**Schwarz IT launches AI-generated corporate voice**

* **As part of the new employer branding campaign, the AI-generated corporate voice is used for marketing purposes.**
* **Employees provided their voices for the new "Voice of Schwarz IT".**

**Neckarsulm, 12. December 2024 –** Schwarz IT, part of the IT and digital division Schwarz Digits, has developed its own AI-generated corporate voice for the current employer branding campaign, which will be used for marketing purposes in future. The "Voice of Schwarz IT" was created based on recordings of employees.

In addition to the "Voice of Schwarz IT", the broad-based employer branding campaign will use more than 25 different videos to give potential applicants an insight into the daily work of Schwarz IT employees to present the variety of possible fields of work as well as the work-life balance.

All employees from all departments and teams were able to take part in the voice recording. The voices were recorded, analyzed and processed using speech synthesis software and artificial intelligence on specially set up voice recording days. Not only acoustic parameters such as pitch or tempo were considered, but also emotional nuances and speech rhythms. During the entire creation process, particular attention was paid to reflecting the gender balance in the company. The result: an approachable voice that authentically represents Schwarz IT.

"With the 'Voice of Schwarz IT', we show that modern technology and human emotion are not mutually exclusive. One of the biggest challenges was to maintain a balance between uniformity and individuality. We are very happy with the result. It is an authentic voice with a high recognition value that we are constantly developing further," explains Christian Müller, Co-CEO Schwarz Digits. In addition to the employer branding campaign, the corporate voice is to become an integral part of the communication.

“The employer branding campaign and the "Voice of Schwarz IT" were created in collaboration with the Hamburg agency Scholz & Friends. Sertan Oyman, Creative Director, emphasizes: "We have succeeded in bringing the essence of the employees to life through artificial intelligence. The voice is completely independent of external factors, can be translated into different languages with different emotions and nobody must sit in a recording studio for hours or negotiate new buyouts. We see that as future-proof."

**More Information**

Further information can be found at [www.schwarz-digits.de](http://www.schwarz-digits.de).

**Press contact**

Schwarz Digits

Telefon +49 7132 30-490490

[presse-digits@mail.schwarz](mailto:presse-digits@mail.schwarz)

**About Schwarz IT**

As part of Schwarz Digits, Schwarz IT KG is the technological heartbeat of Schwarz Group companies and is responsible for the entire IT infrastructure and all software solutions. Schwarz IT has broad expertise in all areas of IT - from traditional software development and IT consulting to AI applications and IT security - making it one of the largest German players in the IT industry.

**About Schwarz Digits**

Schwarz Digits is the IT and digital division of Schwarz Group. It offers compelling digital products and services that meet Germany's high data protection standards. Schwarz Digits thus guarantees the greatest possible digital sovereignty. With this claim, Schwarz Digits provides the IT infrastructure and solutions for the extensive ecosystem of the companies of Schwarz Group and develops it further for the future. Schwarz Digits creates optimal conditions for the development of trend-setting innovations for end customers, companies and public sector organizations. Schwarz Digits includes 7,500 employees of the brands Schwarz IT, Schwarz Digital, STACKIT, XM Cyber, Lidl e-commerce, Kaufland e-commerce, Schwarz Media and mmmake.