

aws marketplace

Synthesia

Reviews, tips, and advice from real users



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Product Recap



Synthesia

Synthesia Recap

Synthesia offers high-quality automated content creation with features like animation and realistic avatars. Its speed, efficiency, and user-friendly interface save time and resources, streamlining workflows via integrations with tools like ChatGPT.

Synthesia is a platform specializing in automated video creation through high-tech solutions like realistic avatars and AI video capabilities. Known for its speed and efficiency, it notably converts text to audio quickly and integrates seamlessly with tools like ChatGPT. Users appreciate its intuitive editing, realistic avatars, and advanced features such as a pronunciation library and translation tool. Although pricing and support response time can be challenges, along with areas needing enhancement like the timeline interface and voice modulation, it excels in developing training materials and multimedia presentations.

What features does Synthesia offer?

- **Animation:** Enables creative visuals.
- **Realistic Avatars:** Engage audiences with lifelike characters.
- **Text-to-Audio:** Swift conversion of text to speech.
- **Integration Tools:** Works smoothly with ChatGPT.
- **Pronunciation Library:** Ensures accurate speech.
- **Translation Tool:** Supports multilingual content.

What benefits can users expect from Synthesia?

- **Time Efficiency:** Significant reduction in content production hours.
- **Cost Savings:** Decrease in resource expenditure.
- **User-Friendly:** Accessible to various skill levels.
- **Creative Engagement:** Enhanced audience interaction.
- **Flexibility:** Adapts to diverse content types.

Synthesia is employed in organizations to create multilingual and instructional videos, transforming written content into engaging formats for audiences. It's pivotal in formal education and corporate communications, assisting companies in producing training materials, commercials, and presentations with AI-generated speech and accents, catering to sectors that require concise visual messaging.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “There is no need for post-production as the content is ready to be shared as soon as it's created.”



John Poole

Cultural and Quality Manager at Openreach

- ✓ “One improvement in our organization was that we could produce videos quickly. It increased our footprint as a small team, making us look like a bigger team because of that automated pipeline.”



Mark Kim

Technical Content Developer at Snowflake Computing

- ✓ “The product's initial setup was easy, and it wasn't hard at all.”



Forrest McFeeters

Instructional Designer IV at SOLERSrg

✓ “In terms of the product's initial setup, I can say that it is extremely user-friendly.”



Caroline Roberts

Learning Experience Designer at a tech vendor with 1-10 employees

✓ “The feature I find most valuable is animation.”



Vivian Adegaju

AI video Editor at a tech services company with 11-50 employees

✓ “The AI is the most valuable feature.”



Benjamin Reubendran

Sr. E- learning developer at CARESYNTAX, INC.

✓ “It is very easy to make changes in the script and works well with other programs as well.”



Zaynah Danquah

Lead Instructional Designer at 24/7 TEACH

What users had to say about valuable features:

“The product’s Avatar feature looks realistic. It offers different voice and graphic options as well. It works efficiently in conjunction with other products..”

Zaynah Danquah

Lead Instructional Designer at 24/7 TEACH

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“Synthesia provides the ability to have the characters say nearly anything that you need them to, and its pronunciation library gives the absolute correct pronunciation that you need for any number of words. It allowed our characters to see the name of the company correctly without a lot of shortcuts or workarounds..”

Sean Donovan

Instructional Designer at a tech services company with 501-1,000 employees

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“The feature I find most valuable is animation. Compared to other AI tools I've used, like Kaspersky and others, they lack the flexibility and automation that this tool offers. It really enhances the aesthetics of my projects and allows me to be more creative, unlike those other products which are quite rigid and limited in what they can do.

.”

Vivian Adegaju

AI video Editor at a tech services company with 11-50 employees

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“Synthesia is very good for internal training and messaging as it saves time. Previously, for me to create an asset, I needed to use several resources, including actors, studios, and lighting, all of which took considerable planning.

With Synthesia, it is easier. It has a wide range of digital actors, integrates with generative AI solutions such as ChatGPT, and continues to evolve with new features such as its new translation tool. This makes distribution to diverse audiences much simpler..”

