



# Artificial Intelligence Pack for Local Government July 2024

**symphony3**



## Contents

Questions to uncover AI Use Cases in Your Organisation .....	2
Finding AI Use Cases .....	2
General Operational Questions to ask each department .....	2
Asset Management.....	2
Infrastructure Planning.....	2
Resource Allocation and Optimisation.....	2
Stakeholder Engagement .....	2
Compliance and Reporting.....	1
Planning Application Process .....	1
Customer Experience and Customer Support.....	1
Specific AI Applications.....	1
Issues and Concerns with GenAI.....	2
What is Prompt Engineering? .....	2
Prompt Engineering.....	2
Key Aspects of Prompt Engineering: .....	2
Examples of Prompt Engineering:.....	3
Applications of Prompt Engineering: .....	3
AI Glossary .....	4
Training Courses.....	1
NSW Government Training – An introduction to Artificial Intelligence.....	1
AWS Skillsbuilder .....	1
IBM/Coursera.....	1
University of Pennsylvania: AI for Business .....	1
Courses from Google.....	1
Further Reading.....	1
AI Articles and Reports.....	1
Examples of Popular AI Tools.....	1

## Questions to uncover AI Use Cases in Your Organisation

### Finding AI Use Cases

Here are a series of questions you can ask to help uncover use cases in your council organisation.

### General Operational Questions to ask each department

1. What are the most time-consuming and repetitive tasks in each of your department?
2. Which processes are prone to errors or inefficiencies?
3. What decisions require significant time and data analysis?
4. What types of data do you collect, and are there any untapped data sources?
5. How do you currently gather and analyse feedback from citizens?
6. How do you allocate resources for various projects and tasks?
7. What key performance indicators (KPIs) are most critical to your department?
8. What strategic goals could AI help achieve in the next 1-3 years?
9. If we were to resolve this problem with AI what return on investment could we expect?

### Asset Management

1. How do you track and maintain your asset inventory?
2. How do you plan and schedule maintenance for your assets?
3. How do you monitor the condition and performance of your assets?
4. How do you manage the lifecycle of your assets?
5. What challenges do you face in maintaining accurate asset data?
6. How often do unexpected asset failures occur?

### Infrastructure Planning

1. How do you prioritise and plan infrastructure projects?
2. What data do you use for infrastructure planning, and are there any data gaps?
3. How do you predict future infrastructure needs?
4. How do you assess and manage risks in infrastructure projects?
5. How do you allocate resources for infrastructure projects?

### Resource Allocation and Optimisation

1. How do you track and manage costs for asset management and infrastructure projects?
2. Are there common areas of cost overruns?
3. Could optimisation algorithms improve resource allocation and project scheduling?

### Stakeholder Engagement

1. How do you communicate plans and strategies to stakeholders?
2. How do you gather and utilise feedback from citizens and stakeholders?
3. What challenges exist in ensuring stakeholder support?

## Compliance and Reporting

1. What regulatory requirements must you comply with in asset management and infrastructure planning?
2. How do you report on asset and project performance?
3. Are there any compliance challenges that could benefit from better data analysis?

## Planning Application Process

1. How do you process and review planning applications?
2. What are the common reasons for delays in the planning application process?
3. How do you ensure compliance with zoning and land-use regulations in planning applications?
4. How do you communicate planning decisions to applicants and the public?
5. How do you gather and analyse public comments on planning applications?
6. Are there any repetitive tasks in the planning application process that could be automated?
7. How do you predict and manage the impact of new developments on existing infrastructure?
8. What are the key challenges in coordinating between different departments during the planning application process?
9. How do you currently track the status and progress of planning applications?

## Customer Experience and Customer Support

1. What are the most common queries or requests from citizens?
2. How do you currently handle citizen inquiries and service requests?
3. What are the main pain points in your customer support process?
4. How quickly are you able to respond to and resolve citizen inquiries?
5. How do you gather and analyse feedback on citizen satisfaction with your services?
6. Are there repetitive tasks in customer support that could be automated?
7. How do you personalise services and communications for different citizen segments?
8. How do you manage and resolve complaints and issues from citizens?
9. What tools do you currently use to support customer service operations?
10. How do you track and measure the performance of your customer support team?

