



Kreative KIs //
Michael Katzlberger
3LIOT.ai



*"KI wird 95% der Aufgaben übernehmen,
für die Marketer heute Agenturen, Strategen
und Kreative einsetzen."*

Sam Altman, März 2024

BERICHT

Microsoft und OpenAI sollen KI-Rechenzentrum für bis zu 100 Milliarden Dollar planen

In der in den USA vorgesehenen Einrichtung solle im Jahr 2028 ein Hochleistungscomputer namens "Stargate" in Betrieb gehen, heißt es

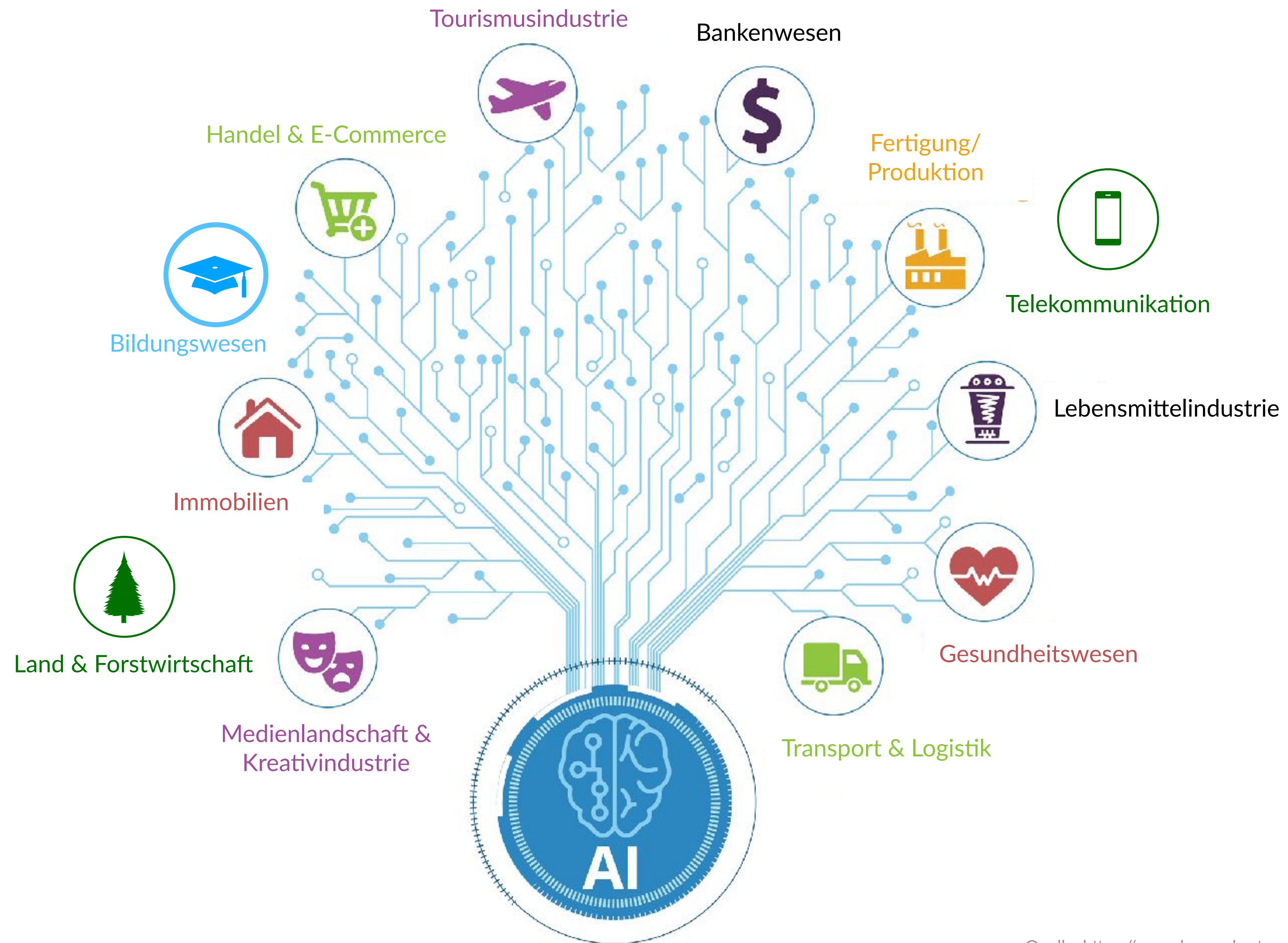
29. März 2024, 22:19, [35 Postings](#)



Quelle: <https://www.derstandard.de/story/3000000213908/microsoft-und-openai-sollen-ki-rechenzentrum-fuer-bis-zu-100-milliarden-dollar-planen>



KI DURCHDRINGT ALLE INDUSTRIEN



Quelle: <https://www.leewayhertz.com/ai-use-cases-and-applications/>

KI IST KEIN TOOL!

SKILLSET & MINDSET MUSS SICH ÄNDERN

A golden unicorn with a shimmering mane and tail stands in a field of tall grass. The scene is bathed in the warm, golden light of a sunset, with the sun low on the horizon. The grass is dotted with numerous small, glowing golden lights, creating a magical atmosphere. The unicorn's body is covered in a fine, golden glitter, and its horn is also covered in the same shimmering material. The background shows a silhouette of a tree on the left and a distant horizon with a few more trees.

