



Getty Images to Host AI Prompt Challenge in Collaboration With NVIDIA at Cannes Lions

June 13, 2024

Contestants from Getty Images, NVIDIA and TikTok will participate in a showdown of creative prowess in AI image generation with an audience vote for best image

Thursday, 20th June @ 4pm, Marta Rooms, The Majestic

[A Media Snippet accompanying this release is available by clicking on this link.](#)

LONDON, June 13, 2024 (GLOBE NEWSWIRE) -- [Getty Images](#) (NYSE: GETY), a preeminent global visual content creator and marketplace, will be turning up the heat at Cannes Lions with a generative AI prompt battle of epic proportions, hosted in collaboration with NVIDIA. On Thursday, 20 June, at 4 p.m. in the Marta Rooms at The Majestic, contestants from Getty Images, NVIDIA and TikTok will compete to demonstrate the most creative use of generative AI image-making. The audience will have the power to vote for the best image.

This interactive event will provide a unique front-row experience, showcasing the fusion of human creativity and advanced AI technology. Attendees will witness the real-time generation and refinement of images as each contestant strives to produce the most captivating visuals using the *Generative AI by Getty Images* tool.

[Generative AI by Getty Images](#) pairs the company's best-in-class creative content with the latest AI technology for a commercially safe generative AI tool. It is built on the [NVIDIA Edify model architecture](#). The tool is trained solely from Getty Images' vast creative library, including exclusive premium content, with indemnification for commercial use.

To register for the event, please visit <https://engage.gettyimages.com/cannes-lions-2024>

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