

Professional Car Presentation with AI - More than just background removal

Natural shadows, perspective-dependent backgrounds and color matching

With the Car Photography AI service, Picture Instruments is launching a specialized AI solution on the market that does far more than classic background removal. The AI recognizes vehicles in the image, automatically analyses their perspective (e.g. front, side, 45°) and creates realistic shadows - for a convincing studio look without time-consuming post-processing.

Car Photography AI - For professional vehicle imaging

“We didn't want to develop another generic background removal AI,” explains Picture Instruments CEO Robin Ochs. “Our goal was a comprehensive system that makes the cars appear more realistic in the new background - with clear quality standards and maximum efficiency.”

- **Realistic AI shadows:** Based on real vehicle shadows - for convincing results.
- **Angle-dependent background logic:** perspective is recognized and used for appropriate background placement.
- **Virtual studio floor:** Soiling caused by tire abrasion or moisture is simply avoided by swapping the background.
- **Flexible studio setups:** It doesn't always have to be a fully equipped photo booth. By using AI, even a non-optimal photo location can deliver consistent results.

Background removal during shooting or batch processing

Whether for live background removal in the photo studio or automated processing of thousands of images - the Car Photography AI fits seamlessly into the workflow.

- **Live background removal with Mask Integrator AI:** Images are automatically recognized, the background is removed and the image is displayed in the preview as soon as they are photographed. Background change, zoom and positioning can be

adjusted directly - ideal for car dealerships with photo space or in combination with the Picture Instruments car photo studios.

- **Batch processing with AI Processor:** Thousands of images from any source can be processed automatically. After background removal, the images are sent directly to the Crop and Resize software for final post processing – including cropping, fitting, scaling, renaming, and export into all required formats.

Flexible usage with free test option

By creating a free My Picture Instruments account, users receive 1,000 free credits – enough for 100 fully processed images. Additional credits can be purchased at any time, either on demand or via subscription – with no long-term commitment. All software modules are available for download within the My Picture Instruments account and remain usable as long as credits are available.

To receive a free press license, please send an e-mail to:

press@picture-instruments.com

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About Picture Instruments

Picture Instruments has been developing specialized solutions for the automation of image editing processes since 2009 - with a particular focus on background removal. The team gained greater attention back then with the release of the world's first software for automated background removal using luminance masking. With AI-supported tools for product, fashion and automotive photography, the company now helps brands, retailers and studios to make their workflows more efficient and scalable.