## Specific AI Applications

1. Could predictive maintenance reduce asset failures and downtime?
2. Could optimisation algorithms enhance decision-making in infrastructure planning?
3. Are there areas where machine learning could improve efficiency and accuracy?
4. Could AI help in automating the initial review of planning applications?
5. Could natural language processing assist in analysing public comments and feedback on planning applications?
6. Could AI-powered tools improve the accuracy and speed of zoning and land-use compliance checks?
7. Could chatbots and virtual assistants enhance your customer support by handling common queries and requests?
8. Could AI-driven analytics help in understanding and improving citizen satisfaction?
9. Could sentiment analysis be used to better understand and address citizen complaints and feedback?
10. Could predictive analytics be used to proactively address citizen needs and improve service delivery?

These questions will help identify potential AI use cases across various aspects of local government operations, including asset management, infrastructure planning, the planning application process, customer experience, and customer support.

## Issues and Concerns with GenAI

### 1. Privacy Concerns:

- **Data Leakage:** GenAI models can inadvertently memorise and reveal sensitive information from the training data.
- **Informed Consent:** Using data without proper consent can violate privacy laws and ethical guidelines.
- **Reidentification Risks:** Even anonymised data can sometimes be reidentified, compromising privacy.

### 2. Hallucinations:

- **Inaccurate Outputs:** GenAI can generate outputs that are factually incorrect or nonsensical.
- **Fabricated Information:** The models might create false information that seems plausible but is entirely made up.
- **Confidence Misalignment:** The model can provide hallucinated responses with high confidence, misleading users.

### 3. Bias and Discrimination:

- **Training Data Bias:** Models trained on biased data can perpetuate and even amplify those biases.
- **Unfair Treatment:** Discriminatory outputs can affect certain groups unfairly, reinforcing stereotypes and inequalities.

### 4. Ethical Concerns:

- **Misinformation:** GenAI can be used to create misleading or harmful content, such as deepfakes or fake news.
- **Accountability:** Determining responsibility for the actions of an AI system can be challenging, especially in cases of harmful outcomes.
- **Transparency:** Lack of transparency in how GenAI models work and make decisions can reduce trust and accountability.

### 5. Security Risks:

- **Adversarial Attacks:** GenAI models can be vulnerable to adversarial inputs that manipulate the model into producing harmful or misleading outputs.
- **Model Theft:** Unauthorised access to and use of GenAI models can lead to intellectual property theft and misuse.

## 6. Environmental Impact:

- **Energy Consumption:** Training large GenAI models requires significant computational resources, contributing to carbon emissions and environmental degradation.
- **Resource Allocation:** High demand for computational resources can strain infrastructure and increase costs.

## 7. Legal and Regulatory Challenges:

- **Compliance:** Navigating the legal landscape of data privacy, intellectual property, and AI regulations can be complex.
- **Liability:** Establishing legal liability for GenAI-generated content or actions is still a developing area.

## 8. Human-AI Interaction:

- **Overreliance:** Users may become overly reliant on GenAI, potentially reducing critical thinking and decision-making skills.
- **User Trust:** Inconsistent or erroneous outputs can undermine user trust in GenAI systems.

## 9. Content Moderation:

- **Harmful Content:** GenAI can inadvertently generate harmful or inappropriate content that requires stringent moderation.
- **Scalability:** Moderating large volumes of GenAI-generated content can be challenging and resource-intensive.

## 10. Intellectual Property:

- **Copyright Infringement:** GenAI can produce content that inadvertently infringes on existing intellectual property rights.
- **Originality:** Determining the originality and ownership of GenAI-generated content can be legally and ethically complex.



