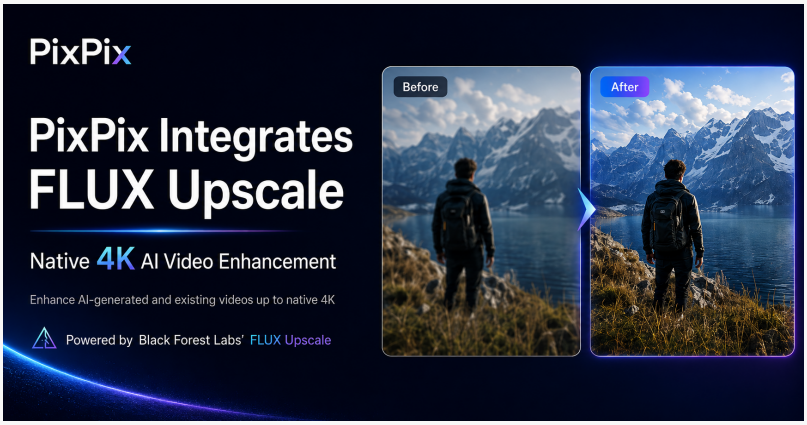
PixPix Integrates FLUX Upscale for Native 4K AI Video Enhancement

PixPix adds Black Forest Labs' FLUX Upscale, bringing native 4K AI video enhancement into its image and video creative workflow.



PixPix integrates Black Forest Labs' FLUX Upscale, enabling AI-generated and existing videos to be enhanced at resolutions up to native 4K.

DOVER, DE, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- PixPix, an AI creative platform for image and video production, has integrated FLUX Upscale, the newly released AI video upscaling technology from Black Forest Labs. The integration gives creators a streamlined way to enhance existing and AI-generated videos at resolutions up to native 4K.

Black Forest Labs introduced FLUX Upscale on August 20, 2026 as a standalone FLUX Tool and API endpoint. Designed for video inputs starting from 480p, the model regenerates footage at higher resolutions rather than relying only on conventional pixel enlargement.

> FLUX Upscale gives creators a practical way to bring AI-generated video closer to production-ready 4K quality within the PixPix workflow."
>
> *Will Chen, Marketing Director at PixPix*

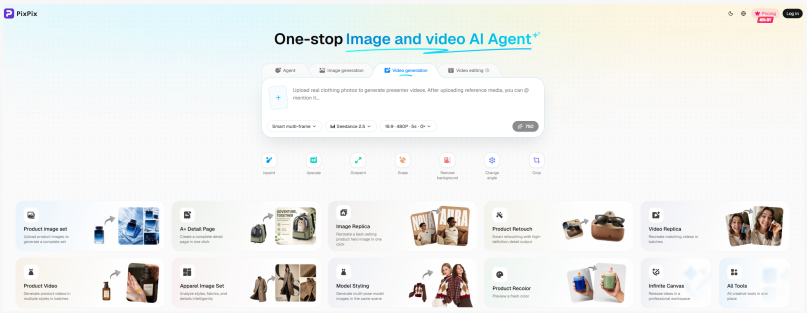
This approach is especially relevant to AI-generated video, where simply increasing resolution may leave existing visual defects untouched. FLUX Upscale is designed to improve common issues such as blurred facial details and grid-like artifacts that can appear in complex textures including water and grass.

By adding FLUX Upscale to PixPix, creators can access the new video enhancement capability as part of a broader image and video production environment, without having to build and manage a separate API workflow.

FLUX Upscale Offers Precise and Creative Modes

FLUX Upscale provides two processing modes for different enhancement needs.

Precise mode uses four processing steps and focuses on maintaining identity, composition and reference details more consistently. It is suited to footage involving people, products, branded assets and other subjects where preserving the original appearance is important.



PixPix brings AI image generation, video generation, editing and enhancement tools together in one creative workspace.

Creative mode uses eight processing steps and allows stronger detail reconstruction. It can be useful for landscapes, environmental textures and AI-generated scenes that require more extensive visual repair. Because Creative mode introduces more newly generated detail, it may also produce greater changes to some reference elements.

The model supports 1.5x, 2x and 3x upscale factors. Depending on the source resolution and selected factor, videos can be regenerated at progressively higher resolutions, with supported workflows reaching up to native 4K.

A More Accessible 4K AI Video Workflow

As AI-generated video becomes more widely used in advertising, e-commerce, social media and commercial content production, creators increasingly need practical ways to prepare generated footage for higher-resolution delivery.

PixPix combines AI image generation, video generation, editing and other creative tools in one workspace. With FLUX Upscale integrated into the platform, users can move from content generation to video enhancement within the same broader creative workflow.

Potential use cases include improving AI-generated advertising footage, enhancing product videos, preparing social media creative for larger displays, and refining generated scenes before they enter a wider editing or campaign process.

The workflow may also be useful for creators producing short-form video, product demonstrations and AI-generated campaign assets, where higher-resolution output provides greater flexibility for editing, cropping and distribution across different screen sizes and publishing platforms.

FLUX Upscale is not limited to videos created with FLUX models. Black Forest Labs states that the standalone tool can process supported video inputs from 480p and above, making the

technology applicable to a wider range of existing and AI-generated footage.

The integration expands PixPix's video capabilities as generative and post-production models continue to reshape visual content workflows. It also provides creators with another option for improving the quality of selected AI-generated clips before they are used in campaigns, storefronts, social content or other production environments.

Creators can explore PixPix and its AI image and video tools at https://www.pixpix.com/.

About PixPix

PixPix is an AI creative workspace for image, video and commercial content production. The platform brings AI generation, editing and production tools into one environment, helping brands, sellers, marketers and creators turn ideas and source assets into finished visual content more efficiently.

Will Chen
NEXCORE INC.
pr@pixpix.com
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