UNEEQ
DIGITALHUMANS.COM

A BUYER'S GUIDE

TO DIGITAL HUMANS

How to launch best-in-class digital human projects that **push your brand experiences to new heights** and **elevate employee performance through immersive training.**

2026-27 EDITION



INTRODUCTION

WELCOME

When our team sketched the prototype architecture for the first conversational digital human, Nadia, back in 2016, we were convinced digital humans could forever change the way people interacted with AI.

We saw through extensive research how well Nadia could build a rapport with people, and how engaged they were in return.

This year marks the 10 year anniversary of that inflection point — when technology wasn't just operated by people, but interacted back to them in a humanlike way.

To say a lot has changed in that time has been an understatement. Not least, the speed of AI adoption has expanded people's understanding of what technology can be — not just a productivity tool but an experiential one.

And while our technology felt groundbreaking at the time, a decade of R&D has made digital humans more lifelike, more capable, and more engaging than even we thought achievable back in 2016.

Where Nadia started — as a means to provide information with greater accessibility to those living with disabilities — digital humans like Emma from the City of Amarillo have grown.

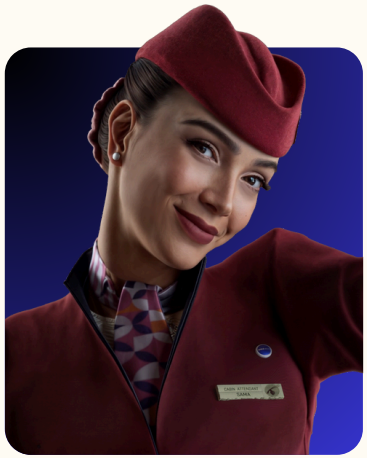
Emma now fields thousands of requests from Amarillo residents per day, talking to them in their native language, and helping them to access crucial municipal services.

Meanwhile, dozens of brand new use cases have emerged. From Qatar Airways building a community of hundreds of thousands through Sama, to AI language tutors that help people immerse themselves in language learning experiences.



For this 2026/27 edition of our Buyer's Guide to Digital Humans, we're going to focus on two broad areas: **immersive experiences and immersive learning.**

Engaging with your audience or training your people.



IMMERSIVE EXPERIENCES



IMMERSIVE TRAINING

By thinking of digital humans in these two ways, it's easier for organizations to find a solution to match what they want to achieve. To engage with people on a whole new level with interactive digital human technology, or to create learning experiences that people gravitate towards, not hide away from.

We hope you find this latest version of the Buyer's Guide useful in understanding the opportunities for digital humans, and helpful in turning these opportunities into world-class experiences. As always, our team is on hand to help you every step of the way.

Enjoy!

Team UneeQ

UNEEQ
DIGITALHUMANS.COM

INTRODUCTION

WHERE WE'RE GOING

BY NEXT YEAR

Gartner expects the majority of organizations will have a dedicated budget for digital human immersive experiences.

BY 2035

$125B The digital human economy will be a **$125 billion market.**



> **Generative AI is upgrading people's expectations of the internet from transactional to personal, enabling them to feel more digitally understood and relevant than ever.**
>
> accenture

> **The possible uses for digital humans are endless. A digital human economy provides the opportunity for a new digital ecosystem, underpinned by technology that brings individuals and organizations together to innovate and interact in new ways.**
>
> Gartner

UNEEQ DIGITALHUMANS.COM

INTRODUCTION

WHO BUYS DIGITAL HUMANS AND WHO ARE THEY FOR?

Enterprise organizations use digital humans to create more interactive and immersive experiences for their customers, staff, patients, partners, or any other end user. They're replacing the one-directional automation of the early 21st century with AI tools that can speak, emote, interact, and engage in a way people prefer.

Some of the most common buyers of digital humans within these enterprises are:

IMMERSIVE LEARNING

- Learning & development.
- Customer service teams.
- Sales, RevOps, GTM teams.
- HR and professional development.
- Recruitment and onboarding.
- Education organizations.
- Healthcare organizations.
- Agencies and consultancies.

