

Captions utilizes NVIDIA GPUs on Vultr to power AI video creation

Vultr helps Captions power innovative video creation apps with NVIDIA HGX H100 GPUs.

Captions is an AI-powered creative studio transforming the video creation process, enabling users to make videos they're proud to share with just a few taps. Captions' easy-to-use interface attracts users of all skill sets, from those who have never created a video to professionals looking to speed up their workflow.

"Captions makes it easy for anyone, anywhere to tell their stories through video. Our customers are creators of all types, ranging from full-time influencers to small business owners to corporate marketers looking for a way to make great videos quickly," explained co-founder and COO Dwight Churchill.

Captions' intuitive interface allows users to focus on their storytelling, not hours of video edits. The platform offers a broad range of tools, including eye contact correction, music generation, dubbing, and captions with customizable styles.

The need: NVIDIA GPUs and technical know-how

To continue to power its AI-based platform, Captions needed a reliable cloud partner.

"There were a few things that were particularly important in a partner: consistent availability of GPUs, as well as technical understanding of our configuration requirements and machine maintenance for the use cases of our business," said Churchill.

"Other providers either didn't understand our needs or couldn't tailor a solution that met them."

Because Captions trains many of their models in-house to support their popular AI features, it was imperative that their partner could reliably provide GPUs for training purposes. These models require substantial computational power to develop and refine, making GPU availability critical.

captions

Industry

AI-powered video creation

About Captions

Captions helps users create professional-quality videos with AI tools such as eye contact correction, dubbing, music generation, and automatic zooms.

captions.ai

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Vultr brings high performance and availability

Captions turned to Vultr's reliable, high-performance cloud infrastructure to address their challenges. To train their proprietary AI models, Captions utilizes NVIDIA H100 Tensor Core GPUs, deployed on Vultr. These models power some of the most popular features in Captions, such as Lipdub, a transformer-based model, which allows users to dub their videos into 28+ languages with synced lip movement.

More than just training models, the NVIDIA H100 Tensor Core GPUs are supporting Captions with building features that have the potential to make waves in communication.

"Lipdub has the potential to bridge communication gaps and allow previously untold stories to be heard: from teachers dubbing their lessons into new languages to businesses dubbing ads and reaching untapped markets," explained Churchill.

In addition to NVIDIA GPUs, Captions also utilizes Vultr Bare Metal servers, ensuring dedicated resources for optimal performance when training their machine learning models. When it came time to make a decision on a cloud provider, the choice was clear for Captions.

"Price wasn't the primary factor in our decision. We prioritized the consistent availability that Vultr was able to provide. Other cloud providers were less predictable and sometimes had capacity and reliability issues. Vultr felt like the trusted choice," said Churchill.

GPU-accelerated growth

The partnership between Captions and Vultr has yielded remarkable results, enabling Captions to achieve new growth milestones. Vultr's reliable and high-performance infrastructure has helped Captions train its proprietary AI models more efficiently, leading to the development and enhancement of cutting-edge features.

With this support, Captions has continued to grow its operations rapidly, today supporting over 5 million creators on their platform.

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Dwight Churchill, COO at Captions

Captions' collaboration with Vultr has also allowed Captions to manage their infrastructure costs effectively while ensuring high reliability and performance. This has contributed to Captions' attracting significant investment from top-tier investors like Kleiner Perkins, Sequoia Capital, Andreessen Horowitz, and SV Angel – raising \$40 million to date.

"With Vultr, we have a trusted partner supporting one of our company's most critical initiatives: training machine learning models in-house. Vultr's reliability is bar none," says Churchill.

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