

Steve AI Launches the AI Marathon. A Signal of How AI Applications Can Sustain at Scale

San Francisco, California Dec 19, 2025 ([IssueWire.com](https://www.issuewire.com)) - The AI adoption grows, we will enter a phase where infrastructure cost, compute efficiency, and long-term sustainability are just as critical as model capabilities. With that in mind, Steve AI, a product of Animaker, has announced the launch of the AI Marathon. It is a five-week rollout of five new AI features specifically built with enhancement, efficiency, and real-life applicability in mind.

The AI Marathon was launched **on December 10, 2025**, and is a pivotal step toward continuous product development. It marks a shift from quick AI releases to deliberate, sustained product development. Steve AI doubled down on building a system that can run reliably, scale responsibly, and continue delivering value even as the cost of infrastructure becomes a defining constraint across the industry without chasing short-lived experiments.

“The next phase of AI is not about who can generate the most demos,” said **RS Raghavan, CEO and Founder of Animaker**. “It’s about who can sustain technically, economically, and operationally. We’ve been building AI products long before the current wave, and the AI Marathon reflects that discipline we continue to follow.”

Why the AI Marathon Exists

The AI ecosystem is reaching a turning point. Although the foundational models are getting better, the price of operating, maintaining, and scaling AI infrastructure is still very high. Therefore, the projected applications are at the point of becoming unsustainable, and they would have to grapple with compute costs, regeneration cycles, and inefficient workflows.

The AI Marathon is Steve AI’s response to this reality.

The AI Marathon does not present features that draw more compute dependency; rather, the focus on making the existing work more **reusable, editable, and efficient** is the theme for every release. The intention is not only to produce AI-powered outputs but also to make these outputs iterable without going through the whole process of regeneration, hence waste is minimized both at the user and infrastructure levels.

Release One: Image to Video AI (Image to Clip)

The first release in the AI Marathon, which started last week, is **Image to Video AI. Also called the [Image to Clip](#)**.

Most generative video tools require full regeneration for even minor changes, increasing cost, time, and compute usage. Steve AI’s Image-to-Video feature is built to avoid that loop. One can maintain the workflow without interruptions for maximum hassle-free operation without disrupting the rest of the project.

Why and When to Use the Steve AI Image to Video Tool?

The Image to Video AI feature comes in handy when you want to enhance or update existing content

while preserving visual style, character identity, and narrative consistency. An effective tool that proves to be victorious in refining your generative AI outputs without having to regenerate the clips, which would be costly or unnecessary. One can rely on the image-to-video tool when a character, product, or diagram needs motion added for continuity with elevated transitions, effects, or sounds.

The tool is designed to reduce creative friction by allowing targeted edits, thus aligning closely with the greater demand for AI applications with sustainability as a priority.

A Broader Industry Signal

The AI Marathon is not a short-term campaign. It's a declaration of how companies in the application-layer AI sector will still be able to work ethically even in the case of rising infrastructure costs and mature expectations.

Five weeks. Five features. Each focused on:

- Cutting down on unnecessary regeneration
- Extending reuse and continuity
- Making AI outputs into long-term assets

This is how Steve AI operates by delving deeper into prioritizing systems that last over building complex AI ecosystems.

What's Next

The first release of the Image to Video AI is followed by four others in the pipeline as part of the AI Marathon. Steve AI will launch more features each week that are grounded on the same principle: practical AI that is capable of being scaled up.

Users can check out the releases and get access to the features coming up here:

<https://www.steve.ai/ai-marathon>

About Steve AI

Steve AI is an AI native creative video production platform where users can generate their video content with zero friction. The platform transforms textual, visual, or auditory inputs into videos in more than seven formats, such as generative AI, animation, talking-head, and live-action.

Steve AI, from the makers of Animaker Inc., which is one of the premier design tool providers with a global user base of over 30 million. Steve AI is among the earliest patented AI video production platforms. The company holds three US-granted patents, has won the Best AI Application Award for two successive years (2022 and 2023), and caters to more than 7 million customers worldwide.

The company is headquartered in San Francisco, Steve AI, is continuously working on AI systems that not only create content but also sustain large-scale creation.

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Source : Steve AI

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