

## Tinder® Unveils 'Photo Selector' AI: Feature to Make Choosing Profile Pictures Easier

**Photo Selector helps eliminate the guesswork of photo selection, showcasing your personality with industry-leading, user-controlled AI technology.**

**LOS ANGELES, July 17, 2024** — Tinder, the dating app that revolutionized how people meet, announces the release of 'Photo Selector'— an AI-powered feature that empowers users to effortlessly choose their profile pictures from a curated selection of photos retrieved directly from their devices.

### **A picture is worth a thousand words**

Authenticity plays a crucial role in attracting the right match on Tinder. In a recent survey<sup>1</sup>, **85%** of singles say that their dating app profiles are important to represent their true selves, **52%** say it is hard to select a profile image, and 68% report that an AI feature for photo selection assistance would be helpful<sup>1</sup>.

At the same time, most single women prefer men's profiles with at least four images that genuinely reflect their personalities<sup>2</sup>. Men who include more than one face photo in their profiles increase their likelihood of matching with women by 71%. With Photo Selector, Tinder offers a digital companion that curates a diverse selection of photos from users' camera roll optimized to help users find a match.

### **Making it easier to focus on real connections**

Singles aged 18-24 report spending an average of 33 minutes selecting the right profile photo for their dating app<sup>1</sup>.

By alleviating the burden of photo selection, Photo Selector empowers users to focus more on making meaningful connections rather than spending excessive time on photo selection. This AI innovation promises to inject more spontaneity into the online dating experience.

The advent of smartphones and handheld cameras has introduced a new challenge in the digital age: the paradox of choice amidst a plethora of options - a challenge being addressed with the aid of AI technology.

"We're proud to be the first dating app to roll out an AI tool that can make the profile-building experience significantly easier -- an area we know is one of the hardest parts of dating. As the category leader, we're pushing ourselves to define the industry's best use cases for meaningful consumer AI integrations," said **Faye Iosotaluno, CEO of Tinder**. "As demonstrated by our Photo Selector feature, we're developing AI tech to assist you in making decisions, not to make them for you. **Our commitment to our users is clear and equally applies to our view of AI: at Tinder, we develop innovative technologies to create a safer space for people to make authentic connections.**"

### **Using Photo Selector is effortless**

Simply snap a selfie for facial recognition, grant access to your camera roll, and let our AI tech curate a selection of images for your review. You decide which pictures you want to select and add to your profile. Though Photo Selector is here to simplify the process of selecting profile photos, there are still 'tried and true' ways to present your best self as a first impression.

### **Capturing the ideal images from your smartphone**

Tinder Resident Dating Expert Devyn Simone offers tips on choosing profile photos that truly reflect your personality.

- **Find Your Light:** Think of yourself as the star of a glamorous photoshoot. Well-lit photos are always the vibe; natural light is your best friend. On a sunny day, seek out a nice shaded spot and snap a few variations. It's always good to have a few options to choose from.
- **Avoid Confusion:** No one wants to play "Where's Waldo?" with your dating profile pics. People are here to meet you, not your entire friend group. One group photo is fine, but keep the rest solo. Opt for a bright, fun pic that showcases you in

all your glory.

- Clean That Lens: It's basic but crucial. You don't want to look like you were photographed with a potato. Give your camera lens a quick wipe with a microfiber cloth before snapping away. Crisp and clear photos = instant upgrade.
- Have Fun: Your profile should be a mini-story about your fabulous life. Show off different sides of your personality with a variety of photos: a stunning headshot, an action shot (you doing something you love), a social shot, and a candid shot. Inspire people to want to know more about the amazing you!
- Mix It Up: If your profile pics are older than your favorite brunch spot, it's time for a refresh. Keep things current by adding at least one or two new photos. Fresh pics show you're active and keep your profile feeling new and exciting.

Photo Selector will be available in the U.S. region beginning in July, as well as international markets later this summer.

<sup>1</sup> Online Opinion survey of 7000 18-25-year-olds who are single and use dating apps (1000 UK, 1000 USA, 1000 Canada, 1000 Australia, 1000 France, 1000 Germany, and 1000 Japan) commissioned on behalf of Tinder in accordance with the Market Research Society's code of conduct. Data was collected between 21/6/2024 and 2/7/2024.

<sup>2</sup> Internal Tinder data from Tinder profiles on the number of profile photos and the correlation with Matches. Data was pulled on 21 June.

#### About Tinder:

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 97 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

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