

Question-Answer with Emma-Jane MacKinnon-Lee

How is DIGITALAX using AI? What's your stance on it?

Of course we use AI. You can't build at the edge of creativity and infrastructure today without it. But we're intentional about how we use it. Whenever possible, we rely on local and open-source models—that's our default.

For image and video generation—rich content workflows—we mostly run with ComfyUI pipelines, using models like Stable Diffusion, Flux, and Wan.

For LLMs, it's more layered. In apps, we integrate Venice for on-chain, privacy-preserving, open-source language modeling. Personally, though? I still use a mix of ChatGPT and Claude. Not because they're open—but because right now, they're just further along. The open-source LLMs aren't quite there yet.

There's no point in individually boycotting some of the most advanced tools on the planet out of misplaced protest. It's not ideological purity that matters—it's skill accumulation. Learn everything you can, while working to replace what you eventually want to move beyond.

Truly open and accessible AI infrastructure doesn't stop at open weights. If compute is gated, if only a handful of players have access to high-power, high-throughput environments, then open models mean very little. The bigger players in this space aren't just trying to dominate the model stack, they're trying to lock down the entire pipeline, making sure the exits are closed for anyone but them.