

Enterprise-Grade Visual Generative AI Platform

Intro to Bria



```
import requests

model_version = "YOUR_model_version_PARAMETER"
url = "https://engine.prod.bria-api.com/v1/text-to-image/base/" +
model_version

payload = {
    "prompt": "a woman holding a laptop",
    "num_results": 2,
    "sync": True
}

headers = {
    "Content-Type": "application/json",
    "api_token": "string"
}

response = requests.post(url, json=payload, headers=headers)
data = response.json()
```

#Built by builders, for builders

Generate by Bria 3.1

***We build a world where
human creativity and
Responsible AI innovation
coexist.***

Generative AI should be accessible, respect data ownership, privacy, and copyright, and empower creation.

Trusted By:

Marketing Agencies



Creative Platforms



Retail & CPG



Gaming, Media & Entertainment



Bria In a Nutshell

1

Dev Platform

Trained From Scratch by Bria

30+

Data Partners

Fully Licensed Training Catalogs

40+

Patents

9 For Attribution Technology

5+

Years

Responsible GenAI Pioneers

65M+

Funding

Series B Round

Partnerships:



Backed by:

gettyimages®



ENTRÉE CAPITAL



GFT Ventures

RED DOT
CAPITAL PARTNERS



SUMITOMO
CORPORATION
VENTURE GROUP



MAOR
INVESTMENTS



Proprietary and confidential

Bria Visual AI Platform as a Service (PaaS)



“The **most important strategic AI technology partner** in the next 12 months will be the GenAI vendor.”

Gen AI Model/Tool Vendor 30.6

Enterprise Application Provider 28.8

IT Consulting/SI Partners 28.1

Cloud Provider 26.7

Dig. Infrastructure Partners 12.1

Bus. Consulting Partners 2.1

Sources: Future Enterprise Resiliency & Spending
Survey Wave 10, IDC, October 2024

Why Bria is the Trusted Choice

Flexibility

Source Code • API • On-Prem • BYOC •
Comprehensive Capabilities •
Open Source Community Compatible

Dev Velocity

Comprehensive API Documentation •
Dev Recipes • Pre-built Pipelines • Easy
Integration • Professional Services

Enterprise - Grade

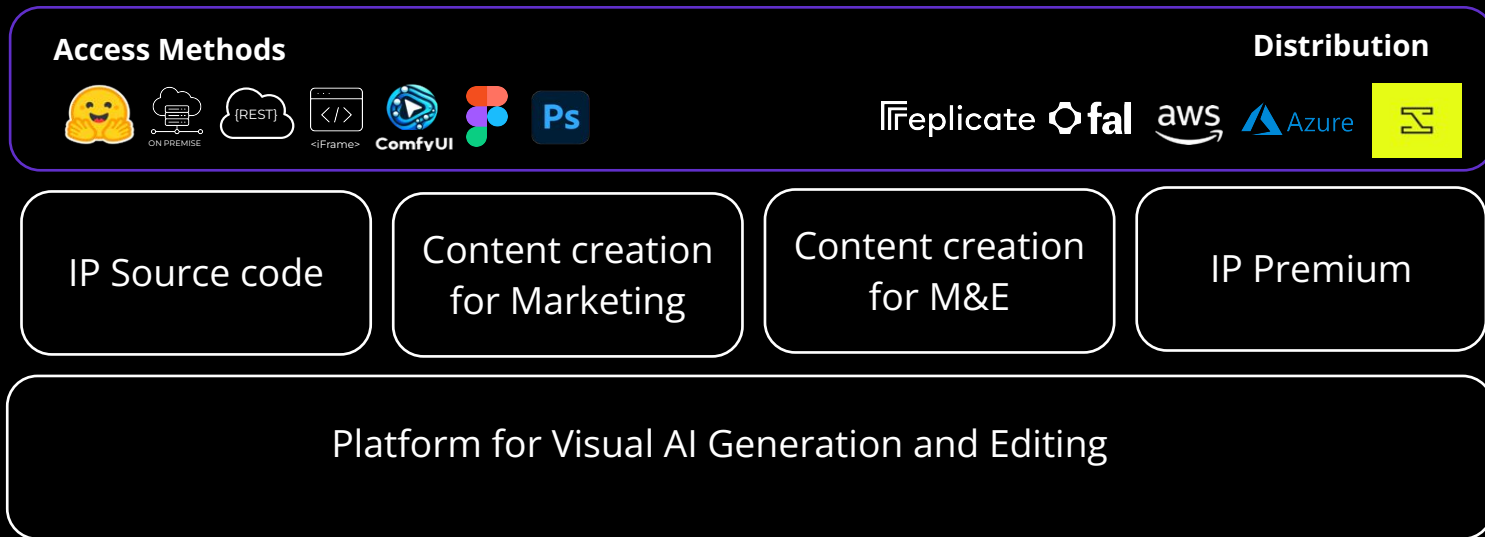
Built for *Real* Commercial Uses •
Enterprise-Grade Safety & Compliance •
Designed for Trust and Transparency

Quality

Methodology • Predictable •
Consistent • Controllable • On-Brand



Comprehensive Interoperable Platform



Products



Source-Available Models for Image and Video

Access and customize source-available models and weights for maximum flexibility and control.



Tailored Generation

Fine-tune a model based on your brand elements to ensure on-brand, consistent visuals across every touchpoint.



Product Shot Editing

Automate high-quality product visuals at scale while preserving product integrity.



Ads Generation

Generate on-brand, personalized ad visuals at scale with built-in compliance.