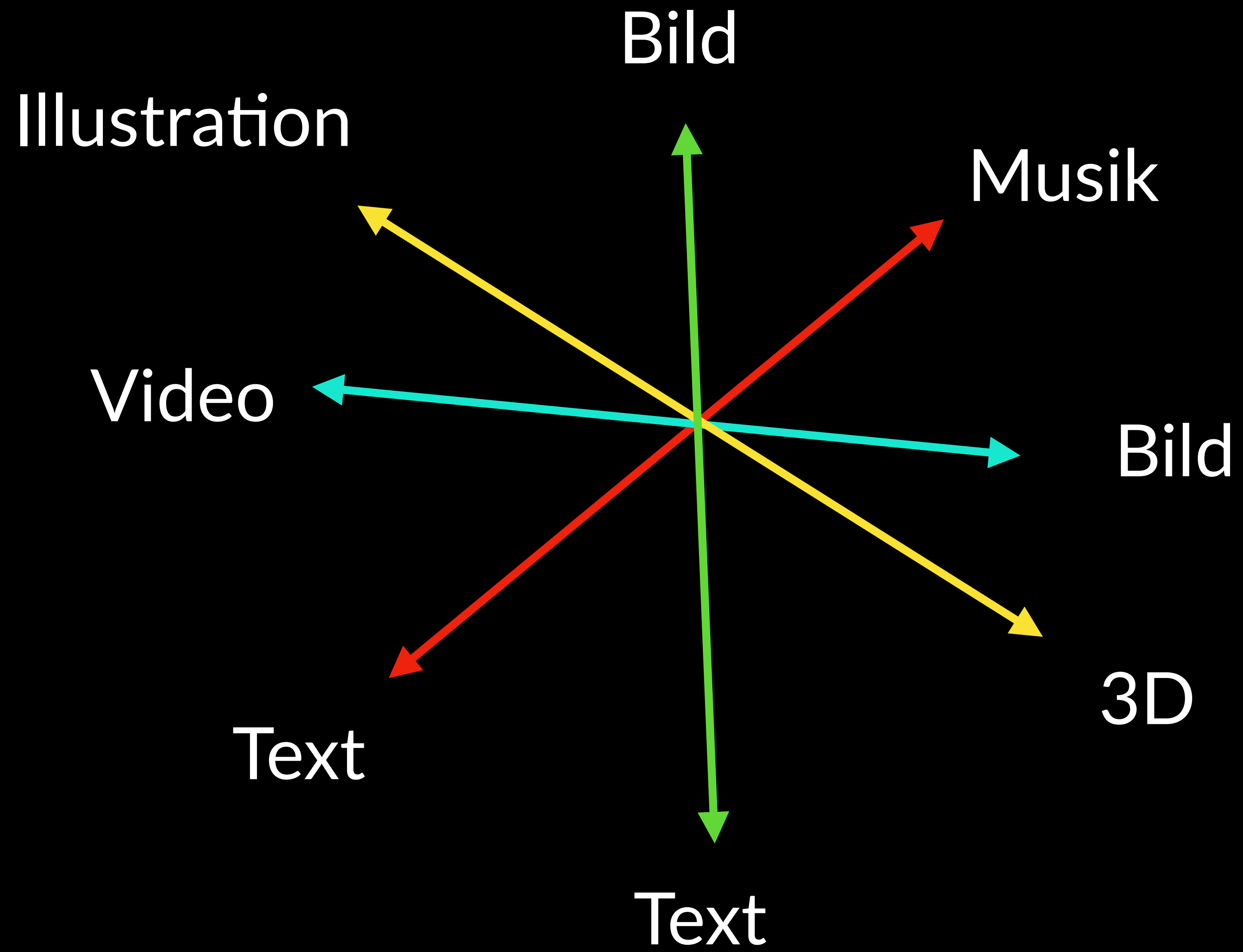
ES KOMMT ZU ENORMEN PRODUKTIVITÄTSSTEIGERUNGEN



PROMPTENGINEER:IN

PRO

EVERYTHING TO EVERYTHING



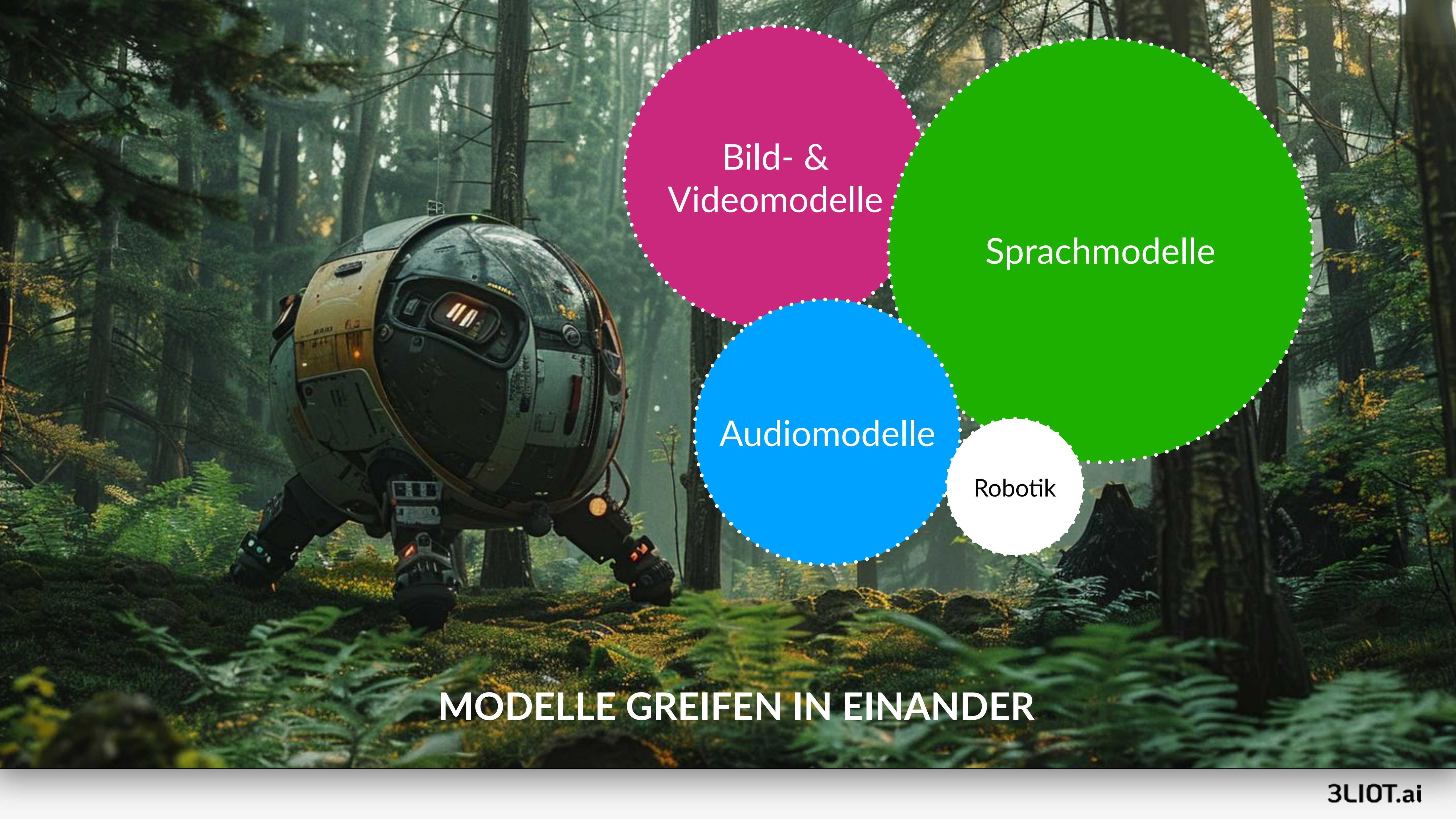
A Vespene GDI Scout from StarCraft II is positioned on the left side of the image, standing on a mossy forest floor. The robot has a spherical body with a yellow and grey color scheme and a single large eye. The background is a dense, misty forest with tall trees and green foliage.

