DALL·E 3 is an innovative text-to-image AI system developed by OpenAI. It represents a significant advancement over previous iterations, such as DALL·E 2, in understanding and translating complex nuances and details from textual descriptions into highly accurate visual representations. This system is specifically designed to adhere closely to the prompts provided by users, reducing the need for "prompt engineering" where users must learn specific ways to guide the AI to produce desired images.

DALL·E 3 is integrated natively with ChatGPT, enhancing the creative process by allowing users to collaborate with ChatGPT as a brainstorming tool. Users can input anything from a single sentence to a detailed paragraph, and ChatGPT will generate customized prompts that DALL·E 3 uses to bring the ideas to life with precision. This partnership enables users to refine prompts and make specific adjustments to images, thereby fine-tuning the final output with ease.

Available to ChatGPT Plus and Enterprise customers, the images created with DALL·E 3 belong entirely to the users, who are free to reprint, sell, or merchandise them without needing permission from OpenAI. The webpage also emphasizes the safety measures in place, ensuring DALL·E 3 limits the generation of violent, adult, or hateful content. This focus on ethical AI extends to declining requests that could infringe on the style of living artists and allowing creators to opt their images out from future model training.