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RETAIL AI INSIGHTS



firstmovr[™]

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EDUCATION →



PERSPECTIVE



EVENTS



CERTIFICATION

WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

TEMPORARY TALENT



PROJECTS



EXECUTION

ADVISORY



TRAINING



EMPOWERMENT



firstmovr™

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CHANGE MANAGEMENT**

Designed for first movers
by fellow first movers



Oskar Kaszubski

CHIEF GROWTH OFFICER
+ CO-FOUNDER



Chris Perry

CHIEF LEARNING OFFICER
+ CO-FOUNDER



Amanda Wolff

BOARD MEMBER
+ CONTRIBUTOR

2024 Omni Industry Events

firstmovr

Omni Industry Events

Upcoming SMARTER Strategy Events:

Upcoming JBPx Retailer Events:

Upcoming FUTURES Strategy Events:

Monthly Omni Podcast Series:

January

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April

S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

July

S	M	T	W	Th	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

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	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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torchTM

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Our 12 “Predictions” for 2024

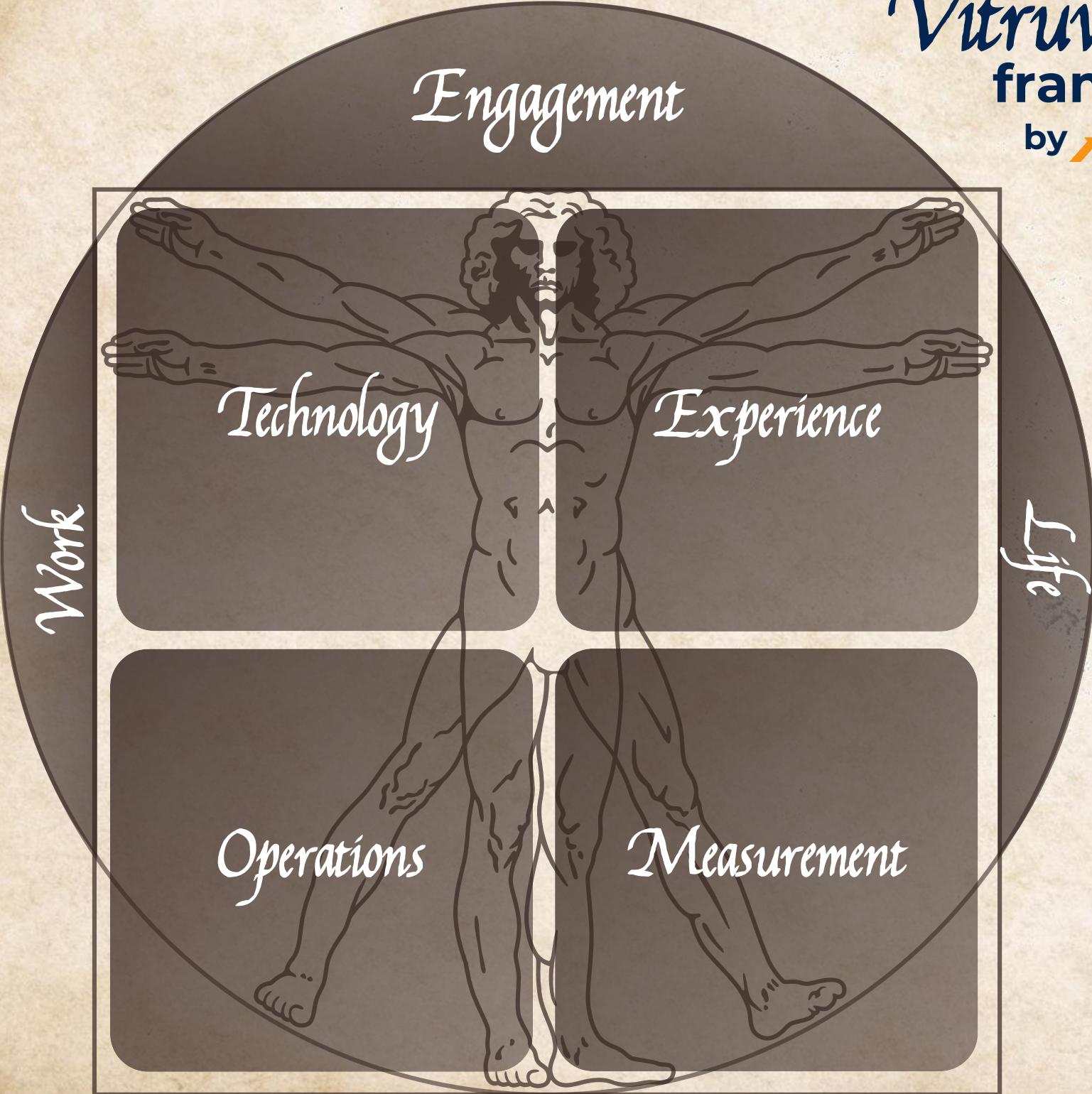


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RETAIL AI INSIGHTS

*Vitruvian***AI**
framework
by  **firstmovr**



Social Adoption of ChatGPT

Time it took to reach 1M users

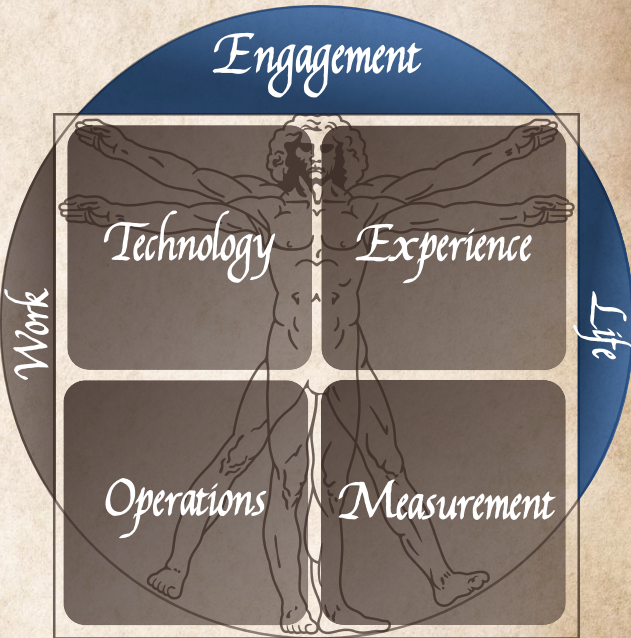


100M+
overall users now



1.5B
visitors per month

*one million baskets **one million nights booked ***one million downloads

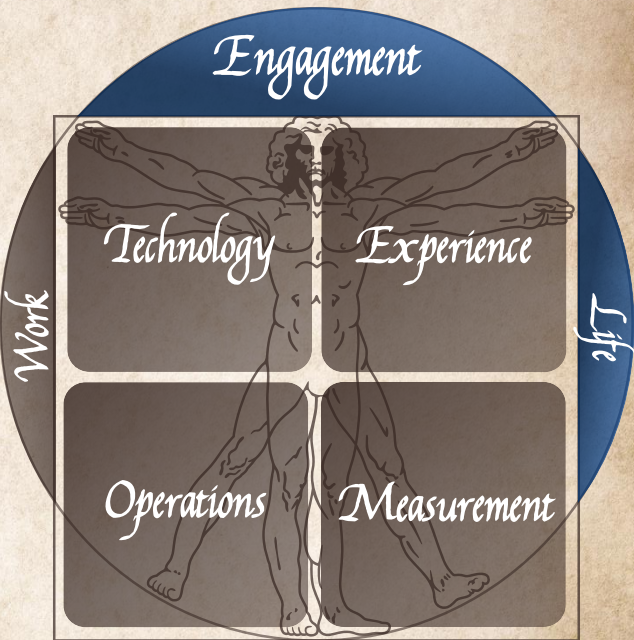


Global Monolingual Speakers

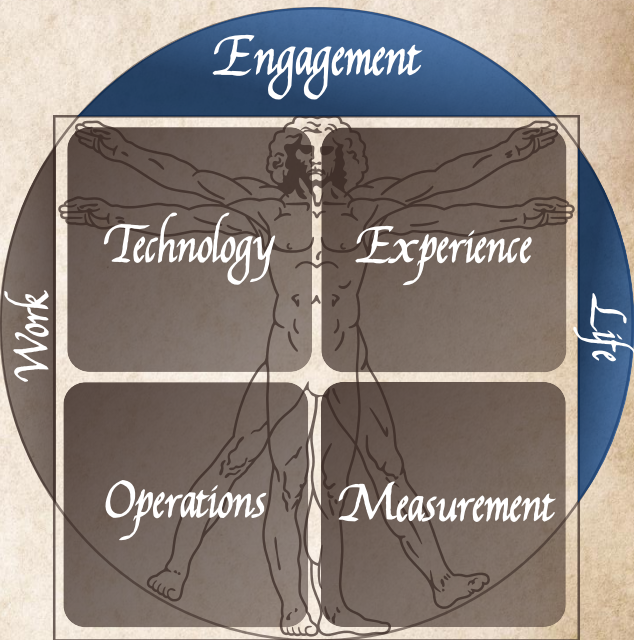
40% of global population is **monolingual**, using just one language

43% of global population is **bilingual**, meaning almost half of all people utilise two languages

17% of global population is **multilingual**, or fluent in 2+ languages

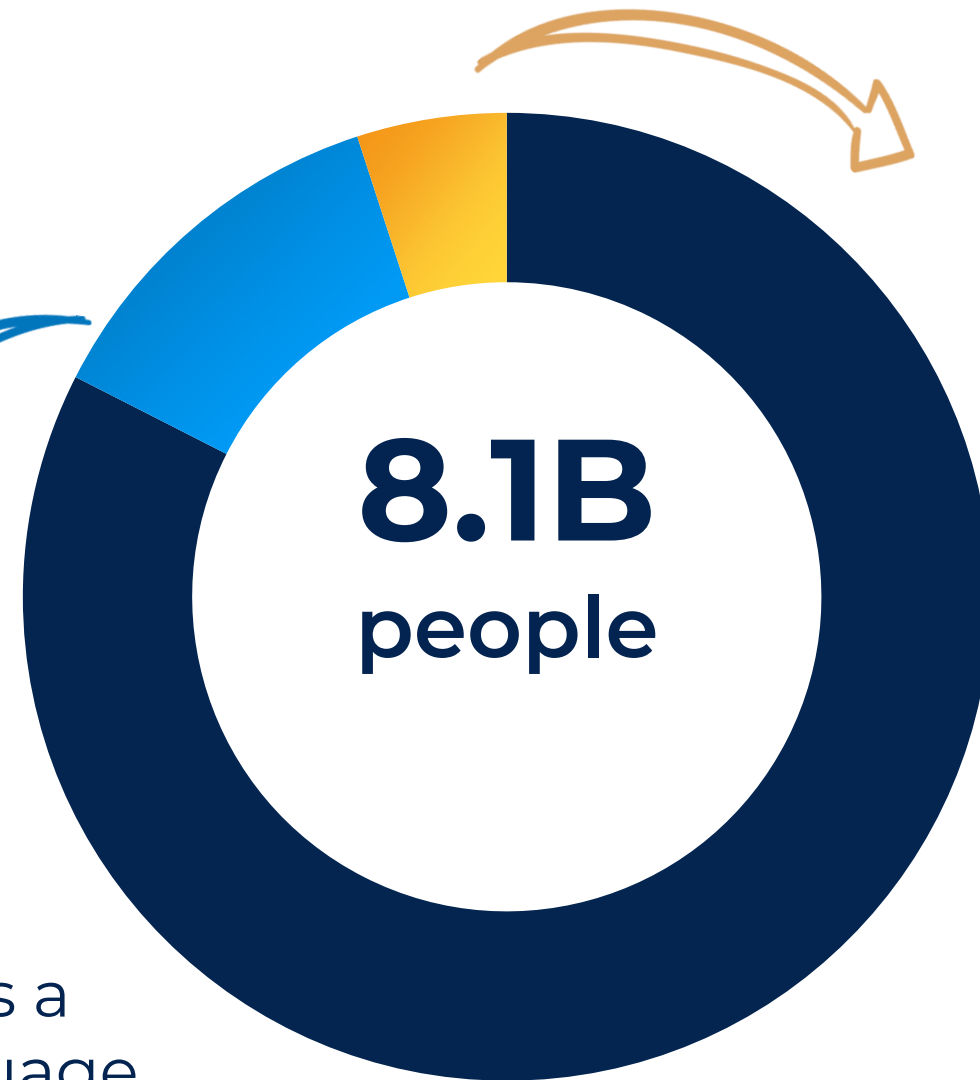


Majority of English Speakers are NOT 'Native' Speakers



> **1B**

Speak English as a secondary language



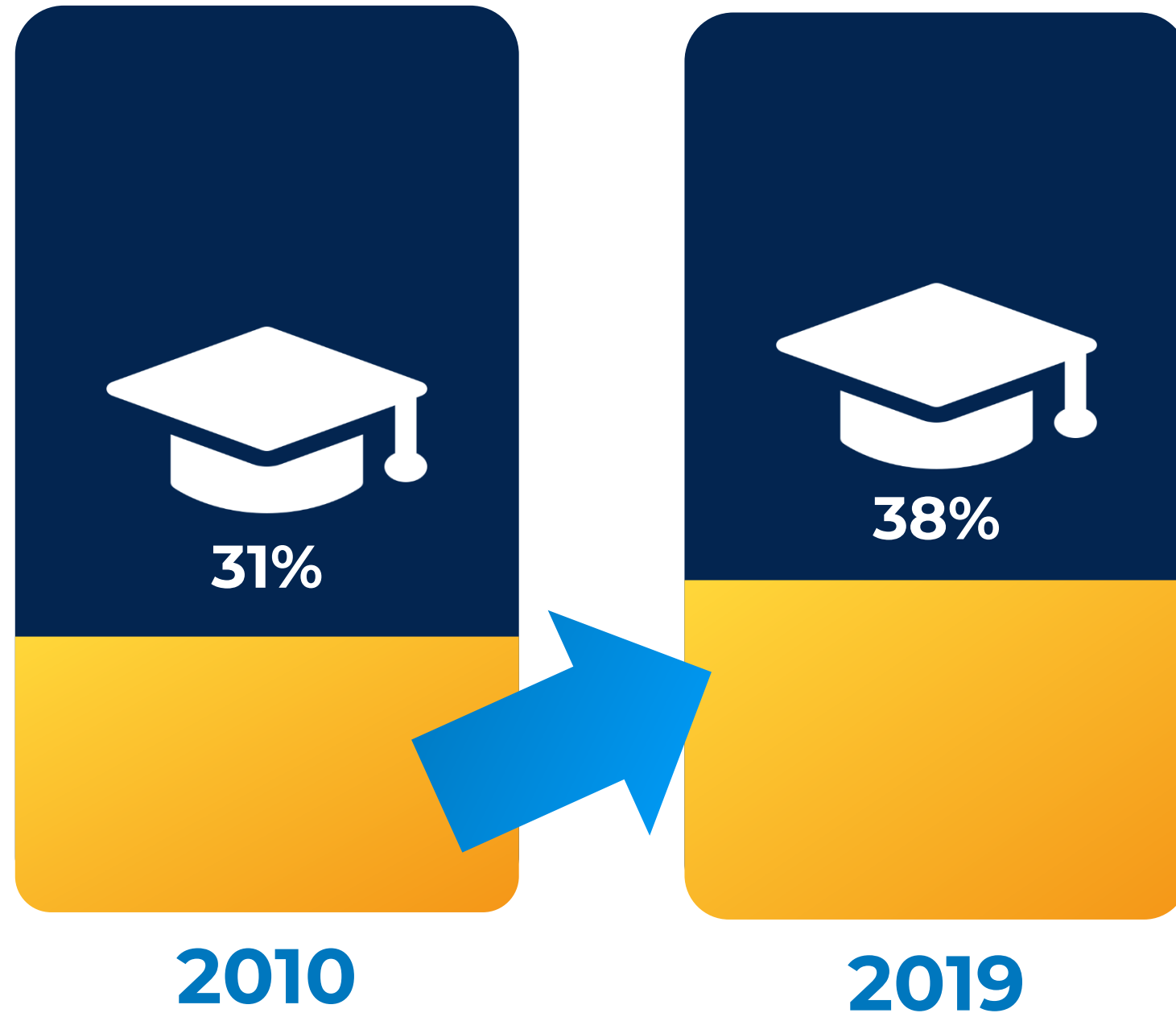
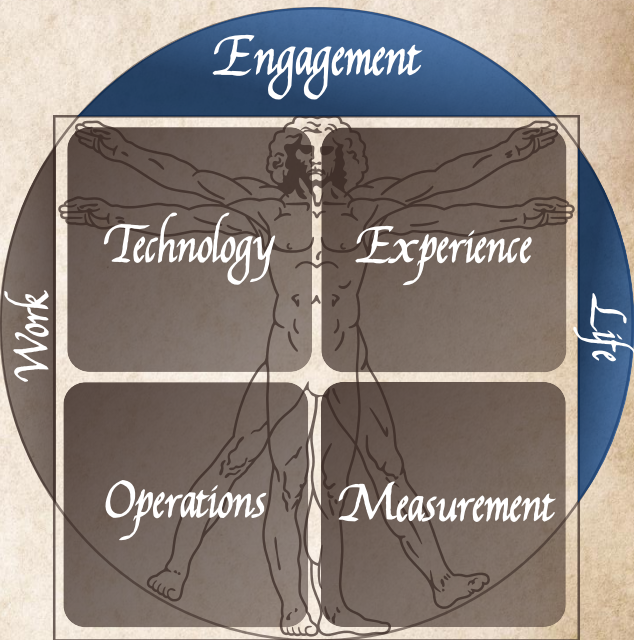
8.1B
people



