

Vyond AI Due Diligence FAQ

This FAQ answers common questions Vyond's customers ask regarding Vyond's use of Artificial / Augmented Intelligence (AI).

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The European AI Act

[High-level summary of the EU AI Act](#)

1. Is Vyond compliant with the EU AI Act?

Yes. Vyond is considered a Minimal Risk Provider under the EU AI Act. As such, it has responsibilities under Article 50 (Transparency) and Article 4 (AI literacy) of the Act.

1.1. How does Vyond comply with the Transparency requirements in the Act?

As a Provider of AI technology, Vyond identifies for end users those features that rely on AI technology where and when the end user interacts with them. Transparency is provided when Vyond uses AI to generate something new, and when it uses AI to modify content provided by the end user. In addition, Vyond offers features to help its customers comply with the EU AI Act's transparency requirements as Deployers.

1.2. How does Vyond comply with the AI Literacy requirement of the Act?

Vyond provides regular and ongoing training for employees who develop and deploy features that use AI technology.

Purpose and business value

1. Please provide a brief description of the products and features, and describe their use cases.

Vyond is a SaaS (cloud-based) video creation platform.

End users can create videos using three main classes of assets:

Proprietary: Vyond features a library of over 40,000 animated assets (video templates, scene templates, characters, backgrounds, props, etc.), all of which were created in-house by our team of designers.

Stock: Vyond has properly licensed and integrated a leading stock library (currently Shutterstock), featuring over 3 million assets, primarily video clips, images, and music tracks. We also offer music tracks and sound effects properly licensed from other third parties.

Generative AI: End users can generate videos and assets on-demand using Generative AI. Please see more details below.

Vyond supports internal use cases such as training and corporate communications, as well as external use cases such as sales and marketing.

Vyond demonstrates its commitment to information security via our ISO 27001 certification and [FedRAMP authorization](#) for its Vyond for Government product.

Vyond complies with all data privacy laws around the globe where it does business, including GDPR, CCPA, POPIA, APP, and many others.

1.2. What aspects of the business value proposition are directly or indirectly created by AI?

The following features are powered by Generative AI.

a) **Vyond Go.** End users can generate a video script by entering a prompt, uploading a content outline, uploading a document, or uploading an existing script. Users also make quick selections regarding style, tone, etc. This end user input is processed by a connection to an underlying LLM (Large Language Model). Once generated, end users may (and are encouraged to) edit the scripts using a text-editor interface. The scripts are automatically transformed into a video which contains proprietary and/or stock elements from Vyond's library. The resulting video can be used as-is or further edited by the end user in Vyond Studio.

b) **Image Generation ("text-to-image").** End users can generate an image for use in a video or on its own by entering a prompt and selecting from a style menu. This feature works on its own or from within the asset library within Vyond Studio. There, library search terms can be automatically used as prompts to generate a new image.

c) **Avatar Generation ("text-to-avatar").** End users can render life-like avatars that speak typed

text through an integration with one of Vyond's third-party avatar services. This can be done with stock avatars provided by either vendor or by creating custom avatars.

d) **Video Clip Generation (“text-to-video”).** End user can render short video clips entirely from a text prompt.

e) **Voice Cloning.** End users can create a digital copy of their own voice to be used with the text-to-speech feature.

The following features are powered by AI that are not Generative AI

a) **Audio File Enhancement.** Via a connection to Dolby™, this feature automatically removes background noises, pops, volume inconsistencies, and other imperfections from audio clips uploaded by the end user.

b) **Motion Capture.** The proprietary animated characters in Vyond's library can perform thousands of preanimated actions. These actions themselves are “assets” in Vyond's proprietary library. If an end user needs a specific action that is not part of Vyond's library, they can upload a video of the desired action and have Vyond “capture” the motion from the video and transform it into a character action.

c) **Background Removal.** End users commonly only want to use the subject of an uploaded image, and not the background or other elements. This feature removes the background from an uploaded image and puts the modified image (subject on a transparent background) into the end user's library.

d) **Image Search.** Allows end users to search Vyond props, scenes and background assets by using an uploaded image as the “search term.”

e) **Photo to Character.** Allows end users to create a custom animated character, in Vyond's proprietary styles, based upon an uploaded photo of a person or their face. This new character is placed in the end user's library.

f) **Text to Speech.** Allows end users to generate audio files from typed text.

g) **Speech to Text.** Allows end users to convert recorded words to typed text.

h) **Instant Translation.** Allows end users to convert text from one language to another language.