Base Platform for Visual Generation and Editing

A platform for visual AI generation and editing, enabling on-brand, predictable content creation with full control. It integrates seamlessly into enterprise workflows with flexible deployment, built-in safety layers, reporting, model training, compliance, and more.

Visual AI PaaS

Developer Experience (DX)

Sandbox | Playground | SDK | Error log | Knowledge center | How to

Safety and Responsible AI

3 layers of content moderation,
Unbiased and fairness

Easy Integration



IP Premium
merchandise

Content creation for M&E

Orthographic generation | IP preservation |
Reinforcement learning | Plug & Play to Existing tools

Flexible Deployment

Cloud | Private Cloud | On Prem

Open Source code
For AI developers



Core Services For marketing content

AI Generation and Edit | Product shot | Ad
generation | Tailored generation | Search

Security, Privacy & Compliance

Data transparency & Attribution

Generate

Models per task

Edit

AI Edit

Customized

Fined tuned

copyrightable

Create copyrightable report (alpha)

Multimodal

Image - Video - Sound - 3D

Management & Control

SSO | Ket Mgmt | Sub token |
Cloud Provider Billing

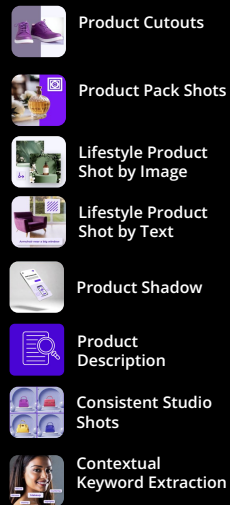
AI Capabilities

More than just image generation; it's everything around content and beyond, ready for commercialization.

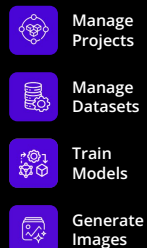
Visual AI Generation and Editing Base Platform



Product Shot Editing



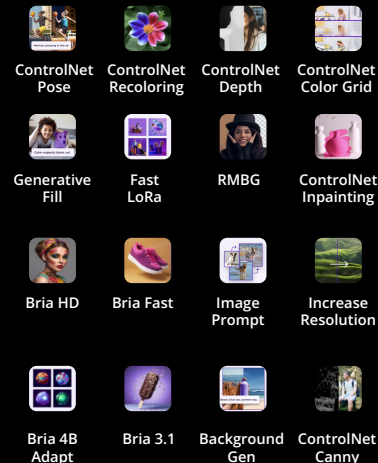
Tailored Generation



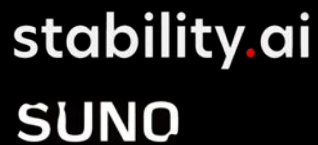
Ads Generation



Source-Available Models for Image and Video



Respecting Data Ownership and Copyright Protection



Risk Free, and Commercially-Ready Visual Gen AI

Bria Visual Data Partners

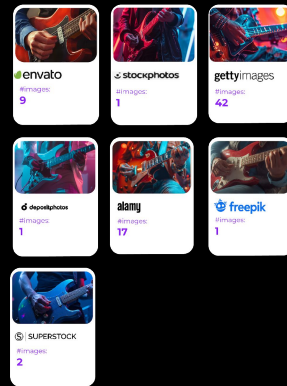
Rewarding Data Owners by Impact



Attribution Engine

Generated By BRIA
Created by 73 visuals

73 Original Images are Rewarded
for this Generation



Full Indemnity | No Privacy or Copyright Infringement | Regulatory Compliance

Premium Content Merchandise

Three Level of Data:

Licensed Data:

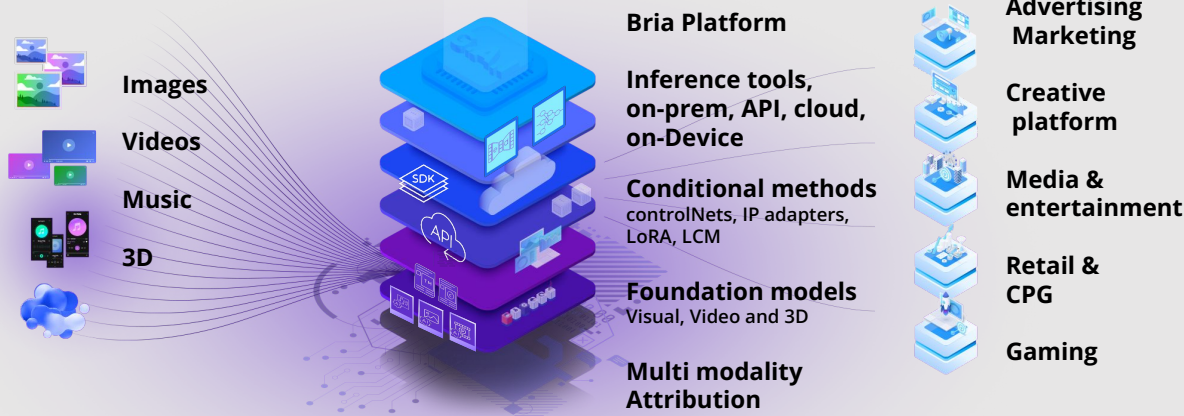
Based Foundation Models.