IMMERSIVE EXPERIENCES

- Innovation teams.
- Marketing and GTM.
- Branding and activations.
- Customer experience teams.
- Technology teams.
- Agencies and consultancies.
- Retail and eCommerce.
- Healthcare.
- Telco innovators.
- Product teams.

UNEEQ DIGITALHUMANS.COM

BUYER'S GUIDE | 2026-27 EDITION



DELL Technologies · NVIDIA · accenture

QATAR AIRWAYS القطرية · Pearson · IBM

Mercedes-Benz Consulting · T · Johnson&Johnson

L'ORÉAL · Kiehl's SINCE 1851 · Singtel

verizon · Saudi Welcome to Arabia · المؤسسة العامة للتأمينات الاجتماعية General Organization for Social Insurance

Deutsche Telekom · Mahindra · AMARILLO

AtlantisHealth GLOBAL EXPERTS IN BEHAVIOUR CHANGE · Roche · pwc

Porsche Digital · UBS · aws

Deloitte. · مصدر masdar · HOPE WORKS

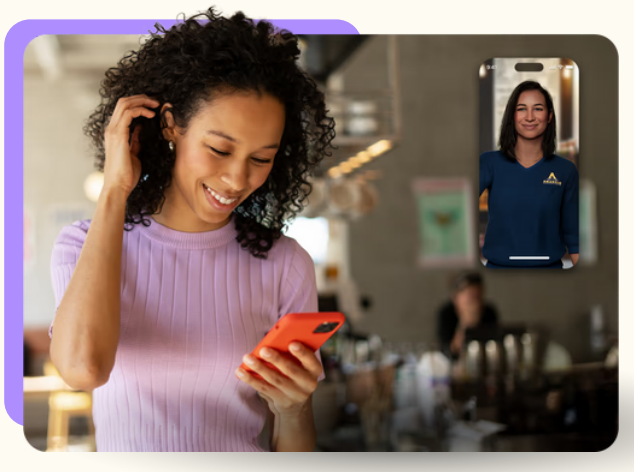
ONE TECHNOLOGY DRIVING TWO INDUSTRY-LEADING SOLUTIONS

UNEEQ DIGITALHUMANS.COM

DIGITAL HUMAN OS

The technology behind lifelike digital human experiences. Our proprietary technologies combine to manage orchestration, the integration of your tools, the emotion and animation delivered in real time, and the way your digital humans are deployed. We call this Digital Human OS.

- ANIMATION AND BEHAVIOR
- DEPLOYMENTS
- LLM ORCHESTRATION
- INTEGRATIONS



IMMERSIVE BRAND EXPERIENCES

PAGE 6–13



IMMERSIVE TRAINING

PAGE 14–22

DIGITAL HUMANS AND IMMERSIVE BRAND EXPERIENCES



UNEEQ
DIGITALHUMANS.COM

BUYER'S GUIDE | 2026-27 EDITION

WHAT BUSINESS PAIN POINTS CAN DIGITAL HUMANS HELP TO EASE?

Clients often approach us with a broad range of requests for building immersive brand experiences with digital humans. However, the pain points they feel — and which we help to solve — can typically be broken down into the following.

We have areas in which it's difficult for real staff to service our customers, instantly and 24/7.

We seek more personalized, interactive and fun customer channels to represent our brand.

We use LLMs or chatbots, but have seen there's a more engaging way to interact with our users.

There's too much friction in how users interact with our organization – too text-heavy or convoluted.

Our products, services or user journey is complex and confusing.

We struggle to engage with customers online as well as we should.

We struggle to convert customers online.

Our users are multilingual or have accessibility issues and we struggle to offer a way for them to interact.

We want to show the world how innovative we are in the customer experiences we offer.



UNEEQ DIGITALHUMANS.COM

HOW TO BUILD A DIGITAL HUMAN USE CASE

Once you have identified which problems to solve, it's easy to start identifying an effective digital human use case to meet that challenge.