< **400M**

use English as a first language

Global Adults w/ College Degrees



AI at Work



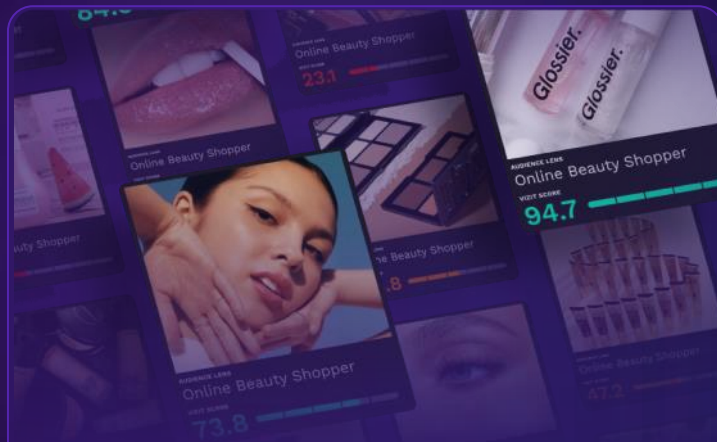
Our Partners **VIZIT**

Elevating content creation, execution,
and performance **with AI**



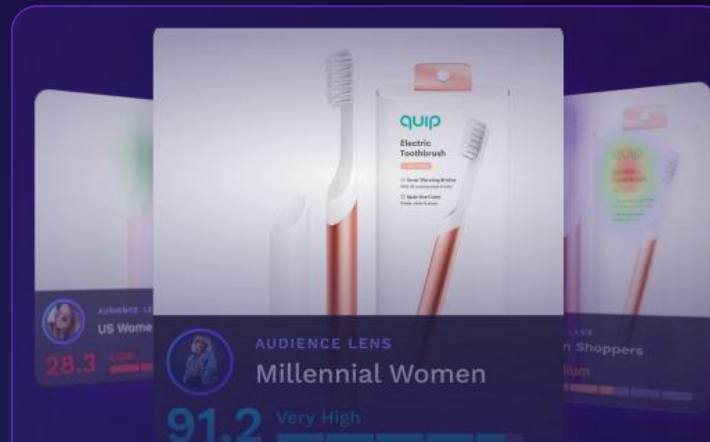
Eli Orkin

VP of Marketing



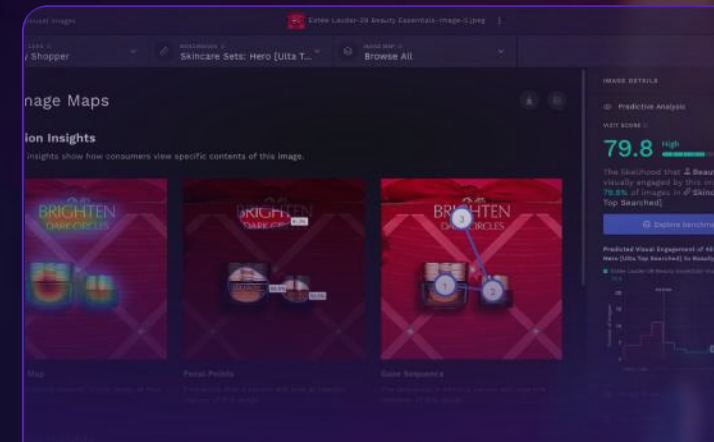
Conceptualization & Inspiration

Analyze imagery from any category on the internet to gain insight into what inspires your audience.



Creation & Testing

Immediately understand the effectiveness of different design and imagery for any global audience.



Optimization & Syndication

Flight the most impactful content across channels to ensure every consumer touchpoint is engaging.



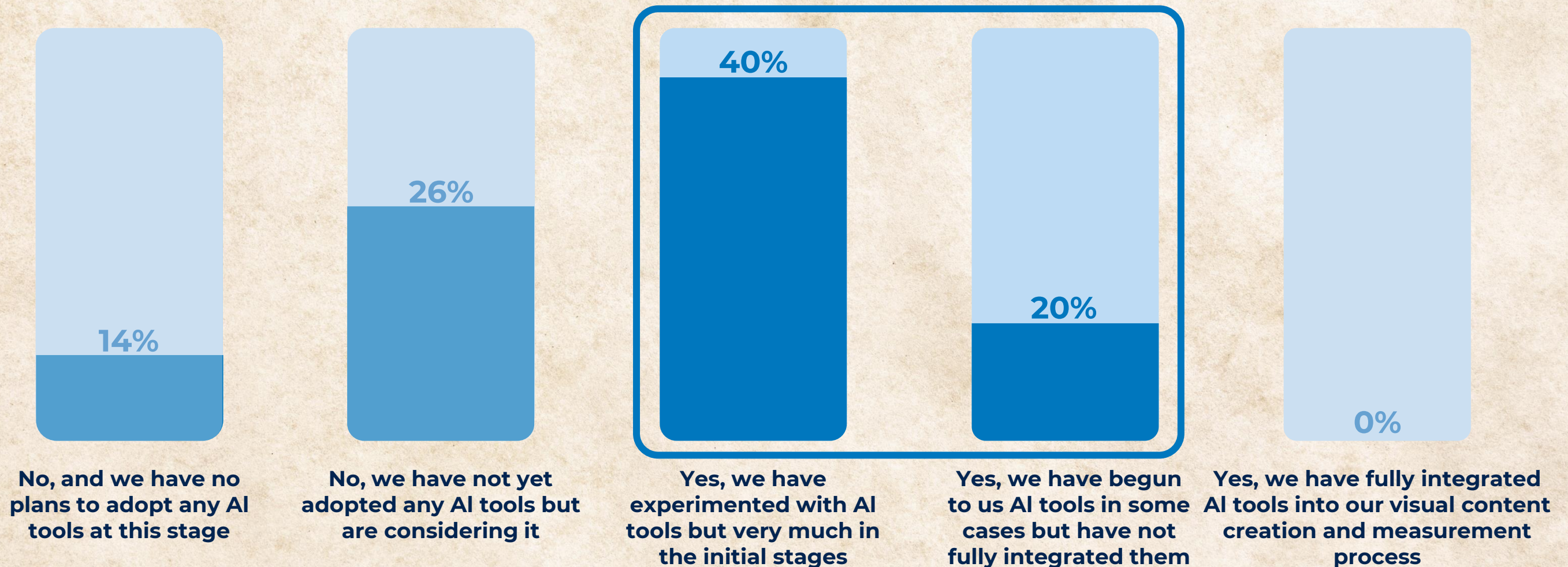
Analytics & Monitoring

Understand seasonal shifts in consumer sentiment, category movement, and competitive strategy.

Key Learnings

The current AI landscape is rife with opportunities, with tools not yet fully or formally integrated into internal processes.

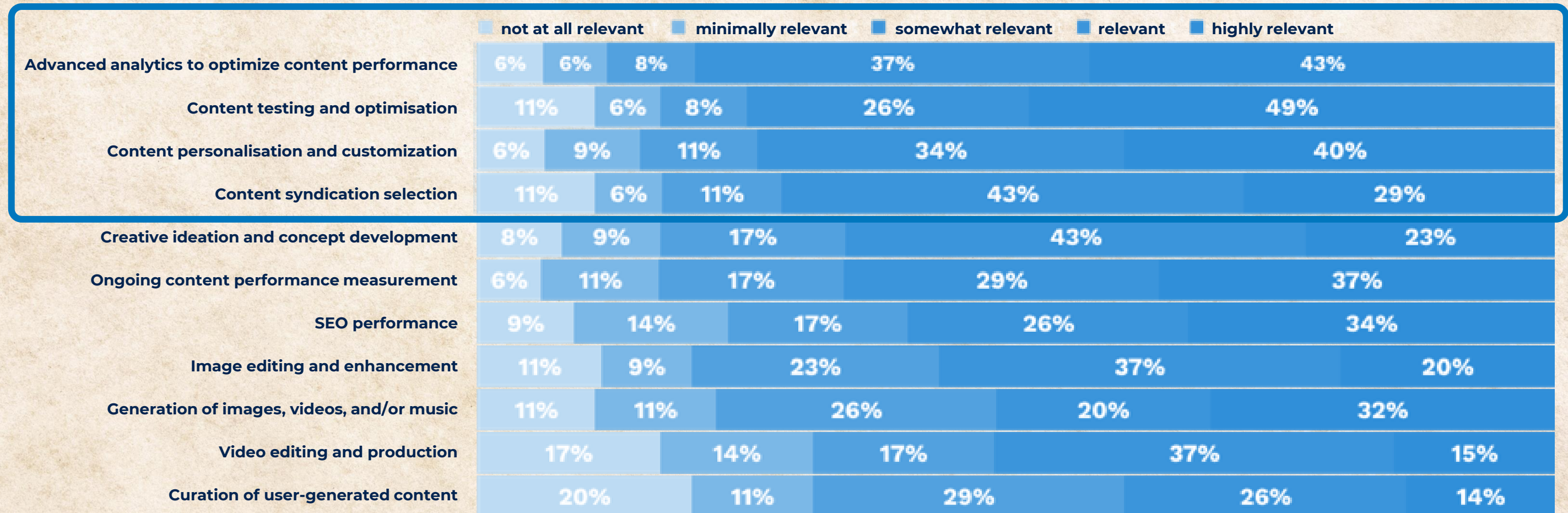
Adoption of AI Tools or Services to Support Visual Content Creation & Measurement



Key Learnings

Most teams want to see AI tools enhance visual content creation and measurement processes, supplementing their existing team's strengths.

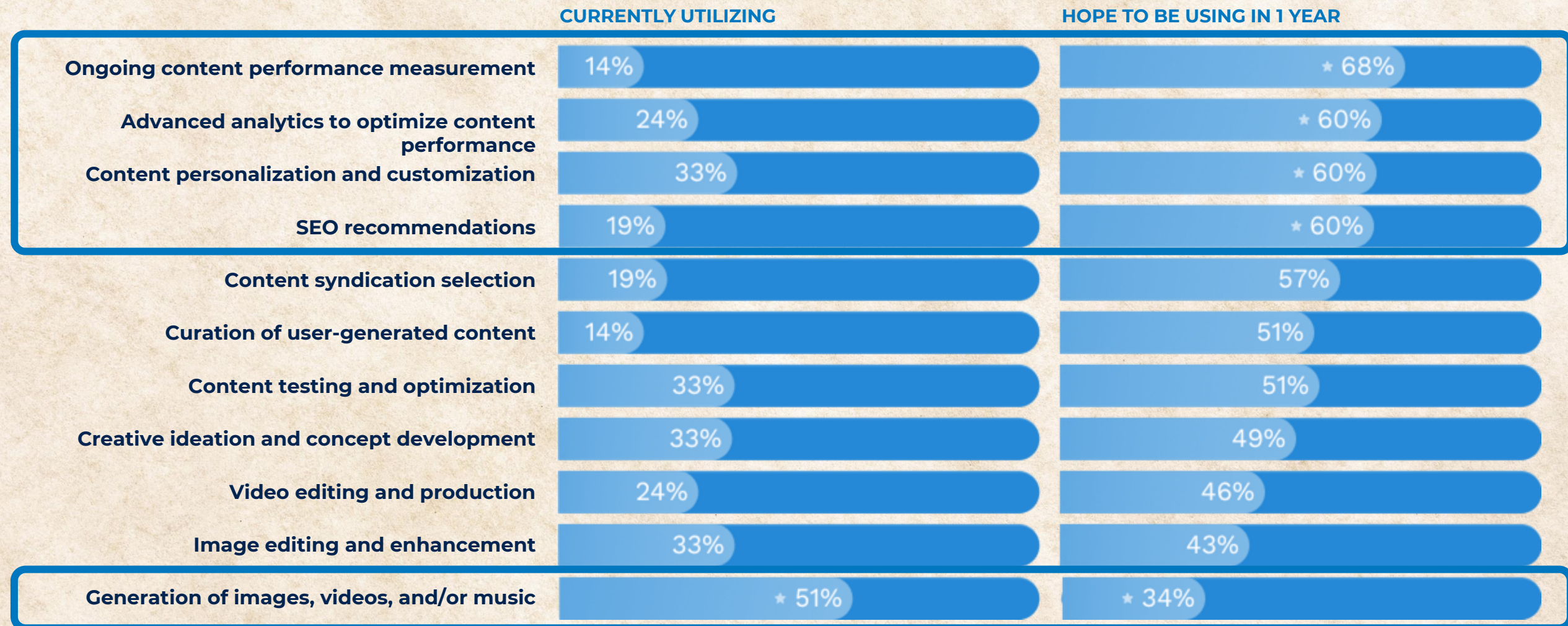
Relevance of Ways AI May Enhance or Support Visual Content Creation & Measurement



