

PHAiTO - Q&A

What is PHAiTO?

PHAiTO is a professional automated editing software combining the power and speed of artificial intelligence, and the expertise of a team of experienced retouchers, all located in Montreal. It is one of the first 100% automated solution for accurate color correction, designed to serve a wide range of image professionals.

PHAiTO reduces the time of a professional edition by 75%, costs only a fraction of its price (\$0.15 per image, without contract or subscription), and is available 24 hours a day, 7 days a week.

Who is PHAiTO for?

PHAiTO is an ideal software for professionals who have to manage a certain volume of images, respect short deadlines and a certain budget, without compromising the quality of their services.

Specifically, PHAiTO can satisfy basic color correction for:

- Self-employed photographers or photography studios, in several specialties: wedding, event, school, portrait, family, fashion, tourism, editorial, artistic, architecture, etc;
- Production and advertising studios for their various visual campaigns;
- Real estate professionals - real estate agents, construction contractors, designers, architects - for quick, accurate and neutral interior and exterior photography and visuals;
- Companies and brands that generate a large volume of visuals: e-commerce, international brands, etc.

The PHAiTO difference?

The great strength of PHAiTO software is that it was formed with the expertise of a team of image professionals, for image professionals.

PHAiTO's algorithm has been fed by more than 120,000 images carefully selected from the tens of millions contained in the Image Salon retouching team's database, a Canadian leader and major international player in photo editing and retouching.

PHAiTO therefore benefits from a particular expertise that guarantees its users retouching of remarkable quality and precision, while allowing them to obtain large volumes of edited images autonomously and very quickly.

It is also worth mentioning that for projects requiring even more detailed or personalized work, the images processed with PHAiTO software are compatible with additional manual retouching performed by Image Salon photo retouchers.

What corrections does PHAiTO perform?

PHAiTO has been designed to deliver carefully calibrated, accurate and neutral images. Its basic interventions touch the following fields:

- General exposure
- White balance
- Contrast
- Framing

PHAiTO users can also choose their preferences from a variety of styles before the software processes their images.

How does PHAiTO work?

PHAiTO works with the [Lightroom](#) application (Adobe Suite) and is very easy to use:

- 1) We select the bank of photos or images contained in a Lightroom folder on the software.
- 2) We wait a few minutes, depending on the volume of images deposited - PHAiTO processes each image in less than a second.
- 3) An email message warns us that the processed images are ready to be put back in the Lightroom folder.

Here is a short [video](#) that explains PHAiTO.

PHAiTO's DNA: Image Salon

PHAiTO is one more service offered by Image Salon, a company founded in Montreal (Canada) in 2014 by two photographers. Innovative and on the lookout for the latest trends, Image Salon quickly distinguished itself for its excellence and efficiency. Today, it is led by a woman and has a local team of over 50 photo editors, working for thousands of clients across 40 countries.