

Creativity takes flight with AI power at Malaysia's Pixlr Group

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(From left) Pixlr chair and founder Stephanie Sitt and Pixlr chief executive officer Warren Leow

KUALA LUMPUR: Malaysia-based Pixlr Group, known for seamlessly integrating artificial intelligence (AI) with intuitive design tools, is at the forefront of democratising design and empowering creators worldwide.

A global leader in digital photo editing and content creation, the Pixlr ecosystem encompasses Pixlr.com, Designs.ai and Vectr.com, catering to a diverse clientele from independent freelancers to marketing powerhouses, educational institutions and government communication teams.

"With AI not being a distant future but happening now, we offer a suite of AI-powered SaaS (software as a service) tools that fuel the creative industries, used by over 10 million users every month," says Pixlr chief executive officer Warren Leow, who is a member of MED4IRN (Council of Digital Economy and the Fourth Industrial Revolution).

Pixlr chair and founder Stephanie Sitt elaborates on its vision, saying since acquiring Pixlr from Autodesk in 2016, it has been striving towards becoming a world-leading name in the SaaS scene.

"We have now included AI into our core strategy to serve a global user base from our home turf in Malaysia."

In the competitive landscape of creative SaaS tools, Pixlr carves its niche with unique value propositions.

"We target the 80 per cent of semi-professional users who seek an affordable alternative to Adobe with our user-friendly products which are more advanced than Canva," Leow explained.

Sitt said: "Our core strength lies in catering to professionals and communicators, who make up over 80 per cent of the market. Our Malaysian base allows us to keep costs lower, and we are known for our agility in integrating new features into our products."

Pixlr's dedication to innovation has spilled over to the educational sector and its technological prowess has also garnered international acclaim.

In conjunction with Teachers' Day this year, Pixlr has embarked on a collaboration with the Ministry of Education to provide free AI training worth RM1 million to 500 teachers.

The effort aims to enhance teachers' AI competencies to integrate these generative technologies into their teaching practices.

At Google I/O 2024, Pixlr has been recognised as one of the supported Progressive Web Apps (PWAs), underscoring its commitment to make powerful editing tools universally accessible.

Optimised for Chromebooks and integrated with Google Play, the Pixlr PWA offers a seamless, native-like app experience, along with multitasking efficiency by utilising the new tabbed mode on ChromeOS.

With the creative landscape exploding, Pixlr is well-positioned for growth.

According to Goldman Sachs, the creator economy is poised to reach a staggering US\$500 billion by 2027, fuelled by innovative tools and is ripe for disruption.

Meanwhile, Grand View Research projects that the Generative AI market will reach US\$109.37 billion by 2030 and is poised to be a gamechanger, empowering creators and transforming the way we express ourselves.

This confluence of trends paints a clear picture: the future of creativity is brimming with exciting possibilities.

Looking ahead, Pixlr will continue to expand its user base, sales and overall business potential through product innovation and a disciplined approach to mergers and acquisitions.