Leonardo.AI Selects Google Cloud to Scale AI Image Generation Amid Booming User Growth

Google Cloud is helping Leonardo.AI scale image generation for its Phoenix foundational AI model, while supporting new gen AI-assisted features to get the highest quality output

Sydney, Australia, Jan. 13, 2025 - Leonardo.AI, one of Australia's fastest-growing AI companies, and recently acquired by Canva, has selected Google Cloud to scale its infrastructure for its rapidly expanding user base and quickly iterate with new generative AI (gen AI) features.

Since launching in 2022, Leonardo.AI has grown to more than 29 million registered users worldwide, who have generated more than one billion artworks across a range of creative areas, including advertising, film, gaming, and more.

The collaboration with Google Cloud is enabling Leonardo.AI to accelerate its pace of innovation and make gen AI image generation more seamless with Phoenix. Leonardo.AI is using Google Cloud's powerful inference clusters to deliver generated images faster to more users, with greater reliability, speed, and scalability.

The partnership with Google Cloud is also enabling Leonardo.AI to build new features, such as Flow State. With Flow State, users can quickly iterate on AI-generated images to get to the perfect result for their needs, rather than starting from scratch with each prompt. The feature generates an ongoing flow of images based on the user's prompt, and gives them control to change and adapt the image's vibe, angles, color grading, and lighting.

Leonardo.AI is also leveraging Gemini on Vertex AI – Google Cloud's fully-managed AI platform for building and using gen AI – to help improve text prompts in Flow State. Gemini is being used to turn basic prompts for images into more complex, detailed phrases that help drive images more aligned with the user's creative ideas.

"Creativity is the foundation of everything we do at Leonardo.AI, and the ability to create worlds of art has been our driving force since day one," said JJ Fiasson, CEO & founder of Leonardo.AI. "As we scale to meet growing global demand, we needed a partner who could not only keep pace with our innovation but also enhance it. Google Cloud's best-in-class AI tools and scalable infrastructure enable us to deliver faster, more precise, and more imaginative creative experiences for our users."

Paul Migliorini, Vice President, ANZ at Google Cloud, said, "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."

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

About Leonardo.Ai
Leonardo.Ai is one of Australia's fastest-growing AI companies democratizing creativity with its generative AI content production platform. Recently acquired by Canva, creators can now generate hyper-realistic images in seconds with simple prompts and/or reference images, create video, sketch with Ai and even custom-train models on their own IP. Leonardo.Ai's enterprise offering allows creative teams to generate visual assets in real time, leverage private cloud storage, and access enterprise APIs to easily build infrastructure on top of Leonardo.AI's production platform.

Since launching in 2022, the company has amassed more than 29 million users worldwide, who have generated over one billion images. Leonardo.Ai is currently being used across creative industries such as advertising and marketing, design and architecture, film, fashion, photography, e-commerce, education, and more.

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