

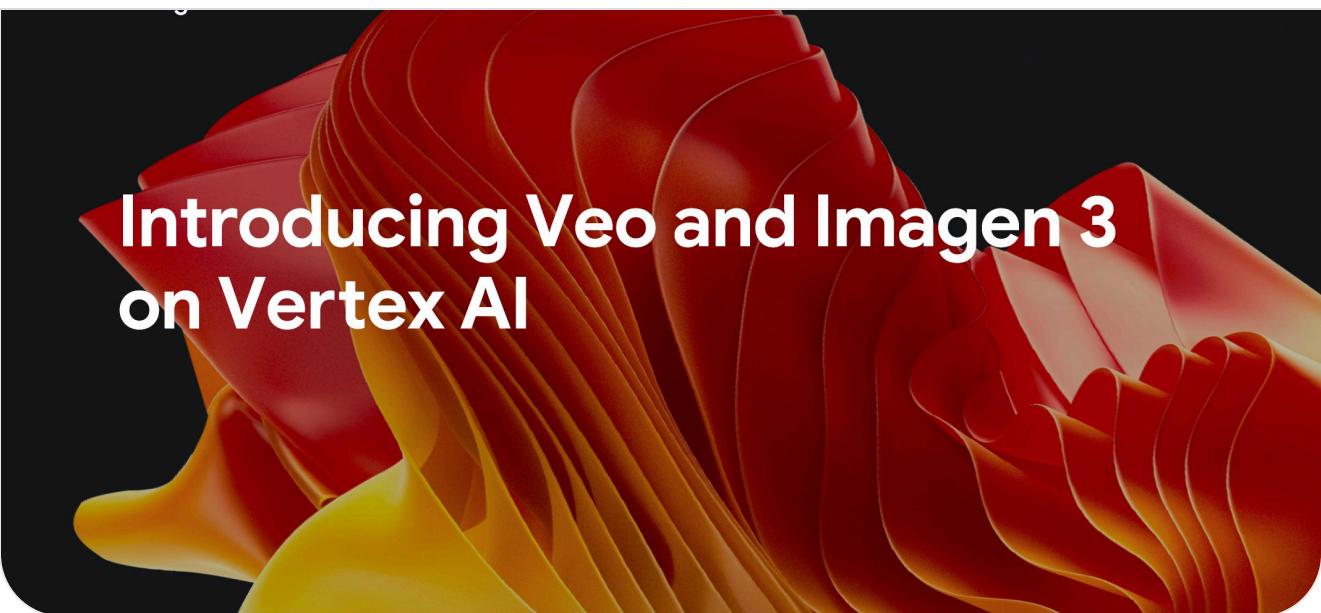
[AI & Machine Learning](#)

Veo and Imagen 3: Announcing new video and image generation models on Vertex AI

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Introducing Veo and Imagen 3 on Vertex AI



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Generative AI is leading to real business growth and transformation. Among enterprise companies with gen AI in production, **86% report an increase in revenue¹**, with an estimated 6% growth. That's why Google is investing in its AI technology with new models like [Veo](#), our most advanced video generation model, and [Imagen 3](#), our highest quality image generation model. Today, we're building on that momentum at Google Cloud by offering our customers access to these advanced generative media models on Vertex AI:

1. **Veo**, now available on Vertex AI in private preview, empowers companies to effortlessly generate high-quality videos from simple text or image prompts. As the **first hyperscaler to offer an image-to-video model**, we're helping

groundbreaking technology unlocks new possibilities for creative expression and streamlines video production workflows.

2. **Imagen 3** will be available to all Vertex AI customers starting next week. Imagen 3 generates the most realistic and highest quality images from simple text prompts, surpassing previous versions of Imagen in detail, lighting, and artifact reduction. Businesses can seamlessly create high quality images that reflect their own brand style and logos for use in marketing, advertising, or product design.

Vertex AI provides an orchestration platform that makes it simple to customize, evaluate performance, and deploy these models on our leading infrastructure. In alignment with our [AI Principles](#), the development and deployment of Veo and Imagen 3 on Vertex AI prioritizes safety and responsibility with built-in precautions like digital watermarking, safety filters, and data governance.

Veo: our most capable video generation model, now available on Vertex AI

Developed by Google DeepMind, [Veo](#) generates high-quality, high-definition videos based on text or image prompts in a wide range of cinematic and visual styles with exceptional speed. With an

Image-to-video: Veo generates videos from existing or AI-generated images. Below are examples of how Veo uses images generated using Imagen 3 (top two images) and real-world images (bottom two images) to create short video clips.



PROMPT: The man looks up and smiles at the camera.



PROMPT: The dog stands up, wagging his tail, happy and looking at the camera.



PROMPT: A slow motion of marshmallows roasting over a crackling fire.