Daniel Baker

Head of Evangelism at a tech vendor with 51-200 employees

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“Before Synthesia, recording a 20-minute script could take about one to two days. I had to review the recording to find background noise and edit it. If any change was identified, I had to redo the project. However, with Synthesia, I can have a recording within 20 minutes. It would only need minor tweaks. You could tell the difference between AI recording and human recording, but it improved the course of time in which we made the recording. Our Japanese customers didn't believe that it was AI voice.

The tool's most valuable feature is quickly converting text into a usable audio format. It converts quality text to audio with an accent appropriate for regional dialects. .”

Fraser Gordon

Senior Content Developer at Kinaxis

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“It offers several significant advantages over working with human presenters. When creating learning templates with humans, you often face challenges such as multiple takes, script errors, and discomfort in front of the camera. With this solution, you can select avatars, write scripts, and ensure flawless delivery, eliminating these issues. There is no need for post-production as the content is ready to be shared as soon as it's created. It enables to easily modify the content, and the original link will be automatically updated. This is a significant improvement over the traditional approach, where errors or updates necessitate taking down content, re-recording, and reposting. Another remarkable aspect is its user-friendliness. It's so straightforward that I believe most people could use it right out of the gate. Personally, I started using it without any prior research or watching tutorial videos, and it was remarkably intuitive and easy to navigate..”

John Poole

Cultural and Quality Manager at Openreach

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Other Solutions Considered

“I used a program that is very similar to Synthesia called D-IB, which was a lot easier to use. Though D-IB didn't have as many features and content as Synthesia, its avatars were a little bit more authentic and looked a little more real..”

Forrest McFeeters

Instructional Designer IV at SOLERSrg

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“Previously, we used to create video content ourselves, and we still do on occasion. This manual process came with its share of challenges, including lighting issues, sound problems, and the need for post-production work using Adobe Premiere. We also utilized a tool called XSplit for recording, but it was often overly complex..”

John Poole

Cultural and Quality Manager at Openreach

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ROI

Real user quotes about their ROI:

“I have seen a return on investment. The quality of the videos produced is better than if I had to create and edit them myself. It's much easier using Synthesia..”

Sarah Moutaoukil

Instructional Designer at a tech vendor with 11-50 employees

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“We have seen a return on investment with Synthesia. The solution gave us the ability to create content, which, if done externally, would have cost us four times as much..”

Verified user

Anonymous at a manufacturing company with 11-50 employees

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“It helped generate more on-demand. Because we have an on-demand video-based curriculum at our university. So, it helped increase the number of people taking the courses..”

Mark Kim

Technical Content Developer at Snowflake Computing

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“I have been able to create numerous videos, and I'm still in the experimental phase, which is what makes it so exciting. There are no limitations, and I can be as creative as I want, so I have definitely witnessed the payoff with the product..”

John Poole

Cultural and Quality Manager at Openreach

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“I can say that I have seen a return on investment based on the amount of time that Synthesia has saved for my company and the feedback that my company has received from its users, who found it engaging, which in turn made them like it. I think that my company wants to find that perfect fine line so as not to overuse the solution since we don't want people not to find it to be special anymore..”

Caroline Roberts

Learning Experience Designer at a tech vendor with 1-10 employees

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Use Case

“I use Synthesia in my company for some of our global projects. With Synthesia, I need to create multilingual pieces of training, and I primarily focus on languages like Spanish and Portuguese..”

Caroline Roberts

Learning Experience Designer at a tech vendor with 1-10 employees

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“Our use case was we built, like, kind of an automated pipeline that would take Google slides that we created, and it would automatically create videos from those slides with an avatar..”

Mark Kim


Technical Content Developer at Snowflake Computing

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“I used Synthesia to create a pitch deck for my client, who needed to pitch an idea as an advertisement to his team. The solution is used to create advertisements, presentations, and videos..”

Paul Akinleye

Thinkium Ambassador at Thinkium Foundation

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“We used Synthesia for AI speech and videos. We have done audio support for written text in multimodal learning. It helped us generate audio for different languages and create promotional materials for courses and certifications. .”