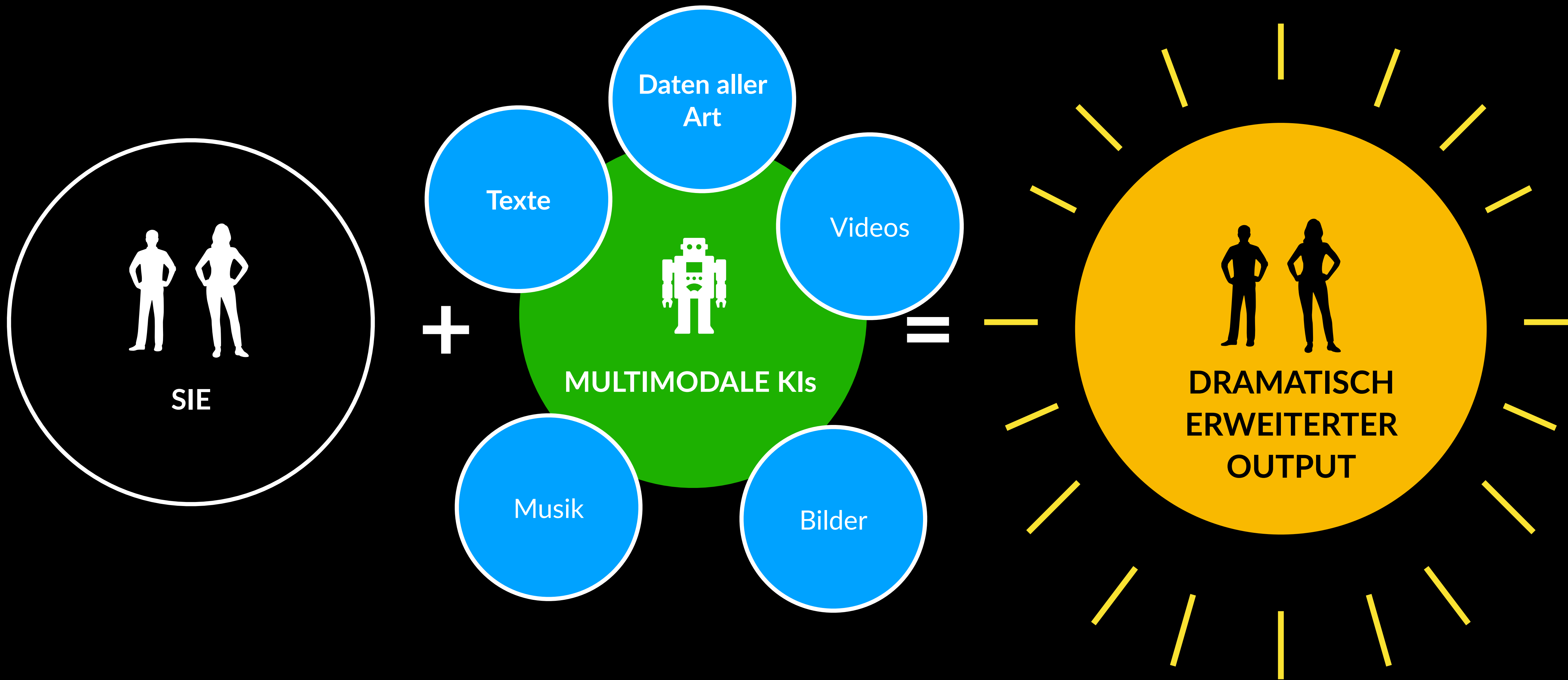
Bild- &
Videomodelle

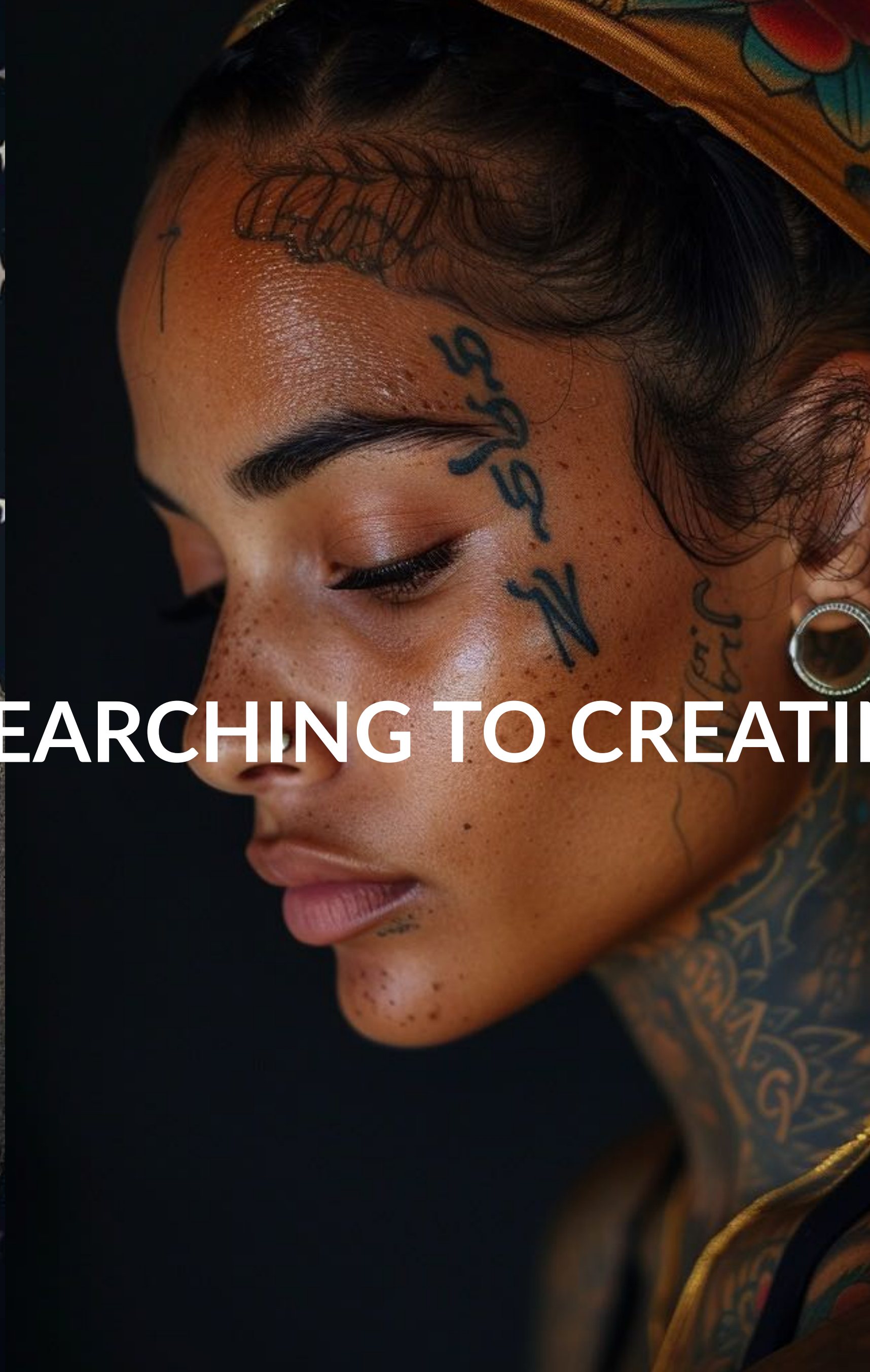
Sprachmodelle

Audiomodelle

Robotik

MODELLE GREIFEN IN EINANDER





FROM SEARCHING TO CREATING

KUNDE:

***“Bitte Fotos von jungen, männlichen Fussballern für
Kampagne recherchieren”***

OLD SCHOOL

stock.adobe.com

My Images

Young Male Soccer Player Bilder – Durchsuchen 88,039 Archivfotos, Vektorgrafiken und Videos | Adobe Stock

Adobe Stock Fotos Illustrationen Vektoren Videos Audio Vorlagen Kostenlos Schriftarten Plug-ins 3D Generieren Verkaufen Preise ?

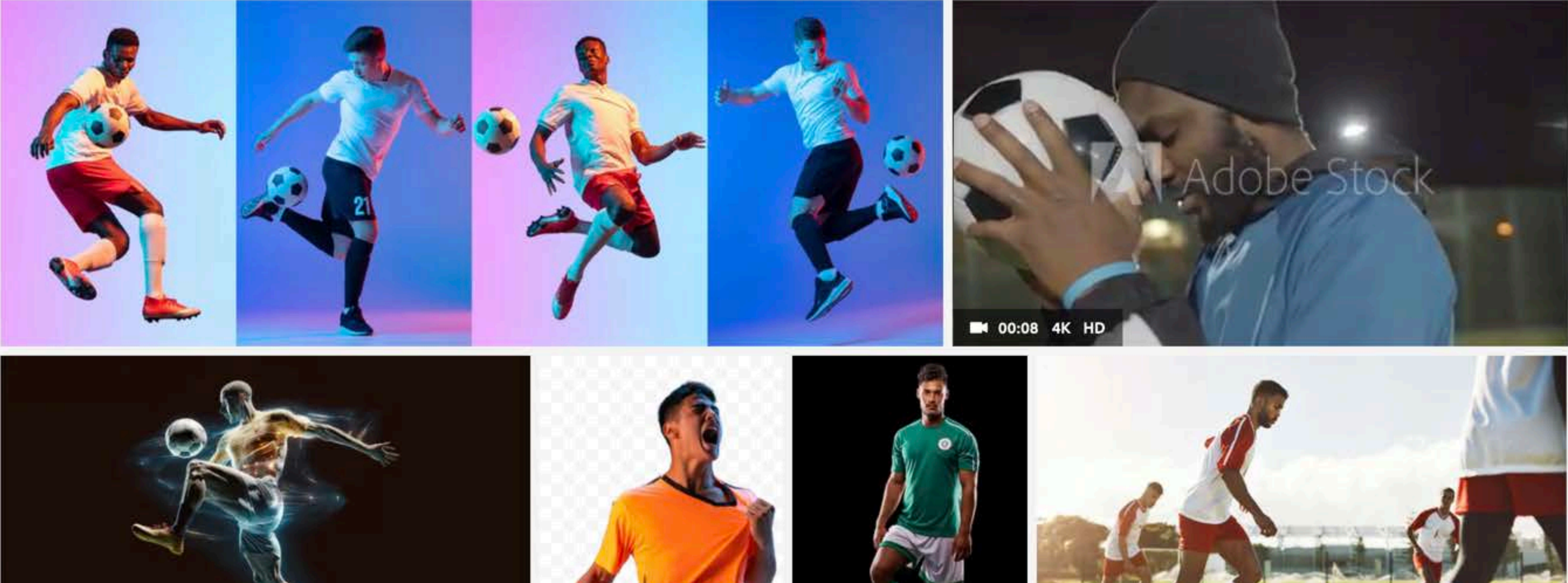
Alle young male soccer player Meine Bibliotheken

Adobe Stock zum günstigen Preis für Ihr Team [Mehr Infos](#)

Bedienfeld einblenden Neue Filter hinzugefügt

Sortieren nach Relevanz

88 039 Ergebnisse für *young male soccer player* in „alle“ Anzeigen *young male soccer player* in Videos (9280)



NEW SCHOOL

+ documentary photo of young male soccer player {Nikon D850, Hasselblad H6D-100c, Fujifilm GFX100, Leica MIO-R, Lomography Lomolnstant Wide, Polaroid SX-70, Fujifilm Instax Square SQ6, GoPro HERO}



