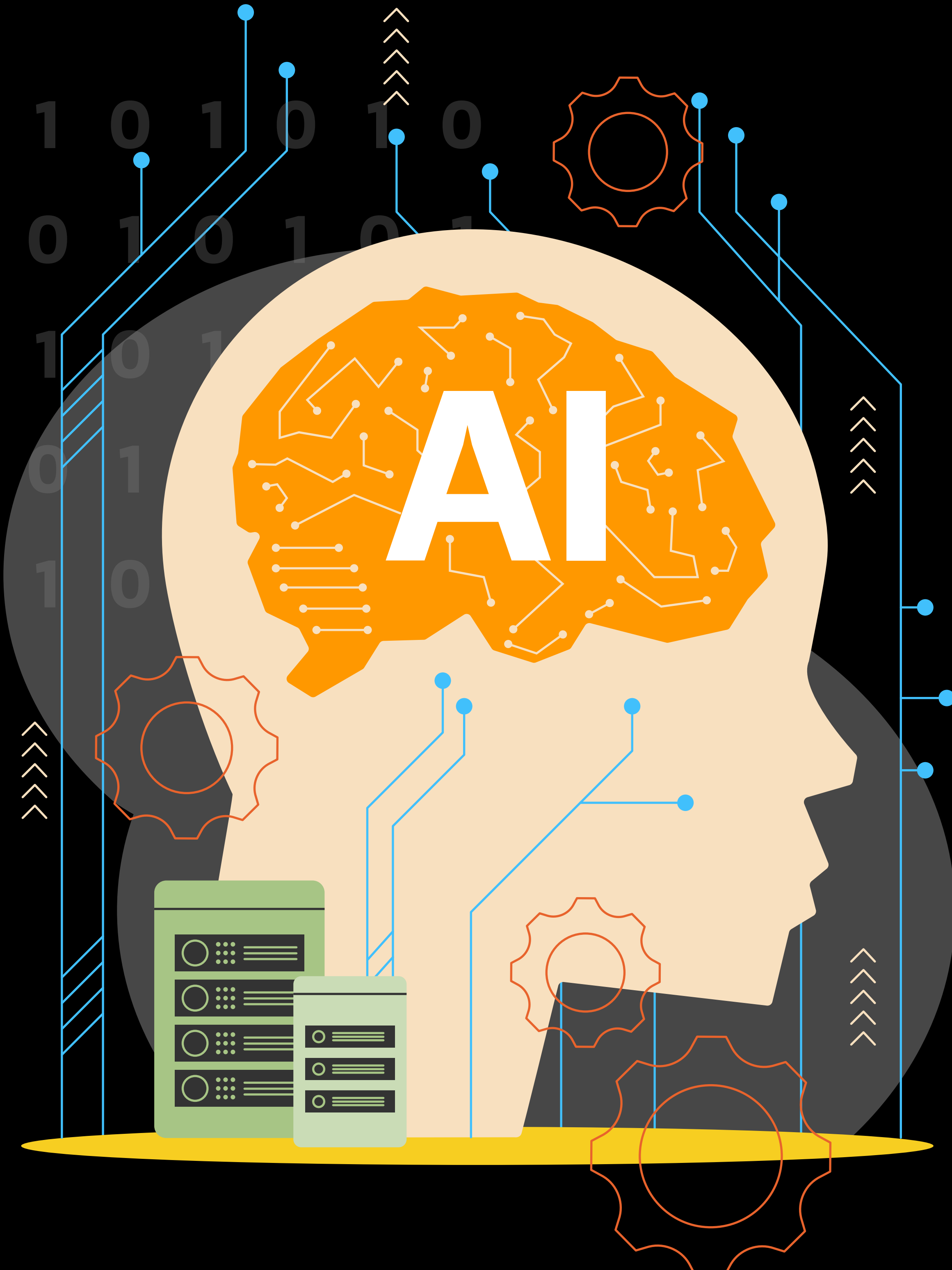


What is Generative AI and why is it important?

Generative artificial intelligence (AI) is a new type of machine-learning algorithm that can generate original content based on inventories of databases.



Transforming how we:

Write



Create images, videos, music



Search the internet



But this is only the beginning.

The ability of Generative AI to analyze huge volumes of data to solve problems has the potential to disrupt how we live, play, work, and innovate.

Live

Talk to an AI assistant like a friend and have them solve problems for you.



Play

Delve into richer online and virtual reality experiences. Encounter new levels of gaming that generates unique worlds, music.



