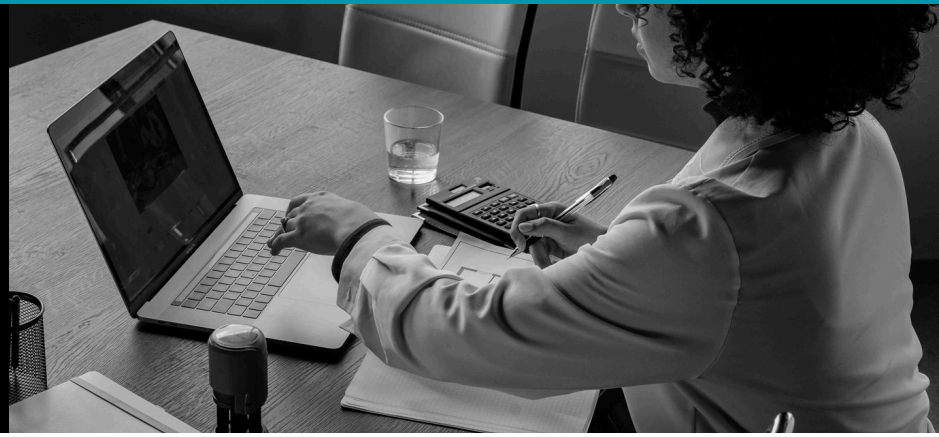


UNDERSTANDING THE GENERATIVE AI OPTIONS AND HOW MUCH IT COST



What is Generative AI?

Generative AI is a type of Artificial Intelligence that can create new content, such as text, images, music, or code, based on patterns it has learned from existing data.

Think of it as an incredibly talented apprentice. Just as a human apprentice learns by observing master craftspeople, generative AI learns by 'studying' vast amounts of existing data. For instance, it might analyse thousands of novels, countless paintings, or millions of lines of code. Through this process, it identifies patterns, styles, and structures.

Once it has learned these patterns, generative AI can then produce its own original works. It's as if the apprentice, after years of study, can now create their own masterpieces that echo the styles they've learned but are entirely new and unique.

What are the Generative AI options available?

Generative AI has rapidly evolved, with several prominent models leading the field. Here are a list of some of the more prominent models available:

- OpenAI's ChatGPT - <https://openai.com/chatgpt>
- Google's Gemini - <https://gemini.google.com>
- Anthropic's Claude AI - <https://claude.ai>
- Meta's Llama - [Llama](https://llama.com)

Each models are known for different qualities or area's of focus. OpenAI's ChatGPT is a versatile language model known for its conversational abilities and wide-ranging knowledge. Google's Gemini represents a multimodal AI system, capable of processing and generating text, images, and other data types. Anthropic's Claude AI focuses on being helpful and ethical, with strong language understanding and generation capabilities. Meta's Llama is an open-source large language model, designed to be more accessible for researchers and developers.



Note: The field of generative AI is rapidly expanding, with new models and capabilities emerging regularly, showcasing the diverse and dynamic landscape of this technology.

Does generative AI cost money?

Generative AI often involves costs, but the pricing structure varies widely across different platforms and use cases. While implementing generative AI typically incurs expenses, the cost structures differ significantly among various platforms and applications.

Some services provide free versions, such as the basic version of ChatGPT, which is free to use. Others offer limited non-cost access, for example Claude AI, which permits users to submit up to 5 queries within a brief timeframe before imposing a waiting period for additional inquiries.

However, many services operate on subscription models or pay-per-use systems. For instance, premium versions like ChatGPT Plus or Claude Pro typically charge a monthly fee for enhanced features and capabilities. Some platforms price their services based on usage metrics, such as the number of API calls or the amount of computing power consumed.

For businesses, there are often more comprehensive and costly AI solutions tailored to specific enterprise needs. It's worth noting that even open-source models, while freely available, require significant computational resources to run, which can translate to substantial costs. The price range for generative AI services is broad, spanning from free basic personal use to potentially millions of dollars for large-scale enterprise implementations.



Note: That these subscription models and prices are subject to change. As this technology continues to evolve, pricing models are likely to adapt, striving to balance accessibility with the operational costs of these advanced systems. This information is from January 2025.