Key Learnings

Organizations Are Ready for a Major Shift in 2024

Use of AI Tools and Services Now vs. One Year From Now

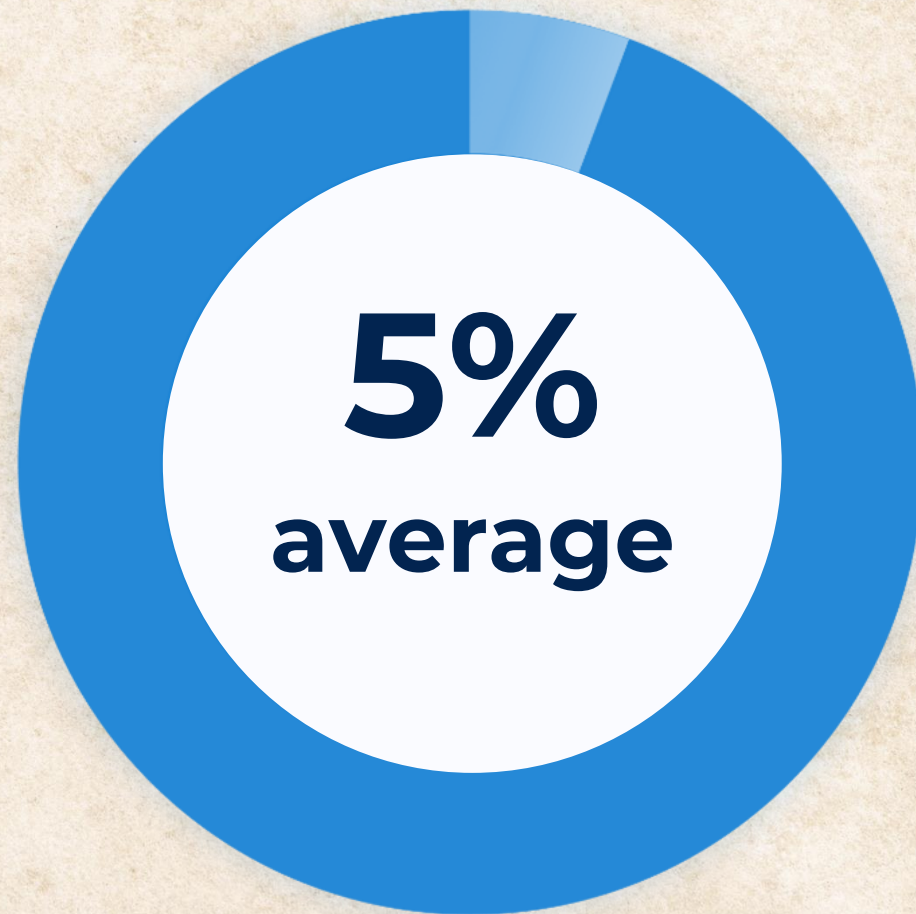


Key Learnings

Organizations Are Ready for a Major Shift in 2024

Budget Allocations for AI-Based Tools or Solutions

Current Allocation



VS

Expected Allocation in 1 Year

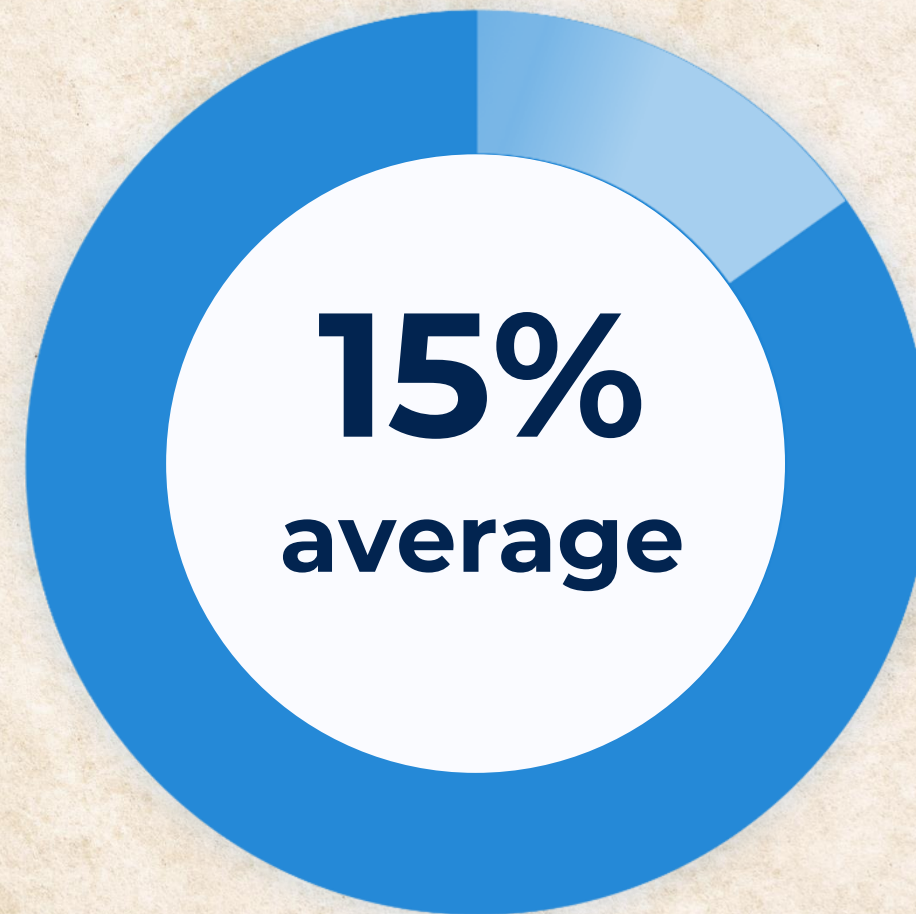
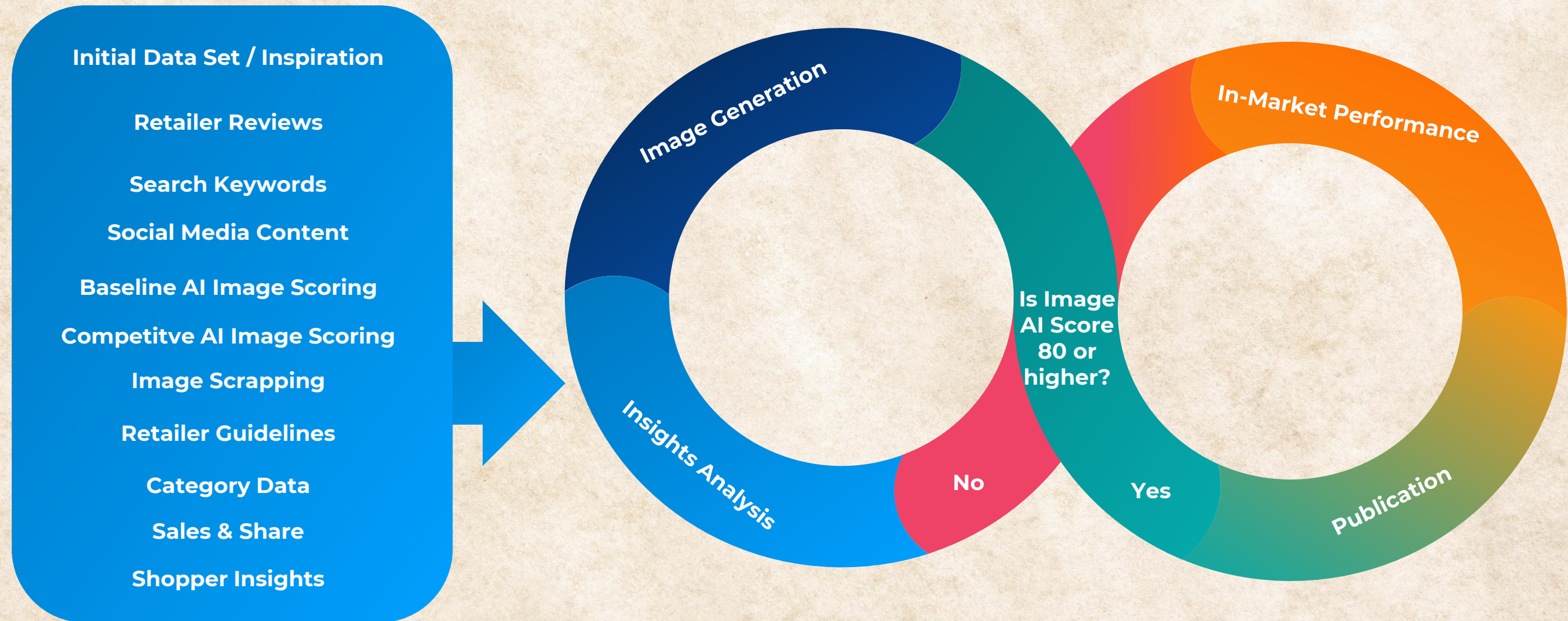


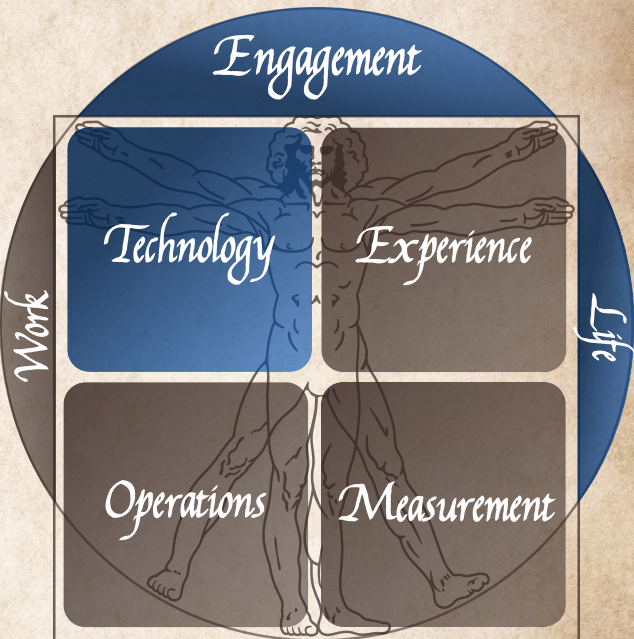
Image Optimization Approach

Many brands experiment with different flywheels



Industry News





Industry News

OpenAI GPT Store Launch



GPT users can browse popular and trending GPTs on the community leaderboard, which is organized into categories like lifestyle, writing, research, programming and education.

[Source](#)

Midjourney 6.0 Release



The new version boasts improved accuracy, greater coherence, and a range of new, advanced features. Among those are drastically improved and more realistic, highly detailed images, and the ability to have the model generate legible text within images.

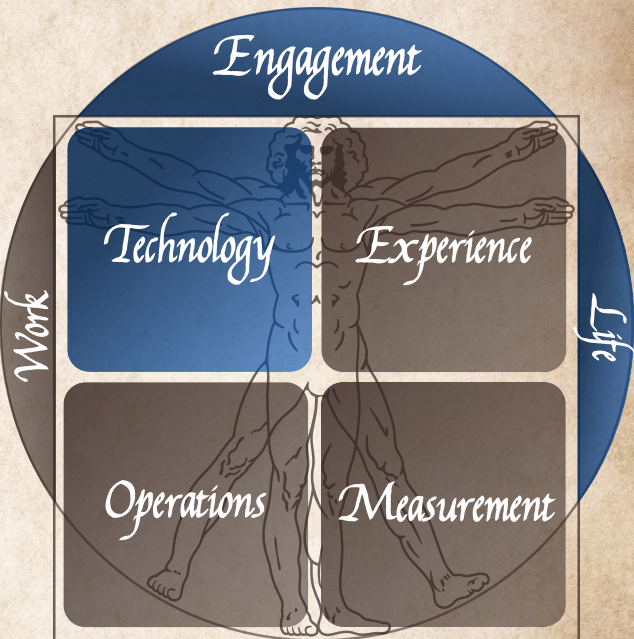
[Source](#)

World's First AI-Powered Grill



The 'world's first AI powered grill' can cook steaks in as little as 90 seconds. It uses a powerful quad-core processor and a suite of smart sensors which measure aspects of the food and environment, including thickness and temperature.

[Source](#)



Industry News

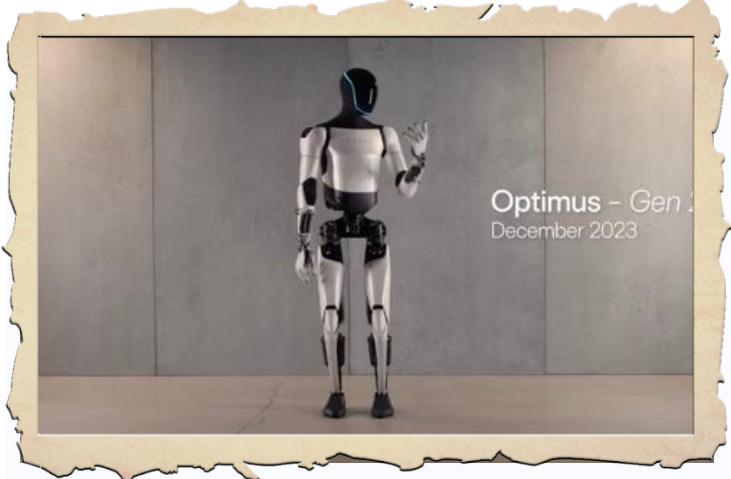
Expanded Legal Protections and Improvements to Our API



Anthropic is introducing new, simplified Commercial Terms of Service with an expanded copyright indemnity, as well as an improved developer experience with its beta Messages API.

[Source](#)

Tesla Unveils Optimus Gen 2: Its Next Generation Humanoid Robot



Tesla has unveiled “Optimus Gen 2”, a new generation of its humanoid robot that should be able to take over repetitive tasks from humans. The company said that it plans to soon start using the robot in its own manufacturing operations.

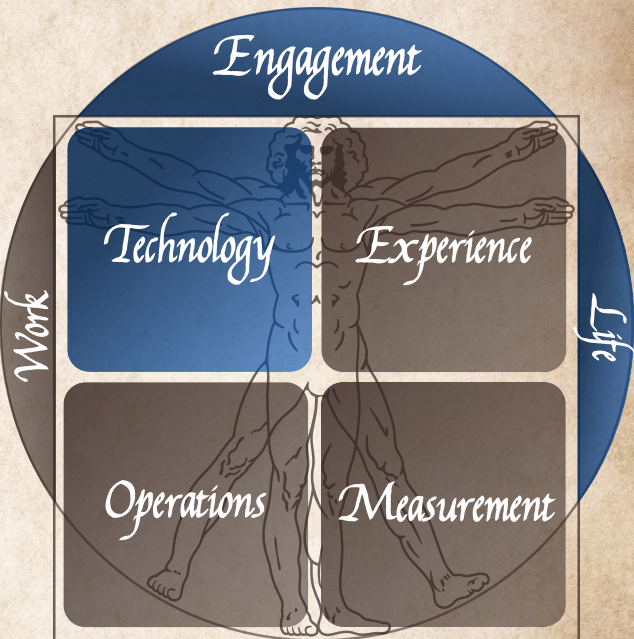
[Source](#)

Praydog's UEVR Mod is a Literal Game Changer for PC VR



A new flatscreen to VR mod released earlier this week allows to add VR support to potentially thousands of flat Unreal Engine games, thanks to Praydog's UEVR mod.

[Source](#)



Industry News

Rabbit R1 Launching at CES



What makes the Rabbit R1 special, is an intuitive, unified, AI-driven interface that means you (theoretically, at least) don't need to interact with individual apps and websites.

[Source](#)

Copilot Pro is Launching as a \$20 Monthly Subscription



Copilot Pro is launching today as a \$20 monthly subscription that provides access to AI-powered features inside Office apps like Word, Excel, and PowerPoint alongside priority access to the latest OpenAI models and the ability to build your own Copilot GPT.

