PRESS-RELEASE

Neural network learned to estimate the beauty of photographs

April, 2017 — New technology for ranking stock images based on their aesthetic value was launched. Neural network were trained to see the beauty of stock photos in the same way as people do. The algorithm is in the beta stage on Everypixel.

Designers and image editors are not satisfied with stock images they see. They say that stock trash in search results gets on their nerves, while they are looking for fresh, natural and authentic images. New algorithm was created to solve this problem by filtering dated photographs and bringing good ones at the first pages. And shabby images will never be discovered during the search.

Neural network learned to measure if the image is good enough to fit the consumer taste. Everypixel's CEO Dmitry Shironosov commented the development process: "*Designers, editors and experienced stock photographers helped us generate a training dataset with 946,894 positive and negative patterns. We wanted to create a technology that can measure not only aesthetics of stock images, but their commercial potential as well. This is the main difference between our smart filter and other solutions that exist today*."

Neural network estimates visual quality of an image and applies aesthetic score to every file. This data takes part in the overall mix of ranking factors and helps improve search results. It would be impossible to achieve the same results using manual image curation. Automation saves literally millions of manhours.

New algorithm created by stock image search engine Everypixel can become a good alternative to the computer vision technology used by photo-sharing platform EyeEm.

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About Everypixel

Everypixel — is the platform combining an image search engine, artificial intelligence and pricing data. We aggregate free and premium stock images from all over the web and strive to filter dated content regardless of how popular it could be in the past.

Contact information
Kristina Klipfel
PR-manager at Everypixel
kris@everypixel.com