Your digital human could:

- Unlock the ability to provide personality and consistency in digital brand interactions.
- Provide confidence to users during a complex process.
- Scale human interactivity and sell directly on your website, or any other medium, around the clock.
- Create fun, interactive experiences online or in physical spaces via kiosks.
- Reduce or remove a fear of judgment on a topic that detracts a user from taking action.

Our enterprise clients start with a use case and build to make digital human interactions a larger part of their strategies — expanding the connection these AI personalities can make across their customer-facing channels.



While we've highlighted this one particular use case, we've built digital humans to help in anything from healthcare to HR. If you have a pain point to overcome or an idea to explore, we encourage you to get in touch.

WHEN IS A DIGITAL HUMAN NOT THE RIGHT SOLUTION?

REPLACING REAL WORKFORCES

Digital humans augment real workforces; they don't replace them altogether. Customers value human-led service in certain high-level or high-value interactions. Digital humans give employees more time to spend with customers who need this, by automating the lower value tasks, while maintaining a high level of emotional support.

BEING THE FACE OF CUSTOMER COMPLAINTS

Certain customer moments benefit from the care and attention of a real person — particularly customer complaints, when people need to know they're being given the highest level of care. However, digital humans CAN help to train customer-facing teams to respond well in these pivotal and highly charged moments (please see sections on immersive training).

WHEN DECEPTION IS THE GOAL

In line with our stance on Ethical Digital Human Design, our digital humans cannot be used to deceive or manipulate, nor for tasks that reduce the quality of human life. This is one of the ways digital humans distinguish themselves from generative AI avatars and deepfakes.

WHEN SIMPLE SPEED COUNTS

We've seen minimal value when the use case doesn't require interaction – when the customer has a single question and needs a single answer. For instance, confirming a booking, which can be a simple message that doesn't require a conversation.



IMMERSIVE BRAND EXPERIENCES

DIGITAL HUMANS AND THE ALTERNATIVES

Let's look at what most businesses rely on today, what they use these solutions for, and how they stack up against digital humans.

THE PRODUCT	WEB 2.0 TEXT-BASED TOOLS	WELL-DESIGNED CHATBOTS	VIDEOS	NON-INTERACTIVE DIGITAL HUMANS	GEN AI AVATARS	DIGITAL HUMANS
IDEAL SOLUTION FOR...	Online forms, calculators, FAQ pages and other types of self-service content.	Deployed on websites or app channels for FAQ and customer support.	Instructional videos, whether traditionally filmed or AI-generated.	Fashion models, social media influencers, deep-fakes or MetaHuman avatars.	Deepfake avatars created through gen AI — photorealistic avatars with minimum expression and movement.	CGI-created digital humans, interactive on web, mobile, kiosk, or in immersive applications.
Simple, one-time requests.	●	●	●	○	○	○
High-value conversational interactions.	○	○	○	○	○	●
Real-time interactions in physical and digital channels.	○	○	○	○	●	●
Providing personal, personalized experiences.	○	●	○	○	●	●
Fun, memorable, engaging content.	○	○	●	●	●	●
Representing and reinforcing brand identity.	○	○	●	●	○	●
Built for the AI-trust era	○	○	○	●	○	●
Fast, highly scalable service.	●	●	●	○	●	●

● Yes ● To some extent ○ No



KEY CONSIDERATION FOR 2026/27
CGI OR DEEP FAKE?

There are two prominent ways of creating digital humans. They can be **created using deep-fake technology** where the real-life subject is scanned or recreated with GAN or similar, or **using CGI technologies** from the movie and gaming industries that many target audiences grew up with and engage with today.

UneeQ digital humans are created using CGI, so they appear humanlike but not indistinguishable from real people. This is a decision based on **both our ethical values and its impact on customer experience.**

Here is the case for using CGI to create your brand's digital human:

1. PROTECT PEOPLE'S TRUST IN YOUR BRAND

People need to know when they're speaking to an AI and when they aren't. CGI-made digital humans (the technique we use to create UneeQ digital humans) are realistic, but not photorealistic, so users never feel misled.