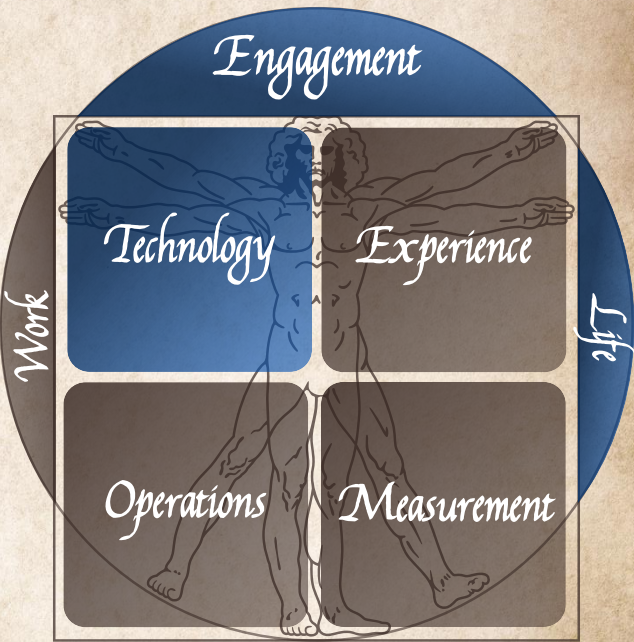
[Source](#)

New Mobile Experiences with Galaxy AI



AI amplifies nearly every experience on Galaxy S24 series, from enabling barrier-free communication with intelligent text and call translations, to maximizing creative freedom with Galaxy's ProVisual Engine that will change how Galaxy users discover the world around them.

[Source](#)



Industry News

Search startup Perplexity AI Valued at \$520M in Funding from Bezos, Nvidia



Search startup Perplexity AI has raised \$73.6 million from a group of investors including founder Jeff Bezos, the latest example of investors hunting for AI startups that challenge incumbents.

[Source](#)

Amazon Launches Generative AI Tool to Answer Shoppers' Questions



The new feature in Amazon's mobile app prompts users to ask questions about a specific item. It then returns an answer within a few seconds, primarily by summarizing information collected from product reviews and the listing itself.

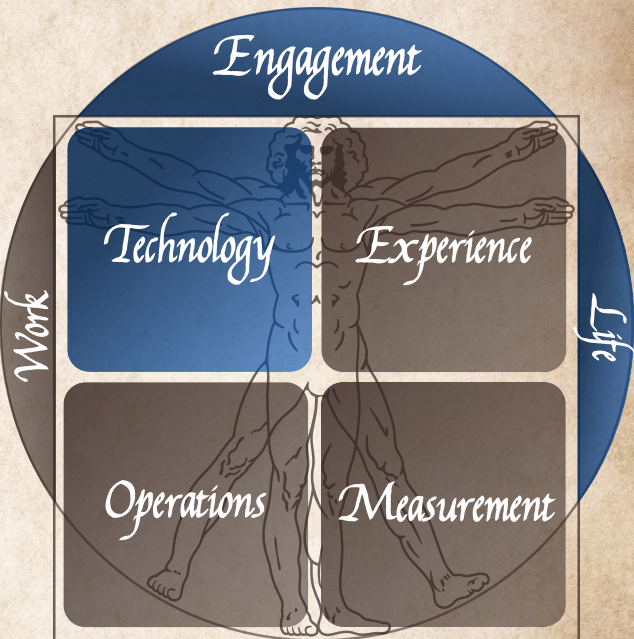
[Source](#)

Google CEO Tells Employees to Expect More Job Cuts This Year



Google has laid off over a thousand employees across various departments since January 10th. So far, those "tough choices" have included layoffs and reorganizations in Google's hardware, ad sales, search, shopping, maps, policy, core engineering, and YouTube teams.

[Source](#)



Industry News

X's AI Chatbot Grok Now 'Rolled Out to All' US Premium+ Subscribers



xAI has rolled out ChatGPT competitor Grok for Premium+ subscribers of social media platform X.

[Source](#)

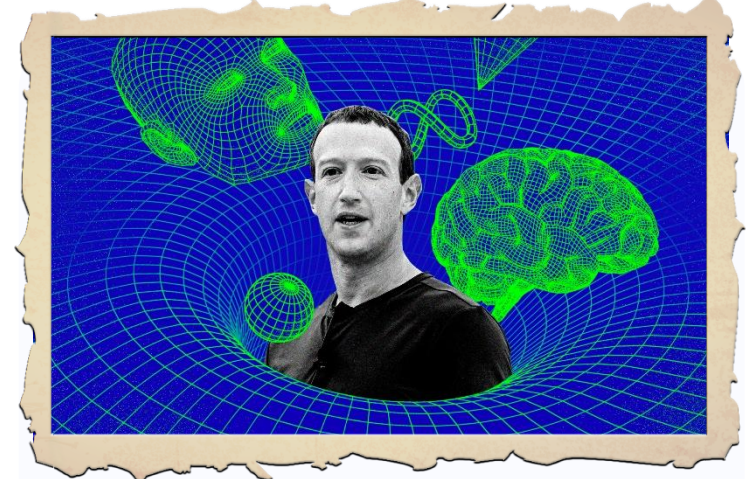
Microsoft to Become the World's Most Valuable Public Company



The company's stock saw a noticeable bump after it announced a steep price on Copilot for Microsoft 365, its AI-powered future of Office documents. Since then, barely a week has gone by without Microsoft announcing new AI features or changes.

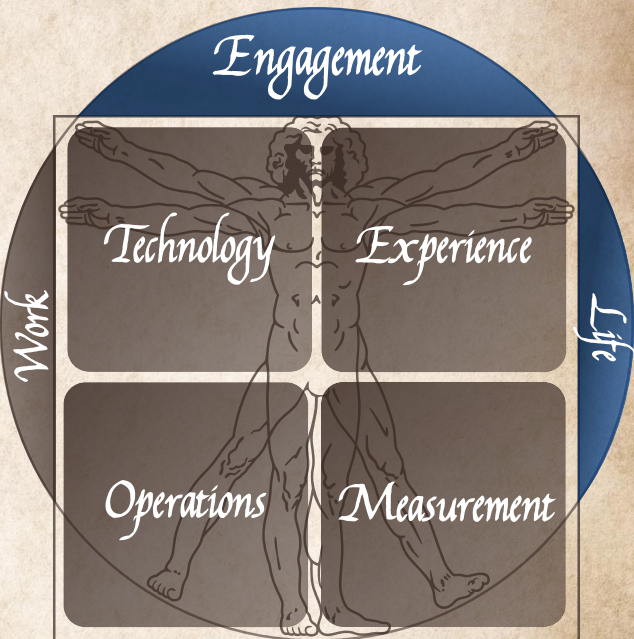
[Source](#)

Mark Zuckerberg's New Goal is Creating Artificial General Intelligence



Meta CEO Mark Zuckerberg is entering the race. While he doesn't have a timeline for when AGI will be reached, he wants to build it. He's shaking things up by moving Meta's AI research group. The goal is for Meta's AI breakthroughs to more directly reach its billions of users.

[Source](#)



Industry News

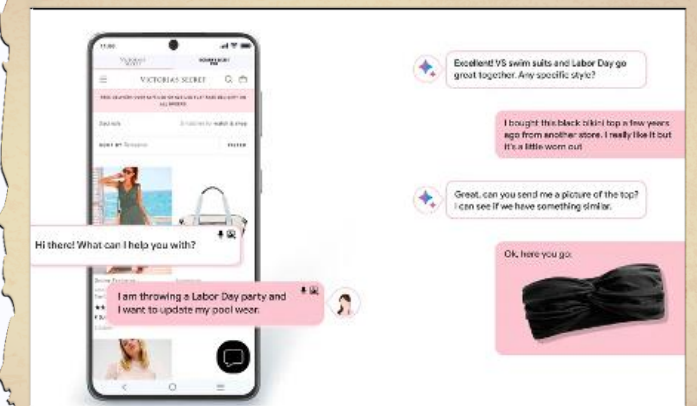
Retailers to Use AI for Marketing and Financial Forecasting



More than half of retail and consumer packaged goods executives will invest in artificial intelligence tools for marketing (56%) and financial forecasting (52%). More than a third (34.4%) plan to invest in AI for customer service and user experience (39.2%) and supply chain management.

[Source](#)

Victoria's Secret to Infuse AI into Online Shopping



The intimate apparel company is deploying a generative AI virtual assistant and using AI to optimize inventory forecasting and allow customers to upload and search images.

[Source](#)

Sam's Club to Bring AI-based Receipt Verification to All Clubs

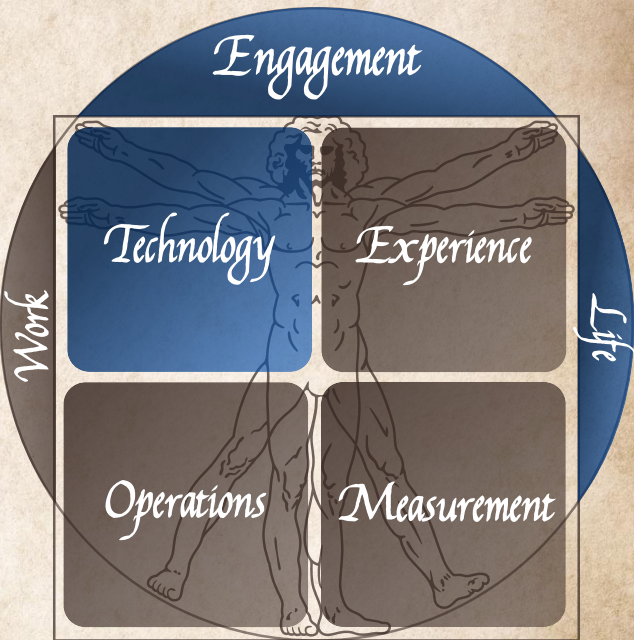


Sam's Club plans to introduce an artificial intelligence and computer vision-based technology to verify that customers have paid for all the items in their carts. The technology will eliminate the need for a store associate to check or scan receipts at the exit.

[Source](#)

Expectations

Things We're Waiting For



Apple Vision Pro Launch



Apple Vision Pro will be available beginning February 2 at all U.S. Apple Store locations and the U.S. Apple Store online. It seamlessly blends digital content with the physical world and unlocks powerful spatial experiences in visionOS, controlled by user's eyes, hands, and voice.

[Source](#)

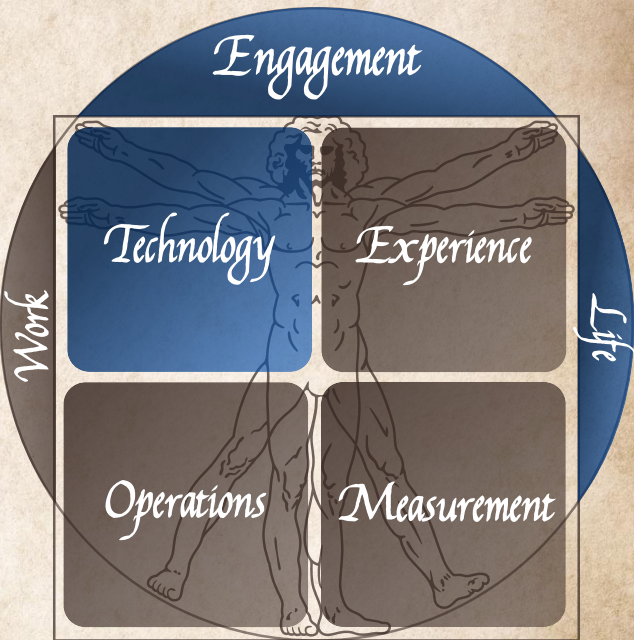
Humane's AI Pin Will Start Shipping in March



Humane showed off how the device can pick from different AI services to respond to your queries — all without forcing you to look at a screen. The company also demonstrated its projection system that can display things for you to interact with on your hand.

[Source](#)

Things We're Waiting For



Rabbit R1 Launch



Tech startup Rabbit, in collaboration with Teenage Engineering, is launching Rabbit R1, a \$199 AI-powered personal assistant. The R1, designed for an app-free online experience, uses the proprietary Rabbit OS and the company's Large Action Model for advanced task handling and learning capabilities. It features a 2.88-inch touchscreen, scroll wheel, and a push-to-talk button for voice commands.

[Source](#)

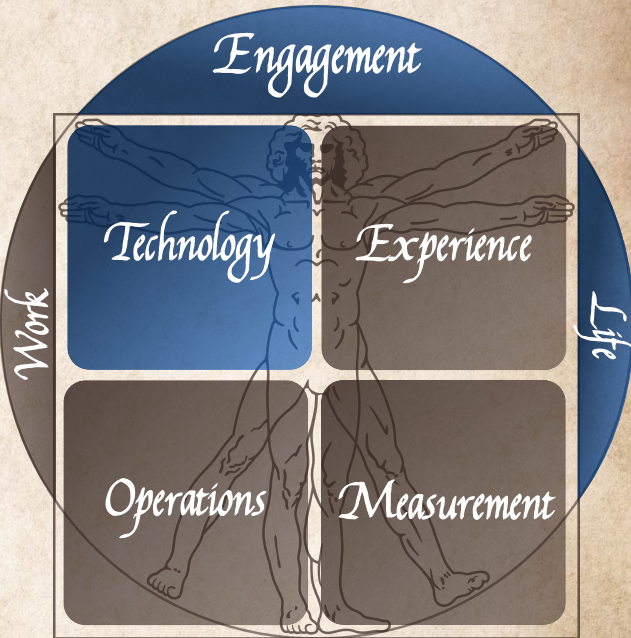
Meta AI Glasses v2.0 Modality Update



The Meta Glasses 2.0 modality update revolutionizes AR with sensory input options like voice, gestures, and eye movements, context awareness, and improved visual overlays for seamless blending of digital and real-world elements, offering a more immersive and intuitive experience.

[Source](#)

Things We're Waiting For



Apple Worldwide Developers Conference

Jun



Apple is preparing to preview a new version of Siri with generative AI and a range of new capabilities at WWDC. The new version of Siri apparently touts natural conversation capabilities, as well as increased user personalization.

[Source](#)

Google Gemini Ultra

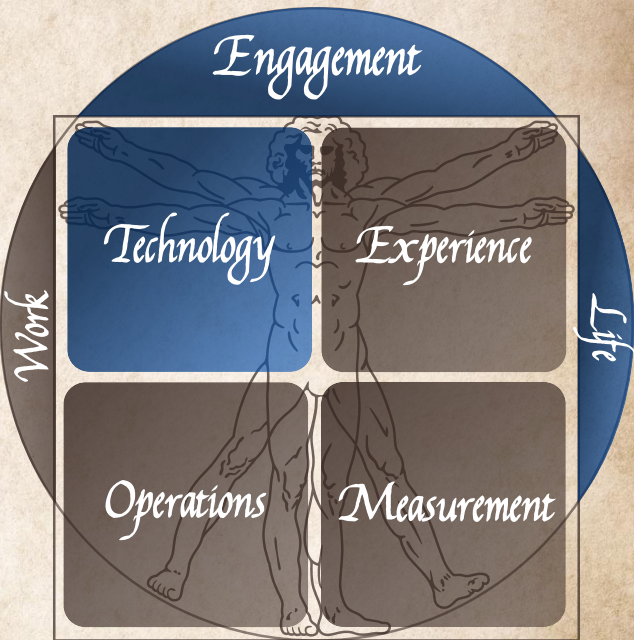
Early 2024



Google is reportedly working on an advanced version of its AI chatbot called Bard that will be available via a paid subscription. Called "Bard Advanced", the upgraded version of ChatGPT and Microsoft Copilot rival is apparently powered by Gemini Ultra, Google's new large language model.

