

## **ESTsoft successfully integrates AI human avatar app 'PERSO' into Microsoft's collaboration tool, Teams**

- ESTsoft's 'PERSO' to be integrated into MS Teams as a pre-built AI human avatar video creation service
- Secured know-how to integrate with Azure, Open AI, and Azure Kubernetes services, paving the way for globalization of AI services
- ESTsoft CEO Sangwon Chung reveals that the company will become a global representative AI human service company by presenting various possibilities of AI humans and securing business models

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ESTsoft (CEO Sangwon Chung), a software company specializing in AI services, announced on February 13 that it has successfully completed the test of the pre-built AI human avatar video production app (AI human video production app) within Microsoft Teams, a service that has been in the works with Microsoft Headquarters since the second half of last year. ESTsoft will now be able to offer its AI human avatar service to users of Microsoft's collaboration tool, Teams.

ESTsoft's new service is called PERSO, which is derived from the name of ESTsoft's AI human video production service, AI Studio PERSO. PERSO is available as a video production app that can be downloaded from within Teams itself. Teams offers various extensions to the app to enhance collaboration.

Using PERSO is simple. After completing the basic settings by selecting an AI human character, video composition, country, and voice provided by the service, users can enter text to instantly create the video they want. In addition, users can upload a PPT file to create a video that is presented by an AI human avatar, and the video can be immediately shared as a link or file, making it highly useful in various collaborative environments.

However, since it is currently a beta service, some of the features of the AI human avatar service are limited. For example, it is difficult to create left and right side images of the

AI human avatar provided for natural video production, and the video production volume is limited to 20MB (megabytes) or 10 slides of a PPT (PowerPoint) file. Major features that improve the quality of the service will be added in the future with an advanced pricing policy.

"Starting with this project, we will integrate ESTsoft's AI human avatars on various global platforms in the future," said Gye-Poong Byun, head of ESTsoft's AI Business Unit. "In particular, we plan to enter the global market in the most effective way with Microsoft's cooperation."

With the successful completion of this project, ESTsoft has solidified its foothold in the global AI services market. The company also gained the technical know-how to integrate Microsoft Azure AI, Azure OpenAI Service, and Azure Kubernetes Service with its AI services.

Sangwon Chung, CEO of ESTsoft, said, "We are very pleased that the AI human avatar service, which we have been promoting as a core service at ESTsoft, has finally taken its first step into the global market." "We will present various possibilities of AI humans in the future, and we will grow into a leading AI human company in the global market through market preemption based on business model diversification," he added.