

KLING 4.0 AND EVERY NEW MODEL

3 tests before you trust a new AI video model

Spec sheets tell you what a model can do once. These three tests tell you what it costs to get a shot you can deliver. Run them on one real brief before a new model touches client work.

Tries per usable shot

THE NUMBER
THAT MATTERS

= generations you ran ÷ shots you would actually deliver

Count every generation, including the ones you throw away. Price per generation means little; price per usable second is your real cost.

01

Product lock

Does a product survive a 30-second camera move, letter for letter?

SET UP

One product with a readable label or logo. One continuous move around it: an orbit or a slow push-in, 20 to 30 seconds.

IT PASSES WHEN

The label reads the same in the first, middle and last frame. Shape, color and proportions do not drift.

Typical failures: letters melt mid-move, the logo mirrors, the bottle grows or changes color.

02

Keyframe obedience

When you set the beats on the timeline, does each one land on time?

SET UP

Five to ten keyframes at fixed times (for example every 6 seconds), each with a clearly different pose, position or framing.

IT PASSES WHEN

Each beat lands within about one second of its mark, and nothing appears between beats that you did not ask for.

Typical failures: beats arrive late or skip, invented gestures, a jacket or prop that was never in your references.

03

Lip sync, EN + FR

Does the mouth match every syllable in English and in French?

SET UP

The same two lines in English, then in French (we use Québécois). Medium close-up, face to camera, face large in frame.

IT PASSES WHEN

Lips match syllable for syllable to the last word, with no drift at the end of a line, and it still looks like the same person.

Typical failures: sync slides after a few seconds, mouthing on music, flat expression, a different face in the second language.

SCORE EACH TEST

1 to 2 tries

Ready for this kind of shot. Quote it with confidence.

3 to 5 tries

Usable. Budget extra generations and review time.

6+ tries

Keep it for specific shots. Do not plan a project around it yet.

Fix one thing, check three. Each time you regenerate to fix a detail, check that the product, the background and the character did not change too. A fix that breaks something else counts as a new try. These thresholds are our working rule of thumb, not an industry standard.

Want us to run these tests on your product?

Book a 15-minute call: cal.com/crimsonspark/15min

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