### Beatrix Top Tip:

Symphony3 have developed an AI Policy template for local governments that is available at:

[www.symphony3.com/ai-resources](http://www.symphony3.com/ai-resources)

## What is Prompt Engineering?

### Prompt Engineering

Prompt engineering is the process of designing and optimising input prompts to elicit the best possible responses from artificial intelligence (AI) language models, such as GPT-4, BERT, or other advanced AI systems. The goal is to craft prompts that guide the model to produce accurate, relevant, and useful outputs. Here are some key aspects of prompt engineering:

### Key Aspects of Prompt Engineering:

#### 1. Clarity:

- **Definition:** Ensuring the prompt is clear and unambiguous.
- **Example:** Instead of "Explain," use "Explain the main features of a smartphone."

#### 2. Specificity:

- **Definition:** Making the prompt as specific as possible to reduce the likelihood of irrelevant or broad responses.
- **Example:** Instead of "Tell me about AI," use "Describe the applications of AI in healthcare."

#### 3. Context:

- **Definition:** Providing enough context to help the model understand what is being asked.
- **Example:** "In the context of climate change, explain the greenhouse effect."

#### 4. Instructions:

- **Definition:** Including clear instructions on the format or style of the response.
- **Example:** "Write a summary of the following text in bullet points."

#### 5. Examples:

- **Definition:** Providing examples to illustrate the type of response expected.
- **Example:** "Translate the following sentence into Spanish: 'The weather is nice today.'"

#### 6. Iterations:

- **Definition:** Iteratively refining prompts based on the outputs received to improve response quality.
- **Example:** Adjusting the prompt after seeing that the initial response was too broad.

#### 7. Constraints:

- **Definition:** Adding constraints or boundaries to focus the model's output.
- **Example:** "Provide a brief summary in no more than 150 words."

## Examples of Prompt Engineering:

### 8. Simple Prompt:

- **Basic:** "What is machine learning?"
- **Engineered:** "Define machine learning and provide three real-world examples of its applications."

### 9. Task-Specific Prompt:

- **Basic:** "Summarise this article."
- **Engineered:** "Summarise this article in three sentences, focusing on the main findings and conclusions."

### 10. Conversational Prompt:

- **Basic:** "Tell me about the weather."
- **Engineered:** "Provide a detailed weather forecast for New York City for the next 7 days, including temperature, precipitation, and wind conditions."

## Applications of Prompt Engineering:

- **Content Creation:** Generating articles, blog posts, or creative writing with specific styles or tones.
- **Customer Support:** Crafting prompts to help AI systems provide accurate and helpful responses to customer inquiries.
- **Education:** Designing prompts that help AI tutors provide relevant and informative explanations.
- **Data Analysis:** Creating prompts that help AI models generate insights and summaries from large datasets.
- **Programming:** Using prompt engineering to improve code generation and debugging assistance from AI models.

Prompt engineering is crucial for maximising the utility of AI models, ensuring they deliver the desired outcomes effectively and efficiently. It involves a combination of creativity, domain knowledge, and iterative testing to refine prompts for optimal performance.



## AI Glossary

**Artificial General Intelligence (AGI):** A hypothetical form of AI that can understand, learn, and apply knowledge across a wide range of tasks, similar to human cognitive abilities. It is also known as "strong AI."

**Artificial Intelligence (AI):** The simulation of human intelligence processes by machines, including a machine's ability to perform cognitive functions we associate with human minds, such as perceiving, reasoning, learning, interacting with the environment, problem-solving, and exercising creativity.

**Convolutional Neural Network (CNN):** A type of deep neural network commonly used in analysing visual data. It uses convolutional layers to detect features in images, such as edges, textures, and shapes.

**Deep Learning:** A subset of ML involving neural networks with many layers (hence "deep"). These models can learn from large amounts of data and are used in applications like image and speech recognition.

**Ethical AI:** The practice of designing and using AI in a manner that is ethical, fair, and aligned with societal values. This includes addressing issues like bias, fairness, transparency, and accountability.

