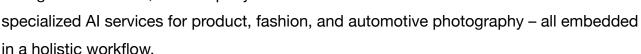# Specialized AI System for Automated Product Photography

More than just background removal: A well-thought-out system for ready-to-sell images

With its new AI system, Picture Instruments sets a new benchmark in automated e-commerce image editing. Instead of focusing solely on isolated steps like background removal, the company introduces three specialized AI services for product, fashion, and automotive photography – all embedded in a holistic workflow.

Background removal during shooting or batch processing

"We didn't want to release just another background removal AI," explains CEO Robin Ochs. "Our goal was to create a system that delivers fully processed images for all use cases – fully automated and seamlessly integrated into our customers' workflows."

- **Live background removal with Mask Integrator AI:** Images are automatically detected, the background is removed, and displayed in real time as you shoot. Backgrounds, zoom level, and positioning can be adjusted directly – ideal for photo studios or in combination with Picture Instruments' product photography hardware.

- **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.

Individually trained – professional results

- **Product Photography AI:** This AI has been specially trained for product images and reliably handles even low-contrast items, such as white products on a white background. In combination with Crop and Resize, the result is consistent images with uniform margins and optimal formatting for marketplaces, online shops, and print.

- **Fashion Photography AI:** This AI automatically removes the background of fashion images, removes protruding mannequin parts, and recognizes more than 60 product categories (e.g., Ghost, Flat, Model). This makes it easy to structure and reorder images automatically from various sources. Perfect for large fashion collections that need to be presented consistently.

- **Car Photography AI:** This AI analyzes the vehicle's angle (e.g., front, 45°, side), performs background removal, generates realistic shadows, and places the car in a new background that matches its perspective. Impressive results are possible even with a minimal setup – no manual retouching required.

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.