

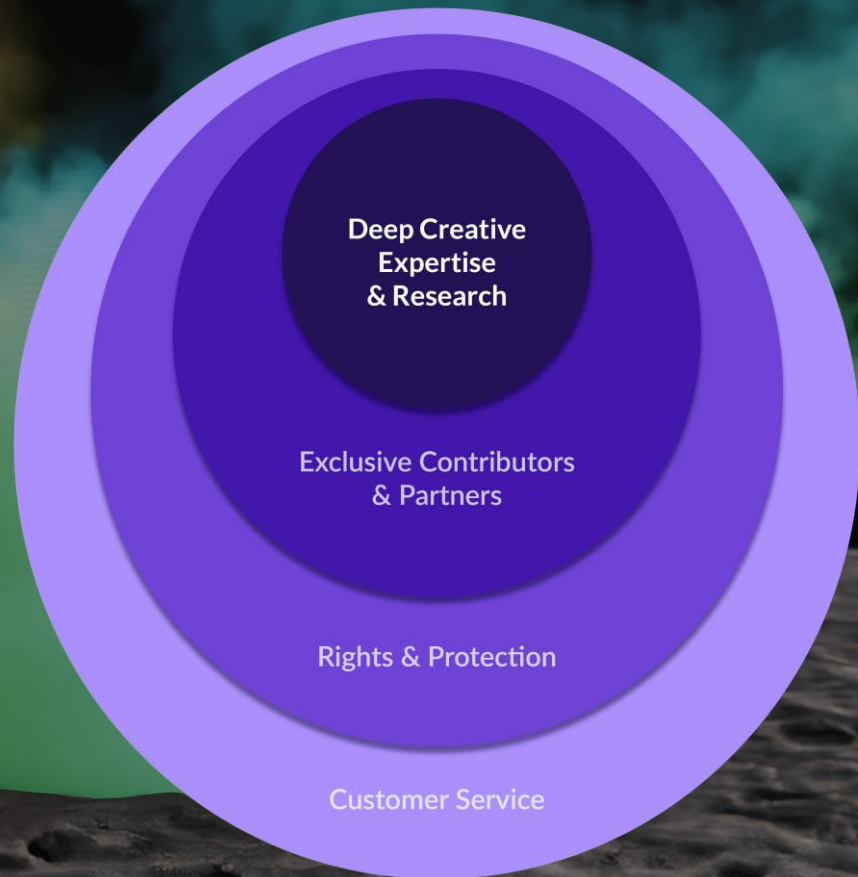
gettyimages®

Generative AI by Getty Images

powered by NVIDIA Picasso

Elevating your projects and productivity is at the core of what we do

Since inception, Getty Images has sought to move the world with best-in-class visuals and services. We uniquely invest to deliver the highest-quality images and videos that connect with your audience, are commercially safe, and respect your time and budgets.



Getty Images is your source for elevated creativity

Custom-made visual content

Partner with our content team to elevate your product and brand needs.

From inspiration to execution, you'll find the unique visuals you need to tell compelling visual stories that connect with consumers and drive them to action—all built around our core commitment to elevating your projects and productivity.

Pre-shot images and videos

The very best visuals, ready to go for your projects.

NEW

Generative AI by Getty Images

Realize your imagination with confidence.



Introducing Generative AI by Getty Images

Powered by trusted industry leader NVIDIA, this dynamic new tool pairs our content and data with the latest AI technology to unlock endless possibilities for ideation and content creation:



Commercially Safe

Trained exclusively off Getty Images highest-quality content and data, you can rest assured that the images you generate, and license, are backed by our industry leading indemnification.



An End-To-End Solution

From ideation to execution, our AI Image Generation Service combines perfectly with the pre-shot Getty Images content libraries and solutions to elevate your entire creative process.



