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OpenAI Unveils GPT-4o: All Things You Need To Know About GPT-4o

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On May 13, OpenAI unveiled its latest AI model, the GPT-4o, which can seamlessly process text, audio, and images at twice the speed of the GPT-4 Turbo and at half the cost.

According to OpenAI, GPT-4o will be available to all ChatGPT users in the coming weeks, so how can it be used? Is it free? In this article, we will take a close look at GPT-4o.



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What is GPT-4o?



Following the launch of Sora, OpenAI announced on Monday, May 13, its latest artificial intelligence (AI) model, "GPT-4o," which it claims will make ChatGPT smarter and easier to use.

GPT-4o is an updated version of OpenAI's previous GPT-4 model, which launched just more than a year ago. According to the company's demonstration Monday, GPT-4o will effectively run ChatGPT into a digital personal assistant that can engage in real-time, spoken conversations. It will also be able to interact using text and "vision," meaning it can view screenshots, photos, documents, or diagrams uploaded by users and have conversations about them.

Mira Murati, chief technology officer at OpenAI, also noted that the updated version of ChatGPT will also have memory capabilities, meaning it can learn from previous conversations with users and can do real-time translation.

“This is the first time that we are really making a huge step forward when it comes to the ease of use,” Murati said during the live demo from the company’s San Francisco headquarters. “This interaction becomes much more natural and far, far easier.”

What are the Advantages of GPT 4o?

According to OpenAI CEO Sam Altman, GPT-4o is smarter, faster, and has native multimode capabilities.

The “o” of GPT-4o stands for omni, and the model is a step toward natural human-computer interaction. It is capable of handling 50 different languages and can input or output a combination of text, audio and images.

The GPT 4o can respond to audio inputs in as little as 232 milliseconds, with an average of 320 milliseconds, significantly faster than the traditional GPT-4. Its response speed is said to be similar to “the reaction time of a human in a conversation.”

In addition, GPT-4o matches GPT-4 Turbo’s performance in text in English and code, with significant improvement on text in non-English languages, which also being faster 50% cheaper than API. It performs better than existing models, especially when it comes to visual and audio understanding. And in various benchmarks, GPT 4o outperforms competing models.

In another demonstration, the researchers also demonstrated the GPT-4o model’s ability to translate languages in real time, extending it further to “audio translation,” such as when testers speak in Italian and English, and the new model translates the content of the conversation into their respective languages.

What makes the GPT 4o audio mode different from existing models is that it can understand things like tone, multiple speakers, and background noise. In the demo provided by OpenAi, GPT-4o can not only learn the characteristics of the speaker, but also respond to tone commands such as “become more dramatic” and “sound funnier.”

More specifically, when using GPT-4O, humans can interrupt the robot at any time, and the AI can also respond by recognizing facial emotions, which makes GPT 4o more like a chat than a question and answer.

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What are GPT-4o’s Limitations and Safety Concerns?

After explaining the powerful capabilities of GPT-4o, OpenAI also emphasizes its security. Although it is claimed to be the most advanced model, GPT-4o is not without limitations.

Based on its Preparedness Framework and human assessment, the new model is below moderate in cybersecurity, CBRN (chemical, biological, radiological, and nuclear) threats, persuasion, and model autonomy.

The company said that further development and updates are necessary to fully realise its potential in handling complex multimodal tasks seamlessly.

When it comes to safety, OpenAI said that GPT-4o comes with built-in safety measures, including “filtered training data, and refined model behaviour post training”. The company claimed that the new model has undergone extensive safety evaluations and external reviews, focussing on risks like cybersecurity, misinformation, and bias.

As of now, while GPT-4o scores only a Medium-level risk across these areas, OpenAI said that continuous efforts are in place to identify and mitigate emerging risks.

How to Use GPT-4o?

The features of GPT-4o are gradually being rolled out, and text and image capabilities have been integrated into ChatGPT. In other words, you don’t need to download another application, you can use GPT-4o directly in ChatGPT.

When you open the ChatGPT chat interface, you will receive a notification that GPT-4o is available, click on “Try Now”.

In addition, if you are a ChatGPT Plus user, you can directly switch the GPT-4o model at the top left of the interface.

Developers can access GPT-4o in the API and enjoy faster speeds and higher rate limits for half the price.

Is GPT-4o Free?

To fulfill its mission, OpenAI will open GPT 4o to all users, including ChatGPT free subscribers.

Murati said that OpenAI will launch a ChatGPT desktop app with the GPT-4o capabilities, giving users another platform to interact with the company’s technology. GPT-4o will also be available to developers looking to build their own custom chatbots from OpenAI’s GPT store, a feature that will now also be available to non-paying users.

The updated technology and features are set to roll out to ChatGPT in the coming months.

Although GPT 4o is currently available to all users, free ChatGPT users will have a limited number of interactions with the new GPT-4o model before the tool automatically reverts to relying on the old GPT-3.5 model; paid users will have access to a greater number of messages with the latest model.

OpenAI’s Competitors and Partners

The release of the new model GPT-4o comes as OpenAI seeks to stay ahead of the growing AI arms race. Competitors including Google and Meta have been working on building increasingly powerful

large language models that power chatbots and can be used to bring AI technology into a variety of other products.

The OpenAI event came one day ahead of Google's annual I/O developer conference, at which it's expected to announce updates to its Gemini AI model. Like the new GPT-4o, Google's Gemini is also multimodal, meaning it can interpret and generate text, images and audio.

OpenAI's update also comes ahead of expected AI announcements from Apple at its Worldwide Developers Conference next month, which could include new ways of incorporating AI into the next iPhone or iOS releases.

Meanwhile, the latest GPT release could be a boon to Microsoft, which has invested billions of dollars into OpenAI to embed its AI technology into Microsoft's own products.

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Conclusion

In conclusion, OpenAI's GPT-4o changes the way AI models interact with multimodal inputs. By seamlessly combining text, images and audio, GPT-4o delivers a richer and more engaging user experience.

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