MEDIA INFORMATION

Artificial Intelligence (AI) Transforms 2D Photos Into 3D Renderings of Every Car on the Forecourt

- *State-of-the-art AI software creates 3D images from 2D photos to optimise automotive retail*
- *Adoption of Phyron's AI technology results in drastic decrease in time-to-market, from three weeks to one day for imagery and video production*
- *Enhanced online customer engagement with significant improvements in views (+14%), website clicks (+31%), and direct lead generation (+8%)*
- *The strategic move to AI underlines the efficacy of dynamic visual content in attracting and retaining online customers*

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Stockholm, 03 April 2024 – Phyron, Swedish video tech pioneers, today, revealed a significant upgrade in its Artificial Intelligence (AI) powered video creation software which enables regular 2D photographs of cars to be rendered in 3D, bringing the vehicles to life.

The upgraded AI model has been combined with the latest AI Logic to create stunning 3D renderings that bring flat images of cars on a dealer's forecourt to life in engaging studio quality videos – that are proven to boost customer engagement, website clicks and direct lead generation, all for less than the price of a coffee, per car, per month.

Phyron's innovative AI-powered software represents a step-change in the field of generative imaging. Phyron's technology can recognize the vehicle make and model and render a 3D model with incredible accuracy and fidelity, and with zero human input.

With its ability to cut out subjects from backgrounds, render them in 3D, and fill in missing pixels, Phyron's software opens up new possibilities for producing high-quality marketing materials that transform used car sales for dealers across Europe and beyond.

By harnessing the power of AI and deep learning algorithms, Phyron's software continually improves and evolves, ensuring that its rendering capabilities remain at the forefront of innovation in the field of generative imaging. As the technology advances, it promises even greater precision, efficiency, and creativity.

Co-Founder and Creative Director Innovation at Phyron, Jens-Peter Sjoberg, said "This software upgrade raises the bar for promotional videos. It brings cars to life in away never previously possible. The results speak for themselves. The 3D renderings with a 40 degree pan really showcase the vehicles and elevate our automotive video classified ads to the next level.

How the Phyron platform works

Car retailers across Europe are moving stock at a more rapid rate thanks to Phyron, 100% powered by AI and automation. All of this with no input or effort needed by dealer staff, with the AI platform essentially becoming a retailer's outsourced video marketing team.

Seven years in the making, Phyron can elevate a dealer's car-buying funnel, from website to marketplace to social media, with automated videos and enhanced stills - for less than the cost of a coffee per car.

Until now creating studio quality videos for every car on a dealership's forecourt, uploading them to all the popular social media channels plus creating and optimizing targeted advertising campaigns would have taken a huge team of people working flat out. Phyron's fully automated AI powered software can do it all in minutes, with zero human input.

Phyron now counts over 2,500 dealers as customers across more than 25 countries equating to over 130,000 car ads currently carrying a Phyron video. Since January 2021, its customers' car videos were viewed more than 250 million times and the firm has also expanded into the North American market.

About Phyron: https://phyron.com/

Since 2019, Swedish video tech pioneer Phyron has been continually developing the world's first fully automated AI-enhanced video solution. Using Artificial Intelligence (AI), the software identifies the best and most relevant selling points of each individual car and combines still images from a data feed, facts and figures about the car, brand imagery and retailer services into relevant, highly effective videos.