Search prompts

Today

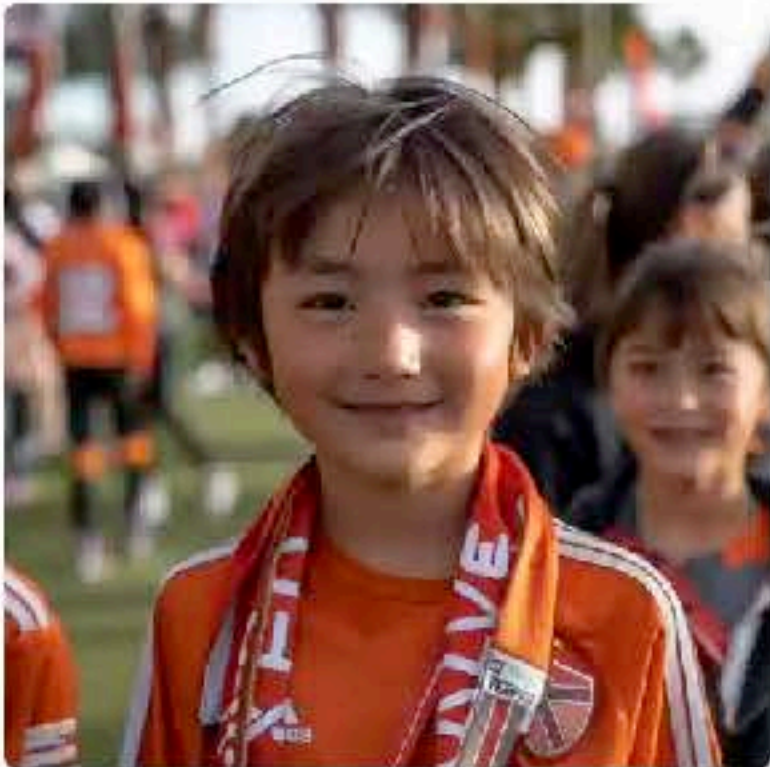


documentary photo of young male soccer player GoPro HERO

style raw

chaos 50

stylize 1000



documentary photo of young male soccer player Fujifilm Instax Square SQ6

style raw

chaos 50

stylize 1000



documentary photo of young male soccer player Polaroid SX-70

style raw

chaos 50

stylize 1000

🔗 Explore

🎨 Create

🖼️ Archive

👍 Rate Images

💡 Rate Ideas

🔔 News

9

❓ Help

🐛 Report Bug

🌙 Light Mode

🔒 nash8000

Today



young male soccer player

chaos 10

niji 6

stylize 1000



Rerun



Use



Hide



More



young male soccer player

chaos 10

niji 6

stylize 1000



young male soccer player

chaos 10

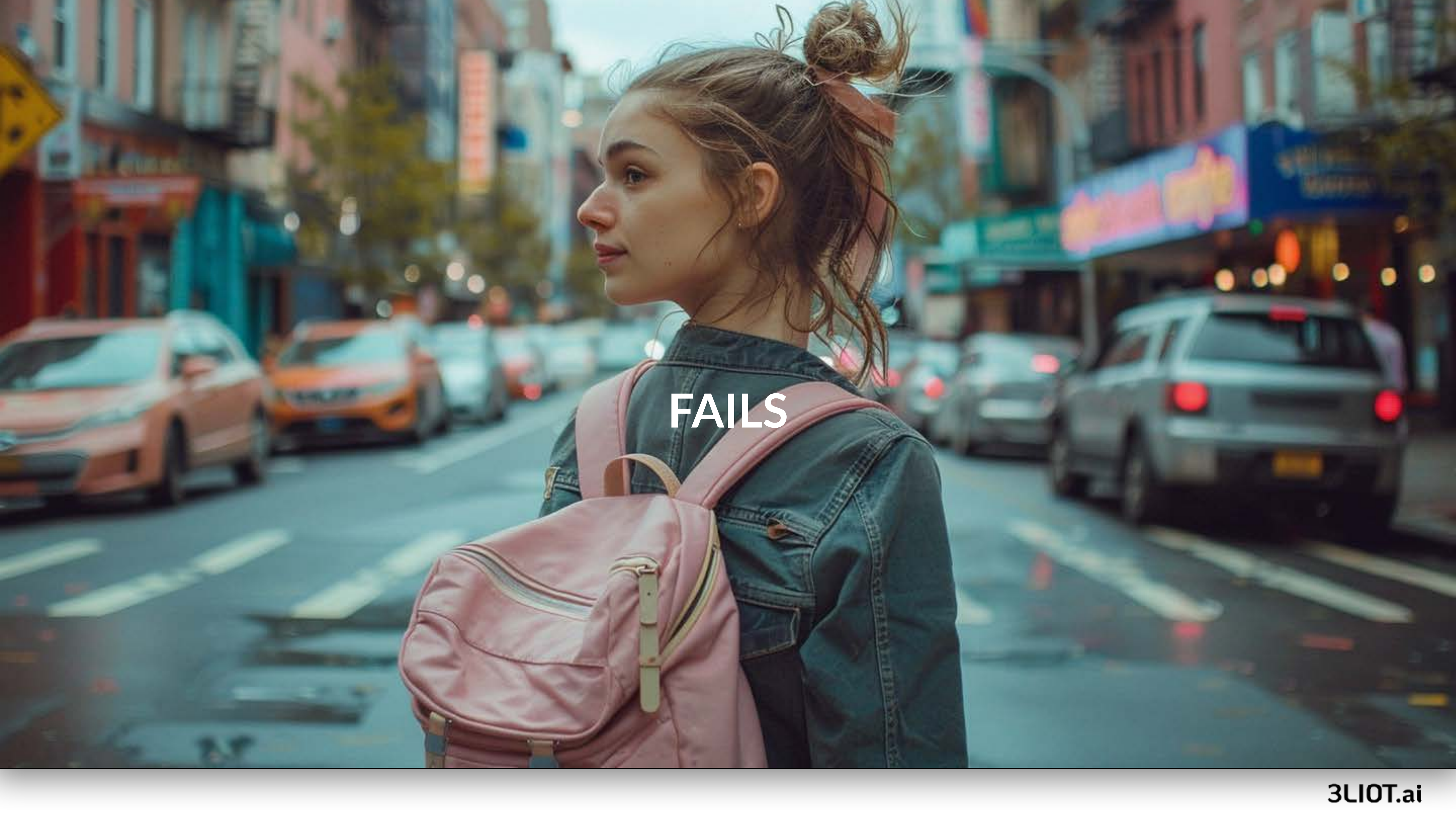
niji 6

stylize 1000

A studio photograph featuring three models of diverse ethnicities (two white, one Black) with different hair colors and styles. They are all looking directly at the camera with neutral expressions. They are wrapped in a thick, light pink blanket with a prominent braided or cable-knit texture. The blanket is draped over their shoulders and heads, framing their faces. The background is a plain, light grey studio backdrop.

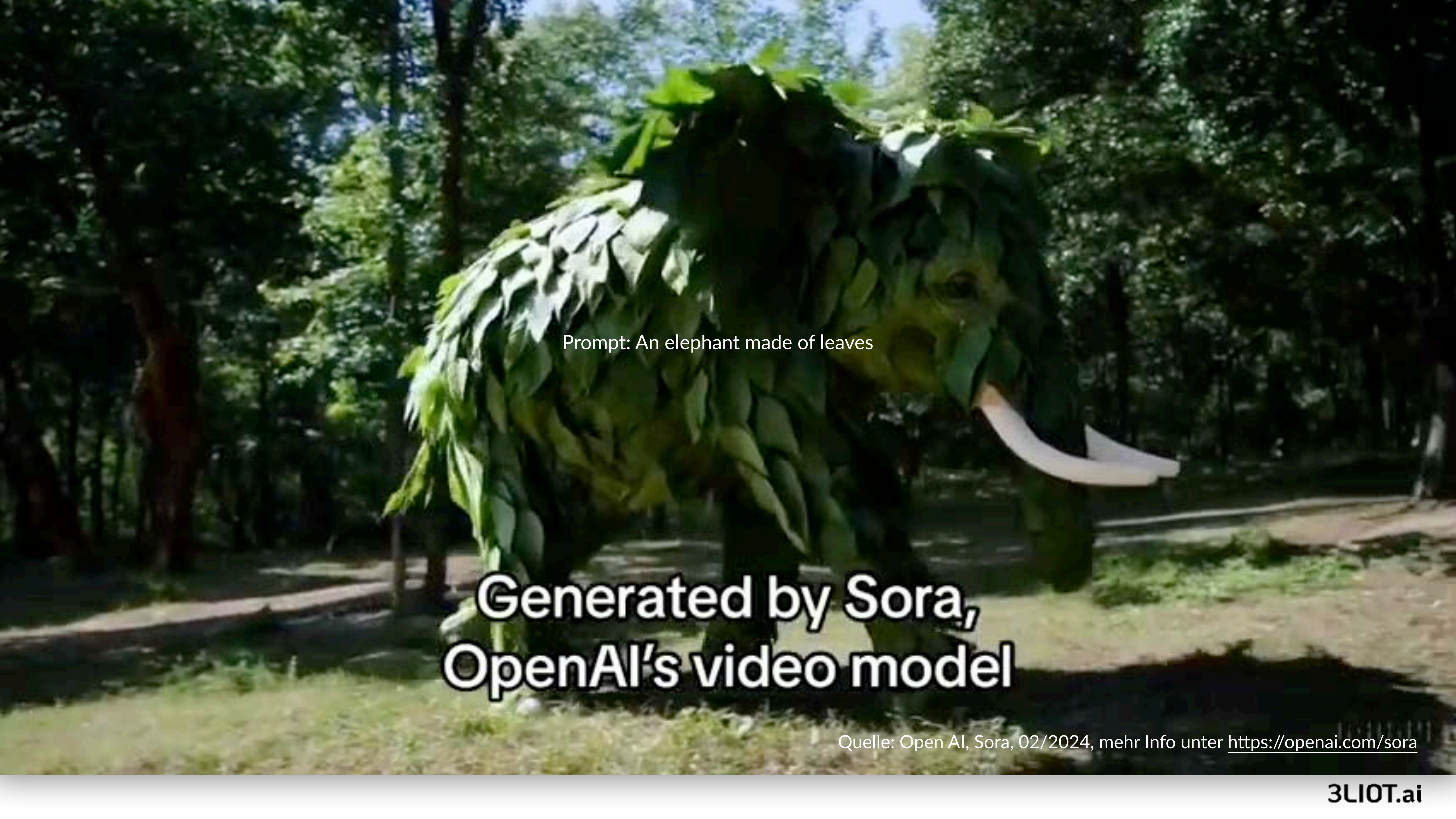
KI VIDEO

Quelle:<https://youtu.be/CYB7VXduPWk?si=iEb0jrJX-4NpkZZF>

A young woman with brown hair tied in a bun, wearing a dark denim jacket and a pink backpack, is looking over her shoulder towards the camera. She is standing on a city street with cars and buildings in the background. The word "FAILS" is overlaid in white text on her backpack.

FAILS



A large elephant is depicted, its entire body composed of numerous green leaves of varying sizes and shades, giving it a textured, organic appearance. The elephant has two prominent, curved white tusks. It is standing in a sun-dappled forest clearing with a dirt path and dense trees in the background.