PROMPT: In a crowd of cheering people, a woman is taking photos of a lively EDM concert. People are jumping and singing. Clouds of smoke diffuse through the crowd as confetti is shot into the air.

Text-to-video: Below are examples of how Veo uses text to create short video clips.



PROMPT: An initial close up shot shows fury paws noting and strumming the strings of an electric guitar. The action cuts to a wide angle shot of the musician, a teddy bear wearing sunglasses, as it dances around in a jungle setting, playing its instrument. The background has a dramatic waterfall.



PROMPT: A lone sailboat navigates a dramatic, stormy sea at sunset. A dynamic tracking shot follows the boat as it bravely cuts through powerful waves, its white sails billowing against the fiery sky. The camera emphasizes the contrast between the boat's small size and the immensity of the ocean, creating a sense of both danger and awe, using slow-motion to highlight the power of the waves and the grace of the sailboat.

Veo on Vertex AI empowers companies to effortlessly generate high-quality videos from simple text or image prompts. This means faster production, reduced costs, and the ability to quickly prototype and iterate on video content. Veo's technology can be a great partner for human creativity by allowing creators to focus on higher-level tasks while AI can help handle tedious or repetitive aspects of video production. Customers like Agoda are using the power of AI models like Veo, Gemini, and Imagen to streamline their video ad production, achieving a significant reduction in production time. Whether you're a marketer crafting engaging social media posts, a sales team creating compelling presentations, or a production team exploring new concepts, Veo streamlines your workflow and unlocks new possibilities for visual storytelling.

Imagen 3: Our highest quality image generation model, now generally available on Vertex AI

photorealistic, lifelike images, with far fewer distracting visual artifacts than our prior models.

Starting next week, all Google Cloud customers will be able to access Imagen 3 on Vertex AI. With Imagen 3 on Vertex AI, you can generate high definition images and videos from a simple text prompt. See examples of Imagen 3's image generation capabilities below:



PROMPT: A polaroid capture of high school friends happy on the car bonnet, late 1960s america, flash photography.



PROMPT: Close up shot, In a dimly lit jazz club, a soulful saxophone player, their face contorted in concentration, pours their heart out through their music. A small group of people listen intently, feeling every emotion.



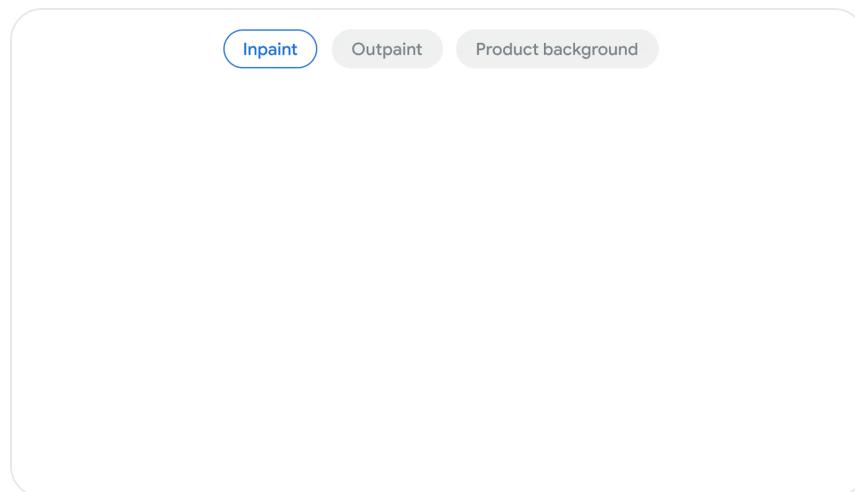
PROMPT: Oil painting in the style of the Dutch Golden Age, showcasing a bouquet of flowers arranged with a variety of blossoms in full bloom. Sunlight streams through a window.



PROMPT: A single comic book panel of two people on a hill, staring at a meadow during a bright sunny day.

companies edit and customize images to meet their business needs. To join the allowlist, [apply here](#).

- Imagen 3 editing provides a powerful and user-friendly way to refine and tailor any image. You can edit photos with a simple text prompt, edit only parts of an image (mask-based editing) including updating product backgrounds, or upscale the image to meet size requirements.



- Imagen 3 Customization provides greater control by guiding the model to generate images with your desired characteristics. It is now possible to infuse your own brand, style, logo, subject or product features when generating new images. This opens up new creative possibilities as it accelerates development by augmenting the marketing process for advertising and marketing assets.



Build with enterprise safety and security

Designing and developing AI to be secure, safe, and responsible is paramount. Consistent with our [AI Principles](#), Veo and Imagen 3 on Vertex AI were built with safety at the core.

