Building a Generative AI System You Can Trust

> Media and marketing pros from Warner Bros, YouTube, Tubi and more will share insights, perspectives and advice on how to keep up in this ever-changing industry. Join them in LA at the Convergent TV Summit on October 25.

Working with artificial intelligence can be polarizing. The future possibilities of generative AI create a sense of hope … and fear.

We've been working with AI at our creative agency Omelet for a few years now. In early 2020, we started using AI to help automate the mundane parts of the banner localization process. Earlier this year, we released a natural language processing-powered web tool, Hikup, to help anyone be more mindful of the language they use.

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