Prompt: An elephant made of leaves

**Generated by Sora,
OpenAI's video model**

Quelle: Open AI, Sora, 02/2024, mehr Info unter <https://openai.com/sora>

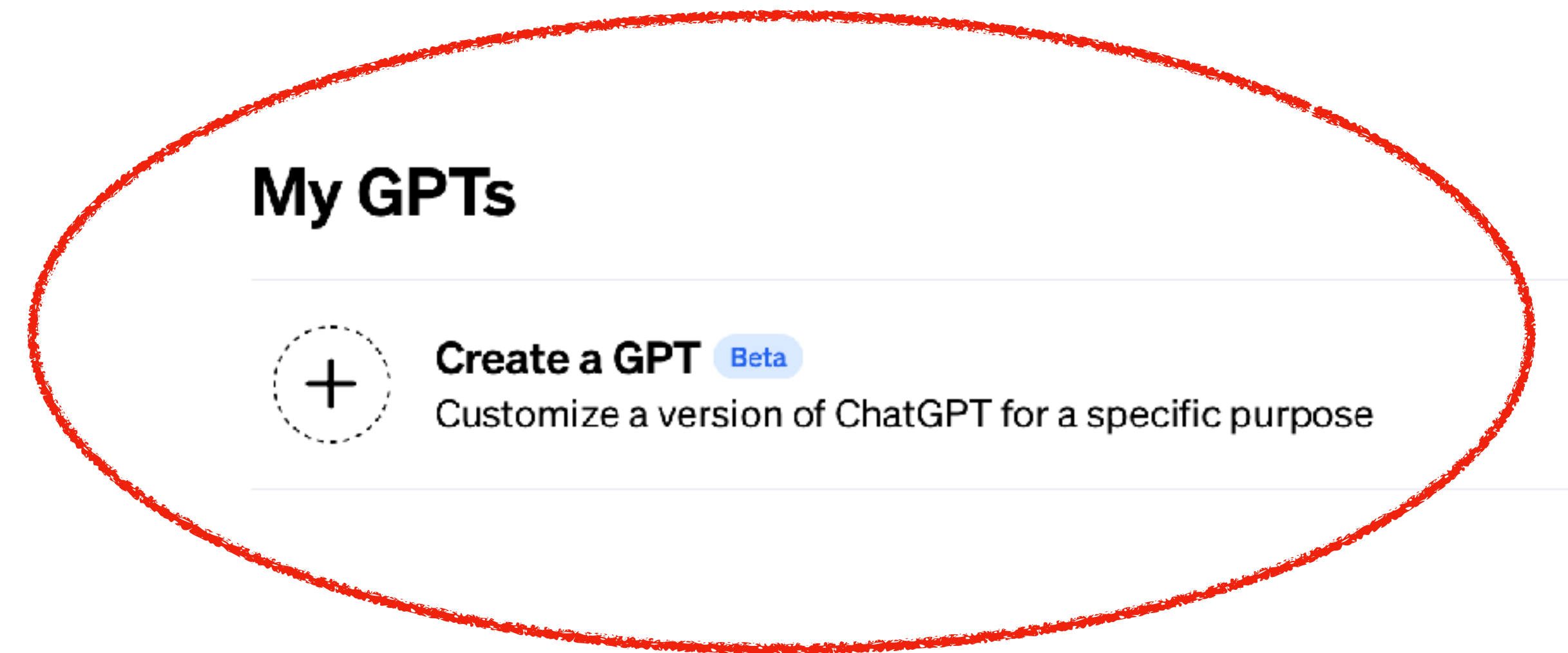


GPTs - NEU!

GPTs sind eine neue Möglichkeit für jeden, eine maßgeschneiderte Version von ChatGPT zu erstellen.

D.h. ein GPT “wächst” mit Ihrem Unternehmen mit.

Diese GPTs können dann mit anderen im Team geteilt werden.





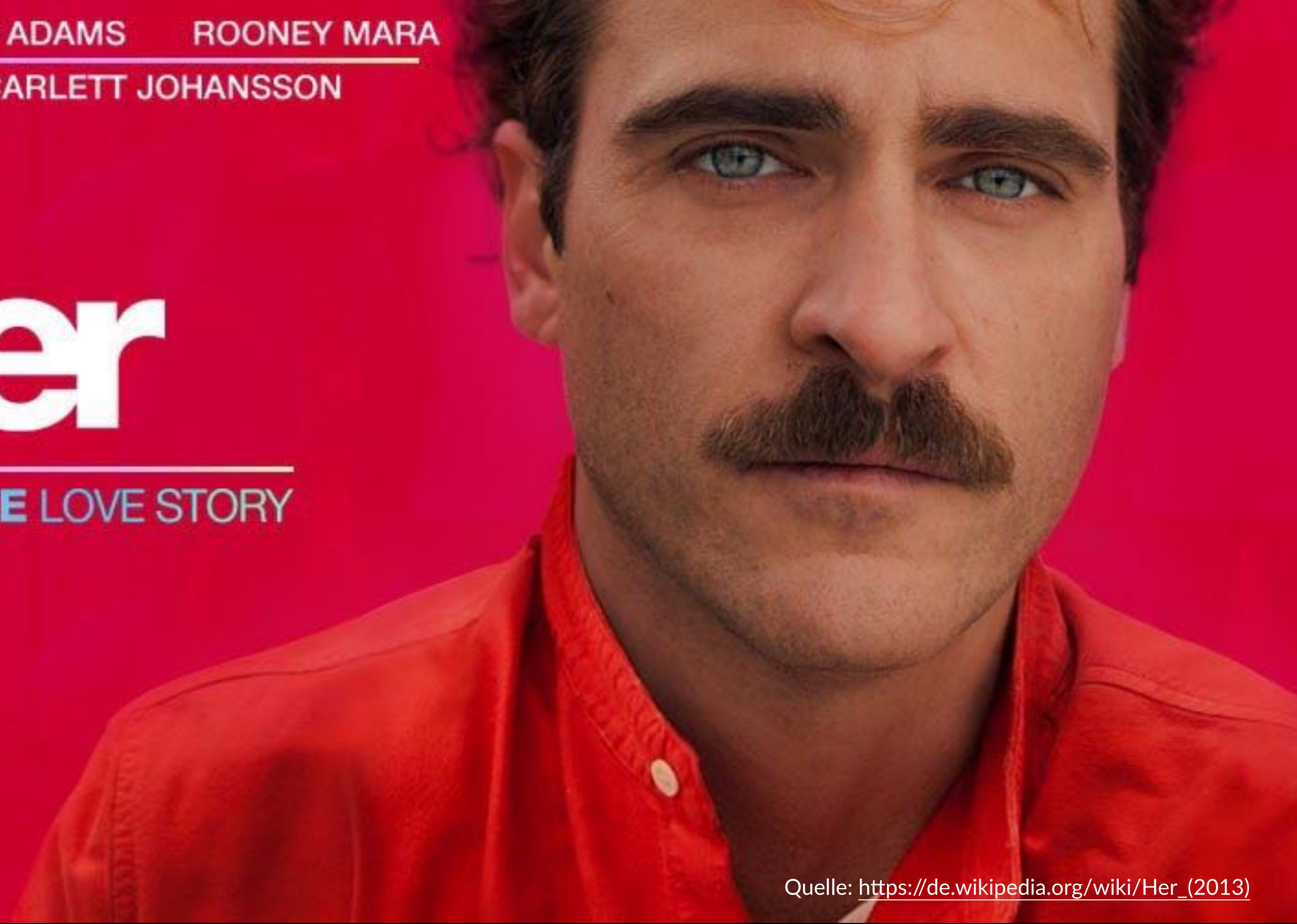
EMOTIONALE INTELLIGENZ FÜR MASCHINEN?

JOAQUIN PHOENIX AMY ADAMS ROONEY MARA

OLIVIA WILDE AND SCARLETT JOHANSSON

her

A SPIKE JONZE LOVE STORY



Quelle: [https://de.wikipedia.org/wiki/Her_\(2013\)](https://de.wikipedia.org/wiki/Her_(2013))