**Feedforward Neural Network:** A type of neural network where connections between the nodes do not form a cycle. Information moves in only one direction—from input nodes, through hidden nodes (if any), to output nodes.

**Generative AI (GenAI):** A type of AI that can generate new content, such as text, images, or music, based on patterns learned from existing data. Examples include GPT-3 for text and DALL-E for images.

**GPTs (Generative Pre-trained Transformers):** A type of LLM developed by

OpenAI, designed to generate human-like text based on pre-training and fine-tuning on a wide range of data.

**Large Language Models (LLMs):** Advanced AI models trained on vast amounts of text data to understand, generate, and interact with human language. Examples include OpenAI's GPT series.

**Machine Learning (ML):** A subset of AI that involves the use of algorithms and statistical models to enable computers to improve their performance on a task through experience. It does not require explicit programming for each task.

**Narrow AI:** AI systems designed and trained for a specific task or a narrow range of tasks. Examples include virtual assistants like Siri or recommendation systems.

**Neural Networks:** A series of algorithms that attempt to recognise underlying relationships in a set of data through a process that mimics the way the human brain operates. These networks are the foundation of many deep learning models.

**Convolutional Neural Network (CNN):** A type of deep neural network commonly used in analysing visual data. It uses convolutional layers to detect features in images, such as edges, textures, and shapes.

**Recurrent Neural Network (RNN):** A type of neural network designed for sequence data. RNNs have connections that form directed cycles, allowing them to maintain a memory of previous inputs, making them useful for tasks like language modelling and time series prediction.

**Prompt Engineering:** The process of designing and refining prompts to elicit the desired response or behaviour from AI models, particularly language models like

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GPT-3. This involves crafting input text that guides the model to generate useful and accurate outputs.

**Recurrent Neural Network (RNN):** A type of neural network designed for sequence data. RNNs have connections that form directed cycles, allowing them to maintain a memory of previous inputs, making them useful for tasks like language modelling and time series prediction.

**Responsible AI:** An approach to developing and deploying AI that emphasises ethical considerations, safety, privacy, and the impact on society. It involves creating AI systems that are trustworthy and align with human values.

**Singularity:** A hypothetical future point where technological growth becomes uncontrollable and irreversible, resulting in

unforeseeable changes to human civilisation, often associated with the emergence of AGI.

**Tokenisation:** The process of breaking down text into smaller units (tokens), which can be as small as characters, words, or sub words, for analysis by AI models.

**Transformer Networks:** A type of neural network architecture that relies on a mechanism called self-attention to process input data in parallel, making it highly efficient for tasks like natural language processing. Transformers are the foundation for many state-of-the-art models, including GPT-3 and BERT.

**Turing Test:** A test proposed by Alan Turing to determine whether a machine can exhibit intelligent behaviour indistinguishable from a human. If a human evaluator cannot reliably distinguish between the machine and a human, the machine is considered to have passed the test.

## Training Courses

### NSW Government Training – An introduction to Artificial Intelligence

<https://store.training.tafensw.edu.au/product/introduction-to-artificial-intelligence/>

### AWS Skillsbuilder

AWS offer numerous Free and paid courses on their Skillsbuilder platform.

<https://aws.amazon.com/training/learn-about/machine-learning/>

You can begin with this one:

<https://explore.skillbuilder.aws/learn/course/external/view/elearning/17176/introduction-to-generative-ai-art-of-the-possible>

## IBM/Coursera

AN introduction to Artificial Intelligence

<https://www.coursera.org/learn/introduction-to-ai?specialisation=ai-foundations-for-everyone>

## University of Pennsylvania: AI for Business

A selection of AI courses for business/non-technical people

You can start with one of these two

<https://www.coursera.org/specialisations/ai-for-business-wharton>

<https://www.coursera.org/learn/wharton-ai-strategy-governance?specialisation=ai-for-business-wharton>

## Courses from Google

Google courses to master AI in 2024. They're all free! You can find them as below:

1. Introduction to Large Language Models: Learn about the use cases and how to enhance the performance of large language models.



