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**SOUTHEAST ASIA’S TOP VIRTUAL INFLUENCER RAE
AND SINGER-SONGWRITER BENJAMIN KHENG DROPS
ASIA’S FIRST HUMAN x VIRTUAL BEING MUSIC VIDEO “WORLDS”**

“WORLDS” features Rae’s latest text-to-speech capabilities and
leverages machine learning for voice generation



Rae (left) debuts her first music video “WORLDS” with musician Benjamin Kheng, showcasing the virtual influencer’s newest text-to-speech voice generation technology enabled by AI and machine learning

Singapore, 17 August 2021 – Street culture enthusiast, digital artist and Southeast Asia’s top virtual influencer, Rae ([@here.is.rae](https://www.hereisrae.com)) debuts her first music video “WORLDS” with Singapore musician and songwriter Benjamin Kheng ([@benjaminkheng](https://www.instagram.com/benjaminkheng)). The first-of-its-kind collaboration between human and virtual being in Asia also showcases Rae’s voice which was generated via text-to-speech (TTS) technology. Fans can view “WORLDS” on Rae’s [Instagram](https://www.instagram.com/hereisrae) and [Weibo](https://www.weibo.com/hereisrae) accounts as well as on her website [hereisrae.com](https://www.hereisrae.com).

Enabled by AI and machine learning, Rae’s newest TTS voice generation technology allows audio content to be generated almost instantly. The technology also allows Rae to express her bold personality through a new medium, deepening her engagement with her followers in the digital world and online communities. As a virtual being, Rae speaks in an alto tone with a slight robotic pitch. She is effectively bilingual in English and Mandarin, opening up room for more [versatility](#) and creativity in content formats for collaborations.

Rae said: “Finding my voice and working on my first music video has been an empowering experience. It was a blast working with Ben for “WORLDS”. The song is a natural extension of our interactions across two realms – Ben in the physical and myself in the metaverse. To create a new experience, we experimented with an electronic treatment for my voice, in contrast to Ben’s vocals. I enjoyed every bit of the co-creation process, from the recording to the filming of the music video. For me, the song expresses the friendships and rapport I’ve established with every individual across our universes. It’s

about how our worlds, while different, can converge and connect. I hope that fans will enjoy checking out the video and listening to the new release.”

On his first collaboration with a virtual being, Benjamin Kheng, songwriter of “WORLDS” said: “The song was written about a loved one who passed on, and how I missed her so much I’d dream of lifetimes with her. I was so curious as to how working with Rae would be, but finally meeting ‘her’ was a blast. She might be virtual but she, her team and the whole process felt real ‘real’ to me.”

The growth and journey of Southeast Asia’s top virtual influencer

Since her debut in October 2020, Rae has created a vibrant, curated feed of CGI-enabled portraits and [digital artwork](#) on her social platforms, amassing over 550,000 followers on [Instagram](#) and [Weibo](#).

In July 2021, Rae was the first virtual influencer in Southeast Asia to mint and sell her first-ever non-fungible tokens¹ (NFTs) [collectible artwork series](#), titled “TAKE A BYTE”. The series was sold out, with the owners of Rae’s debut NFT drops receiving an exclusive AI-generated personalised audio message from her.

Earlier in May this year, Rae collaborated with Audi Singapore to appear in the online premiere of the all-new Audi A3. Rae’s [partnership with Audi Singapore](#) marks the first time a virtual influencer has partnered with an automotive brand in Singapore.

Rae has been featured in a [cover photoshoot](#) with China’s top female rapper VaVa ([@vava.mis](#)), and singer Oscar Wang. She is the first virtual influencer to be styled by Asia’s top hair styling maestro and celebrity hairstylist, [Kim Robinson](#). Rae also collaborated with Singapore contemporary street artist Sam Lo ([@skl0](#)) on an [“Almost Human” e-stickers pack](#) available on Instagram, WhatsApp and Telegram. In 2020, Rae collaborated with sneaker designer, Mark Ong ([@mr_sabotage](#)) to launch a [sold-out SBTGxRae capsule collection](#).

About Rae ([here.is.rae](#)) – I don’t dream, I do. Byte me.

Rae is the region’s latest hyper-realistic virtual personality and influencer. Created by CGI technology and powered by AI solutions, Rae is more than just a pretty face. Rae is a digital artist with a point of view. Armed with her skateboard and a passion for street culture, Rae is always on an adventure in the urban jungle. She has a standout short bob in soft and natural waves in iconic shades of powder rose, purple and fuchsia. True to her Chinese name, 蕊, Rae wears her heart on her sleeve, and you can trust her to share her genuine and unique perspectives on Instagram. She is expressive, audacious and always game to try new things and push boundaries. Rae’s origins remain a mystery. For more, visit <https://www.hereisrae.com>.

For more information, follow Rae’s urban adventures on her Instagram account: www.instagram.com/here.is.rae.

Rae is available for media interviews, photoshoots and collaborations.

About Benjamin Kheng

Nominee for Best Southeast Asia Act at the 2020 MTV Europe Music Awards

Benjamin Kheng is a Singaporean musician, actor and writer. He made his debut into the industry back in 2012 as one of the founding members of popular local pop quartet The Sam Willows and embarked on his solo artist journey in late 2019. His debut EP ‘A Sea That Never Stops’ is a sincere and personal

¹ NFTs are digital assets and collectibles with authenticity, scarcity and ownership independently verified and secured on blockchain.

body of work, exploring life and love under the lens of both sincerity and cynicism. With upbeat indulgence and sparkling melodies, 'A Sea That Never Stops' is simultaneously a cry and a celebration for the experiences that make us human. Benjamin Kheng is represented by Sony Music Entertainment and FLY Entertainment.

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