

Picture Instruments Launches AI Lab

**A Professional Workspace that Ends Trial-and-Error
in Generative Image AI**

Picture Instruments today announced the release of **AI Lab**, a new generative image AI workspace designed to solve one of the biggest problems in AI image generation: inefficient, text-only feedback and endless trial-and-error.



 Designed for
Adobe Photoshop

By replacing text-only prompting with visual feedback, AI Lab significantly reduces the number of iterations needed to reach the intended result.

While most generative image tools are built around chat-based interfaces, AI Lab introduces a visual feedback–driven workflow that allows users to guide AI models the way they would brief a human designer — directly on the image.

“Generative image AI doesn’t fail because of AI models,” says Robin Ochs, CEO of Picture Instruments. “It fails because users can’t give precise feedback. When people see what’s wrong in an image but can’t explain it in words, they get frustrated and waste time on expensive iterations. AI Lab makes visual feedback explicit and usable.”

From Chat Interfaces to Visual Workflows

AI Lab replaces the traditional chat interface with a professional visual workspace for generative images. Users can:

- Create new or edit existing images
- Reference images directly in prompts
- Annotate and mark image areas visually
- Compare results instantly

- Zoom and inspect details at full resolution
- Manage all assets locally

This approach significantly reduces the number of iterations required, especially for spatially complex image tasks where text-only prompting quickly breaks down.

Two Tools, One System

There are two different applications:

- **AI Lab Standalone** – a native desktop application for Windows and macOS
- **AI Lab UXP Plugin for Photoshop** – deeply integrated into professional Photoshop workflows

Both versions share the same subscription and token system and can be used independently or together.

Built for Professional Image Work

AI Lab aggregates several leading generative image models in one workflow, including high-resolution models up to real 4K output. AI Lab focuses on:

- Clean fitting without image stretching in Photoshop
- Predictable resolution handling
- Full cost transparency before generation
- A free prompt library for many industries and use cases

A visual resolution indicator warns users when a selected model does not match the image or selection, preventing quality loss or unnecessary token usage.

Less Guessing, More Control

Instead of negotiating with AI via text alone, AI Lab enables a visual feedback loop:

- Reference images provide style and context
- In-image annotations clarify placement and intent
- The Prompt library stores reusable setups including reference images

In internal tests with real-world projects, users required significantly fewer iterations compared to text-only prompting workflows.

Target Users

AI Lab is designed for professionals who regularly need image content but are not necessarily designers, including:

- Social media and performance marketing teams
- Small agencies and brand teams with clear visual guidelines
- Creators and solo marketers producing high-volume content

Pricing and Availability

AI Lab Standalone and the AI Lab UXP Plugin for Photoshop are now available on the Picture Instruments website. Subscriptions start at \$16 per month (+ VAT if applicable) and cover both AI Lab Standalone and the AI Lab UXP Plugin for Photoshop.

To request a free press license, please email:

press@picture-instruments.com

Learn more

More information about AI Lab and the individual tools is available here:

- **AI Lab Standalone** – visual workspace for generative images
👉 <https://www.pic-in.de/ailab>
- **AI Lab UXP Plugin for Photoshop** – precise generative AI inside Photoshop
👉 <https://www.pic-in.de/ailabuxp>

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About Picture Instruments

Picture Instruments is a software company focused on professional imaging workflows. Known for tools used by photographers, studios, and enterprises worldwide, the company specializes in building software that make complex imaging tasks efficient, predictable, and scalable.