Company Data:

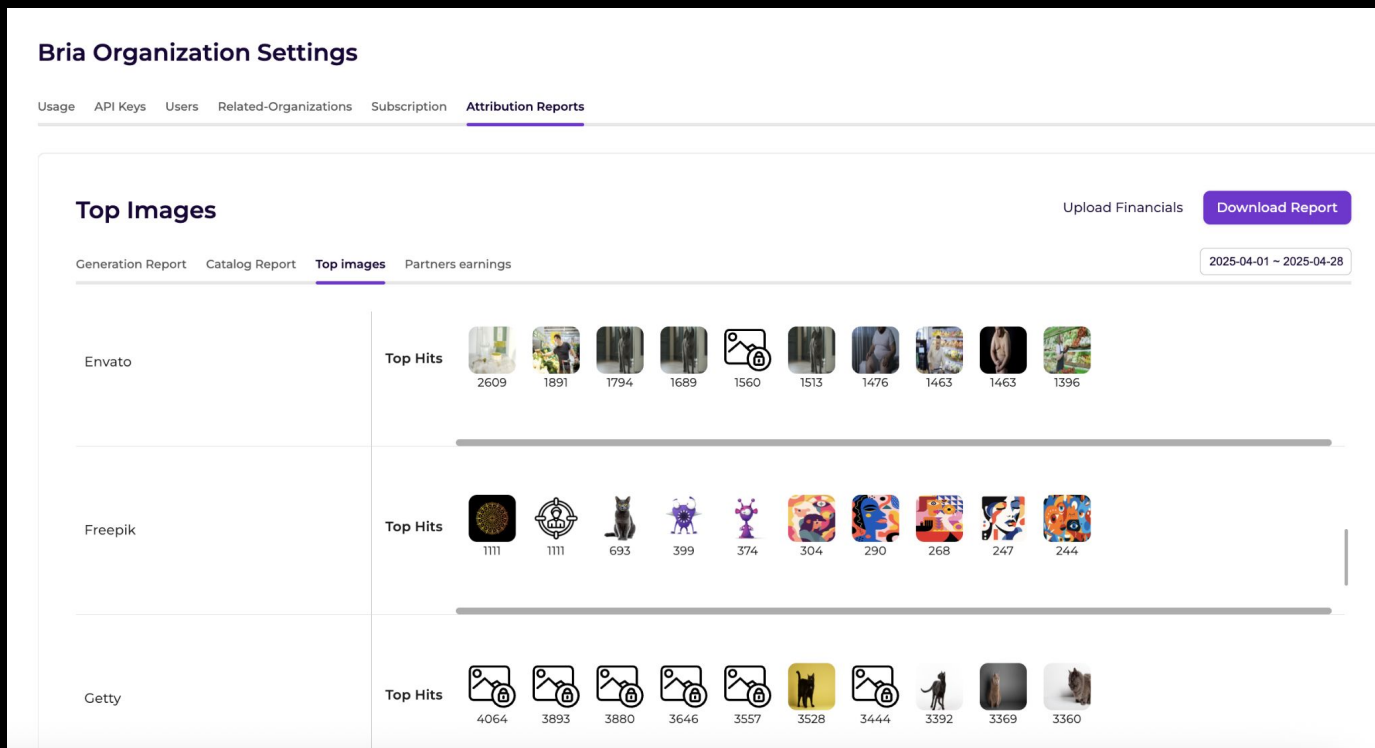
Company Tailored Models

Premium data:

new revenue opportunities



Attribution Report





What Do You Want To Build?

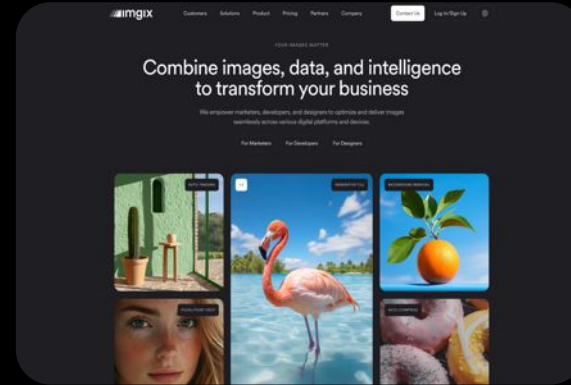
Technical Leaders Trust Bria's Enterprise-Grade AI



gettyimages

"Bria, **you nailed it!** Your platforms are by far the best on the market

Grant Farhall, CPO



imgix

"Switching to Bria was a **game-changer**. Our in-house model was inconsistent, but after switching to Bria, feedback stopped, and usage exploded!"