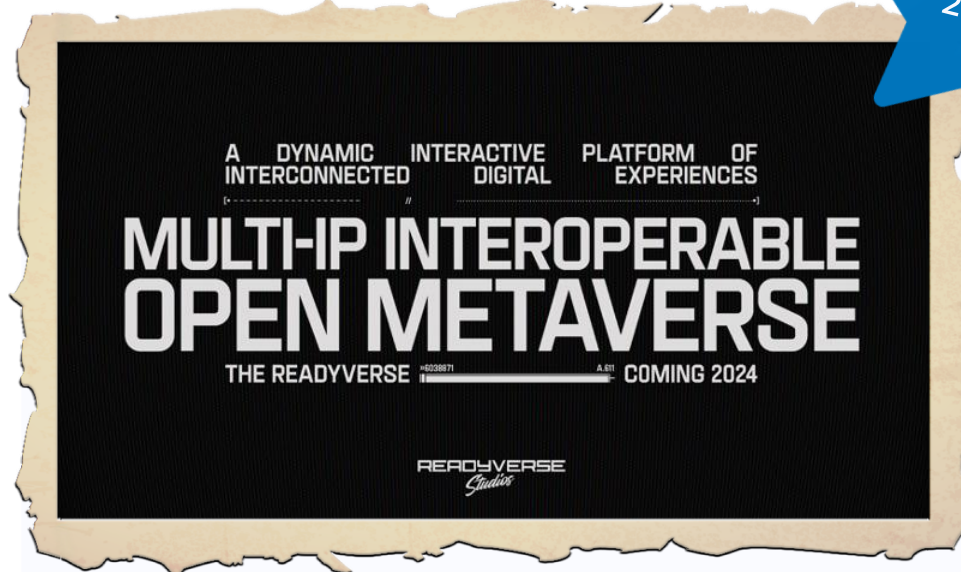
[Source](#)

Things We're Waiting For



Readyverse Studios Launch

2024

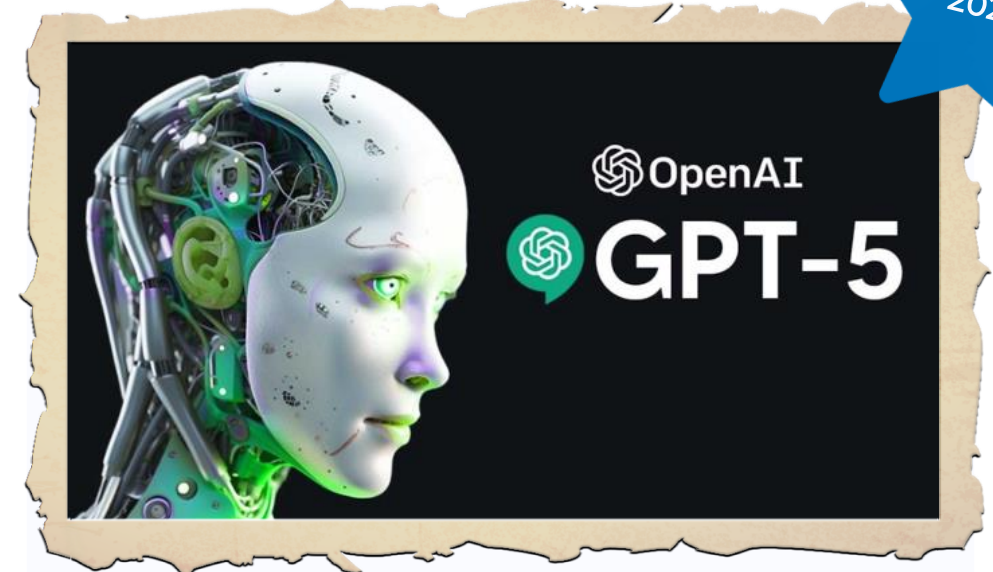


Readyverse Studios is building the definitive destination for fans to explore their favorite stories and IP in the metaverse, leveraging web3, metaverse games and experiences, augmented reality, and virtual reality technologies. In 2024, it will launch "The Readyverse," a dynamic interactive platform of interconnected digital experiences.

[Source](#)

GPT-4.5/5

2024



A GPT-4.5 language model may well launch before we see a true next-generation GPT-5. GPT-4.5 would likely be built using more data points than GPT-4, compared to GPT 3.5's mere 175 billion parameters. It may also have immediate access to web search and plugins, which we've seen gradually introduced to GPT-4 in recent months.

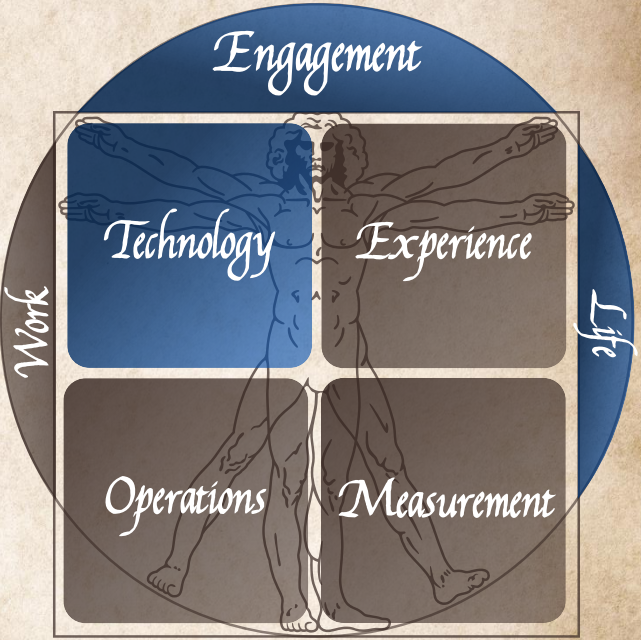
[Source](#)

Recommendations



Recommended Viewing

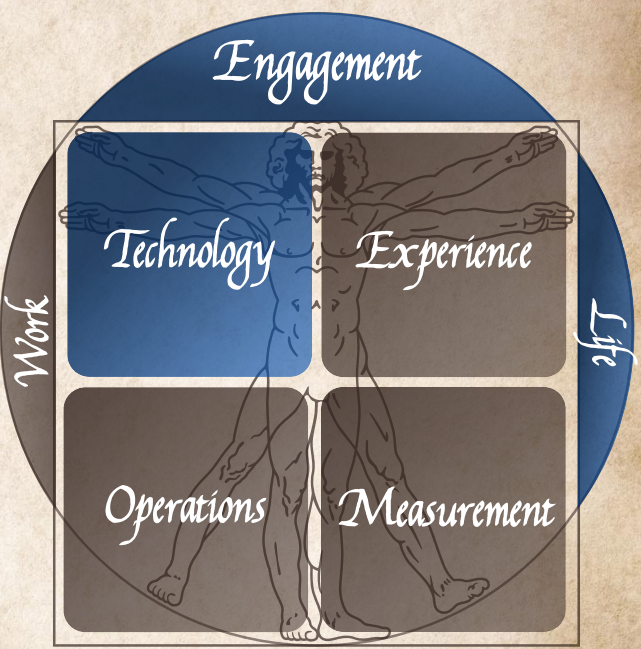
Unconfuse me with Bill Gates featuring Sam Altman



Source

Recommended Viewing

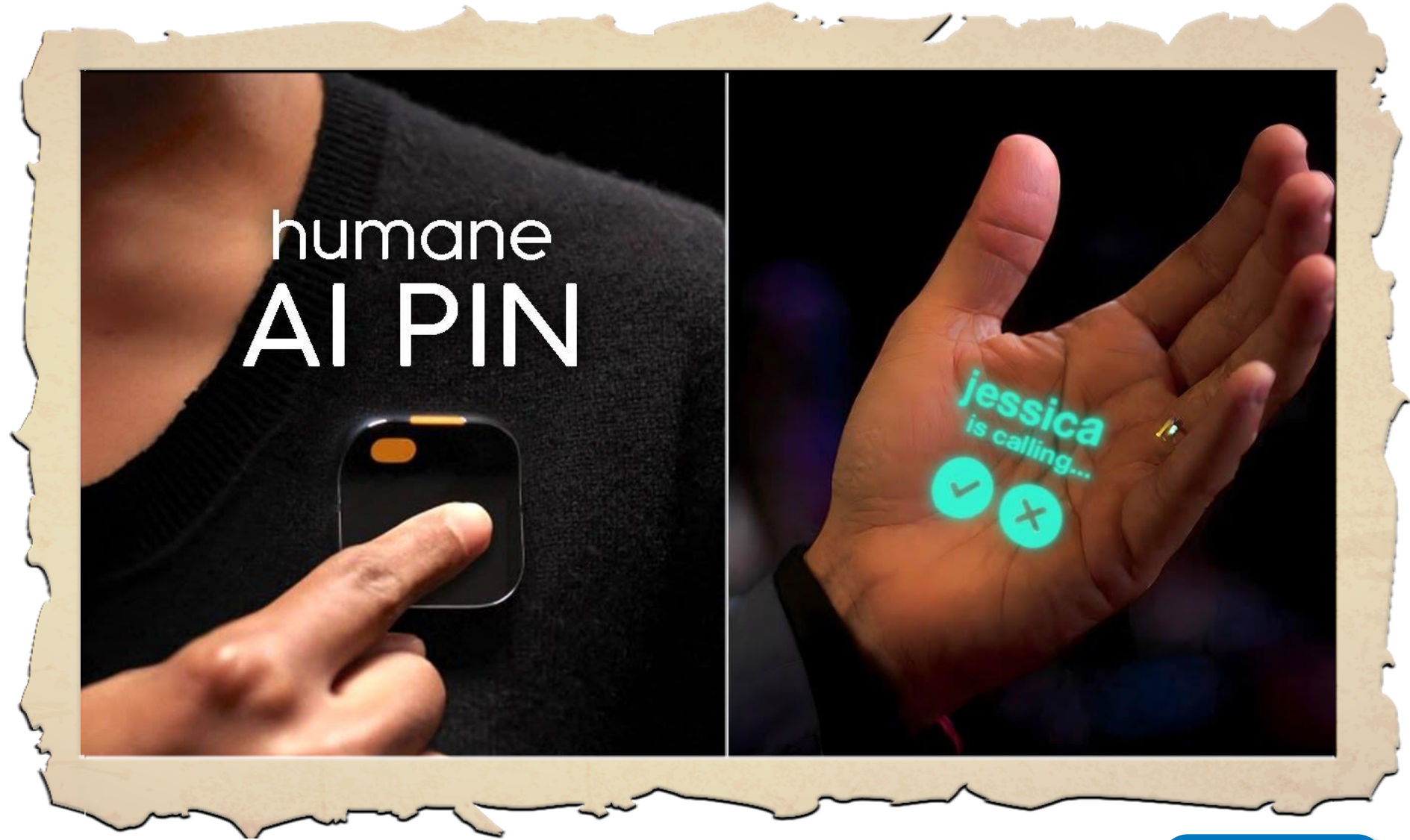
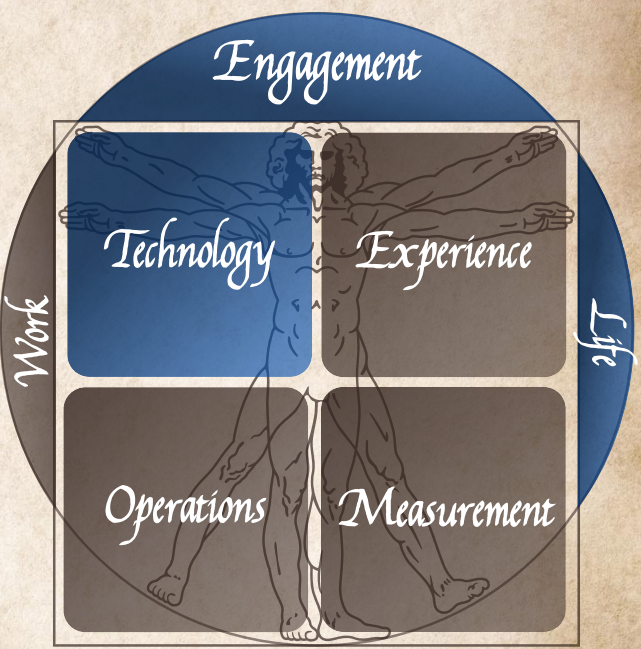
Rabbit R1 Keynote



Source

Recommended Viewing

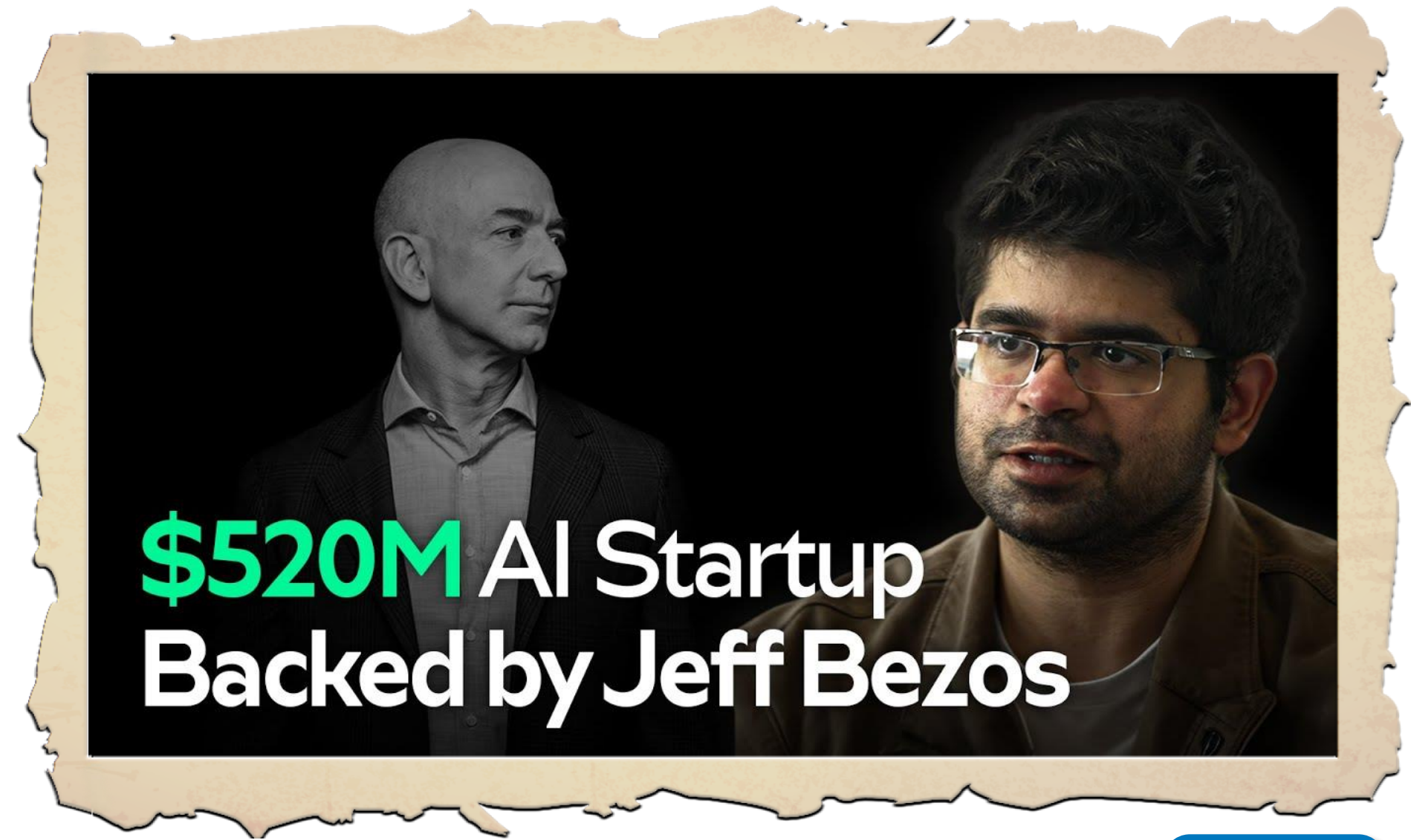
Humane Ai Pin Keynote



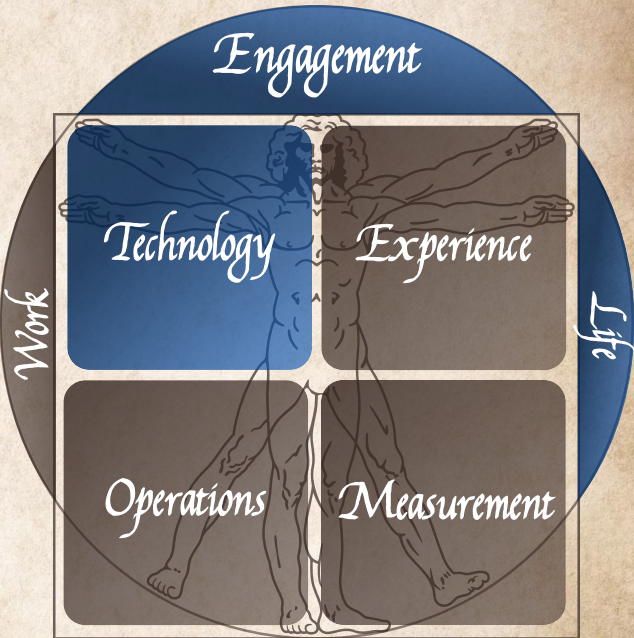
Source

Recommended Viewing

Conversation with Perplexity AI CEO - Aravind Srinivas



[Source](#)



