

# Introduction to the Agentic Avatar Studio

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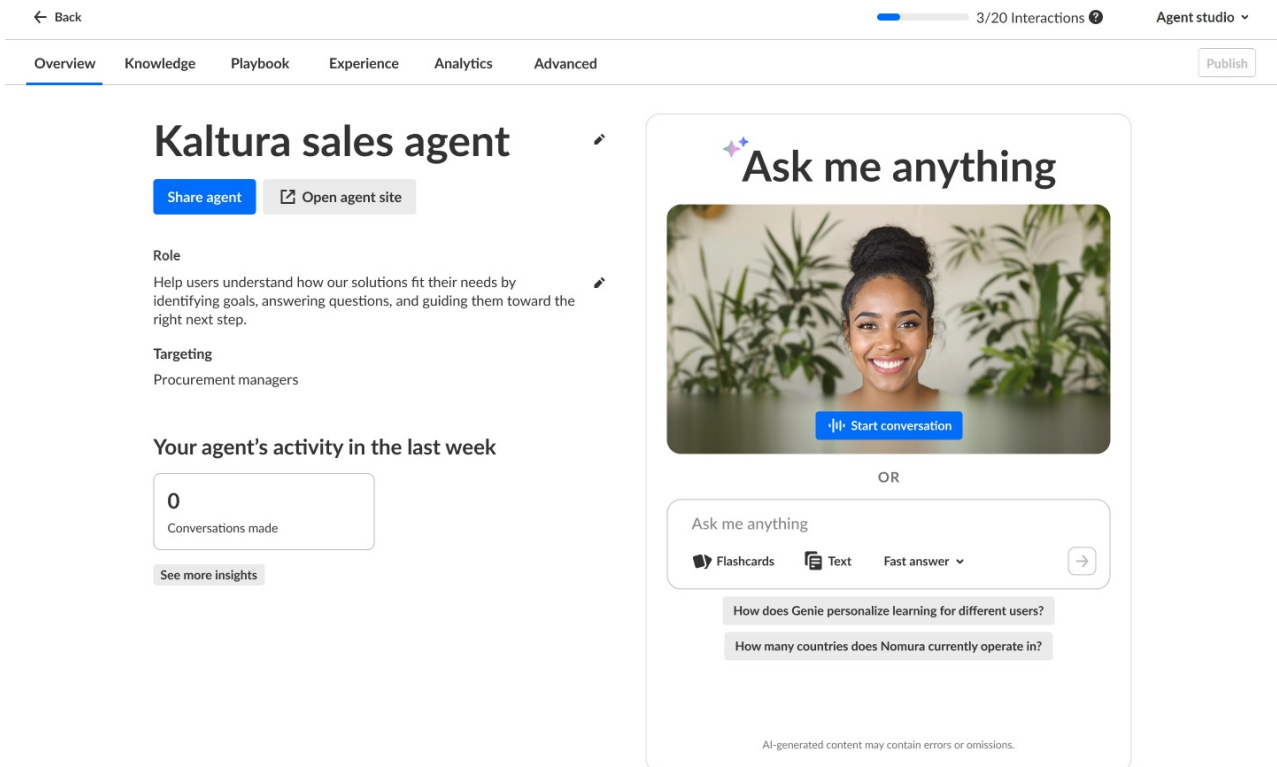
 This article is designated for administrators.

## About

The Agentic Avatar Studio is Kaltura's no-code workspace where admins can create, configure, and manage Agentic Avatars that your users can interact with immediately.

From a single, intuitive interface, you can create a new agent based on a preconfigured template. You can define the agent's knowledge base, behavior, purpose, and desired outcomes. You can also configure the agent's appearance, voice, and visual background to align with your organization's branding - all without any technical expertise. In addition, the Agentic Avatar Studio provides tools to manage deployed agents and monitor their performance through analytics and usage insights.

Whether you're launching your first agent or managing several, the Agentic Avatar Studio is designed to get you up and running in minutes while giving you the control and flexibility to grow over time.



The screenshot shows the 'Kaltura sales agent' configuration page in the Agentic Avatar Studio. The interface includes a navigation bar with 'Overview', 'Knowledge', 'Playbook', 'Experience', 'Analytics', and 'Advanced' tabs, and a 'Publish' button. The main content area is divided into two columns. The left column displays the agent's name, 'Share agent' and 'Open agent site' buttons, a 'Role' description, 'Targeting' information, and a 'Your agent's activity in the last week' section showing 0 conversations made. The right column features a large 'Ask me anything' section with a video thumbnail of a woman, a 'Start conversation' button, and a chat interface with input fields and buttons for 'Flashcards', 'Text', and 'Fast answer'. Below the chat interface are two example questions: 'How does Genie personalize learning for different users?' and 'How many countries does Nomura currently operate in?'. A disclaimer at the bottom states 'AI-generated content may contain errors or omissions.'



Kaltura does not use customer data to train its AI models. To learn more, see [Kaltura's Artificial Intelligence Principles](#).

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