Deep-fake technologies are also commonly used for deception and misinformation. Brands have to decide whether using the technology is the best solution to inspire trusting and positive relationships with their users.

2. AVOIDING THE UNCANNY VALLEY

Photorealistic deep-fake avatars are burdened with looking so human that any flaw is startling – even things out of your control. For instance, latency issues caused by a user's poor internet connection may affect voice or lip sync performance, creating an uncanny response for the user. CGI would be hampered by the same issues; however, by not looking indistinguishable from people, they avoid the harrowing effect of seeing a real-looking person glitch out.

3. GREATER CUSTOMIZATION AND PERSONALIZATION

Deep fakes tend to capture the person they're digitally representing in a wholistic state, making it difficult and sometimes impossible to change parts of the avatar. CGI requires artistry, but the avatar has component parts. Brands can change elements of the digital human without having to start again – creating seasonal clothes, wearing accessories, sporting different hairstyles, etc.

4. FUTURE-PROOFING FOR 3D ENVIRONMENTS

Digital humans created in a program like Unreal Engine are fully 3D characters capable of living in a 3D world. AI avatars only capture an image in 2D. Even if you weren't considering deploying your digital human into a 3D environment (AR/VR and spatial computing) yet, you would have to create a new digital human – using so-far unknown deep-fake creation techniques – to make that happen. Your CGI digital human can do that today, or whenever you're ready.

5. FOCUSING ON THE FUN IN THE USER EXPERIENCE

CGI is the foundation of gaming and movies. Seeing and interacting with CGI characters has a basis in fun and entertainment. 90% of Gen Z are gamers, and 94% of Gen Alpha. We think that's a great thing for customer experiences to be built upon.



IMMERSIVE BRAND EXPERIENCES

YOUR DIGITAL HUMAN JOURNEY

UneeQ Studio is our digital human creative agency for creating unforgettable brand experiences that captivate millions.

We craft custom AI ambassadors with genuine personality, engaging your audience across web, mobile, kiosks, and events.

Here's what a typical digital human project looks like.

UNEEQ DIGITALHUMANS.COM

BUYER'S GUIDE | 2026-27 EDITION

How your digital human looks

- Choose one of our pre-made digital humans.
- Create your own avatar in Unreal's MetaHuman.
- We create your digital human ambassador from scratch.

How your digital human sounds

- Choose your voice from leading TTS platforms.
- Clone the voice of a real person (with consent.)

What your digital human says

UneeQ integrates natively with conversational AI services, third-party tools, and any LLM of your choosing.

UNEEQ LLM ORCHESTRATION

- Connect any large-language model (LLM).
- Connect your internal data sources.
- Connect third-party tools and software.
- Choose what language your digital human speaks.

Bringing your digital human to life

UNEEQ SYNANIM™

- Our autonomous animation system contextually controls digital human behavior and movement.
- Your digital human has the ability to hear, speak and interact in real-time.

What your digital human does

- Our best-in-class frontend makes it simple to build a use case and deploy straight out of the box.
- Use our documentation, SDKs and APIs to build custom use cases or integrations.
- Utilize our capabilities to develop custom digital human use cases and integrations.

