

Hal9 helps Dvlop provide professional photography edition suggestions

- This project enabled Dvlop to leverage its data to create an AI-powered product
- Dvlop's new product will save photographers thousands of hours
- The product was integrated into the photo editing software

"Working with Hal9 was one of our best decisions when starting our AI project. They helped turn our ambitious dreams into reality."

Founder @ Dvlop

Customer

Dvlop is a company based in California devoted to providing digital products to professional photographers.

Dvlop gathers years of experience and recognition in the photography space for building an online library of curated presets. Dvlop partners with talented photographers from around the world to craft this unique and camera-specific collection of presets that can be used by other photographers directly in their photo editing software like Adobe Lightroom or Capture One.

Challenge

While Dvlop has built an extensive library of presets, photographers have to browse and select one among hundreds of different options, wasting time. This is why the development of an automated suggestion system became relevant to the company.

The challenge, then, was to generate a system capable of suggesting photo adjustments on-par with the expectations of Dvlop's professional customers. This system would have been to be capable of "looking" at hundreds of input pictures and

suggesting custom improvements to each of them based on the characteristics of the photo.

Solution

Halg's team of data scientists and engineers partnered with Dvlop to transform their vision into reality. The process began with prototyping web apps using Halg to explore AI model feasibility and evaluate the quality of automated editing suggestions. These prototypes leveraged Dvlop's extensive dataset of curated presets and images to train multiple AI models, refining them to meet professional-grade expectations.

Dvlop's team played a critical role by hand-curating high-quality datasets to optimize the AI's performance. Their deep understanding of photography and collaboration with Halg enabled iterative improvements, ensuring the model delivered precise and relevant suggestions. After exploring various models, a proprietary AI model—now a valuable trade secret—was selected for production.

The final model was deployed in the cloud using Halg's infrastructure, enabling seamless integration into photo editing software like Adobe Lightroom and Capture One. This allows photographers to receive real-time, AI-powered editing suggestions directly within their existing workflows.

Results

The AI-powered solution is now fully integrated into leading photo editing software, providing photographers with intelligent, context-aware editing suggestions without leaving their preferred tools. This innovation saves thousands of hours by streamlining the editing process, empowering photographers to focus on creativity and efficiency. Dvlop's new product has strengthened its position as a pioneer in the photography industry, delivering a cutting-edge tool that enhances productivity and quality.

About Halg

[Halg](#)'s mission is to make "Artificial Intelligence Accessible to Everyone", as we believe AI desperately needs to become more accessible for people worldwide to benefit from this new technology. We have a skilled team of engineers, data scientists, and designers working on this effort. Halg partnered with the [Allen Institute for Artificial Intelligence](#) incubator in 2022.