CUSTOMER USE CASE

Groq + LottieFiles : Ideation and Animation at Human Speed

LottieFiles allows users to create, edit, collaborate on and implement lightweight Lottie animations across websites, apps, socials and more.

AI business technologists - in enterprises, government, and other organizations - are asking their technology teams how recent AI breakthroughs can be applied to solve their biggest challenges and transform their businesses. How can we use AI to not just make our business more efficient, but to create a lasting competitive advantage?

Many AI solutions they envision require real-time performance or better. These co-pilots can help a wide variety of professionals work faster and better and expand their potential. Working in real-time, they enable users to stay in their flow (drafting a report, writing code for a task) rather than stopping everything to wait for the co-pilot.

This series from Groq explores different types of real-time AI solutions in detail. Groq is fast AI inference. Groq builds fast AI inference technology. Groq® LPU™ AI inference technology is a hardware and software platform that delivers exceptional AI compute speed, quality, and energy efficiency.

LottieFiles Motion Co-pilot, Powered by Groq

Next time you are on your favorite website or app, take a moment to notice the animations—simple buttons or elaborate images that employ motion to make them more engaging—and consider that someone designed and created them. The process has come a long way from the days of illustrators rendering hand drawn frames flicking by at 24 frames per second to create the illusion of motion. Despite the powerful digital tools at their disposal, animators still face many repetitive tasks that can stifle creativity.

Imagine if animators could streamline these tasks using a digital platform that acts as a co-pilot, seamlessly helping from concept ideation to completion. This is the idea behind LottieFiles' new Motion Co-pilot feature on its Lottie Creator platform, helping animators eliminate the blank canvas problem and focus on bringing their creative visions to life.

Lottie Creator helps animators create ultra-lightweight, highly customizable, interactive animations for websites, apps, and social media applications. Designers create JSON-based animation files which work on any device and scale without pixelation. It's a powerful platform that has always empowered Lottie Creator users to bring animations to life, and now, with AI doing the tough groundwork, motion designers can effortlessly set up initial shapes for even faster and more stunning deliverables.

Lottie's Motion Co-pilot is an AI-based interface, Powered by Groq, that supercharges the Lottie Creator platform and puts far more power in the hands of its users. Instead of entering a series of commands via the traditional mouse and keyboard, users can simply enter prompts in plain language and get back an animation right away. They can iterate from there until they get something that's just right. The co-pilot does away with a lot of the more mundane tasks so the creator can focus on … creating!

Let's say an animator is just starting a project. They have a general idea of what they want but are stuck at the 'blank canvas' phase of the project. With the Motion Co-pilot, it's easy: they can start with less specific commands ('create a bouncing ball'), discard the concepts that don't work, and refine the ones that do with more specific requirements ('make it light blue and have it bounce five times'). The AI-created motions can be further enhanced with AI or refined with manual keyframe creation. The creator can experiment and tweak at human speed, and the Lottie Motion Co-pilot is right there with them.

> None of this works without Groq instant AI inference. **Human creativity requires human speed interaction, which requires Groq ultra-low latency.**

The speed and ease of using the Lottie Motion Co-pilot makes it possible for animators and their business clients (internal or external) to collaborate. The non-animator user can give the co-pilot ideas about what they want to see and tweak the results, which helps the expert animator get started faster. This can also serve to educate the client about the animation process and increase their appreciation of the art and science behind it. They will come to venerate their wonderful animators even more.

None of this works without Groq's exceptional performance. Human creativity requires human speed interaction, which requires Groq's ultra low latency. The animator can try new ideas or suggest tweaks, get back the LottieFiles result, and accept or discard it, all in the matter of a couple of seconds. The back and forth can be as fast as the creator wants. Human speed interaction only works if the underlying AI inference is lightning fast, which is why LottieFiles chose Groq as its AI inference partner.