Where your digital human lives

DEPLOYMENT OPTIONS

- Website
- Mobile App
- Kiosk
- AR/VR/XR

And you have our continued support

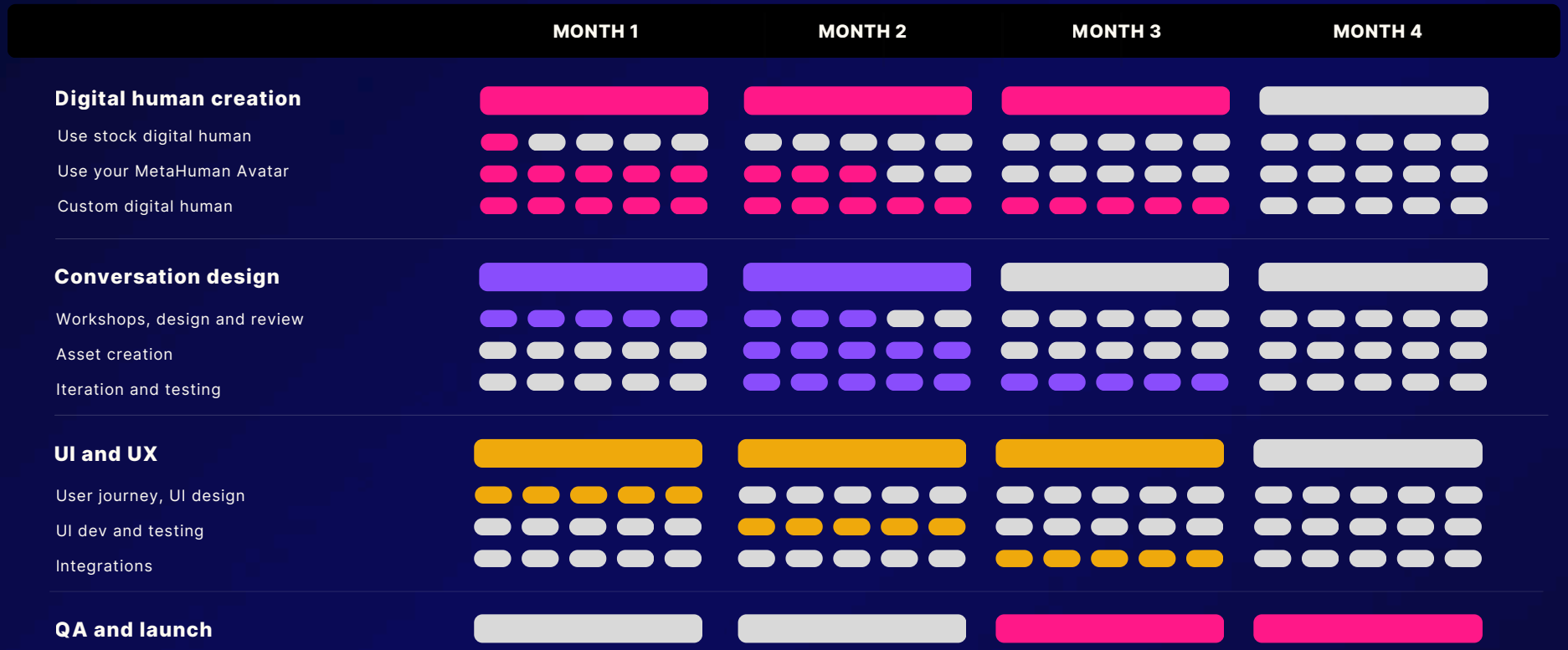
After launch, your UneeQ Studio team will be on hand to ensure operational excellence and continued technical support. **Your success is our success!**

IMMERSIVE BRAND EXPERIENCES

WHAT DOES A TYPICAL DIGITAL HUMAN PROJECT TIMELINE LOOK LIKE?

The time it takes to launch your digital human experience can be varied, depending on the sophistication and complexity of your project – what kind of integrations and the types of partners involved. An MVP may take weeks and a full-production deployment months.

However, here is a typical digital human timeline for a more complex and end-to-end digital human project.



Remember: your UneeQ representative will be able to give you a more specific timeline to suit your project and your needs.

LEARN MORE ABOUT UNEEQ STUDIO

UneeQ Studio is how we create custom digital human projects — never-before-seen immersive experiences with sophisticated AI ambassadors that feel genuinely alive.

From captivating millions on social media, to taking trade shows by storm, our team is able to make your ideas come to life.



LEARN MORE

UNEEQ
DIGITALHUMANS.COM

DIGITAL HUMANS AND IMMERSIVE TRAINING



UNEEQ
DIGITALHUMANS.COM

BUYER'S GUIDE | 2026-27 EDITION

WHAT BUSINESS PAIN POINTS CAN IMMERSIVE TRAINING HELP TO EASE?

