

## PRSONAS VS. THE COMPETITION:

*Choosing the Right AI-Driven Digital Human for Enterprise Engagement*



## NOT ALL DIGITAL AVATARS ARE CREATED EQUAL

*HERE'S HOW PRSONAS COMPARES ACROSS THE FEATURES THAT MATTER MOST*

	PRSONAS	soul machines	UNEEQ	LIVEX.AI	synthesia	RAVATAR®
ENGAGEMENT	Human Communication	Human Replication	Human Replication	Human Replication	Human Replication	Human Replication
ADAPTABILITY	Animated, Hyper-realistic & Customizable	Hyper-realistic, Fixed Persona	Hyper-realistic, Fixed Persona	Photorealistic, Fixed Persona	Photorealistic, Fixed Persona	Hyper-realistic, Fixed Persona
RESPONSE ARCHITECTURE	Generative AI, Pre-scripted	Generative AI, Pre-scripted	Generative AI	Generative AI	Pre-scripted	Generative AI
ENTERPRISE INTEGRATION	Preserves your enterprise software investment through integration	Proprietary Platform	Proprietary Platform	Proprietary Platform	Provides media content only	Preserves your enterprise software investment through integration
COMMUNICATION STYLE	Human engagement	Human replication	Human replication	Human replication	Human replication	Human replication
LANGUAGE SUPPORT	Multi-lingual, including Sign Language	Multi-lingual	Multi-lingual	Multi-lingual	Multi-lingual	Multi-lingual
PERSONALITY BUILDER	Natural Facial Expressions, Gestures, Voice, Empathic & Approachable	Limited	Limited	Limited	Fixed Nature	Natural Facial Expressions, Gestures, & Tone of Voice

### WHY PRSONAS WINS:

- Conversation, human-like engagement
- Blend of **generative AI** + scripted control
- Seamless **enterprise integration**
- Built-in **accessibility**: includes sign language
- Expressive personalities with **emotional intelligence**

### WHY OTHERS FALL SHORT:

- Fixed, **inflexible** personas
- **Proprietary** ecosystems
- Focus on **replication**, not connection
- **Limited** customization and emotional range

**PRSONAS DOESN'T JUST LOOK HUMAN – IT'S CONNECTS LIKE ONE!**