

# SBL's Advanced Tools For Enhanced Photo Editing Services

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**CASE STUDY**

## Abstract

During the lockdown, online shopping became the sole option for customers to meet their needs. It led to a booming market, particularly in real estate, marketing, and e-commerce, where sales increased by over 43%. Our clients in these industries faced the need to enhance their websites with attractive images to promote their products. However, they required a quick turnaround without compromising on quality.

By harnessing the power of AI, SBL experts were able to provide unmatched image editing services, including background removal, color correction, and cropping. Furthermore, our services included image post-processing, image enhancement, raw image conversion, photo restoration, image manipulation, and path fixing using Adobe Photoshop CS6.

## Challenge Faced

Despite choosing a good photo editing software services company, our clients struggled with their previous services companies. These difficulties included:

- Limited options for batch processing and automation
- Inadequate customer support
- High system resource demands affecting editing tasks
- Shortcomings in edge detection capabilities
- Color and tone matching across multiple images proved difficult, while rendering complex gradients and textures was inaccurate

These limitations and issues hindered the client's editing workflow and impacted the quality of their final results. To solve such cliches, the clients approached SBM to help them with the image processing.

## SBL's Approach

SBL's approach is simple. By utilizing the power of AI, we aimed to deliver high-quality photos to meet our customer's futuristic demands. With the enhanced productivity, powerful editing tools, and precision-driven capabilities of Adobe Photoshop CS6, we provide excellent photo editing services to our customers.

Here's how AI will help our clients belonging to the following respective domains:

## **E-Commerce**

By automating and enhancing image editing processes, AI can assist our customers in numerous ways. It helped them to remove backgrounds, create virtual try-on experiences, generate product images and videos, perform auto-masking, compresses images, and even crafts compelling descriptions on the image.

## **Real Estate**

AI-assisted our real-estate-based clients in enhancing real estate photos. It automatically identified the key features of a property, removed unwanted objects, and even virtually staged empty spaces with furniture and decor to create a sense of home. Additionally, AI improved the image quality by adjusting lighting and color correction and generates various optimized video variants for different social media platforms. Furthermore, AI automated post-production tasks like selecting the best images, cropping, straightening, upscaling low-resolution images, and applying preset edits.

## **Impact of SBL Experts' Solution**

The following are some of the impacts that our expert solution can have:

- Increased efficiency and productivity with expert solutions
- Improved quality of photo editing services
- Faster turnaround time for clients
- Enhanced customer satisfaction and loyalty
- Ability to handle larger volumes of photo editing projects
- Cost savings through outsourcing to SBL experts
- Expansion of business opportunities and clientele
- Potential for higher profitability and revenue growth
- Access to specialized skills and knowledge in photo editing techniques

## **Summary**

As the photo editing industry continues to evolve, AI is supposed to play a crucial role in shaping its future. Utilizing AI automation, tasks like background removal, color correction, and noise removal can be handled swiftly, saving both time and enhancing productivity. Additionally, AI can enhance image quality by intelligently upscaling low-resolution images for improved sharpness and reduced artifacts. It can also seamlessly eliminate unwanted elements or objects from photos.



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