

The Imaginary *Character OS*.

One platform that brings characters to life: a mind, a memory, a whole world, a voice, a face, and a way into people's lives.

THE IDEA

People don't fall in love with software. They fall in love with characters. A character that truly knows you, remembers your life, speaks in its own voice and meets you where you already are has, until now, taken a studio, a fortune and a lot of luck.

Frontier models made language cheap. Everything around it is still hard: memory that lasts, a world that stays consistent, a personality that never breaks, safety on every turn, expression across voice, image, song and video, and delivery at scale. That is what the Character OS does.

THE PROOF: CHARACTER 001

TextSanta (textsanta.ai) is the first character running on the OS. Families text Santa on the phones they already have, and Santa texts back all season long. He knows the family by name, remembers what matters, and sends voice memos, pictures from the North Pole, songs with the children's names in them, and personal videos. His world, the North Pole, is fully written down: 48 places and 72 friends, each with a name, a story and a look. He only ever texts the parent's phone, and parents can see and change everything he remembers. It orchestrates more than 30 AI services and platforms as one character. Opens October 15.

WHY IT COMPOUNDS

Every layer is built to be reused. The next character starts from the platform, not from scratch: new canon, new world, new voice, the same proven machinery underneath. Each venture makes the OS better for the one after it.

THE STACK

- 01 **Perception**
Understands language, intent, emotion, photos and voice notes, always read in context.
- 02 **Living Memory**
A relationship graph for every person and family, with long-horizon recall that grows richer over time.
- 03 **Canon & Almanac**
Each world, written down: what's canon, plus every place, friend, creature, object and tradition, with its look, voice, story and art.
- 04 **Persona Engine**
Character canon, reasoning and judgment that keep a character unmistakably itself in every reply.
- 05 **Guardrails**
Owner- and parent-set boundaries and safety policy, enforced on every turn.
- 06 **Quality Judge**
Independent models critique each response for voice, truth and warmth, and send weak ones back.
- 07 **Expression**
Generative voice, imagery, song and video, rendered in character and in sync with the conversation.
- 08 **Delivery**
Native messaging with queues, retries and the scale to survive the busiest night of the year.

Orchestration fabric. 30+ models and services, routed in real time beneath every layer.

WHAT'S NEXT

Ventures 002 through 004 are in development on the same Character OS, across software, hardware, stories and film. Imaginary also has a character of its own: **Wick**, Character 000.