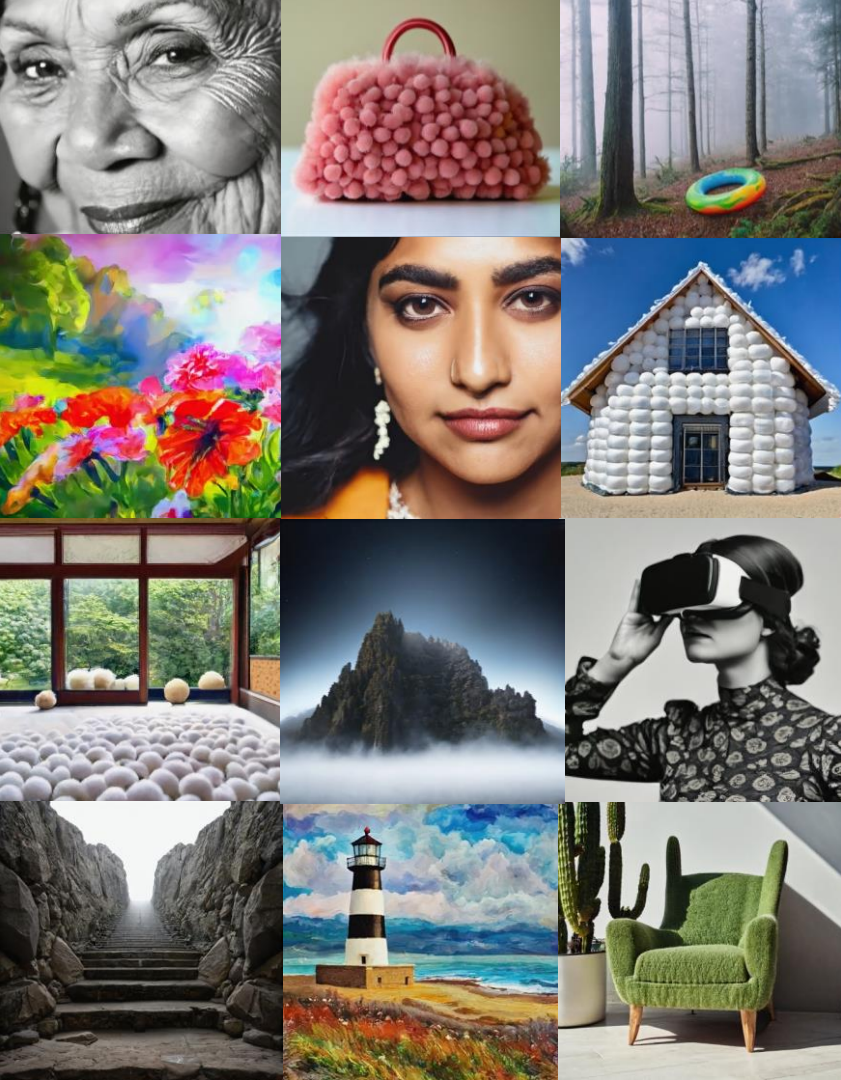
Stability that Scales

Our technology partner, NVIDIA, and their proven computing infrastructure provides speed and stability to generate incredible visuals even at commercial scale.



Compensates Creators

We compensate our world-class content creators for the use of their work in our AI model, allowing them to continue to create more of the high-quality pre-shot imagery you depend on.



A worry-free model built for business

- Trained exclusively on Getty Images' best-in-class creative content
- Commercially safe - trained exclusively on permissioned data to prevent the generation of imagery that includes 3rd party IPs or other problematic results like deepfakes
- Download and license any visual you generate, at your desired resolution and size, at no extra charge
- Easily adapt your generated images with built-in refine and extend functionality
- Uncapped indemnification included with each download
- Generated images will not be added to the creative library for others to license
- Access via API or [gettyimages.com](https://www.gettyimages.com)
- Text to image prompting is currently available in 75 languages

Packed with creativity-enhancing features

What you get			
Text-to-image generation*	✓	Variety of download size options	✓
Sophisticated prompt builder	✓	Multiple variations of your prompt generation	✓
Prompt guidance & tips	✓	Iterate on prior generations	✓
Unlimited downloads of generated content	✓	Generous generation limits	✓
Unlimited seats	✓	Color/Mood filters	✓
Brush settings to replace or remove elements of your image	✓	Generation history	✓
Modification history	✓	Extend/expand beyond original image frame	✓

*Text to image prompting is currently available in 75 languages

Streamlining your experience

On-site experience

Incorporated into [gettyimages.com](https://www.gettyimages.com), Generative AI by Getty Images becomes part of your workflow with a familiar look, feel, and functionality.

The screenshot displays the 'AI Generator' interface on the Getty Images website. At the top, navigation links include 'BROWSE', 'PRICING', 'ENTERPRISE', and 'VisualGPS INSIGHTS'. The 'gettyimages' logo is centered, with utility links for 'AI GENERATOR', 'BOARDS', 'CART', and a user profile 'TAYLOR' on the right. The main interface features a text input field for describing the image, with buttons for 'All Images', '1:1' aspect ratio, and 'All Color & Mood'. A 'Negative prompt' toggle and a 'GENERATE' button are also present. Below the input, a grid of six generated images is shown: a woman meditating, a man with a beard looking at his phone, a woman and child at a fair, a couple looking at a cityscape, a woman kissing a dog, and a sunset sky. On the right side, there are controls for 'Content type' (All images, Photos, Illustrations), 'Aspect ratio' (1:1, 4:3, 3:4, 16:9, 9:16), and 'Color & Mood' (All, Warm, Cool, Vivid, Natural, Bold, Dramatic, Black & White). At the bottom right, there are buttons for 'Give feedback' and 'Chat with us'.