<https://www.cloudskillsboost.google/course-templates/539>

2. Introduction to Generative AI: Discover the differences between Generative AI and traditional machine learning methods.



<https://www.cloudskillsboost.google/course-templates/536>

3. Introduction to Responsible AI: Learn about the importance of Responsible AI and how Google implements it in its products.



<https://www.cloudskillsboost.google/course-templates/554>

4. Encoder-Decoder Architecture: Learn about the encoder-decoder architecture, a critical

component of machine learning for sequence-to-sequence tasks.



<https://www.cloudskillsboost.google/course-templates/543>

5. Introduction to Image Generation: Discover diffusion models, a promising family of machine learning models in the image generation space.



<https://www.cloudskillsboost.google/course-templates/541>

6. Transformer Models and BERT Model: Get a comprehensive introduction to the Transformer architecture and the Bidirectional Encoder Representations from the Transformers (BERT) model.



<https://www.cloudskillsboost.google/course-templates/538>

7. Attention Mechanism: Learn about the attention mechanism, which allows neural networks to focus on specific parts of an input sequence.



[https://www.cloudskillsboost.google/course\\_templates/537](https://www.cloudskillsboost.google/course_templates/537)

8. Overview of Generative AI Studio: This course explains how to prototype and customise generative AI models using Vertex AI's Generative AI Studio.



[https://www.cloudskillsboost.google/course\\_templates/552](https://www.cloudskillsboost.google/course_templates/552)

9. Develop Models for Image Captioning: Discover how to use deep learning methods to develop a model for captioning images.



[https://www.cloudskillsboost.google/course\\_templates/542](https://www.cloudskillsboost.google/course_templates/542)

## Further Reading

1. Life 3.0 Being Human in the Age of Artificial Intelligence Max Tegmark, 2018  
<https://www.amazon.com.au/Life-3-0-Being-Artificial-Intelligence/dp/0141981806/>
2. The Age of AI: And Our Human Future Paperback – November 1, 2022  
by [Henry A Kissinger](#) (Author), [Eric Schmidt](#) (Author), [Daniel Huttenlocher](#) (Author)  
<https://www.amazon.com/Age-AI-Our-Human-Future/dp/0316273996/>
3. Co-Intelligence: Living and Working with AI Hardcover – April 2, 2024  
by [Ethan Mollick](#) (Author)  
<https://www.amazon.com/Co-Intelligence-Living-Working-Ethan-Mollick/dp/059371671X/>



## AI Articles and Reports

- <https://www.mckinsey.com/featured-insights/themes/whats-the-future-of-ai>
- <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-ai>
- <https://www.bcg.com/publications/2024/trust-imperative-4-0-genai-the-trust-multiplier-for-government>



### Beatrix Top Tip:

Check out our insights and events pages for regular updates:

<http://www.symphony3.com/events-and-insights>

## Examples of Popular AI Tools

Here's a list of 30 popular GenAI tools across various domains, including text generation, image creation, video editing, and voice synthesis. Each tool has its unique strengths and potential risks, and costs can vary significantly based on features and usage levels.

### 1. ChatGPT

Overview: Conversational AI chatbot for text generation and task completion.

Main benefit: Versatile natural language processing and generation.

Main risk: Potential for generating inaccurate or biased information.

Cost: Free (basic), \$20/month (Plus), \$20/user/month (Team)

Web: <https://chat.openai.com>

### 2. GPT-4

Overview: Advanced language model for complex text generation and analysis.

Main benefit: Improved reasoning and task performance over previous versions.

Main risk: Potential misuse for generating harmful content.

Cost: \$0.03-\$0.06 per 1K tokens (API)

Web: <https://openai.com/gpt-4>

### 3. DALL-E 2

Overview: AI system that creates realistic images and art from text descriptions.

Main benefit: Rapid creation of unique visual content.

Main risk: Copyright and ethical concerns regarding AI-generated art.

