

LTX 2.3

PROMPTING GUIDE

A COMPLETE REFERENCE GUIDE FOR AI VIDEO GENERATION



WRITE BETTER PROMPTS

Clear syntax. Better structure.
Stronger results.



CONTROL MOTION, CINEMATICS & TEMPORAL FLOW

Design dynamic shots
and smooth transitions.



MAINTAIN CHARACTER CONSISTENCY

Keep identities, looks,
and details consistent.



GENERATE SYNCHRONIZED AUDIO & VIDEO

Perfectly matched
sound and visuals.



PRODUCTION-READY WORKFLOWS

From idea to final output
with reliable, repeatable
processes.



PRECISE

Detailed control
over every element.



CINEMATIC

Create stunning,
professional shots.



SYNCHRONIZED

Audio and video
in perfect harmony.



RELIABLE

Consistent results
you can trust.



POWERFUL

Built for creators.
Built for the future.

JOSHUA STEIN

LTX 2.3 Prompting Guide

A Complete Reference Guide for AI Video Generation

Steve Publications

This book is available at <https://leanpub.com/ltx23promptingguide>

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A Complete Reference Guide for AI Video Generation

LTX 2.3 is a 22-billion-parameter dual-stream diffusion transformer that generates synchronized audio and video in a single pass, representing the most capable open-source video generation model available as of mid-2026. This book explains how to prompt it effectively, from fundamental syntax rules through advanced temporal design, parameter tuning, character consistency systems, production workflows, and emerging techniques. Whether you are new to AI video or an experienced practitioner seeking systematic mastery, this guide provides the architecture knowledge, prompt patterns, and troubleshooting frameworks needed to generate professional-quality video reliably.

Introduction: Beyond Text-to-Image Prompting

The Video Generation Paradigm Shift

For years, generative AI lived in a single frame. Image models like Stable Diffusion and FLUX taught us how to describe still worlds, lighting, composition, texture, style. We learned that specificity beats vagueness, that negative prompts shape boundaries, and that iterative refinement produces better results than hoping for perfection on the first try.

Then video arrived. And with it came a fundamental problem: everything we knew about prompting had to change.

A video prompt is not a longer image prompt. It is something different entirely. When you write a prompt for an image model, you are describing a state, what exists in one moment. When you write for LTX 2.3, you are describing a process, how things move, transform, and unfold over time. The model must not only understand what you want to see but also how that vision evolves from frame to frame, second to second, while maintaining coherence across motion, camera work, lighting shifts, and synchronized sound.

This shift is more than conceptual. It is architectural. LTX 2.3 processes prompts through a temporal reasoning system that distributes meaning across time rather than compressing it into a single spatial arrangement. The same words can produce radically different results depending on their order, rhythm, and placement within the prompt structure. A prompt that works beautifully for text-to-image generation may produce chaotic or frozen output in LTX 2.3 if it does not account for temporal dynamics.

The stakes are correspondingly higher. Generating a single image takes seconds; generating a video takes minutes and consumes significantly more compute. Each failed attempt costs time, money, or both. This makes systematic prompting knowledge essential rather than optional. Practitioners who understand the underlying architecture and the precise language patterns

that LTX 2.3 interprets reliably can achieve consistent results where others struggle with unpredictable outputs, flickering artifacts, and identity drift.

What Makes LTX 2.3 Different

LTX 2.3 is not simply an incremental update to previous video models. Released by Lightricks in March 2026 as an open-source foundation model under the Apache 2.0 license, it represents a structural leap in how AI video generation works [1, 2].

At its core, LTX 2.3 is built on an asymmetric dual-stream diffusion transformer architecture with 22 billion parameters: 14 billion dedicated to video generation and 5 billion to audio, connected through bidirectional cross-attention across 48 shared transformer blocks [3, 4]. This design enables something previously available only in closed commercial systems, synchronized audio and video generated simultaneously within a single forward pass, eliminating the sync drift that plagued sequential approaches [5].