ChatGPT



DALL-E



Data Analyst



Explore GPTs

Today

How to Air Fry Dumplings

Yesterday

American Football Rules

Dog-friendly Trails Near Me

ChatGPT 4 ▾



GPT-4

With DALL-E, browsing, and analysis



GPT-3.5

Great for everyday tasks



Plugins



Temporary Chat

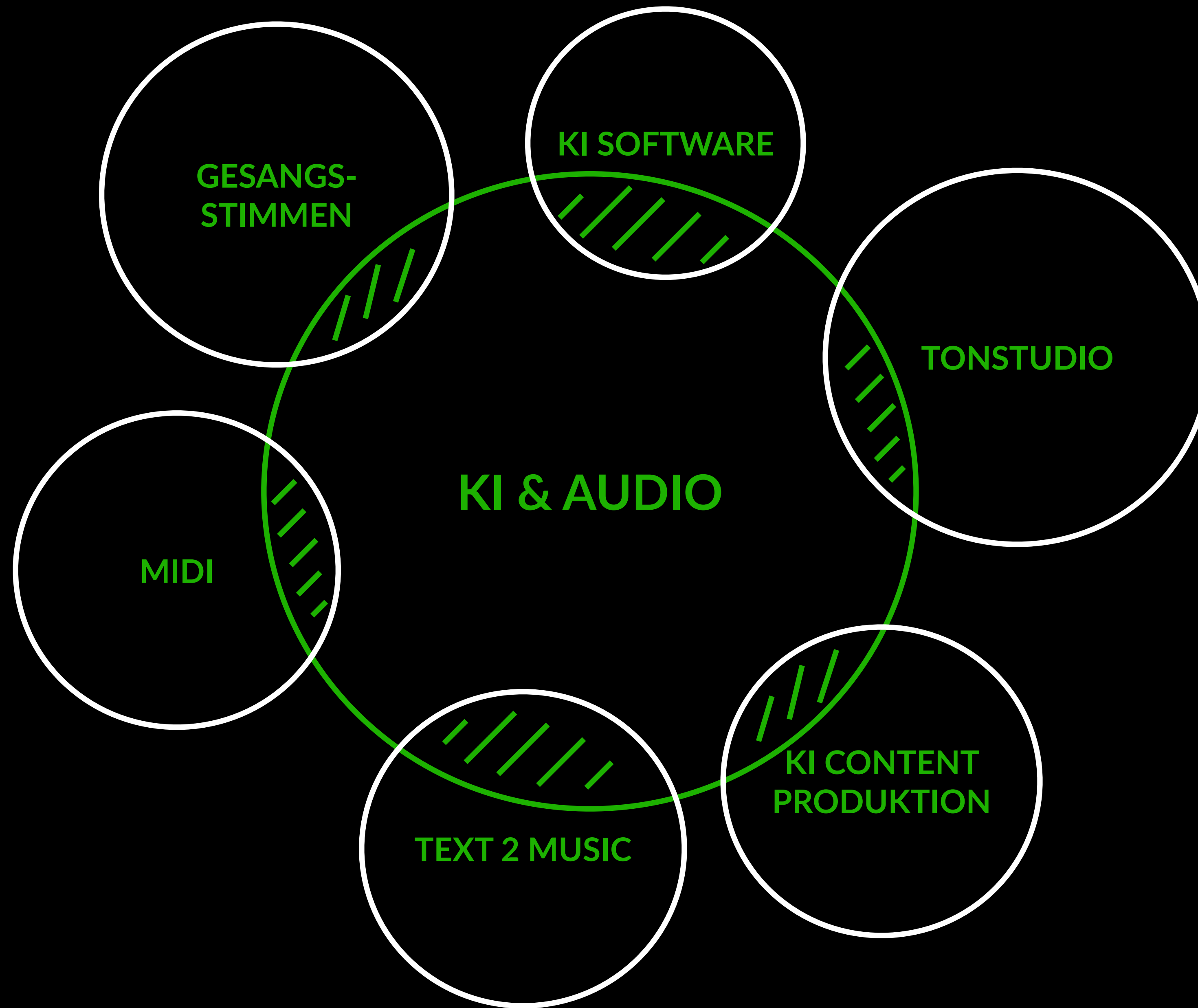


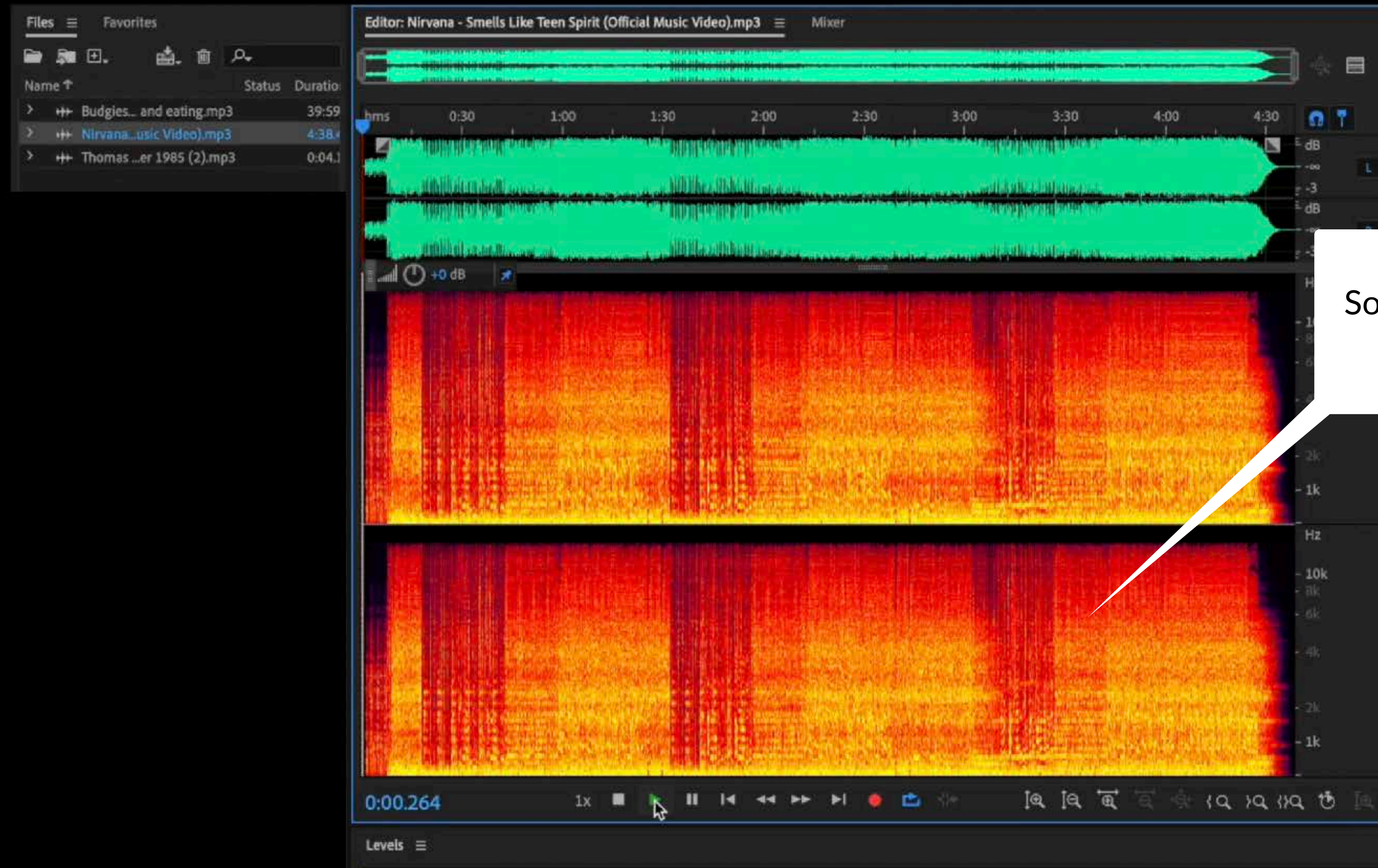
Temp

This chat won't app
memories, or be used
purposes, we may k

Quelle: <https://openai.com/blog/memory-and-new-controls-for-chatgpt>

AUDIO

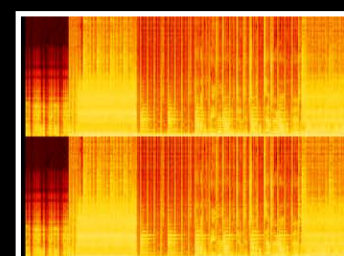
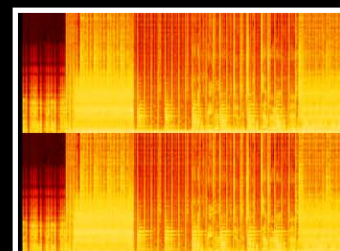
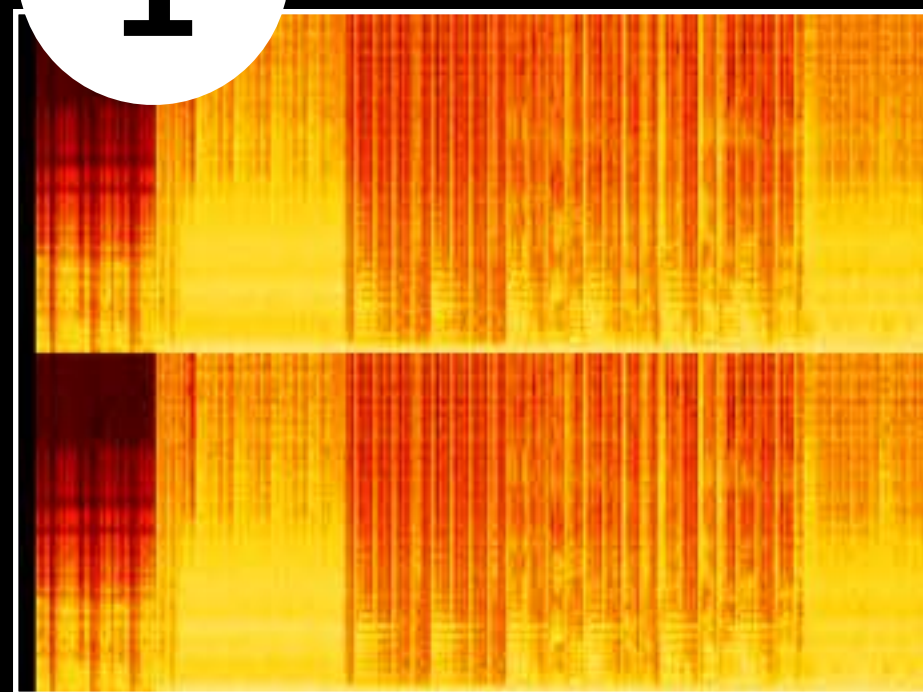




So sieht "Smells like teen Spirit" von Nirvana als "Bild" aus.

