

Apple will use AI and infrared to improve iPhone's photo quality

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Image quality is becoming one of the most concerned aspects when evaluating a smartphone, Apple naturally has the alertness to recognize that trend, and the proof that they have just bought another company specializing in image processing technology called Spectral Edge to ensure the pictures taken from the iPhone in the future will be even more beautiful.

Spectral Edge is a technology company headquartered in Cambridge, UK, operating primarily in the field of technology development to improve image quality in automatic mode on any device, especially smartphone. This can be done by using an infrared version of the photos taken automatically, and then applying machine learning technology for post-processing, improving overall quality. can of photo. The end result is a sharper photo with noticeably more realistic colors.

Obviously Apple is one of the largest technology companies in the world, but they also do not 'spare money' for venture capital. Perhaps CEO Tim Cook and his associates were really impressed with what Spectral Edge was doing and quickly agreed to buy this potential company.



Although there has been no official announcement from Apple, according to reliable sources, Ronald Denwood, one of the apple's attorney representatives has been appointed as the one responsible for completing the legal procedure. The reason for this deal. At the same time, Mr. Ronald is likely to hold the position of temporary director of Spectral Edge after the deal is completed. In addition, the old Spectral Edge board will also be dissolved and replaced by the senior staff appointed by Apple, while the low-level personnel structure will be almost unchanged.

Currently Google Pixel 4 is holding the 'crown' of the world's best smartphone photography. Huawei Mate 30 Pro, Xiaomi Mi CC9 Pro (Premium Editio) and Apple iPhone 11 Pro Max are chasing after with tight scores. With the arrival of Spectral Edge, the iPhone 12 is expected to 'make a difference' in 2020.

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