2. AI Integration

2.1 How does each AI component connect?

- **Vyond Go** – API connected to a modern LLM
- **Audio file enhancement** – API connection to Dolby™
- **Image generation** - In house Stable Diffusion model
- **Motion capture** - In house Google MediaPipe Pose Landmark detection model
- **Background Removal** - In house U2-Net object segmentation model

- **Image Search** - In house Scene Classification and fine-tuned Object Detection models
- **Photo to Character** - In house face parsing, facial landmark detection, classification and segmentation models
- **Text to Speech** – API connections to one or more text-to-speech services
- **Speech to Text** – API connection to OpenAI Whisper
- **Translation** – API connection to Azure AI Translator service
- **Avatar generation** - API connection to one or more AI Avatar services
- **Text to Video** – API connection to one or more service providers
- **Voice Cloning** – API connection to ElevenLabs

A complete list of third-party subprocessors can be found at <https://think.vyond.com/subprocessors>.

3. AI Development and Training

3.1. Will any data provided by end users be input for the creation, development, training, or improvement of AI components of the product?

No.

3.2. Will any AI components developed or improved with customer data become part of a product that is made available to other customers?

No.

4. Transparency

4.1. Will users of the product know when/if they are utilizing an AI-based feature? If so, describe how the utilization of AI is communicated to the user.

Yes. The use of AI is communicated in the user interface of the application (see section 1.1 above about transparency and the EU AI Act).

4.2. Are any decisions or recommendations made by the AI components of the product acted upon automatically, without further input from a human decision maker?

No.

4.3. Does the product provide alternatives and/or opt-in/-out functionality for AI-enabled features? If yes, how does a user opt-out of the use of the AI components of the product?

All AI features are optional to use. End users can create videos without any of them. In addition, any AI feature in Vyond can be disabled upon request.

4.4 How will the user know they have opted out of an AI feature?

The feature will not be available in the user interface.

4.5 How does opting-out change the user experience?

Any features opted out of will not be available in the user interface.

5. Performance Assessment

For the purposes of this FAQ, “performance” refers to how well an AI system is performing the tasks it was designed to complete.

5.1 How is the performance of each AI component of the product measured? Provide specific metrics used for these assessments.

For in-house models, Top-k accuracy, MAP (mean average precision), and MAE (mean average error) are used to evaluate the results. Also, human feedback evaluation by internal staff is a part of the assessment metrics. For external models, the underlying provider uses their own metrics that are not generally divulged.

5.2 If performance degradation is detected, how should it be reported?

All problems should be reported to support@vyond.com

6. Bias Assessment and Remediation

6.1 What measures are taken to detect and mitigate bias in data used in the development of the AI components of the product? This includes assessment of label choice bias.

Provide the specific bias assessment metrics used for this assessment.

Vyond does not develop the underlying models used in its AI features, but in-house evaluation is conducted before any AI feature is released, and upon all major changes to those features.

6.2 If bias in the system is detected, what recourse do users have to mitigate the bias?

End users are encouraged to modify scripts produced with Vyond Go to ensure bias is minimized. For scripts, bias can be eliminated or minimized using a variety of methods. End users can re-generate a new script based on their existing prompt, generate a new script based on a modified prompt, or (using our text editor interface) manually edit any generated script as needed.

For generated images, end users can re-generate new images using their existing prompt, or generate a new image based on a modified prompt.

All unwanted generated scripts and images can be deleted by the user from their library, to ensure that they are not inadvertently used by themselves or other members of their team.