Cost: Credits-based system, starting at \$15 for 115 credits

Web: <https://openai.com/dall-e-2>

### 4. Midjourney

Overview: AI-powered tool for generating high-quality images from text prompts.

Main benefit: Creation of detailed, artistic images quickly.

Main risk: Potential copyright

infringement of existing artworks.

Cost: \$10/month (Basic), \$30/month (Standard), \$60/month (Pro)

Web: <https://www.midjourney.com>

### 5. Stable Diffusion

Overview: Open-source image generation model.

Main benefit: Free and customisable for various applications.

Main risk: Potential for generating inappropriate or copyrighted content.

Cost: Free (open-source)

Web: <https://stability.ai/stable-diffusion>

### 6. GitHub Copilot

Overview: AI pair programmer that suggests code completions.

Main benefit: Increased coding productivity and efficiency.

Main risk: Potential inclusion of copyrighted code in suggestions.

Cost: \$10/month (individual), \$19/user/month (business)

Web: <https://github.com/features/copilot>

### 7. Jasper

Overview: AI writing assistant for marketing content creation.

Main benefit: Rapid generation of diverse marketing materials.

Main risk: Potential for producing generic or repetitive content.

Cost: \$39/month (Creator), \$59/month (Pro), custom (Business)

Web: <https://www.jasper.ai>

### 8. Copy.ai

Overview: AI-powered copywriting tool for various content types.

Main benefit: Quick generation of

marketing and sales copy.

Main risk: Over-reliance on AI-generated content.

Cost: Free (limited), \$36/month (Pro), custom (Enterprise)

Web: <https://www.copy.ai>

## 9. Anthropic Claude

Overview: Large language model focused on safety and ethics.

Main benefit: More controlled and potentially safer outputs.

Main risk: Limitations in certain types of creative tasks.

Cost: \$20/month (Claude Pro)

Web: <https://www.anthropic.com>

## 10. Bing Chat

Overview: Microsoft's AI-powered chat integrated into Bing search.

Main benefit: Combines internet search with conversational AI.

Main risk: Potential for hallucinations or incorrect information.

Cost: Free

Web: <https://www.bing.com/chat>

## 11. Runway

Overview: AI-powered video editing and generation tool.

Main benefit: Simplifies complex video editing tasks.

Main risk: Potential for creating deepfakes or misleading content.

Cost: \$15/month (Standard), \$35/month (Pro), custom (Enterprise)

Web: <https://runwayml.com>

## 12. Synthesia

Overview: AI video generation platform for creating talking avatar videos.

Main benefit: Easy creation of professional-looking video content.

Main risk: Potential misuse for creating misleading synthetic media.

Cost: \$30/month (Personal), custom (Enterprise)

Web: <https://www.synthesia.io>

## 13. Grammarly

Overview: AI-powered writing assistant for grammar and style improvement.

Main benefit: Enhances writing quality and consistency.

Main risk: Over-reliance on automated suggestions.

Cost: Free (basic), \$12/month (Premium), \$15/user/month (Business)

Web: <https://www.grammarly.com>

## 14. Notion AI

Overview: AI writing assistant integrated into the Notion workspace.

Main benefit: Enhances productivity within the Notion ecosystem.

Main risk: Potential for generating generic content.

Cost: \$10/month (Plus), \$18/user/month (Business)

Web: <https://www.notion.so/product/ai>

## 15. Adobe Firefly

Overview: AI-powered creative tool for generating and editing images.

Main benefit: Seamless integration with Adobe Creative Suite.

Main risk: Potential copyright issues with generated content.

Cost: Included in Creative Cloud subscriptions

Web: <https://www.adobe.com/products/firefly.html>

## 16. Replika

Overview: AI companion chatbot for conversation and emotional support.

Main benefit: Provides a non-judgmental conversational partner.

Main risk: Privacy concerns and potential emotional dependency.

Cost: Free (basic), \$19.99/month (Pro)

Web: <https://replika.com>

## 17. Writesonic

Overview: AI writing tool for creating various types of content.