1

Training der KI mit
Sonogrammen



2

Text: GPT

[Verse]

Clock hits five, it's time to head on out
Leave the office and forget about the doubt
Sun is setting, the city comes alive
We're the stars tonight, let's take that drive
(yeah-yeah)

[Chorus]

Under the city lights, we're free (free)
Let the rhythm move you, just you and me
(just you and me)

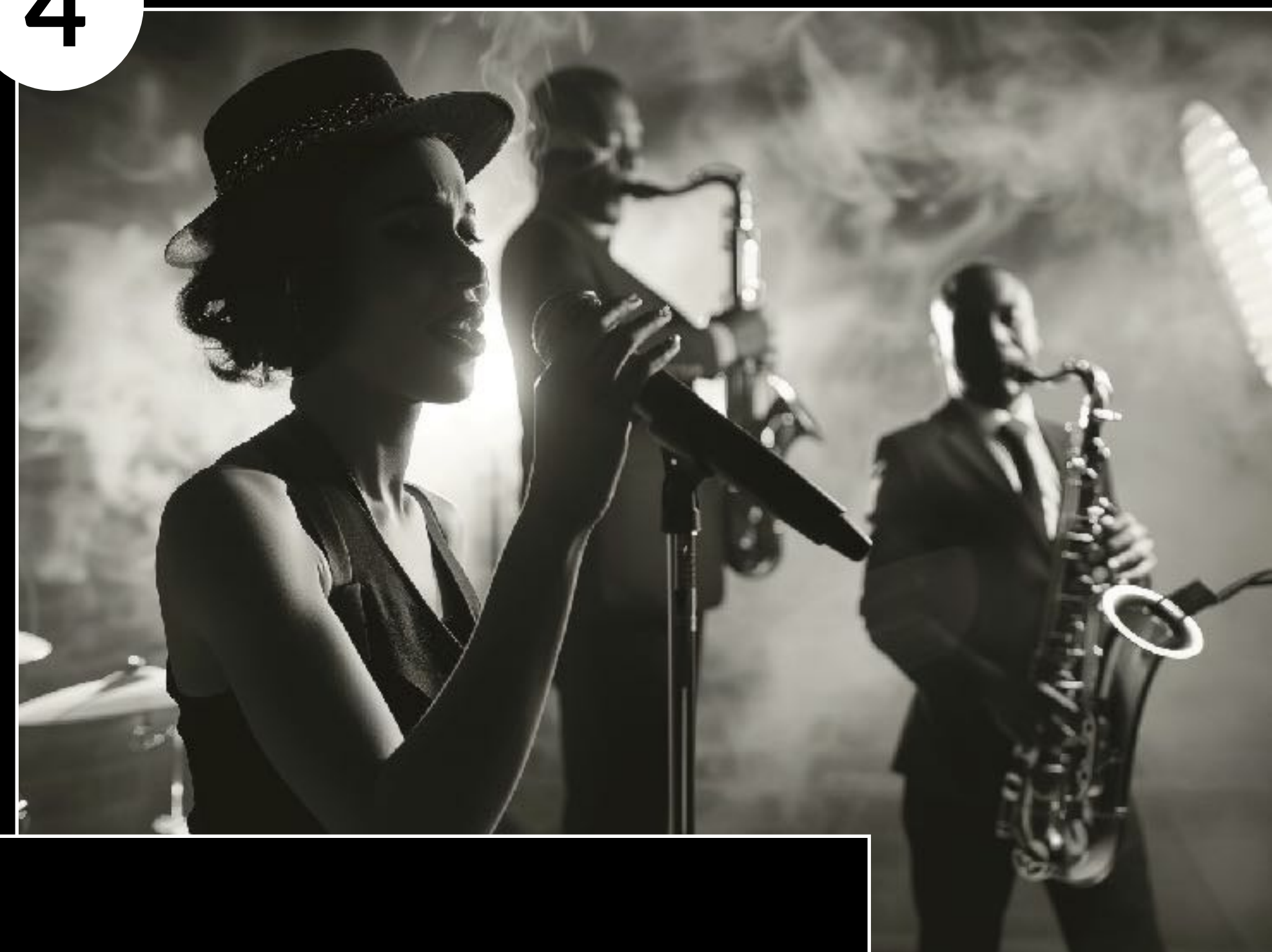
3

Style of Music ?

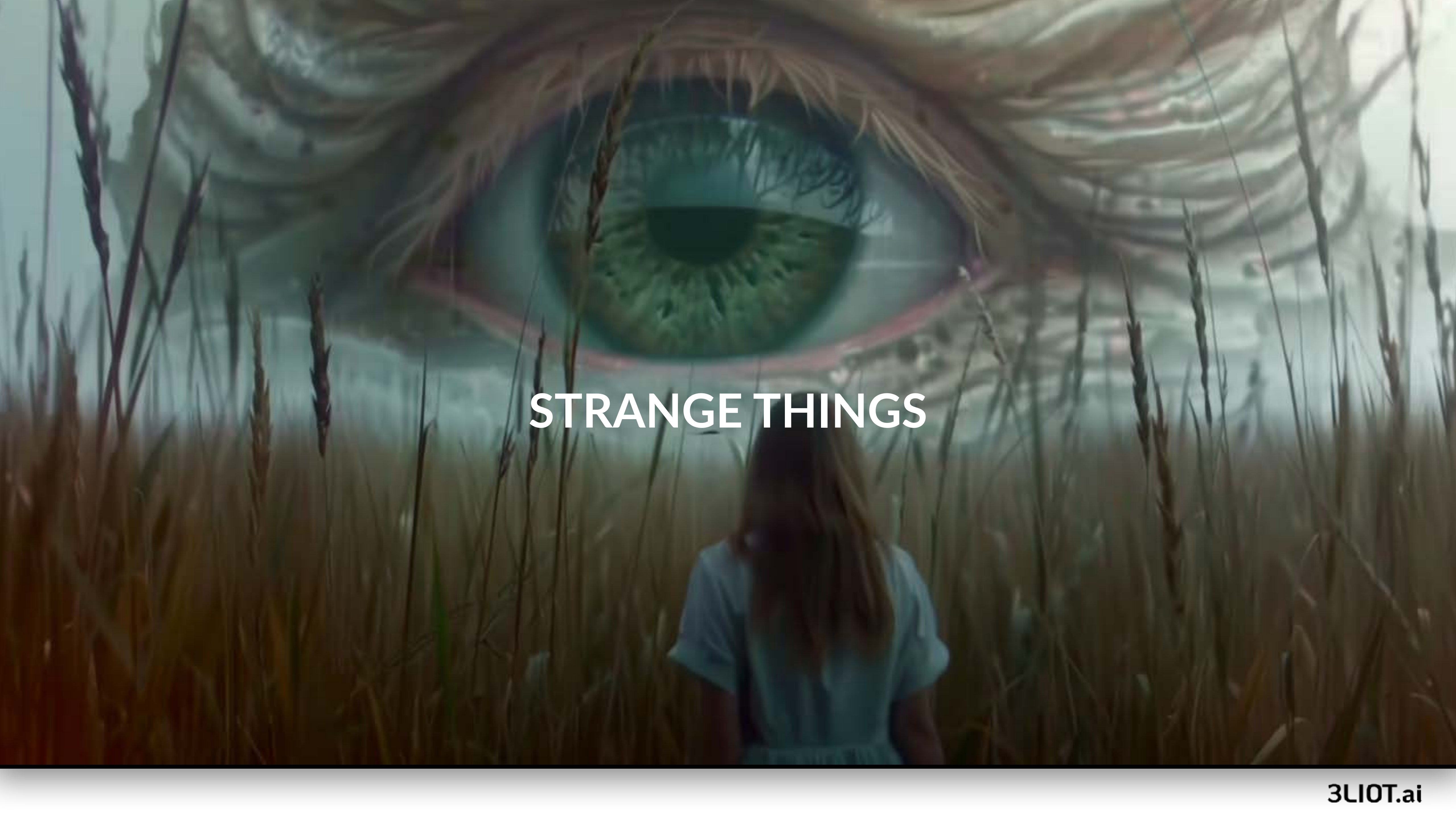
soft jazz, saxophone, female voice

4

Musik-Track entsteht (Unikat)



Quelle: https://youtu.be/jXCRaHW9w7c?si=ubeuulJPqqz_2_Ax

A promotional image for the TV series 'Stranger Things'. It features a young girl with long brown hair, wearing a light blue dress, standing in a field of tall, golden-brown grass. She is seen from behind, looking up at a massive, glowing green eye that appears to be floating in the sky. The eye has a detailed iris and is surrounded by a faint, ethereal glow. The overall atmosphere is mysterious and supernatural.