Traditional training comes with some age-old challenges, affecting training effectiveness and ultimately ROI. If your learning and development initiatives give you the following headaches, immersive training can help.

- Uptake of new training tools is low, investments go under-utilized.
- The most successful staff training initiatives don't scale easily.
- Scheduling live training sessions is a logistical nightmare.
- Knowledge fades fast without reinforcement — realistic, repeated practice.
- Feedback on soft skills is often delayed or vague.
- Passive e-learning fails to build real-world confidence.
- No safe space to practice difficult conversations before they matter.
- Employees fear judgment when practicing with colleagues or managers.
- Lacking solutions to measure employee soft skills and improve them over time.
- Hiring actors or trainers for roleplay is expensive — in time and money.
- Human trainers deliver inconsistent experiences to each learner.



WHEN IS IMMERSIVE DIGITAL HUMAN TRAINING NOT THE RIGHT SOLUTION?

SPEECH-ONLY TRAINING

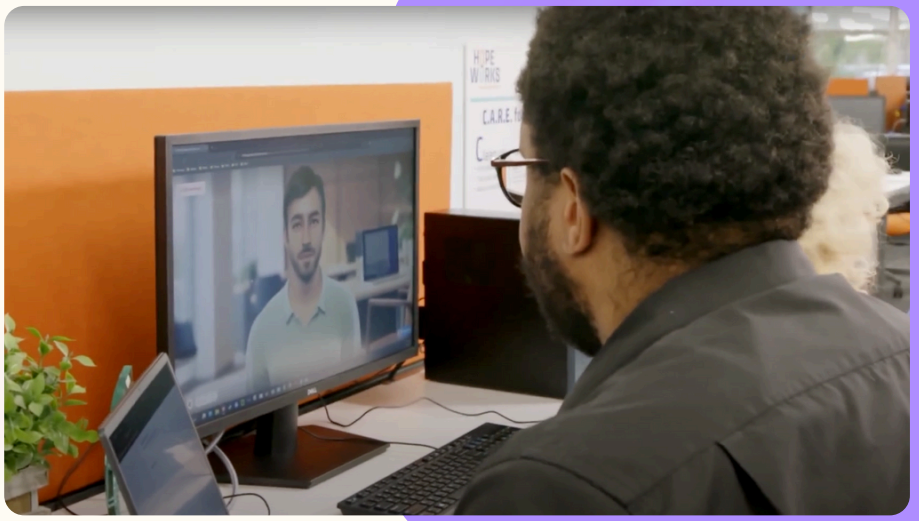
Digital humans recreate the environment of speaking face-to-face with customers, sales prospects, patients, employees, investors, students, or any other personality you need to train with. In this way, it simulates conversations users have in person or over video calls. If your staff require training for things like call centers, where all conversations are via telephone, a digital human may not be the best solution.

VERY SMALL TEAMS

Immersive training is the perfect fit for large teams whose sheer size makes consistent, efficient, and effective training near impossible. These enterprises rely on sub-par training tools just because they do scale — like training videos. Small teams, however, tend to have the means to deliver inter-personal, one-on-one training.

PURELY TECHNICAL AND HARD-SKILLS BASED TRAINING

If an organization's training needs are purely technical — e.g. operating machinery — there's no conversation to practice. These skills don't require reading tone, adapting in real time, or building interpersonal confidence.



