damned way art has been consumed as part of AI training is indicative of a very destructive future for games as an art form.
* **AI search is starting to kill Google’s ‘ten blue links’** ([Link](https://www.theverge.com/ai-artificial-intelligence/631352/ai-search-adobe-analytics-google-perplexity-openai)):
  + As companies like Perplexity predicted, internet search is slowly being taken over by AI in the form of AI overviews and internet access available to LLMs. Perplexity turned its early lead in AI processing of search results into a large enough company ([valued at $9B](https://www.bloomberg.com/news/articles/2024-12-18/ai-startup-perplexity-closes-funding-round-at-9-billion-value?embedded-checkout=true)) to make offers on TikTok already and forced Google to start pushing out its AI overviews as quickly as possible despite notable failures in accuracy. It’s a simple enough idea to understand for any search query where the user simply wants information, especially a question answered, and has no interest in clicking through multiple links just to hope to find what they were looking for.
  + While Google and Perplexity fight over the direct searching behavior, there’s also the slow creep of LLMs from OpenAI, Grok, Gemini and now [Claude](https://www.anthropic.com/news/web-search) all having the ability to use the broader internet as part of their conversations. Right now these LLM chats are mostly quick one off conversations, but as users start integrating more and more daily activity into these kinds of interfaces, the idea of even directly searching for information might get fuzzy.
  + All of this will long term have a drastic effect on internet content just as SEO and ads have had in shaping the internet cyberscape. It becomes difficult to justify building much internet content if users are just getting the information they want without ever visiting and the website making no money as a result. Thankfully search referrals are still a thing and while deep research tools are very poor at citing sources currently, there is still potential in some form of attribution based monetization or visitation based monetization.
* **Continuing innovations in GenAI for 3D research** ([Link](https://zhaorw02.github.io/DeepMesh/)):
  + Research papers continue to pour out with new techniques for different aspects of GenAI for 3D to help solve different problems or at least make solutions more efficient. First off is a reinforcement learning technique for creating 3D meshes called [DeepMesh](https://zhaorw02.github.io/DeepMesh/). This research is based on taking point clouds generated by AI and developing them into a high quality mesh to be usable as a 3D asset.
  + The next three focus on the usage of Gaussian splats, something that has become popular as a way to get more detailed worlds especially from real world data. The first two are both about recreating elements of 3D from a 2D image. [Rethinking End-to-End 2D to 3D Scene Segmentation in Gaussian Splatting](https://arxiv.org/abs/2503.14029v1) builds a technique to segment objects into 3D objects for manipulation while [Niagara](https://ai-kunkun.github.io/Niagara_page/) attempts to build a 3D scene from a single view perspective in a different way. Lastly [HAC++](https://yihangchen-ee.github.io/project_hac++/) provides a technique for 100x level compression of the 3D gaussian splats to make their usage far more efficient.
  + Approaching genAI for 3D from two different perspectives: Generating from a prompt and generating from an image (especially photographs) will start to make AI for 3D game asset development suddenly far more possible. Going from a photograph to full 3D assets is like a more futuristic version of using photographs to generate texture maps, something that was complicated but not to the level of requiring AI. The speed at which these research papers are coming out and demonstrating more and more advanced techniques is accelerating the technology although it will be some time before it’s all integrated into new or existing tools.
* **Vibe Coding catching on** ([Link](https://decrypt.co/311144/vibe-coding-using-ai-create-apps-games)):
  + A [number](https://decrypt.co/311144/vibe-coding-using-ai-create-apps-games) of [different](https://decrypt.co/311183/we-built-game-vibe-coding-ai-claude) [articles](https://www.geeky-gadgets.com/vibe-coding-games/) around vibe coding have started popping up as it becomes a trend. The basic idea is to code apps, games, etc without worrying about the code quality or perfection and simply trusting the AI to do its thing. It’s meant to be a more relaxed, fun and exploratory method of development not intended for serious projects, but allowing for things to be built that would otherwise be too intimidating or boring to code. The trend started with a [tweet](https://x.com/karpathy/status/1886192184808149383) from Andrej Karpathy on Feb 2nd where he coined the term and described his embrace of laziness.
  + While the quality of these is often fun throwaway weekend projects, it’s a great way to see not only what a prompt can accomplish, but also to open up software development to non-coders who hopefully acknowledge that this isn’t real “software engineering”. It’s accessible to non-coders most at the vibe coding level precisely because part of the culture is to give in to the AI suggestions and fix problems without questioning. If something doesn’t work you just tell the AI and take whatever it gives to fix things until the problem is gone.
  + In the tests in these articles there were small hiccups of course, but the end result proved the potential to just generate software in a relaxed and non-intimidating way. This software could just as easily be for personal use only and not for others to use so that the requirements are simple and specific, or they can be quickly iterated on as the result of user feedback. The ability to simply generate what you need without worrying about long term code maintenance and distribution can really open up a level of software personalization and everyday use that Open Source just can’t reach.
  + Actually doing the vibe coding can be done with an LLM like Claude or Grok, with Claude generally being rated the best at coding for the moment, or using nicer AI coding specific tools like [Cursor](https://www.cursor.com/en) or [Windsurf](https://codeium.com/windsurf). Replit has also been a favorite for coding mobile apps on the go thanks to its mobile version, allowing actual poolside vibe coding.
  + Some of this movement is an acknowledgement that AI coding is both farther ahead than most people want to admit, but also way behind where software developers want it to be. It’s exploring that middle ground where if the bar is low it can be a powerful unlock and one that should eventually make game prototyping amazing.