CoSTAR
THE UK R&D NETWORK FOR CREATIVE TECHNOLOGY

CoSTAR AI for Creativity Pilot Call - Details of AI expertise by lab

	LiveLAB	NationalLAB	RealtimeLAB	ScreenLAB
• **Human-centred, AI-based creativity support tools** that allow creators to co-create, direct, edit and iteratively refine AI-generated content while retaining consistency and meaningful control over creative decisions.	YES	YES	YES	YES
• **Adaptive and personalised creative experiences** that respond to audiences, performers, interactions or environments in real time.	YES	YES		YES
• **Accessible and democratised access to content and experiences,** whereby innovation significantly lower barriers to entry. This could include (but is not limited to) assistive technologysuch as audio description, captioning or personalised accessibility features.	YES	YES		
• **Responsible and trustworthy AI for creative practice,** including provenance, attribution, consent and the ethical use of performers' voices, likenesses and creative work.	YES	YES		YES
• **Real-time AI audio enhancement** - low-latency AI models for vocal isolation, dynamic de-reverberation, adaptive acoustic feedback suppression, or similar processes.	YES	YES		YES
• **AI-assisted show control** - intelligent tools to support production teams, such as support agents for sound and lighting engineers or agentic administrators for supporting stage managers.	YES			
• **Real-time AI measurement and classification of audience experiences** - systems that capture and evaluate audience engagement, sentiment, or interaction within live environments.	YES			
• **Predictive AI for live experiences** - predictive models applied to diverse aspects of live events, ranging from audience reception and engagement with media content, to attendance forecasting, venue dynamics, and outcome predictions across varied experience formats.	YES			

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• **3D or 4D capture asset production and neural rendering** - including Gaussian splat technology for environments, props or digital humans.		YES	YES	YES
• **AI-enhanced production pipelines** for game, VFX and animation pipelines e.g. adaptive character motion stylization and style transfer, AI enhanced path tracing and volumetric VFX		YES	YES	
• **Motion capture (marker and markerless)** - using AI and computer vision techniques to detect and correct tracking errors, occlusions, marker loss, skeletal fitting issues and other artefacts that affect animation quality. This also includes single lens capture and inclusive capture techniques.		YES	YES	YES
• **Sustainable AI for Creative industries** - sustainable AI models for faster, more energy-efficient and reduced carbon-footprint training and inference, including multimodal foundation models and small data models. Model compression techniques to make AI models more lightweight, efficient and sustainable. Identification and mitigation of bias and unfairness in AI models for improved social sustainability.		YES		
• **Inclusive Digital Humans - 3D/4D** acquisition, representation and rendering of people and performance from video. Single-view video motion and 4D performance capture. Inclusive modelling and representation of people.		YES		YES
• **AI for Creative Provenance and IP** - protection and tracing of creative provenance for sound, images, video and AI foundation models and integration with the C2PA standards.		YES		
• **Multimodal audio-visual generative AI** - interaction and creative control of generative AI for audio, images and video.		YES		