

Synthesia is a leading AI video generation platform, renowned for its innovative approach to video content creation. It is the go-to solution for over 50,000 companies, including giants like Xerox, Heineken, and Zoom, for producing studio-quality videos with AI avatars and voiceovers in more than 130 languages. The platform boasts an impressive array of over 160 AI avatars to make videos more inclusive and diverse, catering to a global audience.

Synthesia simplifies video production by allowing users to turn text into videos quickly, as easily as making a slide deck. Users can create an account and start making videos immediately, with no credit card required, and benefit from the intuitive script generation with Chat GPT-like prompts, customizable video designs, and straightforward collaboration and sharing options.

The platform's cost and time efficiency are notable, with companies like Xerox cutting video creation costs by over 50% and Zoom reducing video production time by 90%. Engagement rates with e-learning content have also seen a significant increase of over 30% in some cases.

Synthesia places a high value on ethics and security, ensuring all practices are SOC 2 and GDPR compliant, and has a dedicated Trust & Safety team to oversee data protection and ethical AI usage. The platform also offers a vast range of templates to kickstart video production and integration options with popular tools for a seamless workflow.