# Google Cloud partners with Leonardo.AI to enhance image generation capabilities



In a significant development within the artificial intelligence landscape, Google Cloud has announced a collaboration with Australian AI firm Leonardo.AI, aimed at enhancing the infrastructure and capabilities necessary to support the increasing demand for its innovative image generation services. This partnership is especially timely following Leonardo.AI's recent acquisition by the graphic design platform Canva, representing an important step in the evolution of AI technology in Australia.

Since its launch in 2022, Leonardo.AI has rapidly gained traction, amassing a user base of approximately 29 million. Users have generated an impressive total of over one billion images, signalling a robust adoption across diverse sectors such as advertising, film, and e-commerce. With this growing user base, the partnership with Google Cloud seeks to bolster Leonardo.AI’s infrastructure, allowing for enhanced efficiency and reliability in image generation.

Google Cloud will employ its advanced inference clusters to improve the speed and consistency of image delivery, which is critical for creative teams that require timely outputs. This infrastructural support is poised to facilitate the introduction of innovative features, including Flow State. This tool allows users to improve upon existing images through rapid iterations, as opposed to starting anew for each prompt. Users can make adjustments based on their specific requirements, such as modifying colour grading, angles, and lighting to create a more tailored visual outcome.

The integration of Google Cloud’s Gemini on the Vertex AI platform will further enrich the capabilities of Leonardo.AI by enhancing the effectiveness of text prompts. This will allow for the transformation of basic prompts into more detailed and descriptive inputs, aligning generated images more closely with the creative visions of the users.

Paul Migliorini, Vice President of Google Cloud for Australia and New Zealand, articulated the significance of the partnership, stating, “Leonardo.AI is a prime example of Australia’s opportunity in gen AI, and how it can be used to turn ambitious ideas into vivid realities. Google Cloud’s infrastructure and Vertex AI platform are uniquely positioned to help fuel Leonardo’s next phase of growth by giving the company the scale, flexibility and reliability to innovate, build new capabilities, and ultimately bring to life the creative ambition of people around the world.”

This collaboration between Google Cloud and Leonardo.AI underscores the growing importance of scalable and flexible infrastructure in the generative AI market, enabling innovation and responding to increasing user demands for sophisticated AI tools. The partnership reflects a broader trend in which established technology firms are increasingly partnering with emerging AI companies to develop cutting-edge solutions for businesses and creative professionals alike.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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