

ESTsoft announces global launch of AI human services as a subscription... Service now available in global markets

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- Global launch of AI human video production, AI conversation and interpretation services as SaaS, API and SDK
- Introduces interactive services combined with LLM to the global AI human market centered on video production, strengthening ESTsoft's leadership in the market
- CEO Sangwon Jung expresses ambition to provide AI humans globally and focus on expanding services to help people enjoy a better everyday life

AI service specialist ESTsoft (CEO Jung Sang-won) announced on May 9 that it will accelerate the global expansion of its AI human business by launching a subscription AI human service.

With this launch, ESTsoft will begin offering AI STUDIO PERSONA, an AI human video production service, and PERSONA LIVE, an interactive AI human service that supports real-time conversation and interpretation, as a subscription service in markets around the world.

In particular, the interactive AI human service 'PERSONA LIVE', which combines a very large language model (LLM), is a leading service in the industry, and the launch of this service is being recognized as a new possibility for the global AI human market, which has grown to be centered on video production.

The new subscription-based AI human service is powered by Microsoft Azure. The subscription service is delivered through a combination of software-as-a-service (SaaS), application program interfaces (APIs), and software development kits (SDKs) to provide an optimized adoption experience for a variety of uses around the world.

The official launch event was held at Microsoft Korea headquarters in Gwanghwamun, Seoul. In attendance were Sangwon Chung, CEO and Gye-Poong Byun, Managing Director of ESTsoft, Rachel Bondi, Corporate Vice President of SMC in Asia at Microsoft, as well as Microsoft Korea officials and several potential customers.

ESTsoft plans to accelerate its global expansion now that it is ready to provide more standardized, high-quality AI human services within Microsoft's ecosystem. To this end, the company has decided to rapidly build a business model that diversifies sales

methods and service types while promoting subscription-based services.

Sangwon Chung, CEO of ESTsoft, said, "We will focus on expanding and upgrading our services to provide a better daily life for AI humans around the world, and we will do our best to make PERSO the best SaaS in its field."

The event was kicked off with remarks from Rachel Bondi, Corporate Vice President of SMC in Asia at Microsoft, and concluded with a high level of interest from attendees.

"We support ESTsoft's expansion through the Independent Software Vendor (ISV) program," said Rachel Bondi, Corporate Vice President, SMC, Microsoft Asia. "As a leader of a multilingual team, I saw the potential in the innovation of ESTsoft's PERSO SaaS AI to enhance our global communications capabilities."