HOW WE USE AI

AI content & *usage rights.*

Every film is AI-assisted and built from the product material you supply, then directed, reviewed and finished by our team. Music: licensed music only. We never imitate real people, celebrities or other brands. Commercial rights to the finished videos belong to you, and usage requirements are agreed before production.

Your material

We work from the product images, footage, brand guidelines and references you share.

Music

Licensed music only, cleared for the use agreed for your project.

People & brands

We do not imitate real people, celebrities or other brands, and we make no fake testimonials or AI "customers". Characters in our films are created for the project.

Human review

Every shot is checked by our team for product accuracy and visual artefacts before it reaches you.

Ownership

Commercial rights to the finished videos belong to you, the client.

Usage terms

Channels, territories and any special usage needs are agreed in writing before production starts.

AI disclosure

We disclose AI use where a platform requires it. For Kickstarter hardware, films are made from photos of your working prototype, with no photorealistic renderings, and AI use is disclosed as Kickstarter requires.

Questions about a specific use? Write to **connor@aooi.ai** and we will confirm the terms for your project.