Chris Zacharias, CEO

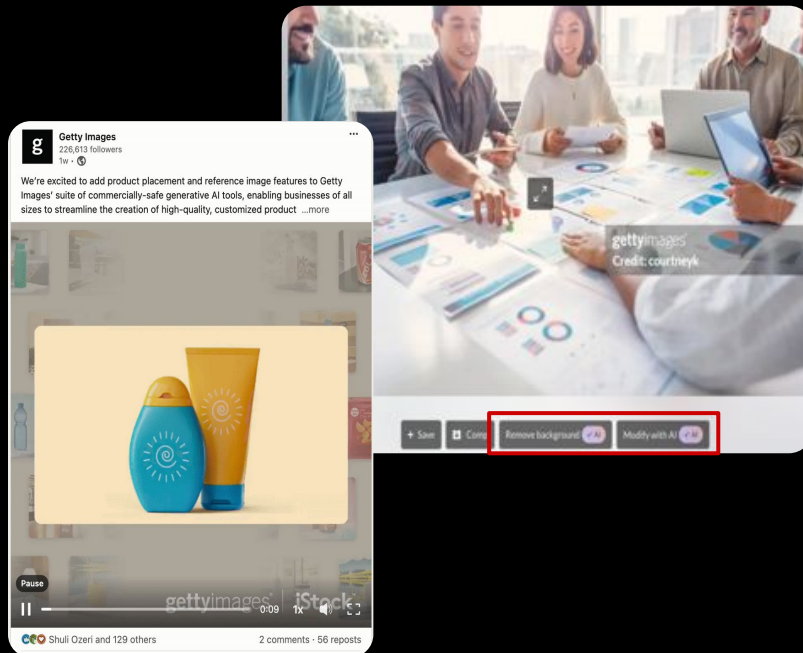


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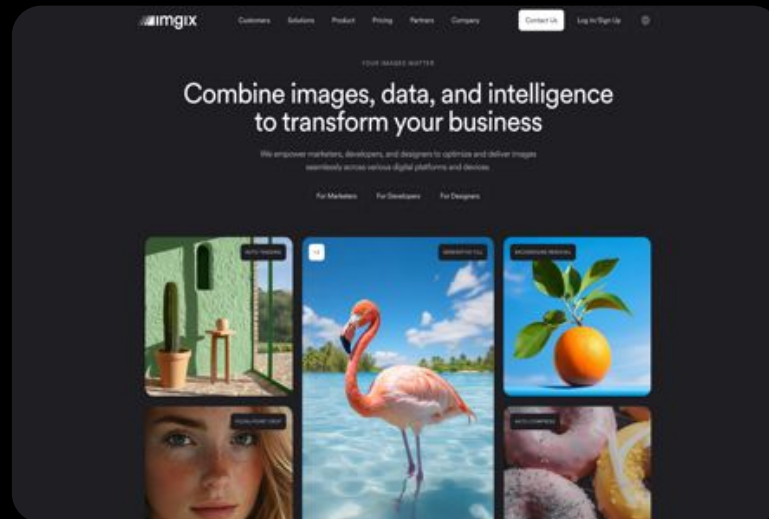
Grant Farhall, CPO





"Switching to Bria was a **game-changer**. Our in-house model was inconsistent, but after switching to Bria, feedback stopped, and usage exploded!"

Chris Zacharias, CEO



On-Brand Content Machine

P&G, a global CPG brand, leverages its on-brand tailored generation engine to automate content creation, and **cut production time from weeks to minutes.**

Automatic Fine-Tuning Benefits:

- **On-Brand Consistency:** Delivers predictable, controllable, and consistent outputs that preserve brand integrity.
- **Bria Everywhere:** Empowers their creative team with access to the engine through seamless integrations with Photoshop, Figma, and other tools

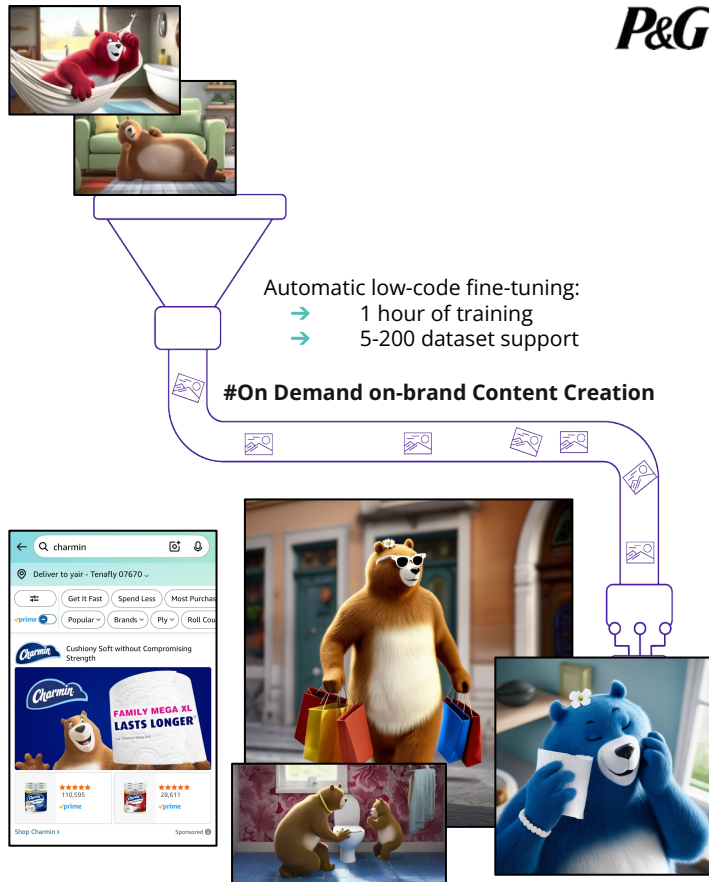
"Our creative teams **couldn't be happier** by how it's going. Bria is **10Xing our output**"

P&G Family Care Team



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P&G



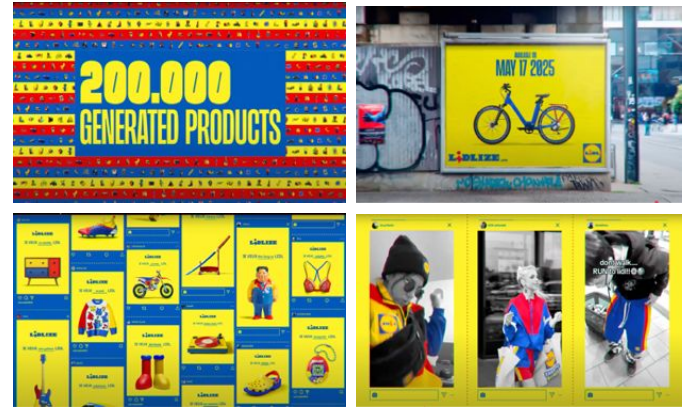
Lidl UGC Campaign by Marcel

Marcel/Publicis transformed Lidl's brand engagement through an interactive, personalized branded Gen-AI experience, from idea to physical product at the store.