Capability Spotlight



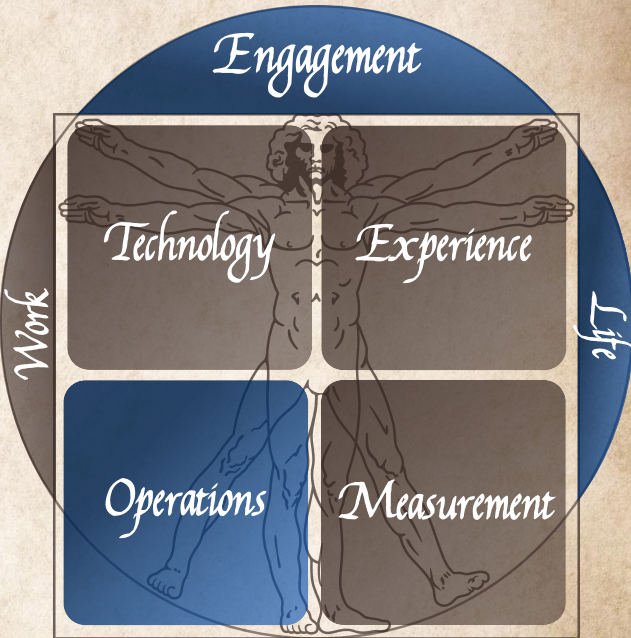
AI Image Generator Comparison

DALL - E

MIDJOURNEY

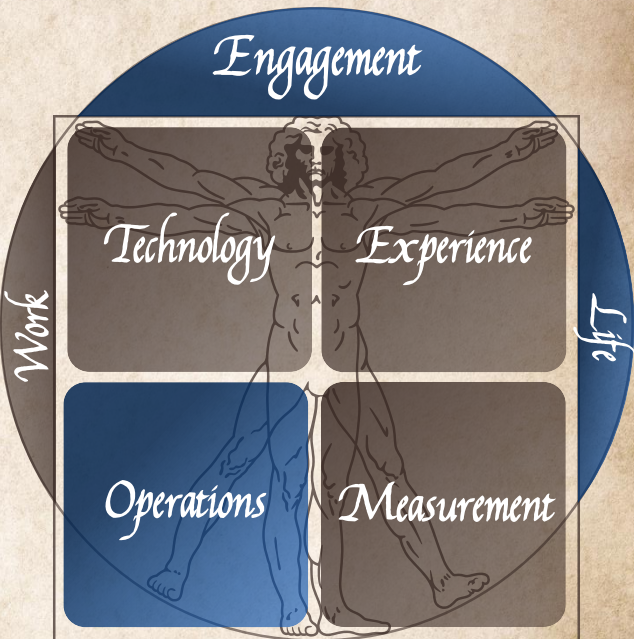
STABLE DIFFUSION

Who owns it	Open AI	David Holz	Stability AI
Cost	\$20 per month	Basic plan \$10 per month Standard plan \$30 per month Pro plan \$60 per month Mega plan \$120 per month	Basic plan \$29 per month Standard plan \$49 per month Premium plan \$149 per month
Likelihood of brand approval	High	Average	Low
Close or Open source	Closed source	Closed source	Open source
Latest version and release date	In September 2023, Dall-E 3 released	In December 2023, V6 alpha released	In 7 December 2022, V2.1 released
Max sizes	1024x1024 pixel	Default: 1024x1024, You can use the upscale tool, to increase the file size to 2048 x 2048 or 4096 x 4096 pixels.	Default: 1024x1024, Stable Diffusion can generate images with resolutions of 2048x2048–or even higher.
Can image be scaled	No	Yes	Yes
What is it good for	Creative task like logos and illustrations	Photorealism	Adaptability across a wide spectrum of image generation tasks



Example: Lifestyle Image Individual

Image AI Generator Breakdown



Dall-E 3



Stable Diffusion (SDXL)



Midjourney V6



Dall-E 3's image is sharp and clear, capturing a stylized, near-photorealistic urban scene.

Stable Diffusion introduces a more vibrant color palette and a focus on dynamic facial expressions.

Midjourney V6 takes it further with refined textures, especially in the reflections on wet surfaces, and a naturalistic portrayal of light and shadow, culminating in a highly realistic depiction of a casual cityscape.

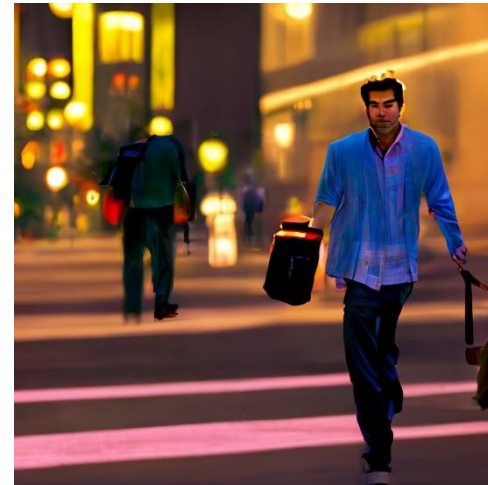
Example: Lifestyle Image Individual

Midjourney

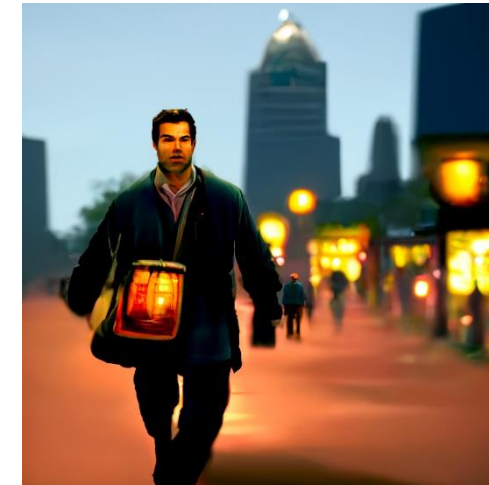
V1



V2



V3



V4



V5



V5.1



V5.2



V6



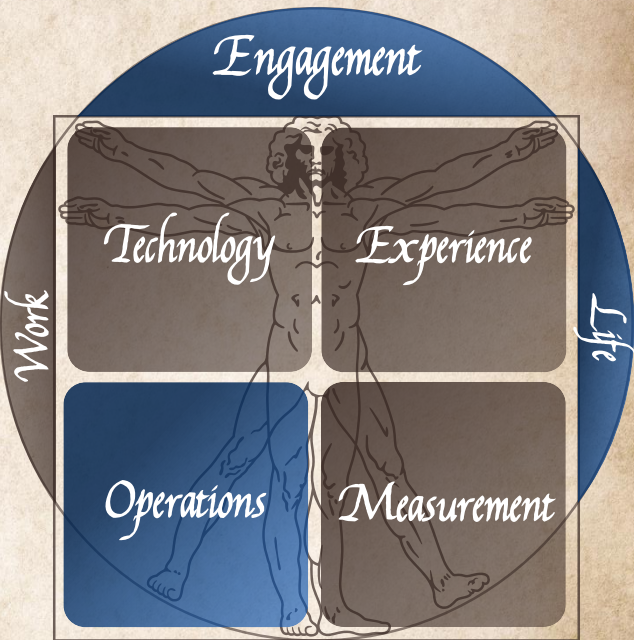
V1 presents a more abstract and painterly aesthetic

V2 & V3 transition towards clearer forms and more defined figures.

V4 there's a noticeable shift to photorealism with enhanced lighting and texture details, especially in the reflections on wet surfaces.

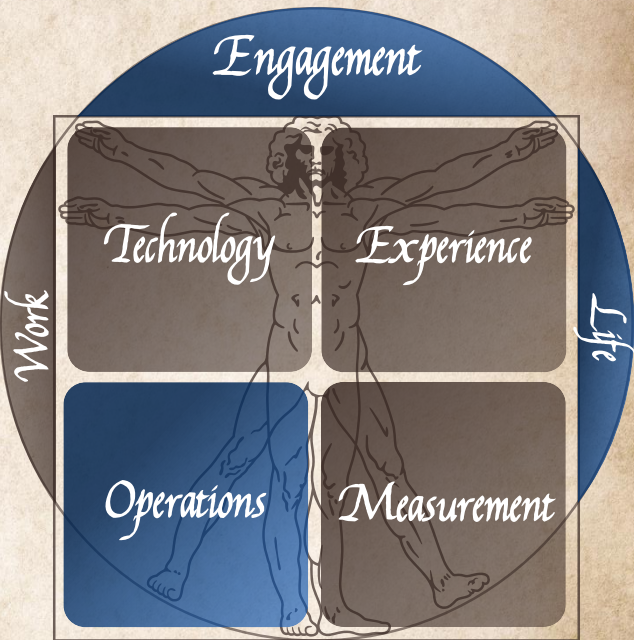
V5 & V5.1 refine the human likeness and environmental interactions

V6 culminates in a sophisticated blend of lifelike details, natural lighting, and atmospheric depth that closely mimic a high-resolution photograph.



Example: Lifestyle Image Group

Image AI Generator Breakdown



Dall-E 3



Stable Diffusion (SDXL)



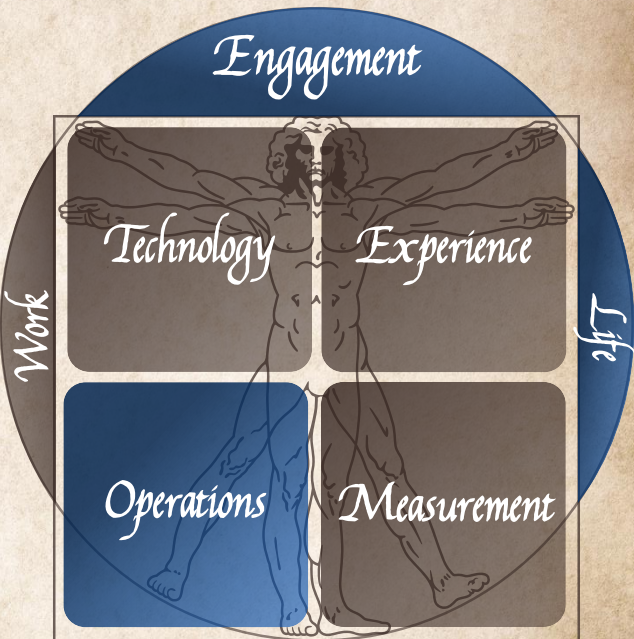
Midjourney V6



Dall-E 3 establishes a strong foundation with good detail and warmth in the scene.

Stable Diffusion (SDXL) enhances facial expressions and the overall vibrancy of the image.

Midjourney V6 takes it a step further by producing a sharper image with improved lighting and texture details, particularly noticeable in the skin tones and clothing, resulting in a more lifelike and inviting festive atmosphere.



Example: Lifestyle Image Group

Midjourney

V1



V2



V3



V4



V5



V5.1



V5.2



V6



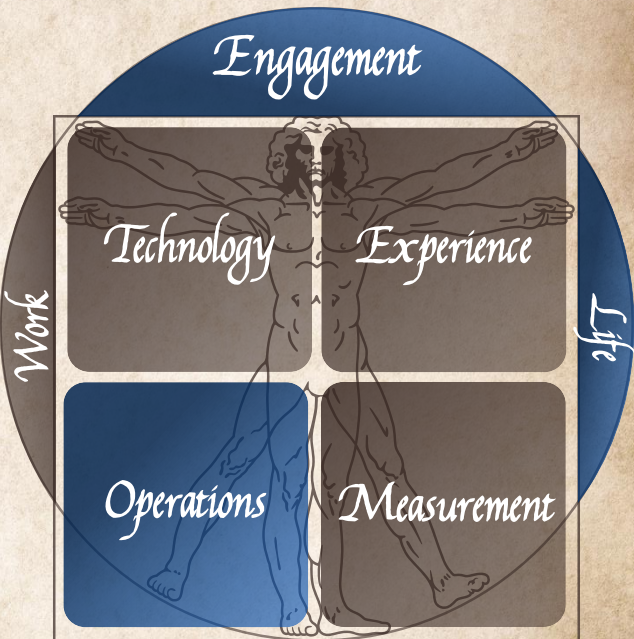
V1 have a more illustrative quality with less focus on fine details.

V2 & V3, we see an improvement in facial recognition and the vibrancy of colours.

V4 brings a leap towards photorealism with enhanced lighting and texture details.

V5 gain depth and clarity, showcasing more natural expressions and interactions among the figures.

V6 presents a marked increase in the realism of the scenes, with lifelike textures, dynamic lighting, and a rich, nuanced color palette, achieving a level of detail that closely resembles actual photographs.



Example: Product Image

Image AI Generator Breakdown

Dall-E 3



Dall-E 3 presents a stylized but somewhat flat representation of the hand cream tube with soft shadows and muted details.

Stable Diffusion (SDXL)

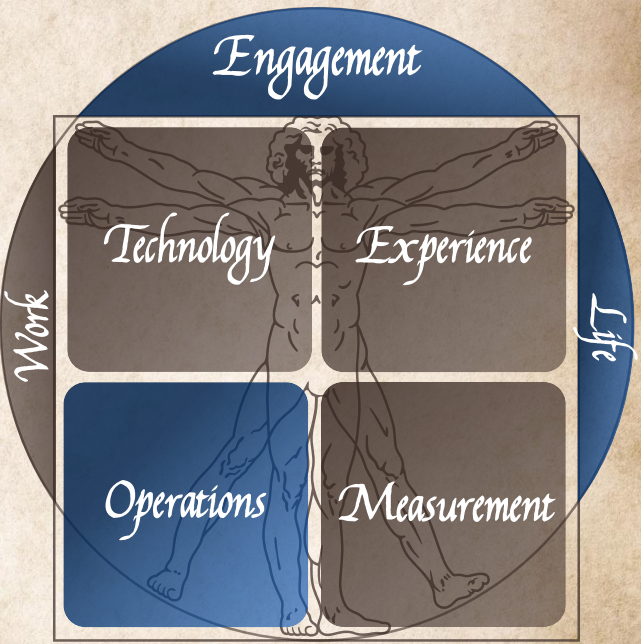


Stable Diffusion, the image gains depth and the materials, like the cream tube and background elements, show improved texture and lighting.