Fraser Gordon

Senior Content Developer at Kinaxis

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“I create educational videos, talking about various topics, such as courses about writing or courses about design.

I use Synthesia to create videos explaining the topics..”

Sarah Moutaoukil

Instructional Designer at a tech vendor with 11-50 employees

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“I use it to create training videos. Many of my clients provide me with written content that they want to convert into video format. Some companies provide PowerPoint presentations, while others give me scripts to turn into videos. Clients contact me to produce videos based on their content. But I've also used it for creating TikTok videos, social media content, and even commercial videos and testing..”

Vivian Adegaju

AI video Editor at a tech services company with 11-50 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The product is deployed on the cloud. The initial setup was straightforward and user-friendly. I took assistance from an expert to work on the process..”

Zaynah Danquah

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Lead Instructional Designer at 24/7 TEACH

“Setting it up is straightforward and user-friendly, even for those who may not be highly tech-savvy. When you sign up, the interface is clear and self-explanatory, making it very easy to use..”

Vivian Adegaju

[Read full review](#) 

AI video Editor at a tech services company with 11-50 employees

“The product's initial setup was easy, and it wasn't hard at all. It is just that the product's user experience is not user-friendly.

The solution is deployed on my browser, Google Chrome..”

Forrest McFeeters

Instructional Designer IV at SOLERSrg

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“There is no installation required. It's a web-based, SaaS product. We just log on to the portal. It is also super easy to use. What's my experience with pricing, setup cost, and licensing? The solution is cost-effective and relatively cheap. I also believe the product is coming out with new personal and enterprise packages.

I've only used it to evaluate. If I were to recommend it to someone, I don't think that the cost of the product would be a detractor..”

Daniel Baker

Head of Evangelism at a tech vendor with 51-200 employees

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“In terms of the product's initial setup, I can say that it is extremely user-friendly. I think you can quickly learn the basics in Synthesia, and as you play around with the tool, you can get a little bit fancier, so in my case, I like to incorporate music when I edit and use videos in the background. You can use images and videos from other sources, so you are not tied into Synthesia's videos and images.

The solution is deployed on the cloud. I use a username and password to access the tool..”

Caroline Roberts

Learning Experience Designer at a tech vendor with 1-10 employees

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“In the beginning, it was kind of a learning curve trying to get that pipeline set up correctly.

But once it was set up, overall, it was okay.

We have some issues with the templating now. So I would like to see the templating definitely improved with it because some of the templates really screw up our process.

If it has some kind of intelligence to understand, like, how many slides there had to be, how many things like that if it could kind of be a little bit more dynamic, so you don't have to create all the templates with exactly the correct amount of slides to begin with for it to be able to understand what to do.

If it could dynamically say, "Okay, I could see that you have 18 slides, obviously. We're gonna need 18 slides for this," and that kind of templating format was kind of tricky at first. But once we got it down, it would make it a lot easier after some time..”

Mark Kim

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Technical Content Developer at Snowflake Computing

Customer Service and Support

“We talked to the technical team about a couple of things here and there. We had some calls trying to figure things out. Overall, it was okay because once we got those early bugs, we had no issues afterward..”

Mark Kim

Technical Content Developer at Snowflake Computing

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“I have reached out to their customer support team with questions, and they have consistently provided prompt and helpful responses. I haven't encountered any technical glitches, data losses, or content disappearing..”

John Poole

Cultural and Quality Manager at Openreach

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Other Advice

“I would advise other users to play around with it for a while. It might seem basic, but you can create high-quality content with it. Keep using it for different types of activities or learning opportunities.

Overall, I would rate the solution nine out of ten. It is really great product for it has to offer. .”

Sarah Moutaoukil

Instructional Designer at a tech vendor with 11-50 employees

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“I was suggested to make use of Synthesia's diction features. It definitely occurs at times when a pronunciation will not be what you want it to be, and Synthesia's diction feature turns out to be a great component because you can just type in what you want a word to sound like.

I love the tool, but I still think it has potential for improvement, so I rate the overall product a nine out of ten..”