The practical implications of this architecture are substantial:

- **Native temporal reasoning:** The model does not generate individual frames and hope they look coherent when played together. It reasons about motion, causality, and continuity at the architectural level, using hierarchical temporal attention across frame-level, segment-level, and clip-level scales [6].
- **Joint audio-video conditioning:** Audio descriptions in your prompt do not merely trigger a post-generation sound effect layer. They influence visual generation through cross-modal attention, creating tighter alignment between what is seen and what is heard [7].
- **Rebuilt text connector:** LTX 2.3 includes a text connector four times larger than its predecessor, dramatically improving prompt adherence for complex instructions involving multiple subjects, spatial relationships, timing, and camera directives [8].
- **Improved latent space:** A redesigned VAE (variational autoencoder) delivers approximately 2.5 dB PSNR improvement, preserving finer details and reducing the warbling artifacts common in earlier versions [9].
- **Production-grade output:** The model supports resolutions up to native 4K at 50 FPS, clip durations approaching 20 seconds, and portrait orientations up to 1080×1920, specifications that meet real production requirements rather than demonstration-only constraints [10, 11].

These capabilities mean LTX 2.3 responds to prompts in ways that simpler models do not. It can follow multi-beat action sequences, execute specific camera movements, maintain character identity across shots when properly conditioned, and generate synchronized ambient audio and dialogue. But these strengths come with a requirement: the prompts that unlock them must be constructed with precision.

How to Use This Book

This book is organized as a progressive reference, moving from foundational concepts to expert-level techniques. You can read it sequentially to build comprehensive understanding, or navigate directly to chapters relevant to your immediate needs.

The Introduction establishes why video prompting differs fundamentally from image prompting and what makes LTX 2.3 architecturally unique. Chapter 1 explains the model's architecture in technical but accessible terms, giving you the conceptual framework needed to understand why certain prompt patterns work while others fail. Chapters 2 through 4 cover the core mechanics of prompt construction: syntax rules, camera language, and temporal motion design, the three pillars of effective LTX 2.3 prompting.

Chapter 5 addresses audio, a distinctive capability of this model that most video prompting guides treat as an afterthought. Chapter 6 details the different input modes and workflows available, from text-to-video through image-to-video, first-last-frame interpolation, and video-to-video transformation. Chapter 7 dives into parameter optimization, explaining the technical controls that govern adherence, coherence, and quality.

Chapters 8 and 9 focus on advanced topics: reusable prompt templates for specific creative goals, and the full ecosystem of character consistency techniques including IC-LoRA adapters and custom training. Chapter 10 systematically addresses troubleshooting, covering the most common problems practitioners encounter and their solutions. Chapters 11 through 13 cover production concerns: performance optimization, real-world application workflows, and emerging practices at the cutting edge.

Throughout the book, examples are drawn from official documentation, peer-reviewed research, and community-tested techniques. Inline citations link each factual claim to its source in the References section. The goal is not

to present opinion or speculation as fact, but to provide a reliable, evidence-based reference that you can trust when your project depends on it.

If you are new to LTX 2.3, begin with Chapters 1 through 4 before experimenting. Understanding the architecture and core prompt mechanics will save you more time than any number of trial-and-error generations. If you are already experienced, the chapters on parameter tuning, character consistency, and production workflows contain advanced material designed to deepen your practice.

The most important principle in this book is also the simplest: systematic knowledge beats random experimentation. Every prompt pattern, every parameter range, every troubleshooting fix presented here exists because it has been tested and verified, by the model's creators, by research communities, or by practitioners working on real projects. Use this book as your foundation, and build your own expertise from there.

Chapter 1: Architecture and Foundations

Understanding how LTX 2.3 works internally is not optional background reading for serious practitioners. It is the foundation that explains why certain prompt patterns succeed, why others fail, and what the model is fundamentally capable of doing versus what it cannot achieve regardless of prompt engineering. This chapter walks through the architecture in technical but accessible terms, connecting each component to its practical implications for prompting.

The Diffusion Transformer Backbone

LTX 2.3 is built on a Diffusion Transformer (DiT) architecture, the same family that has come to dominate state-of-the-art generative models across modalities [12]. Unlike earlier diffusion models that relied on U-Net architectures adapted from image generation, DiTs use transformer blocks as their core computational unit, allowing more flexible handling of temporal sequences and multimodal inputs.

The diffusion process itself works by gradually adding noise to training data until it becomes random, then learning to reverse this process. During generation, the model starts with pure noise and iteratively denoises it, guided by the text prompt, toward a coherent output. Each denoising step refines the result, moving from rough structure to fine detail.

What makes LTX 2.3's implementation distinctive is how it handles video specifically:

- **Latent diffusion:** The model operates in latent space rather than pixel space. A VAE encoder compresses training videos into compact representations, and the diffusion process generates within this compressed domain before a decoder reconstructs the final frames. This approach is far more computationally efficient than direct pixel generation [13].