Prompt builder assistance

The screenshot shows the 'AI Generator' interface with a 'Prompt builder' tab. It features four text input fields for 'Main subject', 'Action', 'Surroundings', and 'Visual aesthetics', each with a placeholder text. Below these is a 'Popular keywords' section with several buttons: '+ Close-up', '+ Photorealistic', '+ Digital art', '+ Summertime', '+ Evening', '+ Portrait', and '+ Vintage'. At the bottom, there is a 'Negative prompt' toggle switch, a 'CLEAR' button, and a 'BUILD PROMPT' button.

AI Generator Prompt builder

Main subject: Who? e.g. Small puppy with fluffy tail wearing a red collar

Action: What? e.g. Joyfully carrying a long wooden stick

Surroundings: When/where? e.g. On a busy street corner at dusk. Small basketball court in the background

Visual aesthetics: How? e.g. Shot from above, soft yellow light, blurred background

Popular keywords: + Close-up + Photorealistic + Digital art + Summertime + Evening + Portrait + Vintage

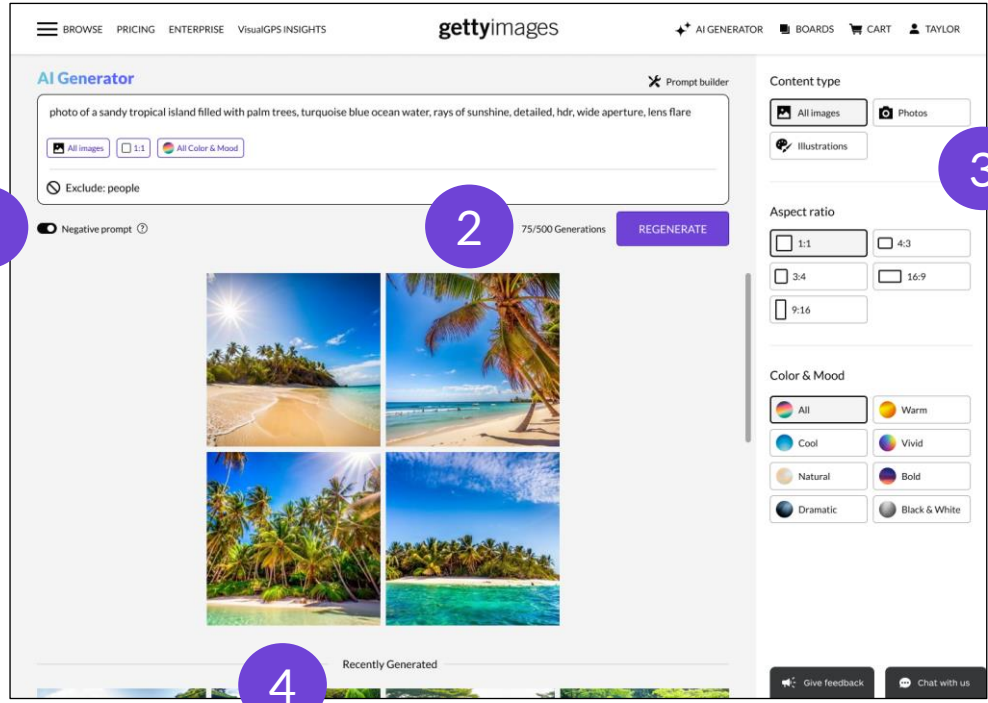
Negative prompt ?

CLEAR BUILD PROMPT

Create prompts that deliver the exact results you're looking for with help from our guided prompt building tool.

4 tips for optimizing output

1. Further your focus by creating a **negative prompt**.
2. Know exactly **how many generations** you've used within your plan.
3. Narrow in on a specific style of generation by using our **custom filters**.
4. Like something you already generated? Scroll down to view your **Recently Generated** images.



Integrate into your workflow with API

Make our Generative AI services available to your customers and employees within your existing workflow.

- All the powerful functionality available on our website—and more!
- New features automatically available to the API
- The same rights to use generated content in all your commercial needs
- Intuitive API documentation and expert technical support
- Easily adapt your generated images with built-in refine and extend functionality



Thank You

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