Make your dreams come true: Freepik launches Freepik Pikaso

Underpinned by LCM technology, Freepik has launched its free, real-time sketch-to-image AI tool – including a new upscale feature that makes all images high-definition, no matter how poor the original quality.

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Who wouldn't want their dreams to become reality? If only it were so simple.

Arts, movies, religions and litterature have covered the fascinating idea of wishes being granted.

In Froth on the Daydream, written in 1947 by French author Boris Vian, one dream invention mentionned caught the readers' interest: the pianococktail.

The pianococktail is a music instrument on which every note is connected to a different alcohol or mixer. Instead of going through the labour of making a cocktail (stirred, shaken, built, strained, layered...), artists are able to turn music, art and entertaimment into a tangible, material result. Taking labour out of a cocktail preparation is to take work out of a party.

But reality has now caught up with fiction. Using new groundbreaking LCM AI technology, Freepik Pikaso fills the gap between your dreams and the real world. With Freepik Pikaso, keep your imagination running to keep the party going.

Dream bigger and faster

Freepik, the global tech company and the world's largest platform of audio-visual resources, has announced the launch of its real-time sketch-to-image generator, _Freepik Pikaso_. A free version of the tool is available worldwide, to enable everyone to create great designs, faster.

Founded in 2010, Freepik has always prized accessibility, as seen with its freemium model. Through Freepik, anyone can express the power of their ideas, irrespective of skills or budget. By harnessing AI and investing in the right people, Freepik helps humans unlock their creativity, thus enriching countless industries.

With more than 550 employees, +600 exclusive remote designers, and over 56,000 registered contributors, Freepik has been named by the Financial Times as one of the '1,000 Fastest Growing European Companies' for four consecutive years and has been recognised as one of the Top 50 Best Software Sellers according to G2Company.

Beyond the limits of generative AI

Freepik is proving just how far generative AI can revolutionise our ways of working. Freepik Pikaso allows people to create an image by sketching in real-time. No matter what you draw, an AI image is generated and can be updated by adding icons, drawings, written prompts, or even using a webcam. Following its beta launch last week, over 10 million real-time AI-generated images have been created.

> _"Freepik is a tech company that has always pushed the boundaries of innovation whilst remaining steadfast in its goal of bringing_

creativity to all and helping people create great designs, faster." says Joaquin Cuenca Abela, CEO and Co-founder of Freepik.

The tool has a number of impressive features. To transform yourself into a drawing, the camera feature is linked up to the users' webcam, using live footage to generate AI images. So does the screen-share feature, which applies real-time generation to anything you display on your desktop including third-party images or 3D editors. There is also playback mode which exports creations as videos that can be edited, helping to articulate the creative journey. All of this is underpinned by Freepik's icon library; to help speed up the drawing process, users can pick from thousands of icons.

The upscale feature can improve the quality of any image. No matter how bad the original quality is, it can make images high-definition up to 2K resolution. This will also be available in 4K in the coming days.

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