

Lenovo Hybrid AI Advantage™ with NVIDIA solutions

AI Content Generation

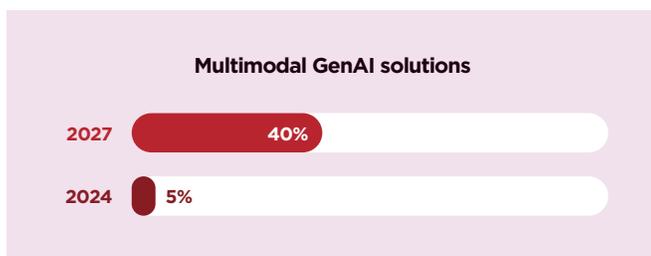


Producing original, high-quality content efficiently — from ideation to execution — remains a complex and resource-intensive challenge, even with modern digital tools.

Content creators are tasked with developing diverse materials for multiple audiences, both internally and externally, while maintaining consistency and engagement.

Generative AI (GenAI) and agentic AI are transforming content generation by enabling rapid production of text, images, and multimedia assets through simple prompts. These AI-driven solutions enhance efficiency, improve quality, and ensure a cohesive brand voice across all formats.

According to Gartner, by 2027, **40% of GenAI solutions will be multimodal — integrating text, images, audio, and video** — a significant leap from just 5% today.¹ Organizations that embrace this evolution will gain a competitive edge, streamlining content workflows and unlocking new creative possibilities.



Why build an intelligent content generation agent?

Businesses are striving to maintain relevance amidst a proliferation of content across various platforms. AI-powered content agents offer organizations an effective way to establish themselves as leaders in content creation by keeping pace with production demands and aligning closely with market needs.

Challenges:

- **Long content development timelines:** Traditional content generation is slow and resource-intensive, making it difficult for businesses to keep up with demand. AI-driven solutions must accelerate content generation while maintaining quality and relevance.
- **Managing content overload:** Organizations struggle to efficiently search, organize, and manage vast content repositories. AI must streamline content discovery and categorization to improve accessibility and workflow efficiency.
- **Ensuring consistency and compliance:** Maintaining brand consistency, accuracy, and regulatory compliance is a major challenge in content creation. AI-powered solutions are fundamentally transforming how organizations create, manage, and optimize content across the digital landscape.

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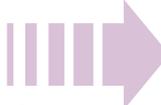


Lenovo and NVIDIA advantage for content generation agents

Lenovo and NVIDIA have partnered to transform the way organizations develop multimodal assets through the use of AI content generation assistants. **Lenovo Hybrid AI Advantage™ with NVIDIA AI Enterprise software solutions allow organizations to remain relevant to the changing needs of customers.** Speed, accuracy, persona-based content delivered at the click of a button are some of the benefits. Lenovo Hybrid AI Advantage™ with NVIDIA solutions help organizations:

- ✓ **Improve productivity:** Tuned language models ingest briefs and generate draft content in real time — freeing employees to focus on higher value tasks.
- ✓ **Increase agility:** Automated multimodal content generation accelerates production, reducing time-to-value.
- ✓ **Improve content quality and personalization:** AI-enabled content analytics for improved quality and enhanced relevance and engagement through personalization.
- ✓ **Innovate with trust:** AI-powered tagging and analytics improves relevance and personalization, engaging audiences.

For example, Lenovo's own AI content generation agent is helping teams move from marketing concept to an approved deliverable in days or even hours. Leveraging a secure language model tuned with enterprise data, original content based on a simple prompt is produced within seconds. The solution also includes a what-you-see-is-what-you-get editor to allow flexibility in design of the final asset and changes to format when submitted to a human for review. With Lenovo's AI content generation agent, asset development cycles are **up to eight times faster and costs of a new product launch can be reduced by as much as 70%.**

8x 
**faster asset
development cycles**

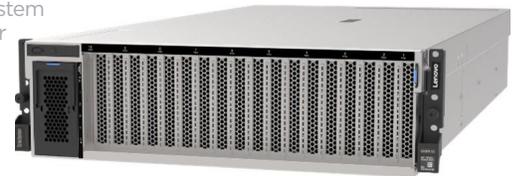
70% 
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Building content generation agents with Lenovo and NVIDIA

Together, Lenovo and NVIDIA have developed advanced hybrid AI solutions tailored for businesses. The solutions are built on Lenovo's hybrid AI factory using scalable, modular **Lenovo Validated Designs** which ensure reliability, speed and ease of deployment. By leveraging energy-efficient, powerful NVIDIA-certified Lenovo systems with the latest accelerated computing technology and **NVIDIA Enterprise Reference Architectures**, these solutions minimize deployment risks. **The flexible configurations and sizing choices help marketing and sales teams reduce content development timelines from weeks to hours.** These hybrid AI factory options offer versatile and scalable AI solutions that bring AI to your data and keep it confidential.

Lenovo's hybrid AI factory option for data centers leverages **Lenovo ThinkSystem SR675 V3 server, equipped with NVIDIA H200 NVL GPUs, NVIDIA Networking and NVIDIA AI Enterprise Software (NVAIE)** and offers exceptional performance for AI and HPC workloads. The platform scales from a single server with just 4 GPUs as starter environment to a rack scalable unit (SU) as a turnkey infrastructure solution enabling enterprises of all sizes to quickly deploy a hybrid AI factory or extend their existing IT infrastructure.

Lenovo ThinkSystem SR675 V3 Server



Why Lenovo and NVIDIA for enterprise AI?

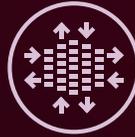
Productivity

Accelerate business value from AI



Agility

Build and operate your Hybrid AI efficiently



Trust

Manage and protect all your AI and data



Lenovo AI Library

Deploy, adopt and manage proven AI agents and AI use cases optimized with NVIDIA

Hybrid AI Factory

Optimize for performance and energy-efficiency with Lenovo Validated Designs and platforms based on NVIDIA-Certified systems and Enterprise Reference Architectures

Lenovo AI Innovators

Access Lenovo-validated AI ISVs and our partner ecosystem with NVIDIA

Experience AI-powered content generation today

Transform your content strategy with **Lenovo Hybrid AI Advantage™ with NVIDIA solutions**. Contact us to see a demo of an AI-powered content generation solution, pilot your solution with your own data, and explore how Lenovo and NVIDIA can elevate your content generation strategy.

www.lenovo.com/hybridai

Source

1 Gartner, "Hype Cycle for Generative AI," 2024

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