- **Hierarchical temporal attention:** The transformer blocks attend to temporal relationships at multiple scales simultaneously. Frame-level attention captures immediate motion between adjacent frames, segment-level attention (grouping 8–12 frames) maintains medium-term coherence, and clip-level attention ensures the overall narrative arc remains consistent throughout the generation [6].
- **Space-time modeling:** Rather than treating camera paths as discrete actions, the model's space-time architecture interprets them as continuous motion. When a prompt specifies combined movements like “dolly-in while panning right,” the model generates smooth arcs rather than abrupt direction changes, reflecting an understanding of basic camera physics [14].

For prompters, the key takeaway is that LTX 2.3 reasons about time structurally, not as an afterthought. This means prompts that describe motion chronologically, specify temporal relationships explicitly, and avoid conflicting timing instructions align with how the model processes information internally. Prompts that ignore temporal structure, describing multiple simultaneous actions without sequencing, or mixing fast and slow motion directives, create confusion at the architectural level.

Asymmetric Dual-Stream Design

The defining architectural feature of LTX 2.3 is its asymmetric dual-stream design: separate but interconnected parameter sets for video and audio generation, connected through bidirectional cross-attention [3, 4].

The video stream contains 14 billion parameters and handles all visual generation, frames, motion, lighting, composition. The audio stream contains 5 billion parameters and generates synchronized sound, ambient noise, effects, dialogue. These streams share 48 transformer blocks where bidirectional cross-attention allows each modality to condition the other during generation [5].

This architecture has three critical implications for prompting:

First, audio and visual descriptions in your prompt are processed by different parts of the model. When you write “waves crashing on a rocky shore with hollow resonance,” the video stream interprets the visual elements (waves,

rocks, water motion) while the audio stream processes the acoustic description (crashing, hollow resonance). The cross-attention mechanism then aligns them, so the sound matches the visual timing and intensity [7].

Second, because both streams denoise simultaneously rather than sequentially, sync drift, the problem where audio and video gradually fall out of alignment over time, is architecturally prevented. The model maintains temporal correspondence throughout generation because it is reasoning about both modalities in lockstep [5].

Third, the asymmetry means the model is better optimized for visual quality than audio fidelity. The 14B-to-5B parameter ratio reflects a design priority: video quality is paramount, audio is synchronized and coherent, but it will not match dedicated audio generation models. This is important context when setting expectations for dialogue clarity or complex soundscapes.

When prompting for synchronized output, treat audio description as a first-class element of the prompt rather than an afterthought appended at the end. Place audio descriptions in the same sentence as the visual events they accompany, describe both sound source and acoustic context together, and ensure your audio content matches what is visible on screen [7]. The cross-attention mechanism works best when visual and auditory information are tightly coupled in the prompt structure.

Text Conditioning Pipeline

Your prompt enters LTX 2.3 through a text conditioning pipeline that has been substantially upgraded from earlier versions. The model uses Gemma 3 as its text encoder, specifically the Gemma 3 12B instruction-tuned model, to convert natural language prompts into dense vector representations that guide the diffusion process [15, 16].

LTX 2.3's text connector is four times larger than in LTX 2, which directly translates to improved prompt adherence for complex instructions [8]. In practical terms, this means:

- **Multi-subject handling:** The model can track multiple characters or objects in a scene and maintain their spatial relationships throughout the generation.

- **Spatial precision:** Instructions about layout, positioning, and relative distance are interpreted more accurately.
- **Temporal sequencing:** Chronological action descriptions are followed with greater fidelity.
- **Stylistic constraints:** Complex aesthetic directions combining lighting, color grading, film characteristics, and mood are better preserved.

The text encoder processes prompts as continuous semantic meaning rather than keyword matching. This is why the model responds well to natural language phrasing and cinematic terminology, it has been trained on vast amounts of multilingual text that includes film descriptions, scripts, and technical documentation. It understands what “dolly in” means not because it has seen that exact phrase thousands of times, but because it has learned the concept of camera movement through broader context.

However, this also means the model can misinterpret ambiguous or conflicting language. Writing “running quickly” while also specifying “slow motion” creates a semantic contradiction that the encoder must resolve, often by defaulting to slow motion (the safer temporal choice) and ignoring the speed directive. The model does not flag contradictions; it attempts to satisfy them, which produces compromised results [17].

For optimal text conditioning, write prompts as clear, unambiguous, chronological descriptions in present tense. Use specific nouns and active verbs. Avoid metaphors, abstract emotional labels, and instructions that contradict each other. The larger text connector gives you more capacity for complexity, but it does not eliminate the need for clarity.

