



What Is Generative AI (GenAI)?

GenAI is a form of artificial intelligence (AI) that creates new content based on user prompts. GenAI assistants help boost creativity, automate tasks, and inform decision-making to improve efficiency, enhance experiences, and accelerate innovation.

GenAI at a Glance

Productivity challenges:

Producing high-quality content requires time and resources.

Scaling personalized experiences is complex and costly.

Extracting actionable insights from data is slow and inefficient.

GenAI solutions:

GenAI uses neural network architecture to understand and respond to human language.

GenAI models rapidly find patterns in data to create new and personalized content.

Responsible AI practices help improve the safety, trustworthiness, and ethical use of GenAI solutions.

Benefits of Using GenAI

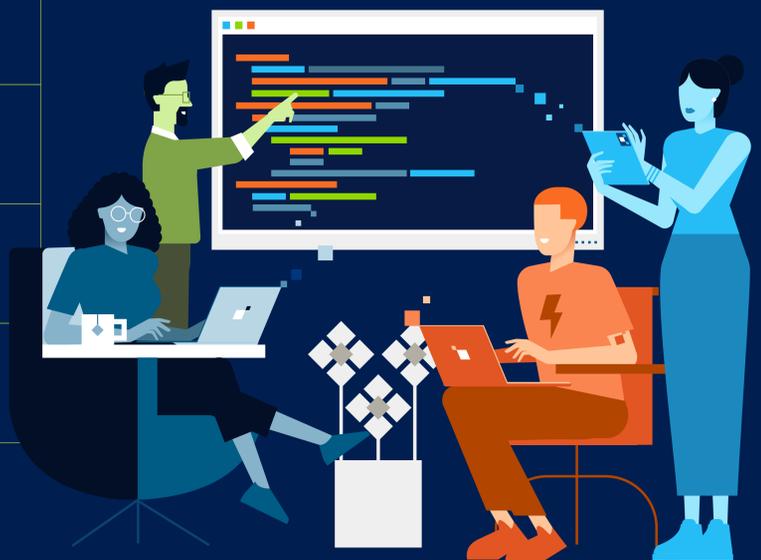
Generative AI solutions are changing how people and organizations work, make decisions, and express creativity.

Creativity: Empower marketing, media, and design with AI-driven content generation.

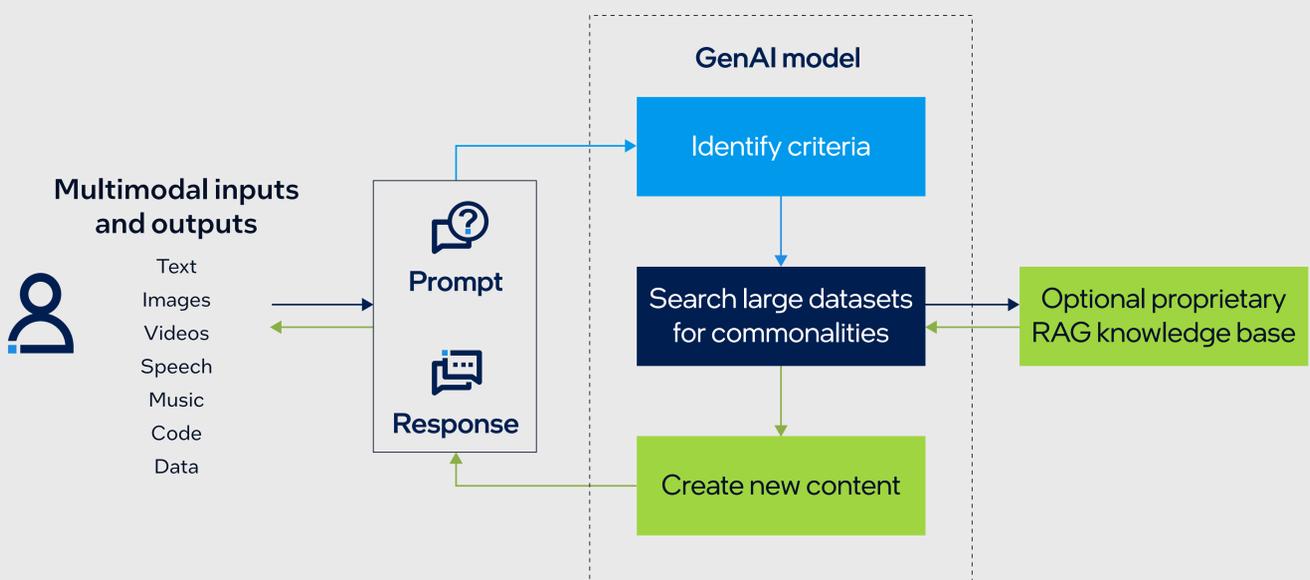
Efficiency: Automate repetitive and time-consuming tasks to improve productivity.

Personalization: Customize recommendations and experiences at scale.

Problem-solving: Optimize decision-making by identifying patterns, risks, and opportunities.



Inside GenAI



Unlock the full potential of GenAI

Explore the possibilities at intel.com/ai