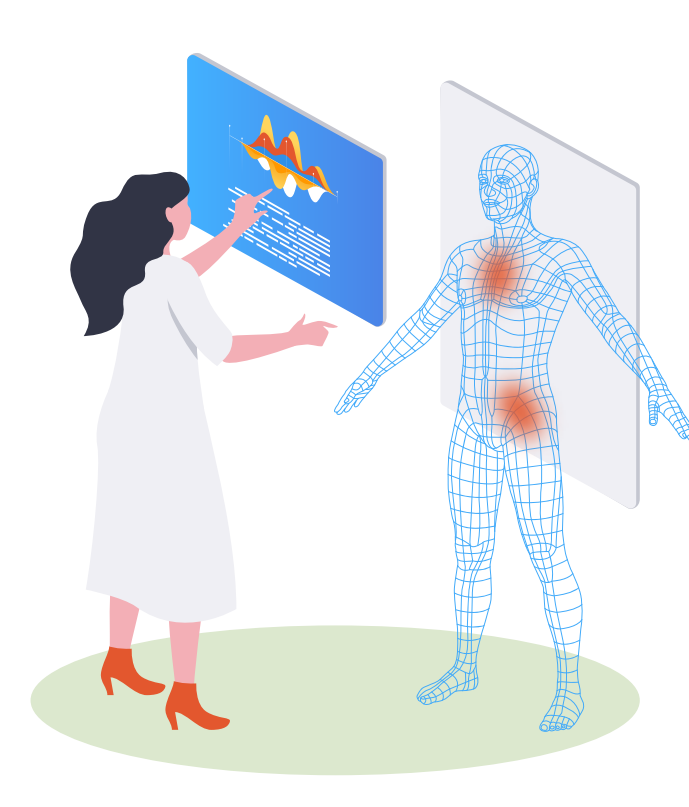
Work

Tailor products, services, content to specific user preferences. Use AI experts for jobs like programming.

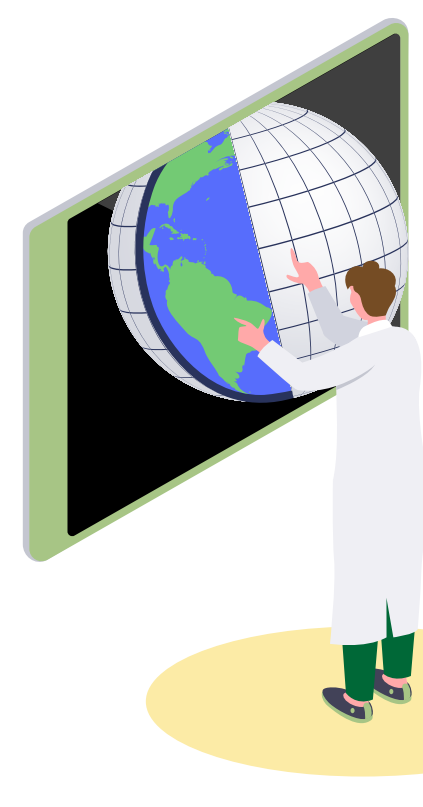


Innovate

Revolutionize scientific discoveries.



Disease Diagnosis



Climate modeling

The Problem: sometimes Generative AI services are unreliable.