Latent Space and VAE Architecture

The VAE (variational autoencoder) is the bridge between LTX 2.3’s internal latent representations and the actual video frames you see. It consists of an encoder that compresses real videos into compact latent vectors during training, and a decoder that reconstructs generated latents back into pixel data during inference.

LTX 2.3 introduced a rebuilt VAE that addresses several limitations of its predecessor:

- **Improved detail preservation:** The new VAE achieves approximately 2.5 dB PSNR improvement over the previous version, translating to sharper fine details, better texture rendering, and cleaner edges [9].
- **Reduced artifacts:** Warbling, flickering, and compression-like distortions that appeared in earlier versions are substantially reduced.
- **Better structural fidelity for image-to-video:** When generating from a reference image, the new VAE preserves over 95% structural similarity of source details, making I2V workflows more reliable [9].

The latent space has specific technical constraints that affect how you configure generations:

- Resolution dimensions must be divisible by 32. If your desired width or height is not a multiple of 32, the model rounds to the nearest valid dimension.
- Frame counts must satisfy the constraint $(F-1) \% 8 == 0$. This means valid frame counts are 9, 17, 25, 33, and so on. For example, generating at 24 FPS with a 10-second clip requires 240 frames, which does not satisfy the constraint; the model adjusts to the nearest valid count [18].

These constraints are not prompt-level concerns but system-level requirements. When using APIs or local inference, ensure your generation parameters respect these rules, or the model will silently adjust them, potentially producing clips of unexpected duration.

Hardware Requirements and Deployment Options

LTX 2.3 is a large model, and running it requires substantial computational resources. Understanding the hardware landscape helps you choose the right deployment option for your workflow and set realistic expectations for generation speed and quality.

Official minimum requirements specify an NVIDIA GPU with 32GB or more VRAM, 32GB system RAM, 100GB free storage, CUDA 11.8 or higher, and Python 3.10 or newer [19]. Recommended configuration is an NVIDIA A100 (80GB) or H100 with 64GB+ RAM and 200GB+ SSD [19].

In practice, the community has developed strategies for running LTX 2.3 on lower-resource hardware through quantization:

- **FP16/BF16 full model:** Requires 24–32GB VRAM minimum. Best quality, slowest inference. Suitable for RTX 4090, A6000, or professional workstation GPUs [20].
- **FP8 quantized:** Reduces VRAM usage by approximately 40% with minimal quality loss. Runs on 12–16GB cards like the RTX 4070 Ti or RTX 3060 12GB. This is the recommended starting point for most local setups [21, 22].
- **GGUF quantized (Q4_K_M and similar):** Further reduces memory requirements, allowing inference on GPUs with as little as 8GB VRAM, though at reduced quality and speed. Community-maintained rather than official [23].
- **NVFP4:** A cutting-edge format requiring NVIDIA Blackwell hardware that halves memory usage to approximately 10GB for the full model, with improved inference speed. Requires CUDA 12.7+ and is available as an official checkpoint [21, 24].

Generation times vary significantly by configuration. On an RTX 4090, expect approximately 2 minutes for a 1080p, 4-second clip using the full model with default settings. The distilled model (optimized for fast inference) can produce comparable results in a fraction of the time but with slightly lower quality, particularly in audio fidelity [6, 25].

For practitioners without high-end local hardware, several deployment alternatives exist:

- **Hosted LTX API:** Official cloud endpoints that abstract away infrastructure concerns. Pricing starts at \$0.08 per second for 1080p text-to-video on the Pro tier [26].
- **Third-party platforms:** Services like fal.ai, Replicate, and Runware offer LTX 2.3 access with varying pricing and feature sets [27, 28].
- **ComfyUI integration:** The model is natively supported in ComfyUI through official custom nodes, enabling visual workflow design and local or cloud execution [29, 30].

The choice between local and hosted deployment affects your prompting workflow. Local setups allow rapid iteration with parameter experimentation and batch generation at no marginal cost per clip. Hosted platforms provide convenience and access to the latest model versions but charge per generation, making extensive prompt testing more expensive. Regardless of deployment,

the prompt patterns and principles in this book apply equally well to both environments.

Understanding these architectural foundations gives you the conceptual vocabulary needed for the rest of this book. When we discuss why certain camera movements work better than others, why parameter tuning affects temporal coherence, or why character consistency requires specific conditioning techniques, the explanations connect back to these core design elements. The model is not a black box; it is an engineered system with predictable behaviors that skilled prompters can harness systematically.

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