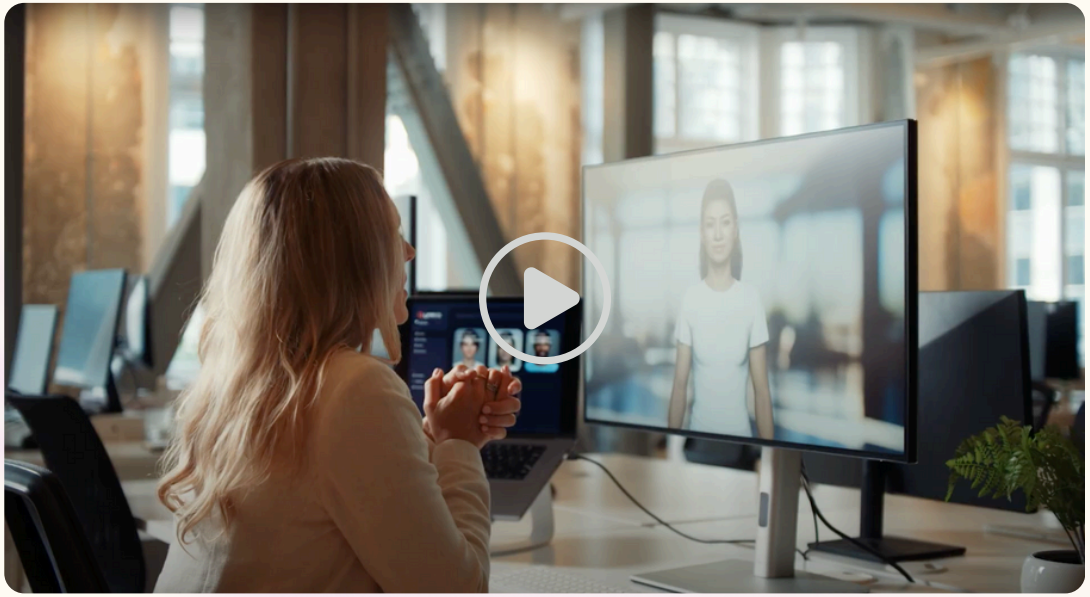
IMMERSIVE SALES TRAINING

Sales managers strive to lead all their sales reps to peak success. But there simply aren't enough hours in the day to sit down, one-on-one, and help every individual sharpen their skills.

UneeQ's Immersive Training Platform gives sales managers and revenue leaders the tools to do just that. AI-powered digital humans engage in tailored, live roleplay with sales staff – roleplay that replicates real sales calls, playing the part of your buyers. It means sales staff have a place to hone their technical knowledge and soft skills, without practicing on (and burning through) your pipeline.

The platform then assesses each roleplay session, providing direct and immediate feedback based on the organization's goals and training rubric. Sales managers are empowered with this information, allowing them to see individual performance — who struggles in which aspects, and who's ready to step up.

LEARN MORE



Training effectiveness score

95%

Compared to 78% for text-based training.

Near or total recollection of training information

82%

Compared to 44% for text-based training.

User recommendation score

94%

Compared to 31% for text-based training.

UNEEQ DIGITALHUMANS.COM

MANY MORE IMMERSIVE TRAINING USE CASES

There are many other professions and industries that require exceptional soft skills, the ability to handle difficult conversations with confidence, and adhere to policy. Here are some of the most common use cases for immersive training today.

CUSTOMER SERVICE



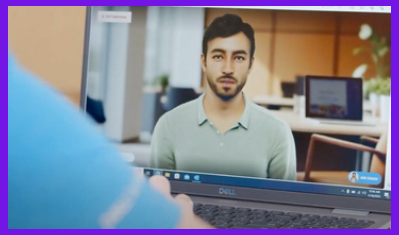
Practice how to handle difficult customer conversations with confidence.

LEADERSHIP DEVELOPMENT



A safe space for leaders to train their career-defining soft skills.

EDUCATION



Prepare people to succeed in their careers by learning conversational confidence.

HEALTHCARE



Practice sensitive patient conversations without risk to real patients.

LEARN MORE

IMMERSIVE TRAINING AND THE MOST COMMON ALTERNATIVES

As well as immersive training with AI roleplay, let's look at what most businesses rely on today, what they use these solutions for, and how they stack up against each other.