Commercial impact

- Extremely viral campaign, with high Lidl customers engagement
- Content engine on brand owned by Lidl
- Brand safety: multi-layered content moderation ensuring brand-safe outputs
- EU AI Act compliance, no copyright or privacy infringement

[Learn more](#)



2025 Clios award



Trailer Park Group for Beetlejuice

Trailer Park needed a safe, high-quality Gen AI solution for a family-friendly "Beetlejuice" UGC campaign while ensuring copyright compliance and user privacy.

Solution: Bria's on-brand content engine enabled users to upload selfies and receive Beetlejuice-inspired "Afterlife" portraits, ensuring high-quality, risk-free outputs.

Commercial Impact:

- Viral campaign with high fan engagement
- On-brand content engine owned by Trailer Park
- Brand safety through multi-layered content moderation
- EU AI Act compliant, with no copyright or privacy issues
- 140K+ image generations

TRAILER PARK GROUP



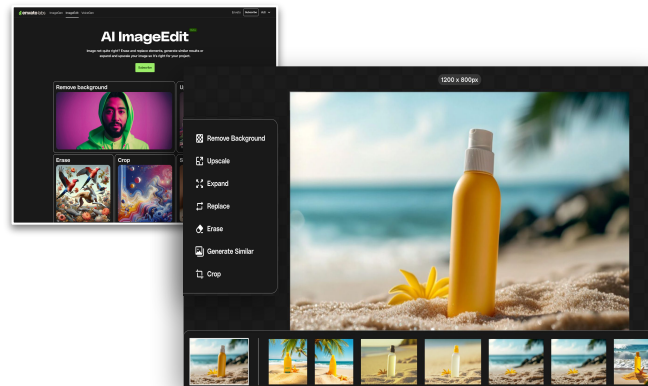
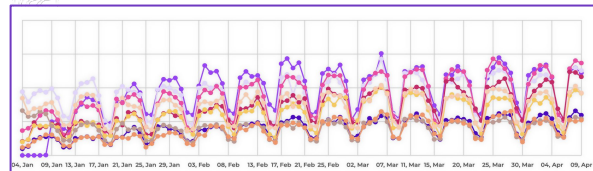
Enterprise-Grade Quality

By implementing Bria AI's platform Envato by Shutterstock, a global digital marketplace, empowered users to create exceptional content efficiently, significantly boosting both user engagement and platform revenue.

Platform Benefits:

- **Fast New Feature Adoption:** Re-imagine API Integrated on Jan 9th, become #1 used feature Jan 25th
- **Multiple quality APIs:** Full solution with all AI Gen, and edit capabilities
- **Flexible Models deployments:** Upgraded to fast, 2.3, 2.3HD and 3.1 to improving their user experience.
- **Flexible Pricing:** Paid out of AWS cloud commitments

25% growth QoQ, implementation of 20+ APIs



Personalized E-commerce Experience at Scale

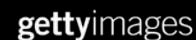
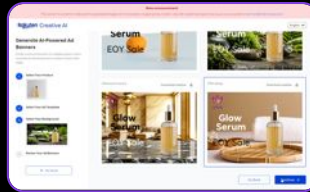
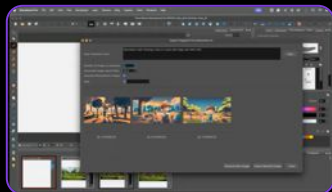
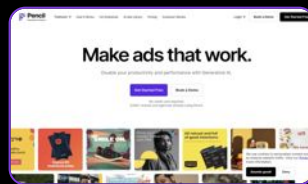
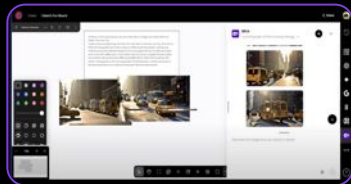
Create Product Lifestyle & Product Shots in Minutes, as scale

- Personalization and Performance Optimization
- Faster Time to Value
- Brand Protection & Control
- Democratize Production



Empower your product with Bria API

All of Adobe Image visual generation and editing capabilities as an API
(but better), easily integrated into your product



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Developer velocity and flexibility

