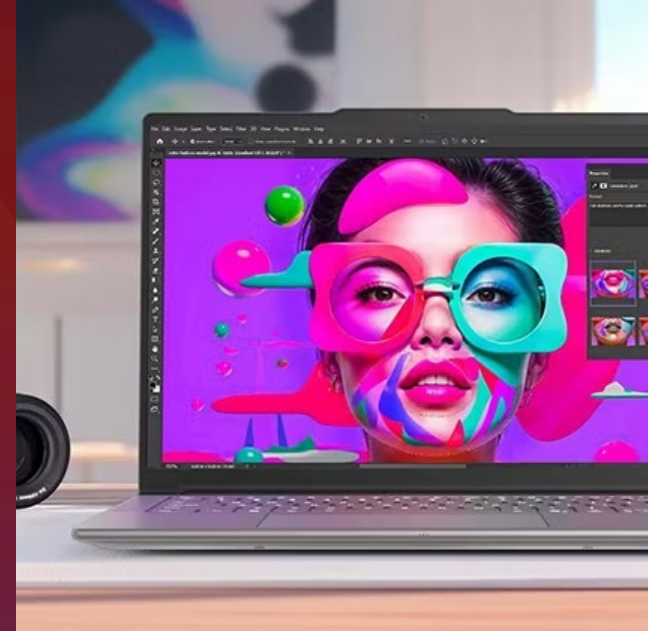


AI Content Creation

Create customized content that makes an impact

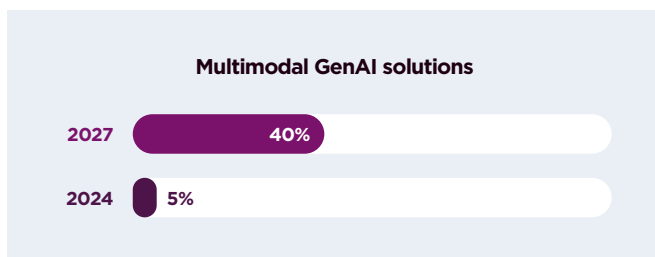


Efficiently producing original, high-quality content from ideation through execution remains a complex, resource-intensive process — even with today's advanced digital tools.

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 creation by combining real-time inferencing with rapid production of text, images, and multimedia assets through simple prompts. These AI-driven solutions leverage inferencing to deliver contextually accurate outputs, enhance efficiency, improve quality, and maintain 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 creation 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 creation is slow and resource-intensive, making it difficult for businesses to keep up with demand. AI-driven solutions must accelerate content creation 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.
- **Keeping content relevant and useful:** Organizations struggle, often at an unsustainable pace, to create personalized, relevant content for their ever-evolving audience. AI-enhanced content solutions help by delivering tailored content to audiences based on data-driven insights and behavior with dramatically reduced time and effort.

Use your own data to produce high-quality content faster

Lenovo's AI Content Creation transforms the way organizations develop multimodal assets to adapt to the changing needs of customers. Speed, accuracy, persona-based content can be delivered at the click of a button.

- ✓ **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 creation 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 creation 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% 
cost reduction of a
new product launch



Creating compelling content with GenAI

To expedite the creation of marketing materials, we used Lenovo Studio AI to turn simple text prompts into tailored, high-quality data sheets, brochures, and presentations up to 90% faster to support our sales team.

“Using straightforward text prompts, our teams can rapidly create compelling content and see it presented in a variety of formats. Studio AI makes content creation fast and easy, so we can focus on what counts: the customer.”

MAHESH ALURKAR

SR. DIRECTOR, WW SALES DIGITAL EXPERIENCE
LENOVO

AI-powered content creation at scale

Lenovo AI solutions allow creators to focus on innovation, brand storytelling, and audience engagement while AI handles repetitive tasks. Lenovo Hybrid AI Advantage™, powerful hybrid infrastructure, and purpose-built AI servers and devices enable faster AI content creation and on-device inference, providing instant feedback without exposing sensitive content or data to external environments. This distributed approach speeds up creative cycles, maintains governance over proprietary assets, optimizes compute cost, and ensures teams can produce high-quality, AI-enhanced content wherever inspiration strikes.

