



AUDIO INNOVATION LAB

## PRESS RELEASE

### **Foundation of the AIL Audio Innovation Lab: First AI audio studio for dubbing and voice-over**

Cologne, June 18, 2024. With the "AIL Audio Innovation Lab", Germany's first AI-based audio studio for high-quality dubbing, voice-over and other audio applications has now been founded in Cologne.

"The time is now and the technology is ripe. We cannot and do not want to hold back technological developments, on the contrary: we want to shape them in the interests of our industry. We rely on artificial intelligence and synthetic or synthesised voices to fully exploit the advantages of AI for the high-quality dubbing of films, series, documentaries and other audio applications for clients and thus change production workflows in the long term," explains founder Prof. Dr. Stefan Sporn. Ingo Hugenroth, Managing Director of AIL, adds: "Very importantly, we continue to work with people - voice actors and authors - because they also play the central role in an AI-based production process. In the future, we will even create a new professional group, that of AI audio producers." The company formulated an ethics policy before the launch, which stipulates, among other things, that voices are only used with explicit consent.

The AIL Audio Innovation Lab is initially aimed at clients who require a German language version for cinema, TV or streaming productions. At the same time, the company can supply a large number of language versions and thus produce high-quality adaptations for international distribution for domestic producers and licence trading companies. "The advantages of AI dubbing are obvious: it's faster, easier and cheaper while maintaining the highest quality. And it's multilingual," emphasises Managing Director Benjamin K. Höller.

The Audio Innovation Lab was founded by Benjamin K. Höller, Ingo Hugenroth and Prof. Dr. Stefan Sporn. The three partners have been working in the media industry for decades: Benjamin K. Höller is a managing partner of Opus Mediengruppe GmbH, Ingo Hugenroth is a managing partner of rain productions GmbH & Co. KG and Prof. Dr. Stefan Sporn is a lawyer specialising in media and copyright law.

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