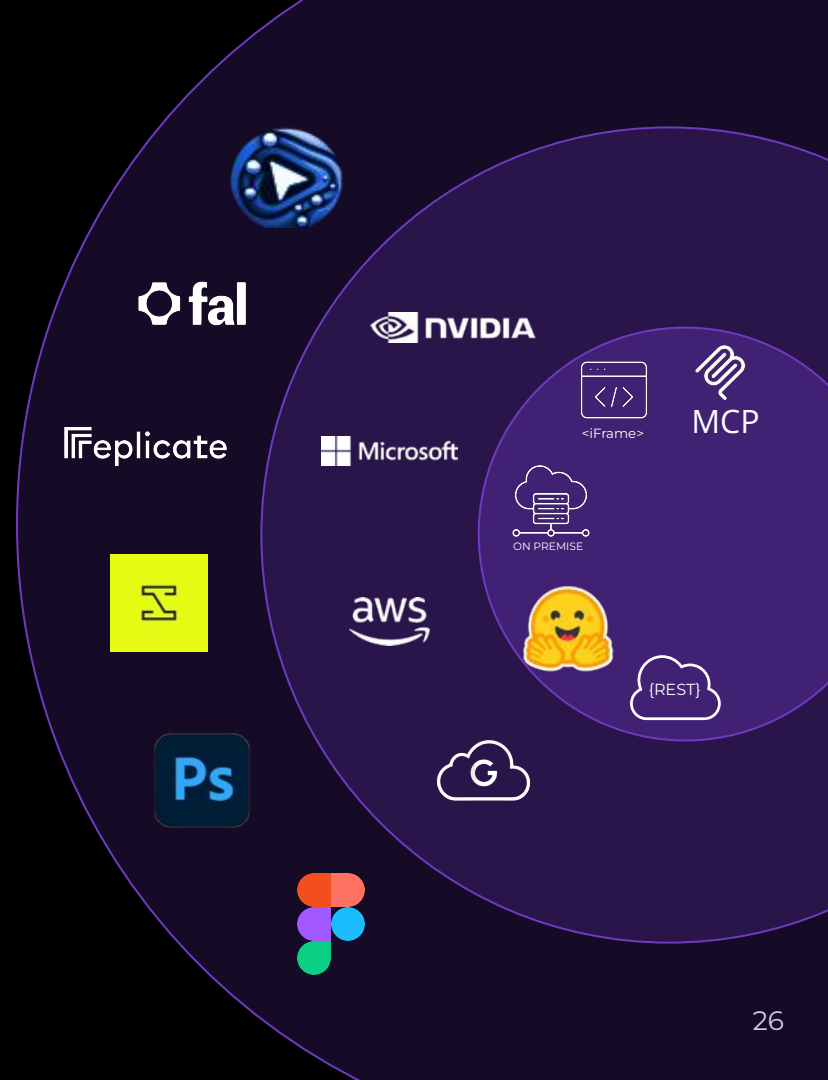
Bria's Platform Philosophy

Bria Everywhere You Build

→ Developer Resources

- Knowledge Center
- Well-Documented APIs
- Dev Discord Community Support
- Training Scripts
- Recipes

→ Pay with cloud commitment

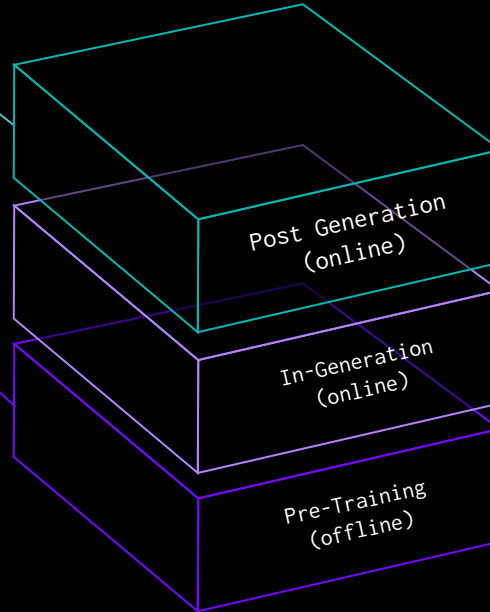


Enterprise-Grade Safety by Design: Zero Risk AI Implementation



- **C2PA image marking** for content authenticity and traceability
- **Attribution engine** enables revenue sharing with original data owners (also available offline)

- Trained on **100% licensed data**
- No scraped internet data
- **No copyright or privacy infringement content**
- No public figures, fictional characters, or biometric data, No NSFW or violent
- Balanced, diverse, and inclusive content representation



- **Visual content moderation** to restrict outputs containing nudity, violence, and other sensitive content
- **Non-AI-based** blocklist filtering for restricted terms
- **On-prem inference** to enhance data security and ensure data isolation

Full indemnity for
copyright and privacy infringement

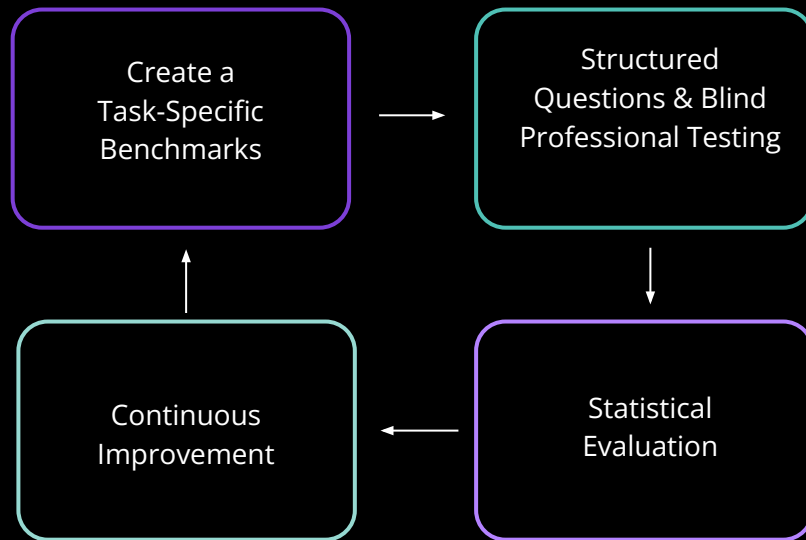
Bria Quality Methodology

Rigorous Evaluation Framework

The **blind test** is at the heart of our **quality methodology**.

