Reka Announces Partnership with Shutterstock

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New York / San Francisco, CA. June 4, 2024 – Today, Reka is excited to announce a multi-year partnership with Shutterstock, Inc (NYSE: SSTK), a leading global creative platform. As part of this partnership, Reka will license Shutterstock's vast library of digital visual assets to aid in our continued development of frontier-class multimodal language AI models. Reka will also add Shutterstock to its growing roster of customers as the company retains Reka to further enhance the value of the metadata supporting their image and video library.

"This is a truly exciting partnership for our companies both for the multimodal AI models Reka will develop using our industry leading training data, but also for the opportunity we'll have to enhance our human created metadata with Reka's leading multimodal models," said Paul Hennessy, CEO of Shutterstock. "The quality of our content has long been the core of our business and we're excited to leverage Reka's AI capabilities to further enrich the metadata and tagging of our content library."

In addition to continued investment in human created metadata, Shutterstock expects to leverage Reka's leading multimodal models to augment details and enhance the metadata attached to its library of digital assets, thus further increasing its value. This underscores Shutterstock's belief in AI innovation that supports its commitment to empowering the world to tell their stories by bridging the gap between idea and execution.

"As we continue to develop frontier multimodal AI models, it was critical for us to partner with Shutterstock given its comprehensive source of legally licensable content with best-in-class, human-created metadata," said Dani Yogatama, CEO and co-founder of Reka. "We are excited by the ability to leverage Shutterstock's ever-growing library of diverse digital assets to continue to drive advancements in AI. This will allow us to develop frontier models that benefit partners and customers including Shutterstock. We look forward to expanding our partnership with Shutterstock over time."

Additional Resources

- Experience firsthand Reka Core, Flash and Edge

- See demonstrations of What Reka Can Do

- Learn more about Reka Model Pricing

- Review the Technical Paper for Reka Core

About Reka
Reka is a developer of industry-leading, multimodal, AI models that enable individuals and organizations to deploy generative AI applications. Reka was founded by a team of highly experienced scientists and engineers from DeepMind, Google Brain, and FAIR. For more information or to try out our multimodal models, please visit us at www.reka.ai

About Shutterstock

Shutterstock, Inc. (NYSE: SSTK) is a premier partner for transformative brands, digital media and marketing companies, empowering the world to create with confidence. Fueled by millions of creators around the world and a fearless approach to product innovation, Shutterstock is the leading global platform for licensing from the most extensive and diverse collection of high-quality 3D models, videos, music, photographs, vectors and illustrations. From the world's largest content marketplace, to breaking news and A-list entertainment editorial access, to an all-in-one content editing platform and studio production service—all using the latest in innovative technology—Shutterstock offers the most comprehensive selection of resources to bring storytelling to life.

Learn more at www.shutterstock.com and follow us on LinkedIn, Instagram, Twitter, Facebook and YouTube.

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