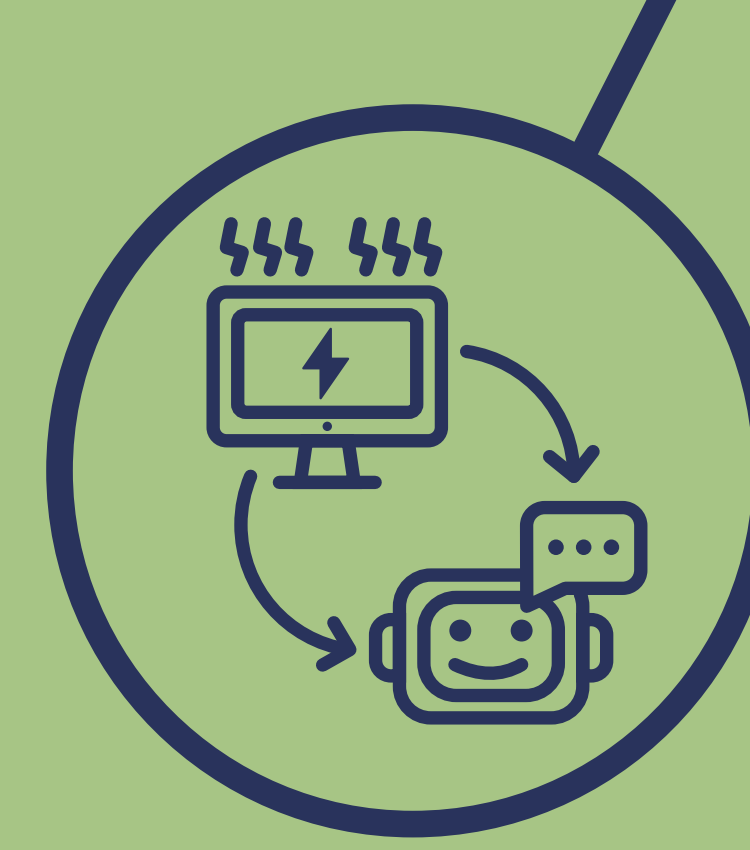
Lack of content ownership



Subscription Fees



Energy Intensive



At MediaTek, we are building a future where Generative AI can be processed at the edge.

Instead of relying on the cloud and risking unguaranteed internet connectivity, or expensive hosting services that take control of your data, information can be processed right inside your smartphone, tablet, smart TV, or vehicle.

CLOUD

EDGE AI

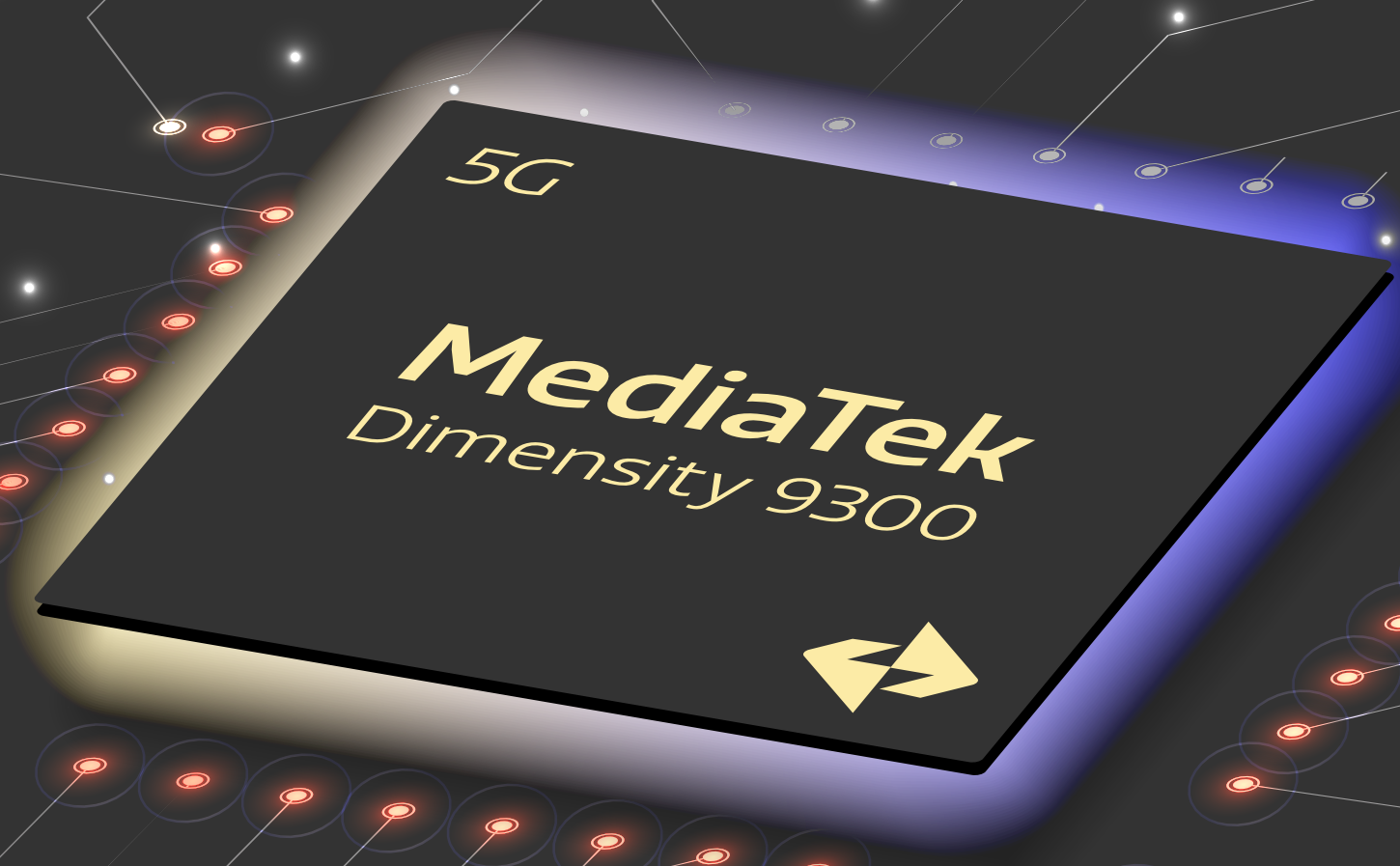
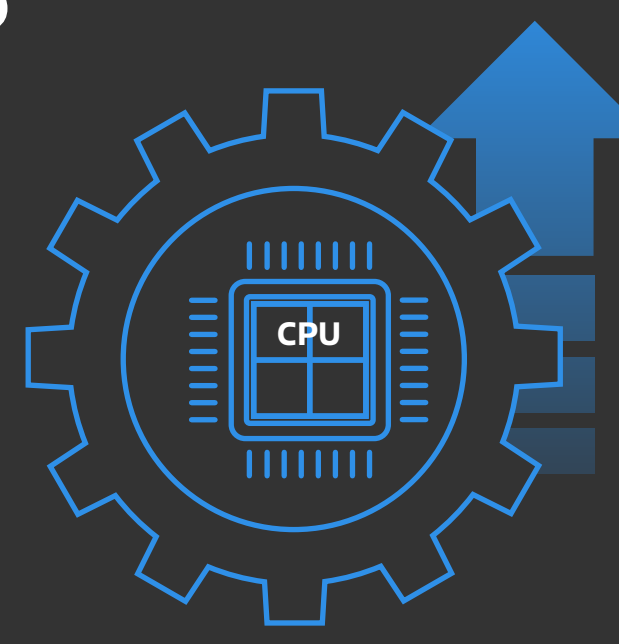