Caroline Roberts

Learning Experience Designer at a tech vendor with 1-10 employees

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“Synthesia was deployed on-cloud in our organization.


I would ask users to give it some time, look at all of the features that Synthesia offers, and be very open-minded. Also, it's best not to let a technical person

evaluate Synthesia. Instead, let someone who is in video production or graphic design evaluate it because they are the ones who will understand the full capabilities of the tool.

Overall, I rate Synthesia a nine out of ten..”

Sean Donovan

Instructional Designer at a tech services company with 501-1,000 employees

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“Definitely see if you can get some test development credit to do that if Synthesia has any improvements along that side. That would be helpful.

When we were trying the product early on, Synthesia didn't have as much templating, but maybe they've got some of this worked out by now. I haven't used it extensively in the last probably six months, so I can't say anything new that they've done, but I would definitely ask about templating and test development credit.

Just make sure you know how to use templating, how to use the test resources, and how to use the automated pipeline with Google Slides. Those are the three big things.

Overall, I would rate it a seven out of ten. .”

Mark Kim

Technical Content Developer at Snowflake Computing

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“I will request this from them, depending on their enterprise focus. We are a

sizable organization, and I would like to see if they can provide a solution tailored to enterprises. We have been using their platform for remote video production in our central installation business, and it has proven to be cost-effective. It has complemented our cost-saving efforts, as we used to spend a significant amount on both remote and on-premises solutions. Transitioning to their platform has been smooth, and it has worked well for us. If it continues to perform as expected, it might make sense to reduce our dependence on other HES platforms.

Overall I would rate it a nine out of ten.

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Vivian Adegaju

AI video Editor at a tech services company with 11-50 employees

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“I have used the solution for a couple of projects. It's a product that I actively follow. It has some really strong points, but it has some slight issues as well.

Everything that Synthesia is doing can be done with other tools, but the beauty of this product is that it is all collated into a nice, easy to use package. The product impressed me because it wasn't a huge learning curve. Simply type the script, choose your avatar and the tool generates the content. This is invaluable for smaller organizations that do not have the budget, time, or resources to bring in real-life actors and means that changes can be made on the fly and not require costly reproduction. I would recommend this product for evaluation; it is not ready for every project but would be my go-to solution in cases where digital actors (and their associated quirks) were deemed acceptable. Remember, digital actors require lots of back-end processing, yes the models could be refined, but this would require more resources and ultimately reflect in elevated subscription pricing.

The software is a game changer and deserves all of the hype and praise it gets on social media. The tool is invaluable for companies that can't afford a studio or perhaps need to change content on the fly, especially in learning and development.

The digital actors are not quite on par with human actors, which we would expect.

Overall, I rate the tool a nine out of ten..”

Daniel Baker

Head of Evangelism at a tech vendor with 51-200 employees

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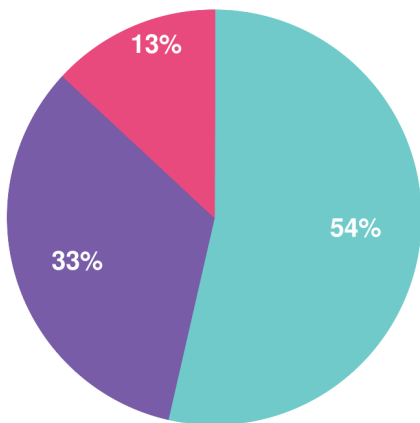


Educational Organization

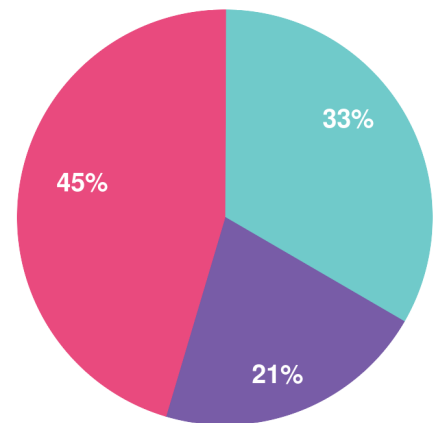


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