Professional evaluators assess visual outputs without knowing their source, whether from Bria, competitor platforms, or real visuals

Learn more about our quality methodology -
[benchmarking 1](#), [benchmarking 2](#)



Without Bria

X Research-Grade Without Commercial Focus

Generic models lacking business optimization • Inconsistent, unpredictable outputs • Minimal quality safeguards • Limited enterprise support

X Development Limitations

Restricted customization options • Fragmented documentation • Extended development timelines • Limited adaptability to changing needs

X Legal and Content Risks

Uncertain data origins • Limited or no indemnification • Regulatory compliance gaps • Brand reputation risks

X Deployment Constraints

Limited deployment options • Closed ecosystem lock-in • Unclear commercial terms • Enterprise scaling challenges

With Bria

✓ Enterprise-Ready Platform

Business-focused solutions with measurable ROI • Consistent, on-brand outputs • Multi-layered quality and content controls • White-glove enterprise support

✓ Fast, Flexible Development

Complete flexibility from source code to no-code • Pre-built components and pipelines • Extensive Visual Gen-AI capabilities • Comprehensive documentation and recipes

✓ Risk-Free Implementation

Full enterprise indemnity • 100% licensed training data • EU AI Act compliant • Complete data isolation

✓ Build Anywhere

Cloud, on-prem, and hybrid options • Creative workflow integrations • Leverage existing cloud commitments • Enterprise-ready scalability

Appendix

API vs. Visual AI PaaS

Aspect	Standalone “API Only” Approach	Bria Visual AI PaaS(Platform-as-a-Service)
What it is	Discrete, single-purpose endpoints for generation, editing, LoRA fine-tuning, and product-shot creation.	A fully managed platform and development ecosystem for visual Gen-AI—complete with integrated tools, plug-ins, third-party connectors, elastic infrastructure, and enterprise-grade security.
Core style	Stateless, transactional calls—one request, one response.	Stateful, interoperable workflows (e.g., Automotive & Advanced Product Shot APIs) plus iFrame widgets, Figma/Photoshop plug-ins, ComfyUI nodes, and MCP server integration.
Fine-tuning power	Ready-to-use LoRA (up to 50 images) for quick tweaks.	Unlimited training set & continuous improvement using reinforcement learning.; single-click LoRA or deep fine-tuning with advanced SDK and iFrame hooks.
Deployment options	Bria-hosted only.	Any environment: Bria Cloud, Bring Your Own Cloud, or strict On-Prem for full data control.
Content moderation	Fixed safety layer.	Configurable, bias-aware moderation with fairness controls.

API vs. Visual AI PaaS

Aspect	Standalone “API Only” Approach	Bria Visual AI PaaS(Platform-as-a-Service)
Content moderation	Fixed safety layer.	Configurable, bias-aware moderation with fairness controls.
Data & copyright auditing	One transparency report.	Unlimited, per-project / unit visual usage reports. Copyrightability report ready for copyright submissions (alpha).
Developer velocity	API docs.	API docs plus Sandbox & Playground, recipe hub, rich logs, error tracing, audit trails.
Security & compliance	In-transit encryption.	Encryption + SSO, MFA, C2PA, zero-data sharing, sovereign-cloud readiness.
Billing & cost tracking	Flat per-call fees.	Granular sub-token billing, project quotas, enterprise budget alerts, BYOC cost reduction, PaaS licensing discounts.
Support	Pro-level ticketing.	Dedicated solution architects + enterprise SLAs.

Criteria

		Adobe Firefly		Google Imagen 3
Built For	Engineers, Researchers, Product Designers, and Builders	Designers, and Marketers	Researchers, community	Researchers, community
Source Code	22+	1	6	1
Number of endpoints	40+	6	6-18	1
iFrame / low code solution	✓	✓	✓	✗
Plugins	Photoshop, Figma, and ComfyUI...	Creative Suite	ComfyfUI	✗
Commercial ready pre-built pipelines	✓	✗	✗	✗
Flexible pricing structure	✓	✗	✗	✗
Solutioning- white glove service	✓	✗	✗	✗
Enterprise support	✓	✓	✓	✓
Aesthetic	3.8 / 5.0	3.0 / 5.0	4.0/ 5.0	???
Prompt Adherence	4.0 / 5.0	3.2 / 5.0	3.8 / 5.0	???
Controllability	4.3 / 5.0	2.0 / 5.0	4.0/ 5.0	???
On-brand fine-tuning	Deep, LoRa /Automatic, Instant	Deep, LoRa /Automatic	Deep	Deep
Data transparency	✓	✗	✗	✗
Content moderation layer	✓	✗	✗	✗
On-prem platform	✓	✗	✓	✓
AI EU Act Complaint	✓	✓	✗	✗
Full Indemnity	✓	✓	✗	✓

Bria vs Stability : Eraser API

Empowering precision, safety, and customization at scale

Feature Category	Bria Eraser API	Stability AI – Edit API (Inpaint)
Mask Processing & Control	<ul style="list-style-type: none">✓ <code>mask_type</code> parameter supports manual and auto options✓ Optimized processing for user-drawn or generated masks	<ul style="list-style-type: none">✗ Stability AI requires manual tuning using the <code>grow_mask</code> parameter—adding complexity and reducing consistency.
Mask Creation Tools	<ul style="list-style-type: none">✓ Integrated SDK for professional UI tools (e.g., brush)✓ Supports automatic masks <i>via</i> <code>/objects/mask_generator</code>	<ul style="list-style-type: none">✗ Requires external tools for mask generation
Content Safety & Moderation	<ul style="list-style-type: none">✓ Built-in configurable content_moderation param for input & output safety framework	<ul style="list-style-type: none">✗ No built-in configurable content moderation mechanisms
Image Quality Control	<ul style="list-style-type: none">✓ Automatic aspect ratio validation for image-mask consistency✓ Accepts URL and base64 inputs with seamless switching	<ul style="list-style-type: none">✗ Basic validation only✗ Limited format options
Execution Modes	<ul style="list-style-type: none">✓ Offers both Sync and Async modes for real-time and batch use cases	<ul style="list-style-type: none">✗ Supports Async only—less flexibility for latency-sensitive workflows

