

Case Study

# TECNO Brings AI Image and Video Creation to Users with BytePlus Seedream and Seedance



## TECNO Builds for a Diverse Global Audience

TECNO, a consumer technology brand under Transsion Holdings, serves users across global emerging markets with smartphones and AI-powered devices built for local needs and usage habits. With a presence in more than 70 markets across five continents, the brand has expanded beyond smartphones into a broader AI-powered device ecosystem. At MWC Barcelona 2026, the world's largest connectivity event, TECNO introduced the CAMON 50 Series and highlighted its broader push into practical AI. Through Ella, its AI assistant, the series brings BytePlus Seedream and Seedance into image and video creation on mobile.



At the center of the TECNO CAMON 50 series experience is Ella, TECNO's AI assistant, which integrates BytePlus models including Seedream for image generation and Seedance for video generation. Together, these models power creative features such as image stylization, multilingual text doodles, and dynamic wallpapers. According to the source, these capabilities were specifically optimized for different skin tones, languages, and cultural aesthetics so the experience could better match the needs of a diverse international user base.



Rather than treating AI imaging as a generic add-on, TECNO and BytePlus worked to make it more adaptive to how people actually want to create and express themselves. The source highlights three core goals behind the collaboration:



Preserving realism across different facial features and skin tones.



Improving multilingual understanding in creative generation.



Ensuring these experiences can be delivered smoothly within the smartphone assistant itself.

## Making AI Imaging More Inclusive, Natural, and Multilingual



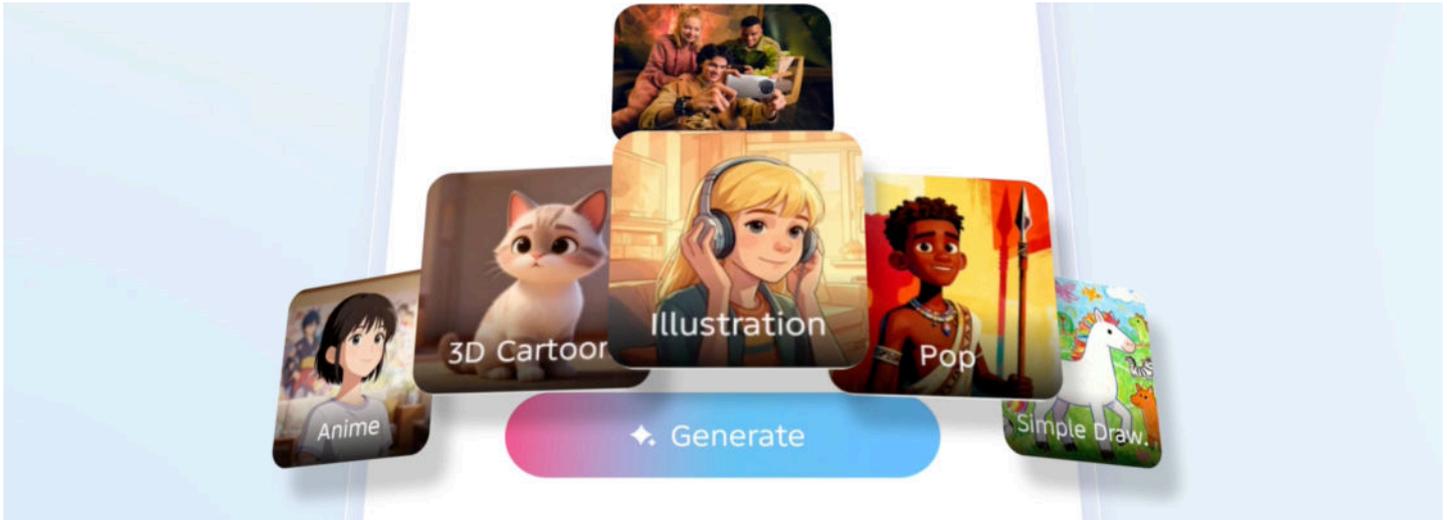
For TECNO, the real challenge was not simply adding AI features. It was making those features work well for real people across very different contexts.

In portrait imaging, that meant ensuring users of different skin tones could appear natural, accurate, and expressive without over-processing, distortion, or unnatural brightening. The source material highlights common issues found in conventional beautification approaches, especially when handling deeper skin tones, tightly curled hair, high cheekbones, and multi-person group photos with varied complexions. In multilingual creative generation, the challenge extended beyond recognizing text shapes. The models also had to understand semantics, emotion, and stylistic intent across different languages and character systems.

TECNO needed an approach that could preserve realism in portraits, support multilingual creativity more intelligently, and deliver these experiences smoothly within a consumer smartphone assistant.

## How Seedream and Seedance Power Ella

TECNO worked with BytePlus to enhance the AIGC experience inside Ella for a diverse global user base, with optimization across facial characteristics, skin tone accuracy, multilingual understanding, and cultural preferences. By integrating BytePlus image and video generation models into the CAMON 50 series, TECNO made AI creativity feel more relevant, natural, and locally attuned for end users. As TECNO's TEX AI Center emphasizes, technology should fit naturally into local life and culture rather than feel cold or rigid.



Together, TECNO and BytePlus brought three core creative experiences into Ella: image stylization, text doodles, and dynamic wallpapers. Rather than treating these as standalone features, the collaboration shaped them into a broader AI imaging experience that gives users more room for self-expression while preserving realism and usability.



## From Portrait Stylization to Text Doodles and Dynamic Wallpapers

With Seedream, Ella supports high-quality image stylization and text-and-image generation. Users can transform portraits into different visual styles while preserving defining facial features, and create stylized text visuals from prompts, scenes, and language inputs. The experience is optimized for more complex scenarios, including group photos with multiple skin tones and multilingual outputs that remain legible, structurally accurate, and visually coherent.



Text Doodles



Portrait Stylization



Dynamic Wallpapers

With Seedance, Ella can turn static images into dynamic video wallpapers, making still moments feel more vivid and expressive. The experience is designed to deliver stable motion and natural rendering of fine details such as hair and micro-expressions. To support smooth performance, TECNO also uses ServingKit-ComfyUI to help meet the demands of high-concurrency, low-latency video generation.

## A More Creative and Locally Relevant AI Experience



Through this collaboration, TECNO has expanded Ella from a smartphone assistant into a more capable AI creative companion for global users. On the CAMON 50 series, users can explore richer artistic styles, create stylized multilingual visuals, and turn still images into dynamic wallpapers, all within an experience shaped around realism, inclusivity, and local relevance.

More broadly, the partnership reflects TECNO's effort to build AI experiences that serve the diversity of its global markets more thoughtfully. The source also attributes part of this delivery to stable overseas cloud infrastructure supporting TECNO's AI services for responsive global availability. Framed in a BytePlus context, the collaboration is not just about model integration. It is about helping TECNO bring advanced AI creativity closer to everyday user needs across markets, languages, and visual identities.

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## Schedule a discovery call

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