With our 7th Gen APU, we're leading the next wave of innovation in semiconductors using Generative AI.

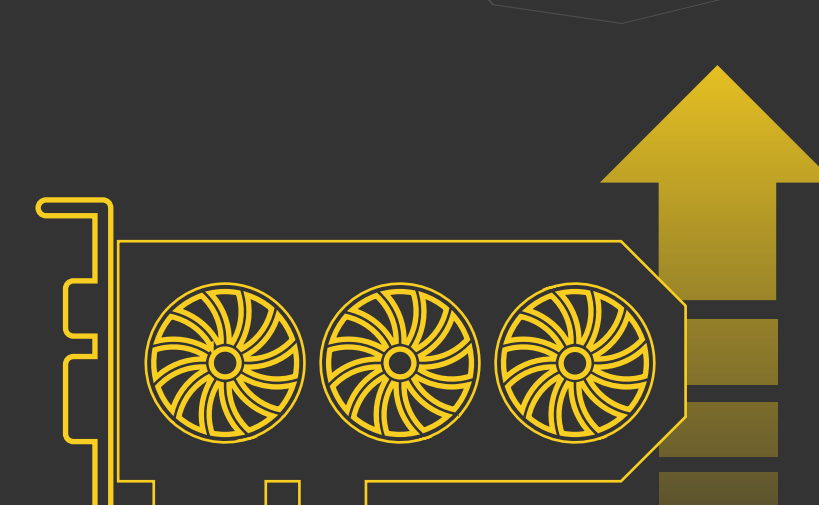
10x Generative AI performance



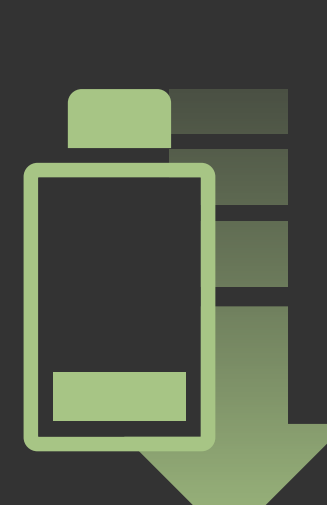
27x greater power efficiency compared with a typical CPU



15x greater power efficiency compared with a typical GPU



45% lower power compared to previous generations



About MediaTek

As the industry leader in developing high performance and power-efficient system-on-chip products from smartphones to smart homes, MediaTek is already bringing the benefits of our powerful, in-house designed AI processors into our diverse product ecosystem. We now ship over 2 billion chips in connected devices every year, most of which contain our AI processors, making us one of the world's leading edge AI suppliers.



Discover our Generative AI technology

Learn More

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