

《三星公布“人造人”项目：类似真人，可以表达情感》

三星公布“人造人”项目：类似真人，可以表达情感

Neon

AI (STAR Labs)

Neon “”



“Neon is like a new kind of life,” says STAR Labs CEO Pranav Mistry in the release. “There are millions of species on our planet and we hope to add one more.”

“Neon” STAR Labs • “”

Each Neon avatar is “computationally generated” and will hold conversations with users while displaying “emotions and intelligence,” says the company. Their likenesses are modeled after real humans, but have newly generated “expressions, dialogs, and emotion.” Each avatar (known individually as “NEONs”) can be customized for different tasks, and is able to respond to queries “with latency of less than a few milliseconds.” They’re not intended to be

just visual skins for AI assistants, but put to more varying uses instead:

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“????(????“ NEON”)????????????????????“????”????????????AI????????????

“In the near future, one will be able to license or subscribe to a NEON as a service representative, a financial advisor, a healthcare provider, or a concierge. Over time, NEONS will work as TV anchors, spokespeople, or movie actors; or they can simply be companions and friends.”

“????????????????Neon????????????????????Neon????????????????;????????????”



In its PR, the company veers into strange territory is in its description of the avatars' underlying technology. It says it's using proprietary software called “Core R3” to create the avatars, and that its approach is “fundamentally different from deepfake or other facial reanimation techniques.” But it doesn't say how the software does work, and instead relies on wishy-washy assurances that Core R3 “creates new realities.” We'd much rather know if the company is using, say, high-resolution video captures pinned onto 3D models or AI to generate facial movements — whatever the case may be.

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