

Grid Dynamics Expands Its Generative AI Solution Offering—Introduces Generative AI Product Design Starter Kit for Enterprises

Key Takeaways:

- Grid Dynamics released an innovative Generative Product Design Starter Kit that enables enterprise-scale retailers, brands, and manufacturers to rapidly create product design tools and unique digital customer experiences using generative AI.
- The Generative AI Product Design Starter Kit provides reference models and workflows for ideating, editing, restyling, and recontextualizing the designs of consumer products.
- Grid Dynamics is actively expanding its lineup of generative AI solutions for high-potential industry-specific enterprise use cases, further strengthening its position as a leader in enterprise AI.

San Ramon, CA, May 15, 2023 – [Grid Dynamics](#) Holdings, Inc. (NASDAQ: GDYN) (Grid Dynamics), a leader in enterprise-level [digital transformation](#) services and solutions, announced today the release of its Generative AI Product Design Starter Kit to complement other Gen AI offerings. Leveraging this starter kit, retailers, brands, and manufacturers can rapidly build unique digital services for their customers and improve the productivity of content creation teams using state-of-the-art generative AI technologies. Brands and manufacturers can leverage the Generative AI Product Design Starter Kit to enhance their design ideation processes, speed up prototyping, and provide customers with unique product personalization capabilities.

The Generative AI Product Design Starter Kit strengthens Grid Dynamics' potential to attract new clients and facilitate strategic partnerships in the rapidly growing generative AI space. Grid Dynamics has a long history of delivering AI solutions to world-largest enterprise clients, and the company has plans to leverage its comprehensive domain knowledge and technology expertise to spearhead the enterprise adoption of generative AI as well. The Generative Product Design Starter Kit also embodies the company's commitment to its recently unveiled [GigaCube](#) growth framework, which identifies strengthening its partner ecosystem and investing in innovation as foundational pillars of the company's long-term success.

“The latest generative language and image models enable dozens of high-value enterprise use cases that are impossible to implement using other technologies. This technological advancement impacts virtually all industries and creates a need for hundreds of fundamentally new specialized products and solutions”, said Ilya Katsov, VP of Engineering at Grid Dynamics. “At Grid Dynamics, we focus our efforts on creating generative AI solutions for high-potential industry-specific use cases combining deep technology expertise, domain knowledge, and building blocks provided by our partners. The Generative AI Product Design Starter Kit demonstrates how the state-of-the-art text-to-image and image-to-image models can be used to build applied business solutions for retail, manufacturing, and other industries use cases.”

This innovative starter kit encompasses a reference collection of generative AI models which empower users to create and fine-tune design concepts, modify object shapes and styles, and recast a design's environmental context based on sketches, reference images, and natural language descriptions. The starter kit includes a workflow management application that allows for implementing domain-specific use cases such as product design personalization, marketing content creation, and virtual product try-on. The workflows and services that can be created using this starter kit dramatically improve the productivity of design teams and enable unique customer experiences. Visit [this page](#) to learn more about Grid Dynamics' Generative Product Design Starter Kit. Explore additional AI solutions developed by Grid Dynamics including [AI-Powered Data Analytics](#) and [Generative AI Images](#).

About Grid Dynamics

Grid Dynamics (NASDAQ: GDYN) is a digital-native technology services provider that accelerates growth and bolsters competitive advantage for Fortune 1000 companies. Grid Dynamics provides digital transformation consulting and implementation services in [omnichannel customer experience](#), [big data](#), [analytics](#), [search](#), [artificial intelligence](#), [cloud & DevOps](#), and [application modernization](#). Grid Dynamics achieves high speed-to-market, quality, and efficiency by using technology accelerators, an agile delivery culture, and its pool of global engineering talent. Founded in 2006, Grid Dynamics is headquartered in Silicon Valley with offices across the US, Mexico, UK, Europe, and India. To learn more about Grid Dynamics, please visit www.griddynamics.com. Follow us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

Forward-Looking Statements

This communication contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are not historical facts, and involve risks and uncertainties that could cause actual results of Grid Dynamics to differ materially from those expected and projected. These forward-looking statements can be identified by the use of forward-looking terminology, including the words “believes,” “estimates,” “anticipates,” “expects,” “intends,” “plans,” “may,” “will,” “potential,” “projects,” “predicts,” “continue,” or “should,” or, in each case, their negative or other variations or comparable terminology. These forward-looking statements include, without limitation, quotations and statements regarding our product capabilities, benefits of our Generative Product Design Starter Kit and our company’s future growth.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Most of these factors are outside Grid Dynamics’ control and are difficult to predict. Factors that may cause such differences include, but are not limited to, any factors limiting product capabilities, the benefits of our products, and our company’s growth.

Grid Dynamics cautions that the foregoing list of factors is not exclusive. Grid Dynamics cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. Grid Dynamics does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based. Further information about factors that could materially affect Grid Dynamics, including its results of operations and financial condition, is set forth under the “Risk Factors” section of the Company’s annual report on Form 10-Q filed May 4, 2023 and in other periodic filings Grid Dynamics makes with the SEC.

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