Shutterstock Introduces Generative AI to its All-In-One Creative Platform

Our AI image generator allows anyone to create high-quality visuals by simply describing what they're looking for — worry-free, one-of-a-kind, and ready in seconds

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Shutterstock, Inc. (NYSE: [SSTK](#)), the world's leading creative platform for transformative brands and media companies, today announced the launch of its [AI image generation platform](#), available to use by all Shutterstock customers globally in every language the site offers. The text-to-image technology converts prompts into larger-than-life, ethically created visuals ready for licensing. It is the latest addition to Creative Flow, Shutterstock's extensive toolkit that has been specifically designed to power the most seamless creative experience possible.

"Shutterstock has developed strategic partnerships over the past two years with key industry players like OpenAI, Meta, and LG AI Research to fuel their generative AI research efforts, and we are now able to uniquely bring responsibly-produced generative AI capabilities to our own customers," said **Paul Hennessy, Chief Executive Officer** at Shutterstock**. "**Our easy-to-use generative platform will transform the way people tell their stories — you no longer have to be a design expert or have access to a creative team to create exceptional work. Our tools are built on an ethical approach and on a library of assets that represents the diverse world we live in, and we ensure that the artists whose works contributed to the development of these models are recognized and rewarded.**"**

Here's what sets our AI image generation platform apart:

EASE AND QUALITY: We are revolutionizing the way visuals are created for campaigns, projects, and brands by making generative AI accessible to all. We believe our users should not need to learn how to write long, complex prompts to benefit from this technology. That's why our image generator produces **unique, varied, and breathtaking images from even a single word** input or short simple phrases. And with an intuitive style picker and support for over 20 languages, we empower people worldwide to bring their creative visions to life without limits.

CONVENIENCE: Shutterstock is your **one-stop-shop** for all your creative needs. You can search for stock, create and publish winning designs, and generate content—all in one place. If you want to take it a step further, you can polish your newly generated asset in Create, our easy-to-use editing tool that lets you customize your visuals without being a professional designer, and plug it into the rest of the applications that make up Shutterstock's Creative Flow. This results in the perfect piece of content every time, allowing you to bridge the gap between idea, design, and execution. Every Shutterstock customer already has access to this entire suite of tools through their current subscription.

CONFIDENCE: We're the first to support a responsible AI-generation model that **pays artists** for their contributions, making us your trusted partner for generating and licensing the visuals you need to uplevel your brand. Also, we have thoughtfully built in mitigations against the biases that may be inherent in some of our datasets, and we are continuing to explore ways to fairly depict underrepresented groups.

The AI image generator, and the rest of our capabilities that are ready to turn your ideas into achievements, can be found on shutterstock.com.

Contact

- Shutterstock, Inc.

The full press release with contact information can be viewed online at:
https://amaxwire.com/short/11399