

# MYTHOS

CGI Animation - Generative AI & Compositing

You may know exactly what you need in terms of provision  
but MYTHOS is well positioned to fill gaps by offering:

> **Services that translate AI capability into heritage and culture specific use cases**

> **Support that aligns AI projects with mission, values and public trust**

> **Help deciding when not to use AI**

> **Ethics for interpretive and creative outputs, such as:**

- Reconstructions
- AI-generated imagery
- Avatars and voices
- Synthetic music and dialogue
- Clear frameworks for labelling uncertainty, speculation and reconstruction

> **Services that integrate:**

- Historical research
- Archaeological evidence
- Multiple interpretations
- Transparent workflows showing how reconstructions were produced

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> **Support for using AI within accepted research standards**

> **Clear separation between:**

- Machine-generated insight
- Human interpretation and authorship
- Training for curators and researchers who are not data scientists

**> Guidance and services for:**

- Representing historical figures responsibly
- Avoiding false authenticity
- Managing identity, likeness and consent
- Alternatives to 'talking heads' that oversimplify the past

**> Clear norms around:**

- Synthetic voices in heritage contexts
- Replacement vs support of human performers
- Attribution and transparency
- Sector-specific guidance on when synthetic audio is appropriate

**> Training tailored to:**

- Curators
- Educators
- Archivists
- Conservators
- Volunteers
- Hands-on understanding of risks, limits and review processes

**> Support in valuing these assets**

**> Advice on contracts, IP and long-term implications**

**> Models for ethical collaboration**

**> Interpretation that explains:**

- How AI was used
- What it can and cannot do
- Where uncertainty exists
- Ways to involve the public in critical reflection on AI