- **Digital watermarking:** Google DeepMind's SynthID embeds invisible watermarks into every image and frame that Imagen 3 and Veo produce, helping decrease misinformation and misattribution concerns.
- **Safety filters:** Veo and Imagen 3 both have built-in safeguards to help protect against the creation of harmful content and adhere to Google's Responsible AI Principles. We will continue investing in new techniques to improve the safety and privacy protections of our models.
- **Data governance:** We do not use customer data to train our models, in accordance with Google Cloud's built-in [data governance and](#)

- **Copyright indemnity:** Our [indemnity](#) for generative AI services offers peace of mind with an industry-first approach to copyright concerns.

Customers delivering value with Veo and Imagen on Vertex AI

Leading consumer packaged goods company Mondelez International, which includes brands such as Chips Ahoy!, Cadbury, Oreo, and Milka, is using generative AI to accelerate and enhance campaign content creation, allowing rapid development of consumer-ready visuals at scale for 100+ brands sold in 150 countries.

"Our collaboration with Google Cloud has been instrumental in harnessing the power of generative AI, notably through Imagen 3, to revolutionize content production. This technology has enabled us to produce hundreds of thousands of customized assets, enhancing creative quality while significantly reducing both time to market and costs. With the introduction of Veo, Mondelez and its agency partners (Accenture, Publicis, The Martin Agency, VCCP, Vayner and WPP) are poised to expand these capabilities into video content, further streamlining production processes and setting new benchmarks in marketing." — **Jon Halvorson, SVP of Consumer**

"Mondelez is embarking on a bold journey of AI-driven transformation, partnering strategically with Google Cloud as our core AI platform. This is not simply a technology adoption; it's a deep, collaborative partnership leveraging Google's cutting-edge AI capabilities and infrastructure to fuel our innovation and growth ambitions. This partnership reinforces Mondelez's commitment to continuous adoption of leading-edge technology to advance our business capabilities." — **Tiffani Sossei, SVP Chief Digital Experience Officer, Mondelez International**

WPP is a world leader in marketing and communication services. Its AI-powered operating system for marketing transformation, WPP Open, already utilizes Imagen 3 for image generation and will soon incorporate Veo for video generation, streamlining the ideation and production of content. This expansion empowers WPP to unlock even greater levels of creativity and efficiency.

"At WPP, we believe in the transformative power of AI to enable our people to do their best work. We built WPP Open from the ground up and leverage Google Cloud's AI capabilities within it to help bring to life the creative vision of clients such as L'Oréal, resulting in the production of compelling content and making iteration and concepting easier than ever before. With Veo and Imagen, we are narrowing the gap between imagination and execution, enabling our people to develop high-quality, photo-

Officer, WPP

Agoda is a digital travel platform that helps travelers see the world for less with its great value deals on a global network of over 4.5M hotels and holiday properties worldwide, plus flights, activities, and more. They're now testing Imagen and Veo on Vertex AI to create visuals, allowing Agoda teams to generate unique images of travel destinations which would then be used to generate videos.



Example of how Agoda's marketing team used AI models like Veo and Imagen to help create a promotional video.

"At Agoda, we're committed to helping people see the world for less and making travel experiences more accessible. We are exploring the media generation capabilities of Google Cloud AI, using Imagen to create unique visuals of dream destinations in various styles. These images are then brought to life as videos through experiments with Veo's image-to-video technology. These technologies hold the potential to streamline our

combination can enhance creative possibilities and personalized advertising efficiently. With these tools, we hope to engage customers meaningfully and inspire future adventures." - **Matteo Frigerio, Chief Marketing Officer, Agoda**

Quora, a leading online platform for people worldwide to share knowledge and learn from each other, has developed Poe, a platform that allows users to interact with leading gen AI models, including Gemini, Imagen, and now Veo through Vertex AI. With Veo and Imagen, Poe users can unlock new levels of creativity and bring their ideas to life with incredible ease and speed.

"We created Poe to democratize access to the world's best gen AI models. With Veo, we're now enabling millions of users to bring their ideas to life through stunning, high-quality generative video. Through partnerships with leaders like Google, we're expanding creative possibilities across all AI modalities. We can't wait to see what our community creates with Veo." - **Spencer Chan, Product Lead, Poe by Quora**

Honor is a leading global provider of smart devices. They are now bringing the power of AI image generation directly to consumers' fingertips by integrating Imagen into millions of smartphones. This allows users to easily enhance and customize their photos with features like outpainting and stylization.

implement to enhance their daily lives. We chose to integrate Imagen on Vertex AI because it provides outstanding image generation capabilities that are both powerful and user-friendly. With Imagen, our customers can effortlessly create, edit, and reimagine images directly on their smartphones, transforming everyday moments into extraordinary visuals. We look forward to innovating with Google Cloud as their latest generative media models continue to push the boundaries of creative expression." - **George Zhao, CEO, Honor**

Get started

To get started with Veo on Vertex AI, reach out to your Google Cloud account representative. To get started with Imagen on Vertex AI, find our [documentation](#). You'll be able to access Imagen 3 on Vertex AI starting next week.

1. [Source](#)

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