CASE STUDY

Transforming A Client's Product Imagery with Generative AI Introduction

INTRODUCTION

Our client, a prominent automotive parts e-retailer, faced a significant challenge: their extensive product portfolio of over 60,000 images was becoming outdated, potentially affecting their sales. Re-shooting these images would have been an enormous and costly task.

THE CHALLENGE

Our client had an extensive portfolio of over 60,000 product images that were outdated and impacting sales. Retaking these images would have been a monumental and costly task in both resources, time and money.

THE SOLUTION

Prospectus IT Recruitment facilitated a key introduction between our client and an expert in AI-driven solutions, who developed an automated image correction pipeline. This innovative solution addressed multiple aspects of image quality:

1. **Colour Correction:** Adjusting colours to ensure accurate and appealing visuals.
2. **Upscaling:** Enhancing image resolution for better clarity and detail.
3. **Background Removal:** Eliminating distractions by isolating the product.
4. **Shadow Addition:** Adding drop shadows for a more professional and polished look.
5. **Packaging Enhancement:** Incorporating packaging elements in the background for context.

IMAGE EXAMPLE:

THE OUTCOME

So far, over 19,000 images have been successfully enhanced, significantly boosting the visual appeal of their product catalog. The project is ongoing, with an API now in place for future ad hoc image improvements.

PROSPECTUS
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