

A.R. Rahman's Secret Mountain and Google Cloud Pioneer a New Era of Entertainment with AI

Mumbai, Oct. 15, 2025— Google Cloud today announced a collaboration with Secret Mountain, the metahuman digital avatar band conceived by Oscar and Grammy-winning composer A.R. Rahman. This collaboration will leverage Google Cloud's infrastructure and advanced AI models to power a new generation of entertainment, creating a groundbreaking media experience for a global audience.

Secret Mountain is an entertainment project that fuses AI-powered 'synthetic avatars' with genre-bending music and immersive storytelling. Backed by the creative vision of A.R. Rahman, the project aims to redefine how audiences engage with digital artists while uniting global cultures and pushing the boundaries of immersive entertainment. The diverse lineup of six digital avatars—including Cara (an Irish singer-songwriter), Zen Tam (a Tamil rapper), and Blessing (an African percussionist and vocalist)—reflects the project's core commitment to cultural diversity.

The initiative aims to build a global music movement by focusing on strategic partnerships, fan-centric community building, and worldwide collaborations. This ambition is made possible by the project's cutting-edge technological architecture, which creates hyper-realistic avatars that can look, move, and emote like real humans in real-time.

Google Cloud's infrastructure and Google's AI models underpin the Secret Mountain universe, generating awe-inspiring visuals and dynamic interactions. This includes Veo 3 for avatar embodiment and video generation, and Imagen and Gemini Flash 2.5 Image (Nano Banana) for high-quality visual and image creation. The avatars' intelligence and conversational abilities will be brought to life by Gemini 2.5 Pro and trained on custom datasets, serving as the multimodal "conversational brain" that will enable real-time fan engagement at a massive scale.

"Secret Mountain is about reimagining how music, storytelling, and technology come together to create new experiences for audiences all over the world. Behind each character is a team of producers, singers, creators, dancers, choreographers, actors, and mentors, in a celebration of passionate human talent, at its core, each dedicated to their art. It is exciting and empowering to have a tech giant like Google as our partner, with the full power of their world-class AI and creative technologies behind us. AI is a catalyst for innovation, enabling artists to create, experiment, and perform in ways that were once impossible. Together, we are building a bold new world of entertainment where human artistry and AI technology stand side by side to inspire audiences everywhere," said A.R. Rahman, founder and creative force behind Secret Mountain.

Thomas Kurian, CEO, Google Cloud said, "India is showing how to fuse world-class artistry with production-ready AI, and this collaboration with A.R. Rahman is setting a new bar for the industry. By building on Google Cloud's infrastructure and advanced AI models, Secret Mountain is not only delivering an awe-inspiring interactive digital experience, but also ensuring that security, scalability, and governance are built-in."

About Secret Mountain

Secret Mountain is a metahuman digital avatar band producing next-gen entertainment Content IP. Conceived by Oscar-winning music legend A.R. Rahman, the project fuses AI-powered synthetic avatars with eclectic music and immersive storytelling to create a groundbreaking transmedia experience. Secret Mountain is a property of [Radiant Souls](#).

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated, and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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