



NEWS RELEASE

Unity Forms AI Council to Accelerate AI Product Innovation

2025-09-25

Jia Li of LiveX AI and Julian Togelius of NYU and modl.ai announced as first members

SAN FRANCISCO--(BUSINESS WIRE)-- Unity (NYSE: U), the operating system for games and interactive experiences, today announced the creation of the Unity AI Council. The Council will bring together leading minds in AI with Unity's product leadership to accelerate the pace and quality of innovation across the Company. The first two members of the Council are Jia Li, Co-Founder, President and Chief AI Officer of LiveX AI, and Julian Togelius, Associate Professor of Computer Science and Engineering at NYU and Co-Founder of modl.ai. Unity expects to welcome additional members in the coming months.

Jia Li, Co-founder, President and Chief AI officer, LiveX AI

"AI is transforming our industry
and accelerating the volume and

pace of game creation," said Matt Bromberg, President and CEO of Unity. "We're dedicated to providing the best platform in the world for the next era of interactive content creation. We're excited to welcome Jia and Julian, and look forward to their insights."

Jia Li, Co-founder, President and Chief AI officer, LiveX AI

Jia Li is co-founder, president, and chief AI officer of LiveX AI, where she leads the development of advanced human-like AI agents. Previously, she was the founding global head of R&D at Google Cloud AI and has taught AI at Stanford University. An IEEE Fellow, Li is also co-founder and chairperson of HealthUnity Corporation and an advisor to startups and entrepreneurs.

"I am thrilled to join Unity's AI Advisory Council. I believe the future of AI is multimodal and interactive and we have a real opportunity to enable creators and businesses to build living, breathing worlds. Unity's strong ecosystem across mobile, PC, console, and XR makes it the perfect platform to drive this transformation," Jia Li said. "I look forward to contributing to a future where dynamic content can be designed and deployed on any platform, providing completely personalized user experiences."

Julian Togelius, Associate Professor of Computer Science and Engineering, NYU, and Co-Founder, modl.ai

Julian Togelius is an associate professor of computer science and engineering at NYU, an IEEE Fellow, and a co-founder of **modl.ai**, a company developing game-playing agents for quality assurance. He has led multiple pioneering projects at the intersection of games and technology and his research specializes in game AI, procedural content generation, computational creativity, and player modeling - advancing how games adapt to players and support designers.

"Advances in AI are opening up huge opportunities for game development and interactive experiences that were previously out of reach. Unity is uniquely well positioned to enable these innovations. As someone who has spent two decades researching and developing new ways of using AI in games, I'm extremely excited to contribute my expertise to the Unity AI Advisory Council," said Julian Togelius.

About Unity

Unity [NYSE: U] offers a suite of tools to create, market, and grow games and interactive experiences across all major platforms from mobile, PC, and console, to extended reality. For more information, visit **Unity.com**.

Forward-Looking Statements

This publication contains "forward-looking statements," as that term is defined under federal securities laws, including, in particular, statements about Unity's plans, strategies and objectives. The words "believe," "may," "will," "estimate," "continue," "intend," "expect," "plan," "project," and similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Further information on these and additional risks that could affect Unity's results is included in our filings with the Securities and Exchange Commission (SEC) which are available on the Unity Investor Relations website. Statements herein speak only as of the date of this release, and Unity assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this publication except as required by law.

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Source: Unity