Clarifai and Getty Images Announce Strategic Engagement to Make AI-Generated Images Available to Clarifai Customers

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Agreement Ensures AI-Generated Images Are Responsibly Sourced, Legally Protected, and Safe for Commercial Use

New York – December 10, 2024: Clarifai, a global leader in AI orchestration and development and pioneer of the full-stack computer vision platform, and Getty Images (NYSE: GETY), a preeminent global visual content creator and marketplace, today announced a strategic engagement that integrates Getty Images' generative AI capabilities into the Clarifai platform.

Through this collaboration, Clarifai's enterprise customers will gain direct access to responsibly developed generative AI -powered visuals powered by an API of Generative AI by Getty Images, enabling creative solutions that prioritize innovation, quality and responsible AI practices.

Powered by NVIDIA AI and Edify and trained exclusively on Getty Images' high -quality creative library, the integration with Generative AI by Getty Images will allow Clarifai customers to create compelling content tailored to their specific needs, while ensuring responsible usage that is legally protected.

For example, a Clarifai customer needing a specific image – such as a generic depiction of a building – can use the platform to generate new, high-quality visual content tailored to their exact requirements to amplify creative ideas that may not be readily available with traditional stock imagery.

"This collaboration reinforces our commitment to delivering responsible, high -quality generative AI solutions," said Peter Orlowsky, SVP of Global Strategic Partnerships at Getty Images. "Through this integration of Generative AI by Getty Images, we are helping ensure that creators and businesses alike have access to legally protected, commercially safe visual content that meets their unique needs."

The integration with Generative AI by Getty Images can be used as part of a broader AI-powered workflow within Clarifai's platform, allowing customers to build and scale end-to-end solutions that incorporate computer vision, classification, and automation.

"We're excited about this strategic engagement to deliver visual content to our customers in a way that is commercially safe, respects the intellectual property of creators, and gives customers confidence in visuals produced by generative AI for commercial purposes," said Matt Zeiler, Ph.D., CEO of Clarifai. "This collaboration reflects a 'better together' approach, combining our strengths to best meet the growing demand for innovative AI solutions."

Clarifai enterprise customers can access initial trial operations for free, followed by discounts at higher volumes.

Learn more about Clarifai or get started with a free account here.