Bria vs Stability : Image Expansion API

Precision control for context-aware, scalable image extension

Feature Category	Bria – Image Expansion Endpoint	Stability AI – Edit API (Outpaint)
Canvas Precision & Placement	<ul style="list-style-type: none">✓ <code>canvas_size</code> for exact output dimensions✓ <code>original_image_location</code> enables pixel-perfect placement✓ <code>original_image_size</code> for smart scaling✓ <code>aspect_ratio</code> presets for effortless format control✓ Foreground ratio guidelines ensure optimal visual quality	<ul style="list-style-type: none">✗ Limited control over canvas and positioning✗ No smart scaling support
Generation Control	<ul style="list-style-type: none">✓ <code>negative_prompt</code> to exclude unwanted elements✓ seed for reproducible results	<ul style="list-style-type: none">✗ No negative prompting or seed control
Quality & Safety Controls	<ul style="list-style-type: none">✓ Supports up to 5000x5000px with auto-validation✓ Built-in moderation of both input and output	<ul style="list-style-type: none">✗ Basic validation only✗ No comprehensive safety or quality assurance

Bria vs Stability : ReImagine - Structure Reference API

Reimagine enables platform interoperability with structure-guided generation and tailored model control for scalable, brand-safe creation.

Feature Category	Bria – ReImagine API	Stability AI – Control API's
Structure Control	✓ <code>structure_ref_influence</code> for precise structural adherence	✗ Basic structure guidance without adjustable influence
Multiple Output Variations	✓ <code>num_results</code> (1–4) for multi-output generation	✗ No support for multiple results
Aspect Ratio Handling	✓ Auto-preservation of reference image proportions	✗ No aspect ratio consistency guarantee
On-Brand Model Integration & Control	✓ Blend tailored (fine-tuned) models using <code>tailored_model_id</code> , with adjustable influence via <code>tailored_model_influence</code> (0.0–1.5) for precise brand alignment	✗ No support for model fine-tuning, blending, or brand-specific customization
Performance Optimization	✓ <code>fast</code> toggle for speed vs. quality : choose fast mode for quick results or standard mode for higher quality.	✗ No performance mode control; fixed processing speed and quality.
IP Safety & Input Flexibility	✓ <code>ip_signal</code> detects potential IP-sensitive prompts and returns warnings to support safe, commercial use	✗ Basic input validation, no enterprise IP compliance features

GenAI Value Chain Reshuffle and new value Proposition

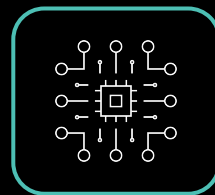
Pay a flat fee to all
generation

One installation across
multiple applications

Data protection and isolation



**Costly Cloud
computing**



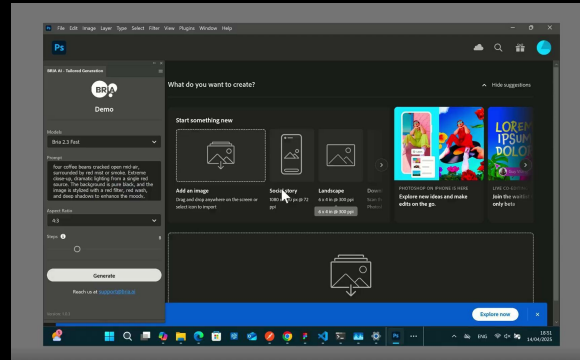
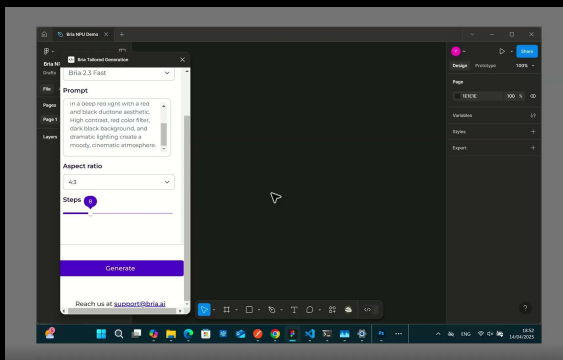
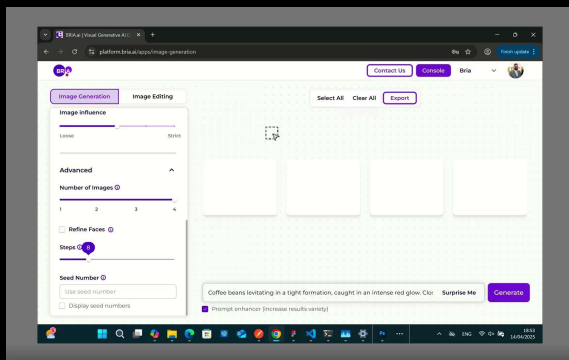
**Gen-AI
Inside PC**

Working with Qualcomm: Project status


Run locally on a pc with qualcomm chips set.


Run on Bria, Figma and Adobe from the same installation.




Discussion with Publicis groupe / WPP for joint project and design partners



Introducing Bria New Toolset for Automotive

 [← Back](#)



Bria 



Transforming Vehicle Imagery with AI

Edit Vehicle Images, Customize Backgrounds, and Resize with Precision -
Built Exclusively for the Automotive Industry

[Start New Project](#) [Manage Projects](#)





Single Editing Mode

Edit one vehicle step by step, focusing on one action at a time.

Image size and vehicle placement ⓘ >

Scenery ⓘ >

Reflection and lighting Primary ⓘ >

Harmonization Primary ⓘ >

Retouch objects ⓘ >



Bulk Mode

Clear All

Upload

Export





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Gen AI 2020



Gen AI 2024