Empowering faster, more flexible creation

AI content creators need devices that support fast, on-device inference to accelerate creative workflows, reducing latency during drafting, editing, and iterative refinement.

- [Lenovo Copilot+ PCs](#) deliver ultra-fast, on-device AI generation and summarization, enabling creators to iterate instantly without waiting on the cloud.
- [Lenovo AI PCs](#) provide low-latency AI-assisted writing, image generation, and editing directly on the device for rapid experimentation and creative flow.
- [Lenovo Yoga](#) offers flexible, touch-enabled devices ideal for multimodal content creation (drawing, annotating, presenting) with smooth on-device AI capabilities.

Scaling creative workflows

Creativity at scale requires infrastructure and software that support model customization, team collaboration, and deployment of AI tools across departments, regions, and workloads. While cloud capabilities can support multimodal generation or rendering, on-prem and edge solutions and services can help organizations handle more inferencing workloads, ensuring an improvement in performance.

- [Lenovo AI Apps](#) help teams deploy, manage, and refine AI content creation tools across the organization, enabling scalable model customization for multimodal generation.
- [Lenovo AI Services](#) meet you wherever you are in your AI journey to help you rapidly define, deploy, and drive real value from AI.
- [Lenovo ThinkEdge](#) systems extend scalable AI performance to distributed locations, reducing latency and improving local decision-making.



Lenovo ThinkEdge™
SE455 V3i Server

AI Content Creation

Safeguarding content creation

Secure environments are essential to protect drafts, proprietary assets, and brand guidelines throughout the AI content lifecycle. On-device inference and processing reduce the exposure of internal materials, while AI models can detect anomalies or inappropriate content in real time before publication.

- Lenovo Aura Edition AI PCs are built with enhanced privacy, proactive security, and AI-driven user protections to keep content creation workflows safe and compliant.
- Lenovo Copilot+ PCs feature on-device processing to minimize exposure of sensitive content and drafts by eliminating reliance on external cloud services.
- Lenovo ThinkShield offers hardware-rooted protection and prevents unauthorized access to sensitive data or commands.

Lenovo ThinkPad®
X1 2-in-1 Gen 10 Aura
Edition, a Copilot+ PC



Optimizing for efficient creation

AI content creation benefits when each part of the content creation workflow gets routed to the most efficient compute layer. This lowers cloud costs, reduces energy consumption, and improves productivity, ensuring teams maximize their creative output.

- Lenovo ThinkStation workstations provide high-performance local compute for demanding tasks such as rendering AI-generated graphics or video, and running large multimodal workloads more efficiently, when compared to cloud-only approaches.
- Lenovo ThinkStation PGX pairs seamlessly with workstation setups to unlock additional compute capacity for demanding AI development workloads, delivering on-desk flexibility without tapping into a data center, or adding the cost of public cloud.

Lenovo ThinkStation® PGX
paired with P5 workstation



Lenovo

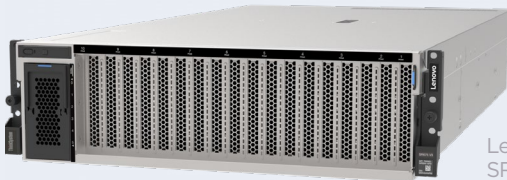
Powering enterprise content generation with hybrid AI

Lenovo's Hybrid AI Advantage™ enables organizations to modernize content generation workflows by **combining powerful local devices with scalable infrastructure, software, solutions, and Lenovo AI Services** so teams can create, iterate, and deploy AI-assisted content faster and more securely. By running the right workloads on the right compute layer, organizations reduce bottlenecks, shorten creative cycles, and maintain control over proprietary data throughout the content lifecycle.

Built on Lenovo's Hybrid AI Advantage™, these solutions support a flexible mix of Lenovo on-device, edge, and ThinkSystem data center resources that can be tailored to content generation needs. Modular designs and validated configurations help teams move from experimentation to production more quickly, **reducing time to value while minimizing deployment complexity.**

For scalable content generation workloads, Lenovo's AI-ready infrastructure, ThinkSystem servers, storage and networking enables teams to process large datasets, customize models, and support collaboration across departments and regions. Predictable workloads can be handled efficiently on-prem or at the edge, improving performance and cost control while keeping sensitive creative assets protected within enterprise environments.