Midjourney V6



Midjourney V6 displays the most noticeable leap in quality, with a sharp, clear image that includes realistic textures on the hand cream tube, fine details such as text on the label, and a naturalistic portrayal of the hand holding the product, offering a depth of field and lifelike clarity that rivals an actual photograph.

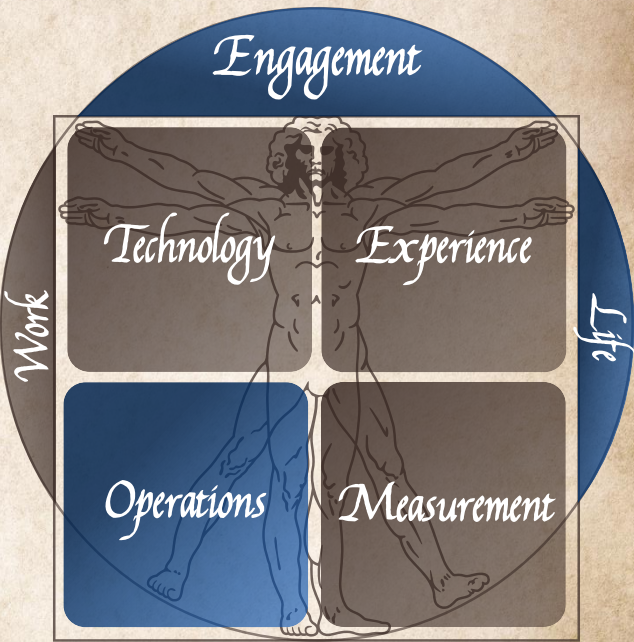


Example: Product Image

Midjourney



V1, the images have a more artistic, less defined appearance
 V2 & V3 improving on the clarity and the realism of the textures.
 V4, there's a significant enhancement in the details, such as the crispness of the text and the natural look of the skin
 V5 & V5.1 & V5.2 continue this trend
 V6 showcasing near-photographic quality in the depiction of the products, exhibiting subtle textures, realistic lighting, and shadows that give the scenes a tangible presence. There's a notable shift from the more graphic and stylized to the hyper-realistic, with each version offering a more refined and believable presentation of the products in a natural setting.



Example: Lifestyle Product Image

Image AI Generator Breakdown

Dall-E 3



Dall-E 3's image features smooth textures and a glossy, almost surreal finish, particularly on the product and the model's skin.

Stable Diffusion (SDXL)

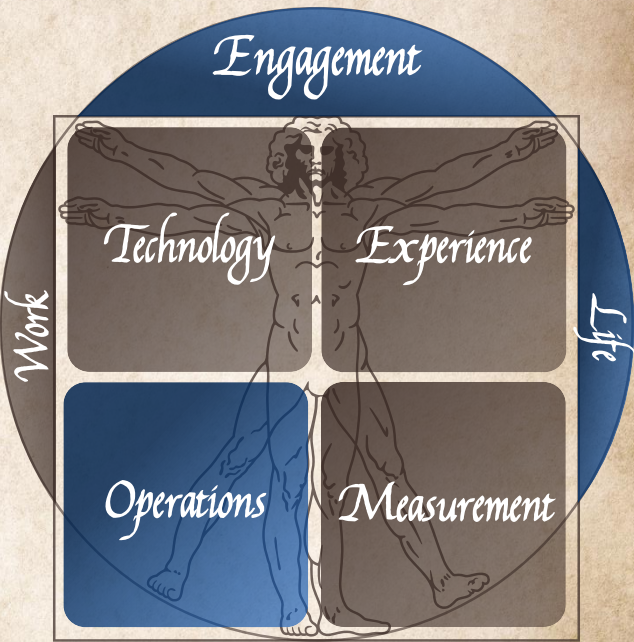


Stable Diffusion moves towards more realistic lighting and shadow, offering a softer, more naturalistic portrayal of the product and hands.

Midjourney V6



Midjourney V6 exhibits a notable leap in realism; the model's skin texture, the play of light and shadows, and the tactile appearance of the product are all rendered with a high degree of detail and depth, closely resembling a high-quality photograph.



Example: Lifestyle Product Image

Midjourney

V1



V2



V3



V4



V5



V5.1



V5.2



V6

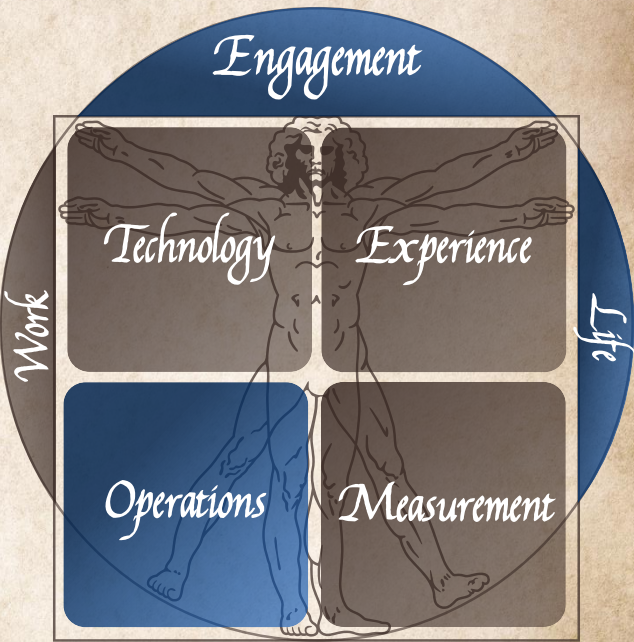


V1 & V2 & V3 have a softer focus and more pronounced stylization in the portrayal of the models and the products.

V4, the images achieve greater realism with improved skin texture and lighting.

V5 and V5.1 offer further refinement in facial features and product textures,

V6 presents a sophisticated, near-photographic quality with vivid details, natural skin tones, and a cohesive interplay of light and shadow, culminating in a highly realistic image that captures the subtleties of human expression and the tactile quality of the product.



Example: Texture Product Image

Image AI Generator Breakdown

Dall-E 3



Stable Diffusion (SDXL)



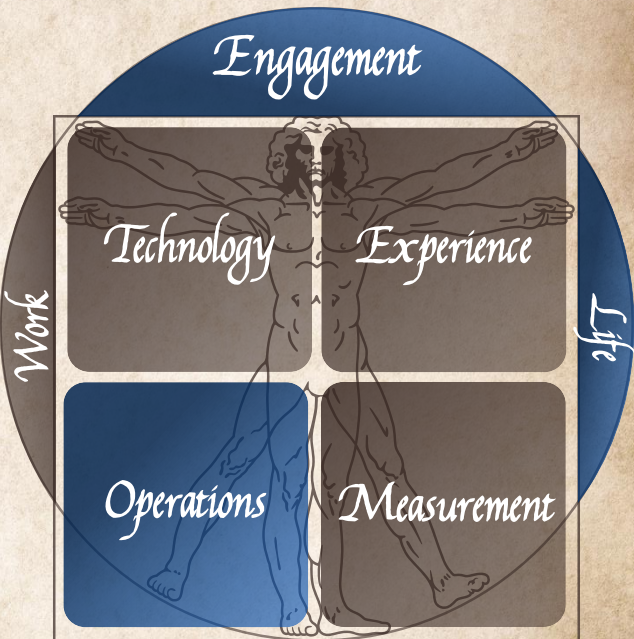
Midjourney V6



Dall-E 3 starts with a softer focus, giving the roll a smooth and almost painted appearance.

Stable Diffusion (SDXL) introduces more defined edges and realistic shadows, suggesting a better sense of the paper's texture.

Midjourney V6 takes a significant leap forward, offering a highly detailed image where individual embossed patterns on the paper are sharp and clear, the lighting is nuanced, and the overall image has a depth that gives it a lifelike presence.



Example: Texture Product Image

Midjourney

V1



V2



V3



V4



V5



V5.1



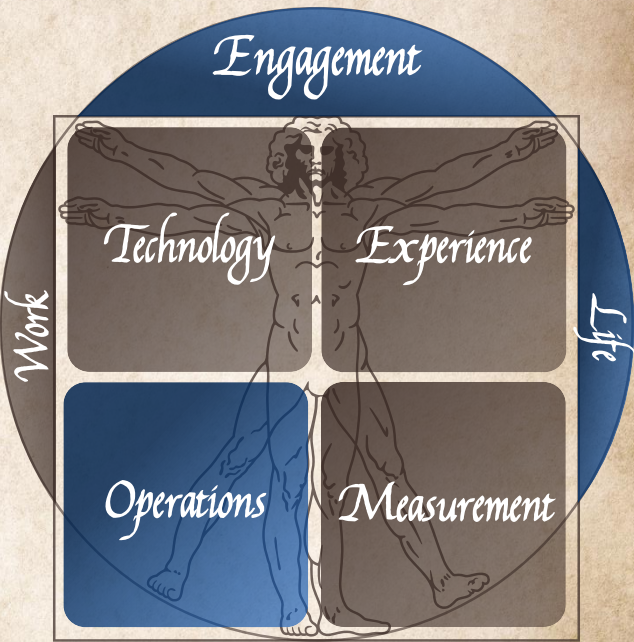
V5.2



V6



V1 to V3, there's a noticeable progression from less defined shapes and textures to a more realistic appearance with better shading. V4, the image quality significantly enhances, showing more precise details and a deeper sense of dimensionality. V5 & V5.1 & V5.2 show incremental improvements in texture and lighting. V6 stands out with its sharp, clear, and finely textured presentation, closely resembling a high-quality photograph, complete with realistic embossed patterns on the paper and a convincing interplay of light and shadow.



Example: Setting Image

Image AI Generator Breakdown

Dall-E 3



Stable Diffusion (SDXL)



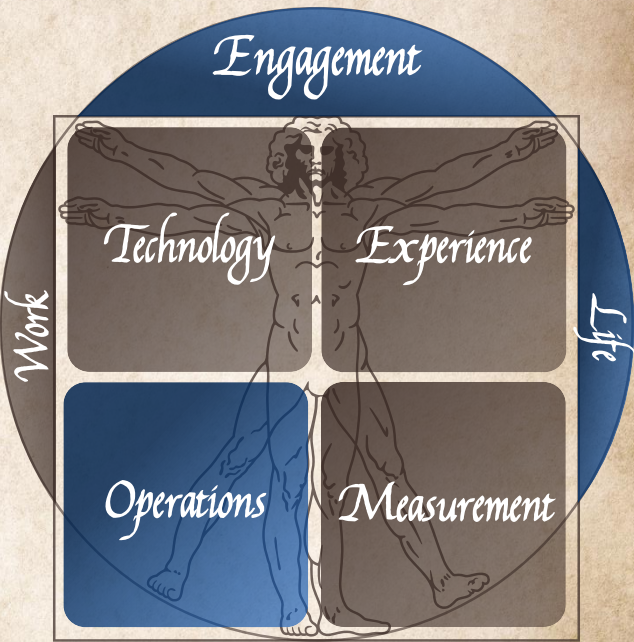
Midjourney V6



Dall-E 3 presents a refined, stylized image with a focus on dramatic lighting and a clean, modern aesthetic.

Stable Diffusion (SDXL) enhances realism with more natural lighting and shadow details, providing a sense of depth particularly visible on surfaces like marble.

Midjourney V6 takes realism even further with highly detailed textures, realistic reflections, and subtleties in material finishes, such as the intricate pattern on the chandelier and the woodwork, achieving a level of detail that is remarkably close to an actual high-resolution photograph.



Example: Setting Image

Midjourney

V1



V2



V3



V4



V5



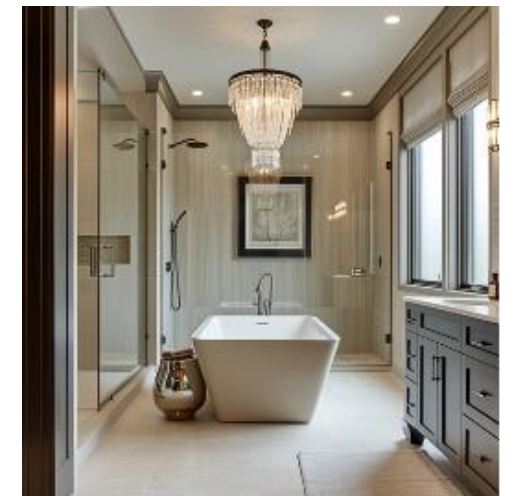
V5.1



V5.2



V6

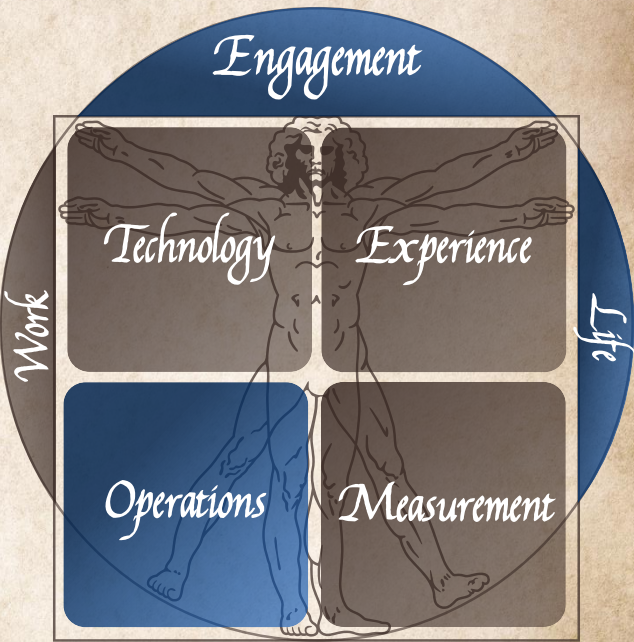


V1 & V2 & V3 present more artistically rendered spaces with softer textures and less focus on fine details.

V4 introduces a more realistic interpretation of space and materials.

V5 & V5.1 & V5.2 is characterized by a significant enhancement in the textures of surfaces and the reflection of light.

V6 achieves a high level of detail and realism, with lifelike lighting and shadows, precise reflections, and a sophisticated colour palette that provides the images with a sense of luxury and depth.



Example: Logo Image

Image AI Generator Breakdown

Dall-E 3



Stable Diffusion (SDXL)



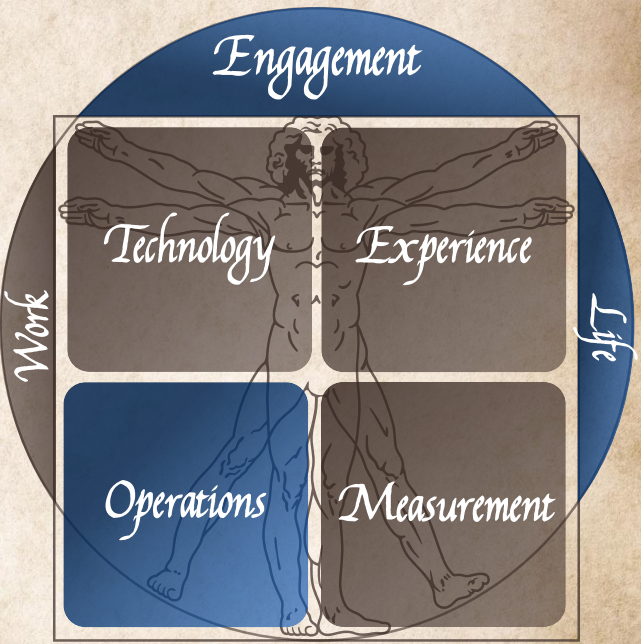
Midjourney V6



Dall-E 3 image showcases ornate typography with a decorative style, but with certain letters appearing slightly misaligned or uneven.