	IMMERSIVE AI ROLEPLAY	IN-PERSON ROLEPLAY	VIDEO-BASED PRACTICE	PASSIVE E-LEARNING	VR/XR TRAINING
Scalable	●	●	●	●	●
Realistic	●	●	●	●	●
Low cost	●	●	●	●	●
Interactive	●	●	●	●	●
Consistent	●	●	●	●	●
Instant feedback	●	●	●	●	●
On-demand	●	●	●	●	●
Builds real-world confidence	●	●	●	●	●
			●	●	●
			Yes	Somewhat	No



UNEEQ DIGITALHUMANS.COM

FAQ

QUESTIONS FOR YOUR DIGITAL HUMAN PROVIDER

Whether you choose to explore UneeQ's solutions or another AI avatar vendor, there are some key questions you may wish to ask to create the best outcome – and to keep your digital human project cost effective, streamlined, and future-proof.

COMMERCIAL CONSIDERATIONS

WHAT'S THE TIME TO DEPLOY?
How long does it take (and how easy is it) to build, test, integrate what you need and launch a digital human experience?

WHAT'S THE TIME TO VALUE?
It should take months, not years. A good platform should have solved for various use cases, integrations, and front-end dependencies out of the box.

IS YOUR DIGITAL HUMAN PLATFORM-AGNOSTIC?
If you change platform, you'll want to own the assets without being locked in to a single vendor. A platform with open-standards for avatars makes it possible to transfer your digital human across platforms.

WHAT ONGOING SUPPORT DO YOU OFFER?
You'll want a strong track-record of project management and technical support to help navigate a new project like creating and deploying a digital human, as well as ongoing support to continuously improve your solution through training and iteration.

WHAT IS YOUR ETHICAL STANCE ON THE USE OF DIGITAL HUMANS?
Your provider should have values that complement your own. These span the moral use of digital humans (such as not fooling people or misinforming them) to the legal, such as compliance with intellectual property and image rights of digitized people.

WHAT GUARDRAILS ARE IN PLACE?
You need your digital human to offer a safe and secure environment for your audience, without dangerous AI hallucinations. Our orchestration feature Synapse is designed to strictly control what the digital human is able to talk about.

HOW MANY LANGUAGES DO YOUR DIGITAL HUMANS SPEAK?
Multilingualism is an AI superpower. UneeQ digital humans can speak around 100 languages and many more dialects. They can also switch between languages, depending on your TTS or AI voice provider.

TECHNICAL CONSIDERATIONS

IS THERE SUPPORT FOR BUILD-IT-YOURSELF 3D PLATFORMS?
Both time to value and overall quality can be affected by utilizing third-party platforms, such as Unreal Engine, etc. Proprietary platforms that don't integrate can restrict and slow your progress.

IS YOUR PLATFORM TECH AGNOSTIC?
You'll likely want your digital human to work with your existing architecture and technologies. Your chosen platform should integrate natively to improve overall experience and speed to value.

IS IT DEVELOPER-FRIENDLY?
It doesn't need to be overcomplicated. Ensure there are open APIs, pre-built SDKs and examples for your developers to utilize and work from.

IS EMOTIONAL INTELLIGENCE SUPPORTED?
Your platform should provide allow your digital human to display a range of automated emotions based on the context of the conversation so it doesn't feel like just another chatbot.

IS THERE AN EMOTION MARK-UP LANGUAGE?
It's critical that you can also control the reactions and emotions of the digital human, overriding the AI automated responses when necessary.

CLOUD-BASED OR ON-PREMISE RENDERING?
Whether you want to bring your data to your AI or your AI to your data, choose a provider who can offer flexibility.

CAN YOU INTEGRATE WITH...?
Whatever third-party tools, software, or systems you want your digital human connected to, it's best to get this information up front.

PRICING

Contact us below to get an accurate estimate of the cost of your digital human project — be it an immersive brand experience or a training solution configured to your team.

We're ready to answer any other questions you have, from technical requirements to advice on use cases or other general enquiries. We'd love to show you a demo of our platform and hear what's on your mind.

GET IN TOUCH