For local AI development and testing, **Lenovo ThinkStation workstations and AI PCs extend these capabilities** to creators and data teams. These systems support local AI development, testing, and inference, enabling faster iteration and real-time feedback while remaining seamlessly connected to broader hybrid environments. This distributed approach empowers teams to create high-quality, AI-enhanced content without sacrificing security, governance, or efficiency.



Lenovo ThinkSystem®
SR675i V3 Server

Smarter data-driven AI content creation for real outcomes



Marketing and sales: Personalize at scale for higher conversion rates.



Manufacturing: Reduce defects with immediate reporting and long-term training materials.



Retail: Ensure real-time product demand alignment.



Smart cities: Improve public engagement in services and programs.

Accelerating localized content delivery with AI

With pressure mounting on servers to run AI models that translate content, Translated switched to a Lenovo solution that completes language localization jobs round the clock, and runs its production and testing workloads faster.

“The Lenovo solution has made a big impact. The performance is much higher than our old setup, enabling us to translate items faster and deliver localized content to clients sooner, which will help to build long-term loyalty and win new business.”

DISHENG QIU
VP OF ENGINEERING, TRANSLATED

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Powering enterprise content with Lenovo Hybrid AI Factory

Lenovo's Hybrid AI Factory is a validated modular framework for building and operating AI solutions at scale. As part of the broader Lenovo Hybrid AI Advantage spanning infrastructure, software, and services, the Factory enables organizations to achieve real-world outcomes such as AI-driven content generation workflows by combining intelligent client devices with edge and data center infrastructure, enabling creators and teams to draft, edit, iterate, and scale AI-assisted content wherever work happens.

This also ensures data can be collected, stored, processed, and used to train enterprise AI models — while optimizing real-time inferencing at the edge or on user devices. This flexibility accelerates creative output while maintaining control over data, brand assets, and intellectual property.

Through a broad ecosystem of platforms and services, Lenovo delivers secure, energy-efficient, and scalable AI environments that support content generation from pilot to production.



Flexible portfolio

Explore a flexible portfolio of hybrid AI platforms and devices from Lenovo ThinkSystem and ThinkAgile infrastructure to Lenovo ThinkStation and ThinkPad® P Series workstations, including partner options to fit your needs.



Energy efficiency

As content generation workloads scale, efficiency becomes critical. Lenovo's energy-efficient infrastructure options help organizations manage the growing compute demands of AI-assisted creation while reducing power consumption and operational costs. Neptune® liquid and air-cooling options keep your data center energy efficient with liquid cooling that removes 98% of system heat, reducing power use by 40%.



End-to-end AI services

Lenovo AI Services supports the full content generation lifecycle from defining use cases and selecting the right models to deploying, optimizing, and governing AI tools across teams.



Right-sized deployments

Lenovo's Hybrid AI Factory enables right-sized AI deployments that match the needs of content teams, whether supporting small creative groups experimenting with AI or scaling AI-assisted content generation across departments and regions. Tailor your deployments with starter kits (4-24 GPUs) and scale to hybrid AI factories (160+ GPUs).

Why Lenovo for AI content creation?

Seamless implementation within a trusted ecosystem is crucial for any AI content creation strategy. With Lenovo, your AI content process is backed by experienced experts, proven solutions, a massive partner ecosystem, and uncompromising reliability and security.



#1
in x86 server **reliability**
for 11 consecutive years²



30+
years of trusted partnership
with IT leaders to transform
AI vision into value



#1
in x86 server **security**
for 6 consecutive years²



165+
enterprise AI solutions from
our AI partner ecosystem
with validated use cases



#1
PC provider



50% faster
outcomes achievable with our
AI Library of proven accelerators
and network of AI Innovators³



#1
Microsoft Windows
AI PC provider

Experience AI-powered content creation today

Contact us to see a demo of an AI-powered content creation solution, pilot your solution with your own data, and explore how Lenovo can elevate your content creation strategy.

www.lenovo.com/us/en/ai/content-creation

Source

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

2 ITIC, "ITIC 2024 Global Server Hardware, Server OS Reliability Report," November 2024

3 Lenovo, "Lenovo Hybrid AI Solutions," October 2025

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**Smarter
technology
for all**

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