Main benefit: Helps generate ideas and content quickly.

Main risk: Potential for producing generic or repetitive content.

Cost: Free (trial), \$13/month (Short-form), \$33/month (Long-form)

Web: <https://writesonic.com>

## 18. Canva AI

Overview: AI-powered design features integrated into Canva.

Main benefit: Simplifies design process for non-designers.

Main risk: Potential for creating similar-looking designs.

Cost: Free (basic), \$14.99/month (Pro), \$29.99/user/month (Teams)

Web: <https://www.canva.com>

## 19. DeepL Write

Overview: AI writing assistant for improving text quality and clarity.

Main benefit: Enhances writing style and readability.

Main risk: Potential over-reliance on AI suggestions.

Cost: Free (basic), €9.99/month (Pro)

Web: <https://www.deepl.com/write>

## 20. Tome

Overview: AI-powered presentation creation tool.

Main benefit: Quickly generates visually appealing presentations.

Main risk: Potential for creating generic-looking presentations.

Cost: Free (basic), \$10/month (Pro)

Web: <https://tome.app>

## 21. Otter.ai

Overview: AI-powered meeting transcription and note-taking tool.

Main benefit: Automates meeting documentation.

Main risk: Potential inaccuracies in transcription.

Cost: Free (basic), \$10/month (Pro), \$20/user/month (Business)

Web: <https://otter.ai>

## 22. Descript

Overview: AI-powered audio and video editing platform.

Main benefit: Simplifies complex editing tasks.

Main risk: Potential for misuse in creating misleading content.

Cost: Free (basic), \$15/month (Creator), \$30/month (Pro)

Web: <https://www.descript.com>

## 23. Pictory

Overview: AI video creation tool from text and long-form content.

Main benefit: Quickly turns text content into engaging videos.

Main risk: Potential for creating generic-looking videos.

Cost: \$19/month (Standard), \$39/month (Premium), \$99/month (Enterprise)

Web: <https://pictory.ai>



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## 24. Rytr

Overview: AI writing assistant for various content types.  
Main benefit: Helps generate content ideas and drafts quickly.  
Main risk: Potential for producing generic content.  
Cost: Free (basic), \$9/month (Saver), \$29/month (Unlimited)  
Web: <https://rytr.me>

## 25. Murf AI

Overview: AI voice generator for creating voiceovers and dubbing.  
Main benefit: Produces natural-sounding voices in multiple languages.  
Main risk: Potential misuse for creating misleading audio content.  
Cost: Free (basic), \$19/month (Basic), \$39/month (Pro)  
Web: <https://murf.ai>

## 26. Wordtune

Overview: AI writing tool for rephrasing and improving text.  
Main benefit: Enhances writing style and clarity.  
Main risk: Potential over-reliance on AI suggestions.  
Cost: Free (basic), \$9.99/month (Premium), custom (Enterprise)  
Web: <https://www.wordtune.com>

## 27. Gamma

Overview: AI-powered presentation and report creation tool.  
Main benefit: Quickly generates professional-looking presentations.  
Main risk: Potential for creating similar-looking presentations.  
Cost: Free (basic), \$10/month (Pro)  
Web: <https://gamma.app>

## 28. Simplified

Overview: AI-powered design and content creation platform.  
Main benefit: All-in-one tool for various creative tasks.  
Main risk: Potential for creating generic content across mediums.  
Cost: Free (basic), \$12/month (Individual), \$24/month (Team)  
Web: <https://simplified.com>

## 29. Eleven Labs

Overview: AI voice synthesis platform for generating realistic voices.  
Main benefit: Creates natural-sounding voices for various applications.  
Main risk: Potential misuse for creating deepfakes or misleading content.  
Cost: Free (basic), \$22/month (Starter), custom (Enterprise)  
Web: <https://elevenlabs.io>



We're here to help:

Let Symphony3 support you on your AI journey.  
Contact us today at: [www.symphony3.com/contact](http://www.symphony3.com/contact)