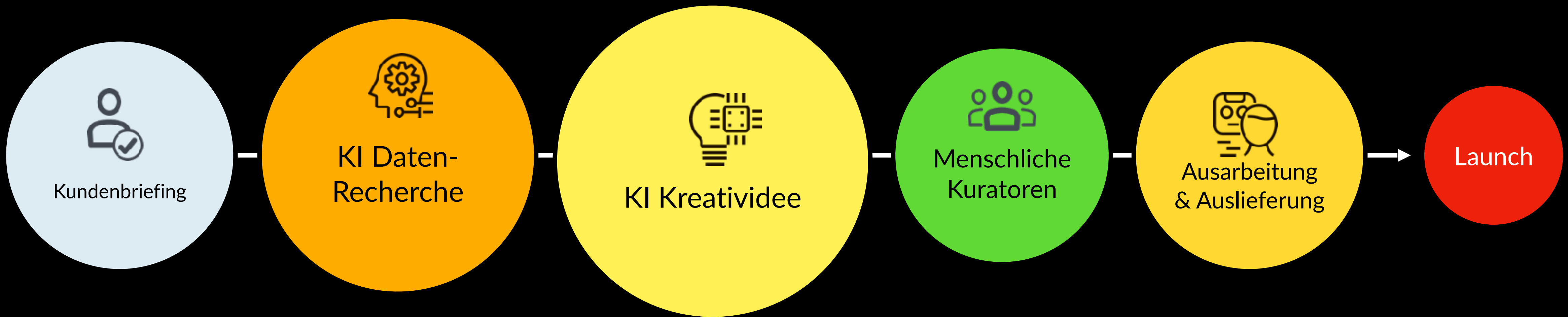
STRANGE THINGS



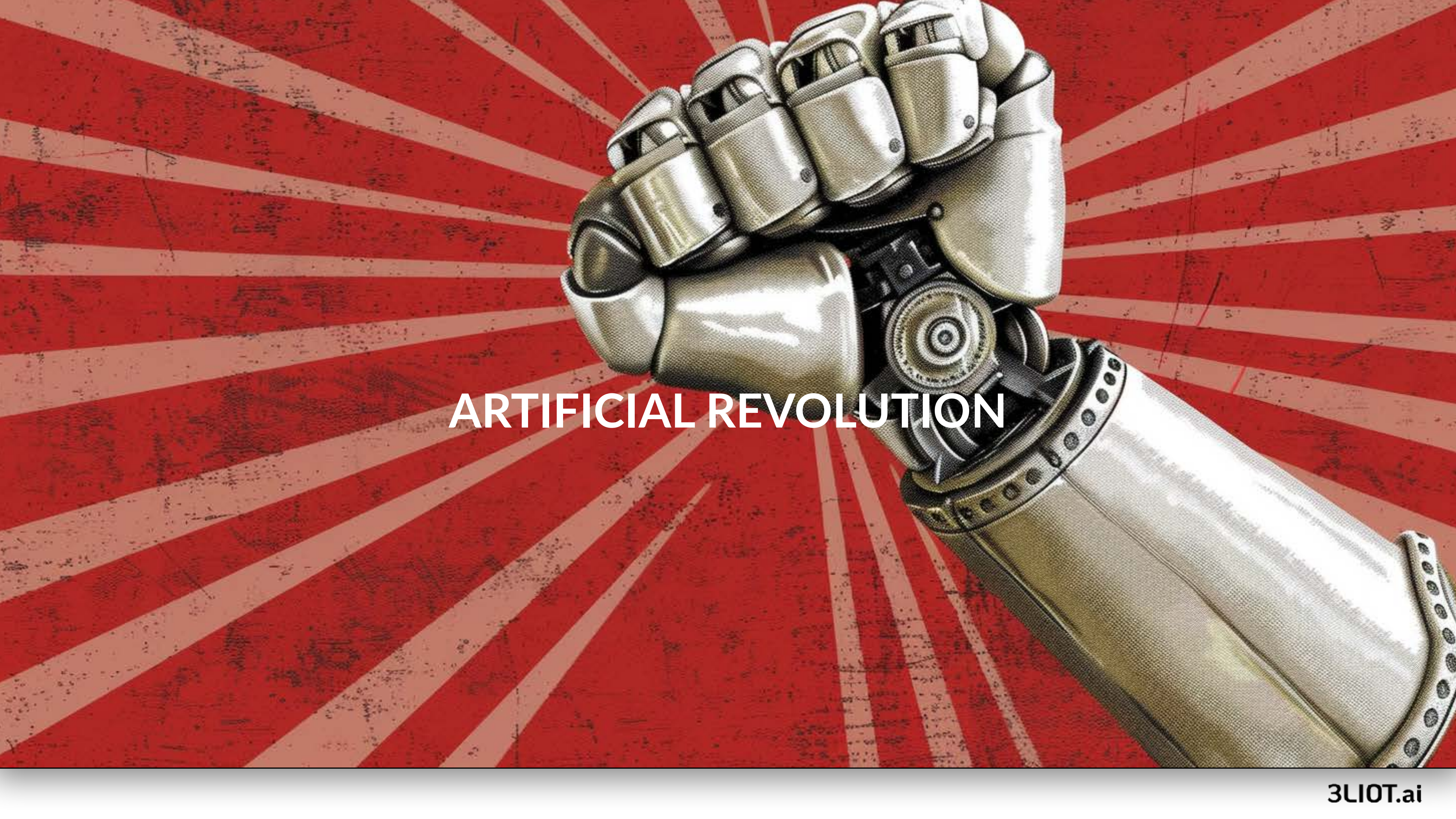
WAS IST DAS ... ? KI HAT EIGENE SPRACHE ENTWICKELT

Quelle: <https://youtu.be/yyqmMgslk-8?si=ivrO1igySGvNqiGj>

KAMPAGNE DER ZUKUNFT

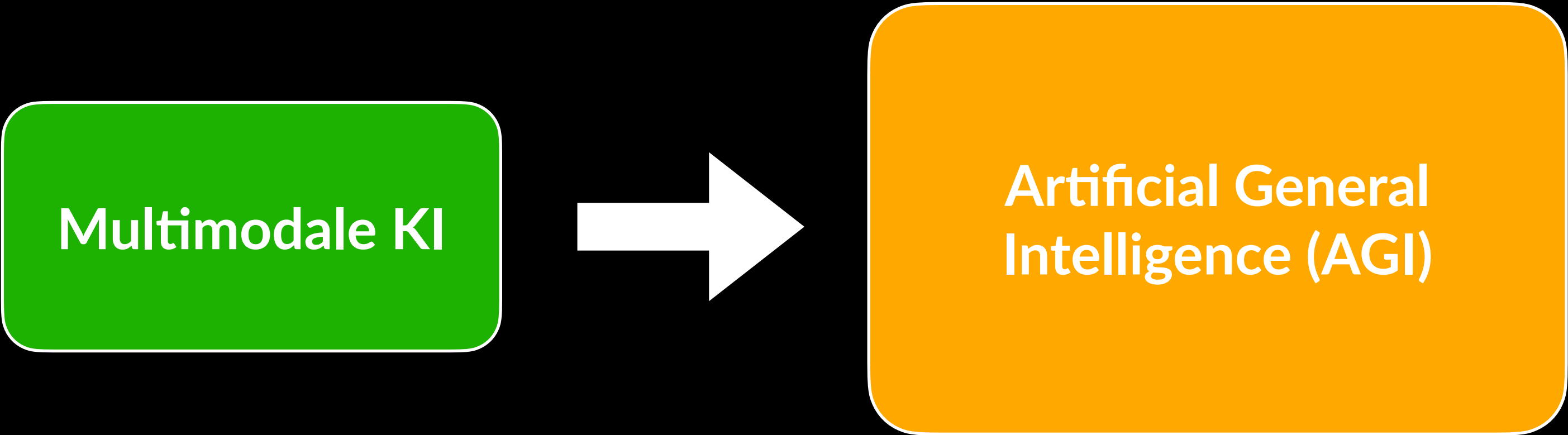


Mehrere KI-Modelle, trainiert
mit riesigen Sprachmodellen

A detailed, metallic robotic fist is shown in a raised, clenched position. The fist is composed of various mechanical components, including joints, gears, and a textured metal surface. The background consists of bold, diagonal stripes in red and white, creating a sense of movement and energy. The overall aesthetic is industrial and futuristic.

ARTIFICIAL REVOLUTION

Multimodale KI



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graph LR; A[Multimodale KI] --> B[Artificial General Intelligence (AGI)]
```

**Artificial General
Intelligence (AGI)**

Multimodale KI



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graph LR; A[Multimodale KI] --> B[Artificial General Intelligence (AGI)]; B --> C[Superintelligenz (ASI)];
```

**Artificial General
Intelligence (AGI)**

**Superintelligenz
(ASI)**

DIE GEBURT EINER NEUEN SPEZIES



A baby is sitting in a high chair, crying with its mouth wide open. The baby is wearing a light blue long-sleeved shirt. The high chair has a yellow and green patterned seat. To the right of the baby, there is a vertical toy with a soccer ball at the top, followed by a yellow ring, a red ring, a green ring, a blue ring, and a red ring. To the left of the baby, there is a yellow ring, a green ring, and a blue ring. The background is a plain white wall.

ALLES WIRD GUT!

4GIFS.com

Quelle: Giphy



3LIOT.ai

MICHAEL KATZLBERGER

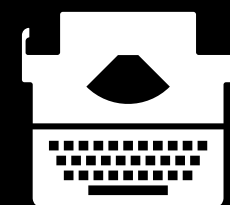
MICHAEL@KATZLBERGER.AI



Vorträge/ Workshops



Beratung & Projektbegleitung



Realisierung