Stable Diffusion (SDXL) rendition, the text is more uniform and the font choice is more consistent, yet there's still some distortion in the letter spacing and alignment.

Midjourney V6, the text is crisp, evenly spaced, and well-proportioned, indicating a significant improvement in the AI's handling of typography. This suggests that over time, AI has become better at not only creating visually pleasing designs but also at ensuring the textual elements are clear and professionally presented, which is critical for brand representation.



Example: Logo Image

Midjourney



V1 & V2 have a simpler composition with less sophisticated use of texture and lighting effects. V3 & V4, there's a noticeable increase in the complexity and refinement of the designs, with more elegant script fonts and subtle use of gradients and shadows for a three-dimensional appearance. V5 and beyond show a significant leap in sophistication; the logos feature intricate line work, a harmonious balance between elements, and a polished, professional finish. The color palettes become more nuanced, and the overall aesthetic shifts from basic graphic representations to dynamic, brand-worthy logo designs that could be used in professional settings.



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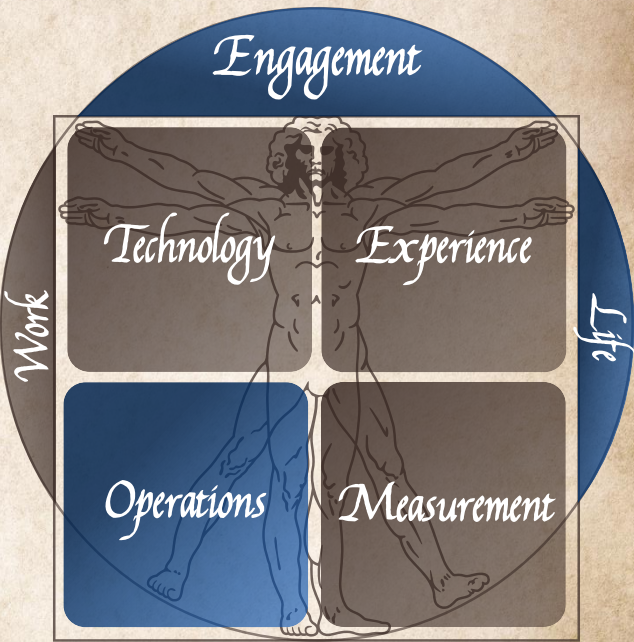


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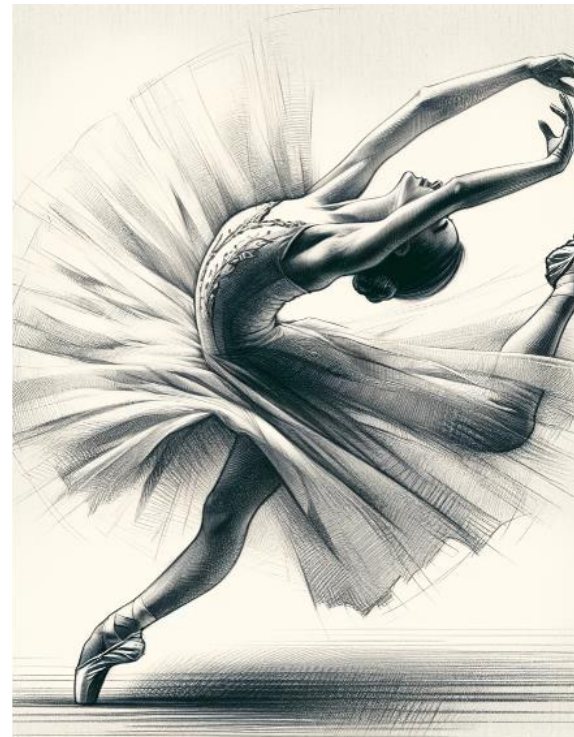
Appendix



Example: Drawing Image

Image AI Generator Breakdown

Dall-E 3



Stable Diffusion (SDXL)



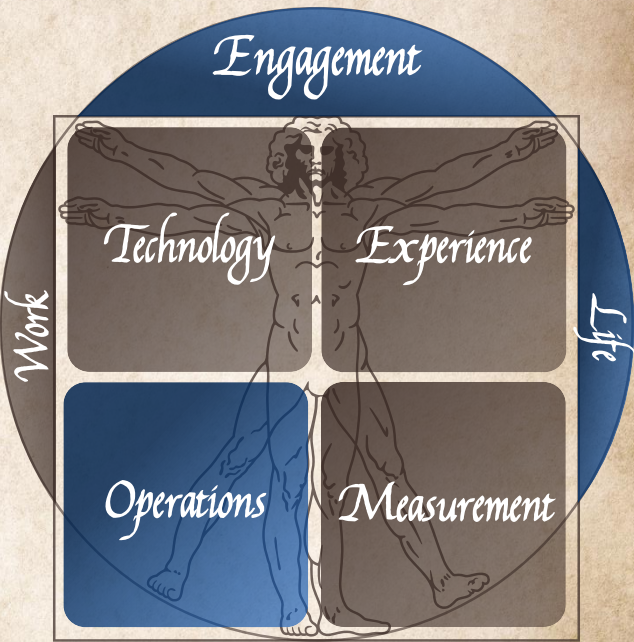
Midjourney V6



Dall-E 3 image has a more illustrative quality with precise line work and a high level of detail in the dancer's attire and the dynamic pose.

Stable Diffusion, there's a shift towards a softer, more realistic rendering with a focus on shading and light, giving the figure a three-dimensional form and a sense of movement.

Midjourney V6 image represents a blend of the two approaches, combining dynamic sketch-like strokes with realistic proportions and motion, capturing the grace and fluidity of the dancer. This progression reflects a sophisticated understanding of human anatomy, motion, and artistic techniques in AI over time.



Example: Drawing Image

Midjourney

V1



V2



V3



V4



V5



V5.1



V5.2



V6



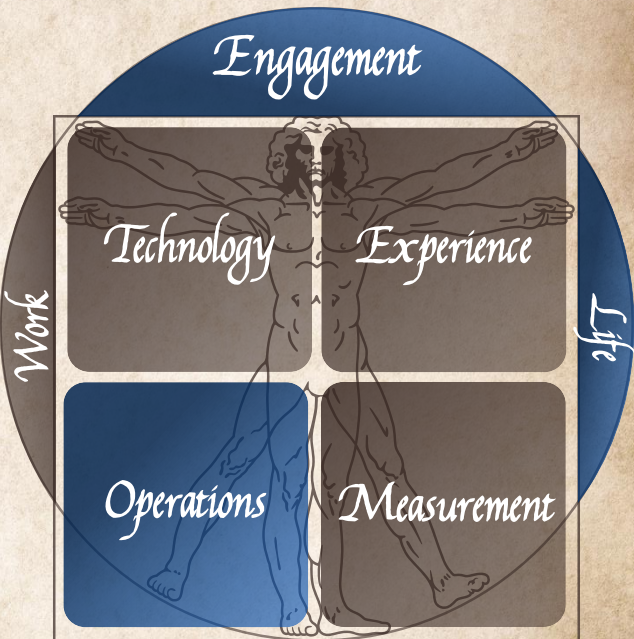
V1 have a rough, sketch-like quality with dynamic strokes that capture movement, but with less focus on anatomical accuracy.

V2 & V3, there is an improvement in the definition of the figures, with a more delicate touch in dancers' poses and clothing.

V4 the images show a notable leap in detail and realism, with a balance between sketchy dynamism and refined features.

V5 & V5.1 versions exhibit a near-photorealistic quality with soft shading, intricate detailing in the dancers' attire, and lifelike expressions and poses.

V6 presents a sophisticated combination of dynamic motion and detailed, accurate anatomy, resulting in an image that conveys both the energy of dance and the precision of fine art.



Example: Product Image

Image AI Generator Breakdown

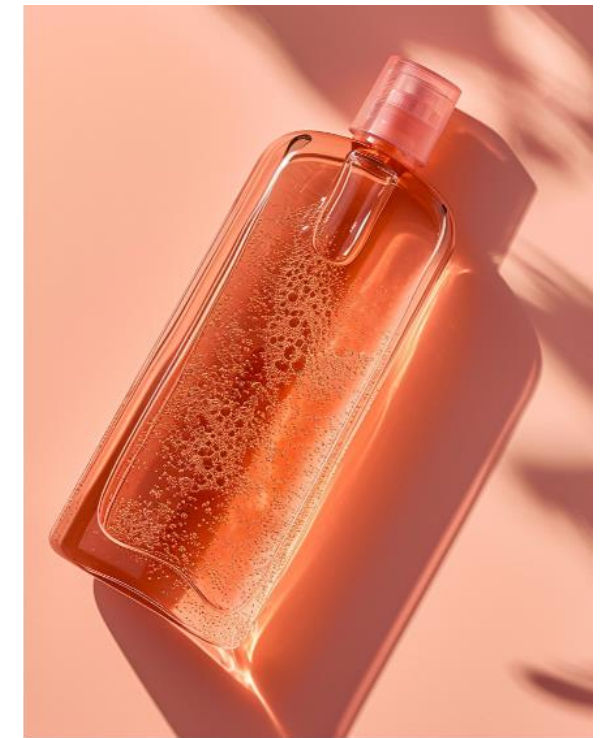
Dall-E 3



Stable Diffusion (SDXL)



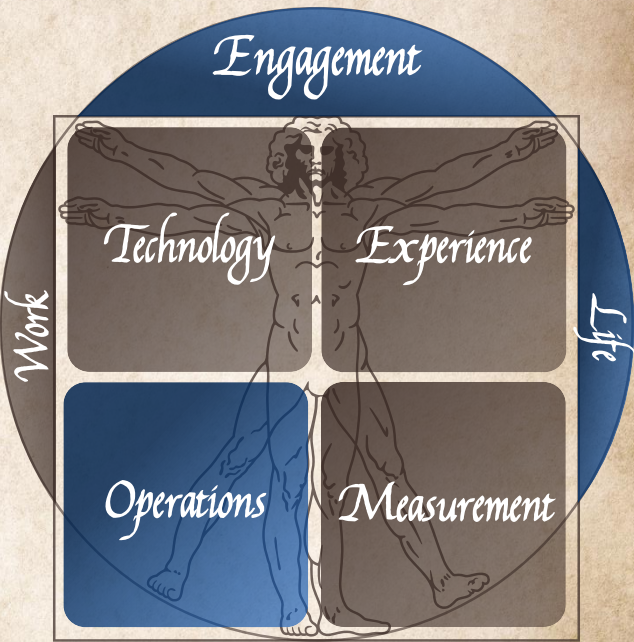
Midjourney V6



Dall-E 3 presents a bottle with water droplets that have a stylized and somewhat idealized look.

Stable Diffusion, the rendering of liquid around the perfume bottle gains dynamic motion and complexity, giving a more authentic sense of movement and interaction with light.

Midjourney V6 showcases a significant leap in realism; the shower gel bottle features not only photorealistic textures and lighting but also a tangible sense of the product's material, with the light reflecting and refracting through the liquid in a way that suggests actual physical properties.



Example: Product Image

Midjourney

V1



V2



V3



V4



V5



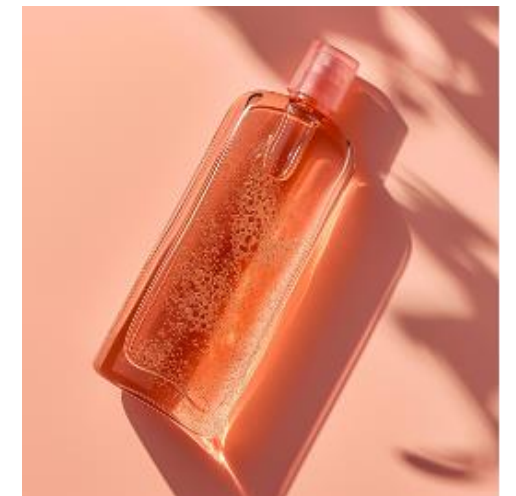
V5.1



V5.2



V6



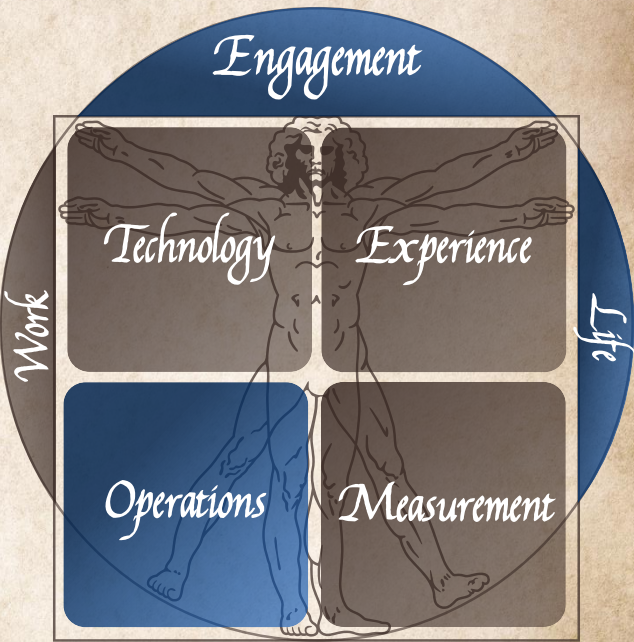
V1 images start with a basic level of detail and a somewhat flat appearance.

V2 & V3, we see an increase in texture and reflectivity, giving the products a more three-dimensional and realistic feel.

V4 marks a significant jump with a dynamic presentation, highlighting the viscosity and translucency of liquids.

V5 & V5.1 depict more complex lighting and shadow effects

V6 image stands out with its life-like quality, complex reflections, and sophisticated use of colour grading, providing a very polished and commercially ready visual presentation.



Example: Building Image

Image AI Generator Breakdown

Dall-E 3



Stable Diffusion (SDXL)



Midjourney V6



Dall-E 3 shows a highly detailed and stylized coffee shop facade with an ornate design and a pronounced 3D effect.

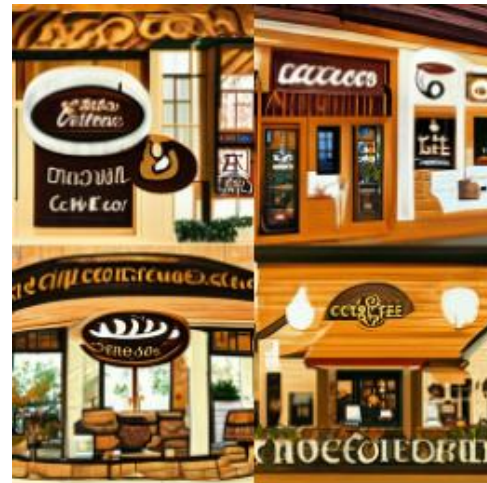
Stable Diffusion appears more photo-realistic with a softer aesthetic, featuring a more traditional storefront that blends naturally with its surroundings.

Midjourney V6 offers an even more refined image with sharper details, improved lighting, and texture that suggests a seamless integration into the real-world urban environment, giving the impression of a photograph rather than a generated image.

Example: Building Image

Midjourney

V1



V2



V3



V4



V5



V5.1



V5.2



V6



V1 & V2 have a more illustrated, less lifelike appearance, with somewhat exaggerated proportions and less natural color saturation. V3, there's an improvement in the architectural details, giving the storefronts a more realistic dimensionality. V4 presents a significant leap with improved lighting and texture that conveys a more convincing material presence. V5 and V5.1 offering deeper contrast and more intricate details that contribute to a richer, more photorealistic quality. V6 achieves a high level of photorealism where the play of light and shadow, the materials' textures, and the overall composition are almost indistinguishable from a real photograph.

