ToolGPA

NOVEMBER 2026

HitPaw

The Insider's Guide

AI photo, video and audio tools online and on desktop



Every plan, grade, refund rule and rival among AI image and video generators, read from HitPaw's own pages.

Made by HitPaw · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from HitPaw's own pages, its app-store listings and our grades. Every fact in it is on HitPaw's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 31 of the 168 other AI image and video generators we grade

HitPaw is a suite of AI media tools sold as desktop, mobile and browser products. The online editor covers photo enhancement, background removal, image generation and AI effects, plus video and audio tools, all drawing on a shared monthly credit allowance. Separate apps include FotorPea for photos and VikPea for video.

To get you started, here are **9 things to know about HitPaw**, taken from its own pages and our grades.

> "
>
> **No store rating is on record, and credits and separate apps add things to figure out.**

From our grade for ease of use

1 **Best for upscaling photos with video and audio tools on the side**

HitPaw bundles photo, video and audio tools on one credit balance, on web, desktop and phones.

2 **Paid plans start at $43.29 a month**

As its pricing page puts it: $9.99 per week for 300 AI credits ($24.99 per month, $79.99 per year).

3 **There is a free plan**

Previews only for the enhancers, no AI generators, limited exports and a limited upload file size.

4 **It runs on 5 platforms**

Web, macOS, Windows, iOS and Android.

5 Photo enhancer and upscaler

Sharpens, denoises and upscales photos. Online, the credit plans cover up to 300 to 3,000 enhanced images depending on the plan.

6 AI image generator

Generates images from prompts, with portrait, headshot, anime and character generators, and lists models such as GPT Image 2, Nano Banana Pro and Flux Kontext.

7 Image editing tools

Includes a background remover and changer, watermark and object removers, a photo retoucher, old photo restoration and an image format converter.

8 A 2.0 GPA, above 31 of 168

That is against the other AI image and video generators we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace HitPaw you would be making an image model, which you can rent by the picture but not make. That is not a weekend's work, with an AI app builder or without one.

HitPaw at a glance

PRICING
Free plan, from $9.99 per week for 300 AI credits ($24.99 per month, $79.99 per year)

FREE PLAN
Yes

FREE TRIAL
7-day free trial of HitPaw Ultra (VikPea) on the desktop apps

RUNS ON
Web, macOS, Windows, iOS, Android

MADE BY
HitPaw

CATEGORY
AI Image & Video Generators

OUR GRADE
2.0 GPA, fair

The report card

Best for upscaling photos with video and audio tools on the side

HitPaw bundles photo, video and audio tools on one credit balance, on web, desktop and phones. The free plan only shows previews, though, the desktop apps are priced separately from the online plans, and the 7-day trial renews at $42.99 a month on Windows and $69.99 on Mac.

TOOLGPA REPORT CARD — **HitPaw** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Weekly is $9.99, monthly $24.99 and yearly $79.99, about $6.67 a month but with 3,000 credits for the whole year. The monthly price is at the top of the category range.
Free plan and trial	D	The free plan is previews only, with no AI generators and limited exports. A 7-day trial exists for the desktop video app and renews at a high price.
Features	C	Enhancing, background removal, image generation, video effects and audio tools. The listing shows a lot of tools but results are previews until you pay.
Ease of use	C	No store rating is on record, and credits and separate apps add things to figure out.
Platforms and integrations	B	Web, Mac, Windows, iPhone and Android, but no API or integrations are listed.

Grade point average — Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who HitPaw is for

- ✓ Fits if you restore or upscale old photos and prefer a desktop app
- ✓ Works for people who want photo, video and audio tools under one credit balance

Who it is not for

- ✗ Skip it if you want real results free, as the free plan shows previews only
- ✗ Watch out: the 7-day trial renews at $42.99 a month on Windows and $69.99 on Mac
- ✗ Pricey if you pay monthly at $24.99, or weekly at $9.99 for 300 credits
- ✗ Tight if you use the desktop apps, which are sold and priced separately from the online plans

Good to know

Good for

- ✓ Upscaling and restoring old or blurry photos
- ✓ Anyone who wants photo, video and audio tools under one credit balance
- ✓ People who prefer a desktop app over a browser-only tool

Worth knowing

- ⓘ The Free plan shows previews only and has no AI generators, so real use means paying.
- ⓘ Weekly, monthly and yearly plans each come with a fixed credit allowance, and the Yearly plan's 3,000 credits are for the whole year.
- ⓘ Pricing shown here is for the online editor; the desktop and mobile apps are sold separately and priced separately.
- ⓘ Plans renew automatically; the 7-day trial renews at a stated $42.99 a month on Windows and $69.99 on Mac.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$43.29

A month to start. There is a free plan too

HitPaw has a free plan. Paid plans start at $9.99 per week for 300 AI credits ($24.99 per month, $79.99 per year).

> **The monthly price is at the top of the category range.**
>
> From our grade for value for money

FREE

$0

Preview-only results in the enhancers, no AI generators, limited exports and upload size.

WEEKLY

$9.99

per week, billed weekly

300 AI credits a week, shown as $24.99 crossed out. Up to 150 generated images or 300 enhanced photos.

MONTHLY

$24.99

per month, billed monthly

1,200 AI credits a month, shown as $69.99 crossed out. Up to 600 generated images or 1,200 enhanced photos.

YEARLY

$79.99

per year, billed yearly

3,000 AI credits a year, shown as $199.99 crossed out. Up to 1,500 generated images or 3,000 enhanced photos.

The free plan

Previews only for the enhancers, no AI generators, limited exports and a limited upload file size.

Trying it first

7-day free trial of HitPaw Ultra (VikPea) on the desktop apps

Read from online.hitpaw.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

7-day free trial of HitPaw Ultra

The pricing page offers a 7-day free trial of HitPaw Ultra (VikPea) on Windows and Mac, renewing at $42.99 a month on Windows and $69.99 on Mac.

Stated on online.hitpaw.com

What it does

Its main features, where it runs, what it works with and who makes it

5

Places it runs: Web, macOS, Windows, iOS and Android

AI photo, video and audio tools online and on desktop. Here is what it does, as its own site describes it, and what it covers: AI features, image generation, video generation.

> **Enhancing, background removal, image generation, video effects and audio tools.**

From our grade for features

Photo enhancer and upscaler

Sharpens, denoises and upscales photos. Online, the credit plans cover up to 300 to 3,000 enhanced images depending on the plan.

AI image generator

Generates images from prompts, with portrait, headshot, anime and character generators, and lists models such as GPT Image 2, Nano Banana Pro and Flux Kontext.

Image editing tools

Includes a background remover and changer, watermark and object removers, a photo retoucher, old photo restoration and an image format converter.

AI video effects and generation

Creates video from images and text and applies effects such as AI dance and product videos. Listed models include Seedance 2.0, Veo 3, Kling and Wan.

Audio tools

The same credits cover an AI music generator, an audio enhancer and a vocal remover.

Desktop and mobile apps

FotorPea (photos) and VikPea (video) run on Windows and Mac, with iOS and Android apps for enhancing, art generation and photo-to-video.

Where it runs

Web · macOS · Windows · iOS · Android

What it works with

Its own pages name no integrations.

HitPaw is made by HitPaw.

Where it stands

Its grades against its category, and whether to keep it or make your own

31/168

Other AI image and video generators it is graded above

HitPaw's GPA of 2.0 is higher than 31 of the 168 other AI image and video generators we grade, and level with 31.

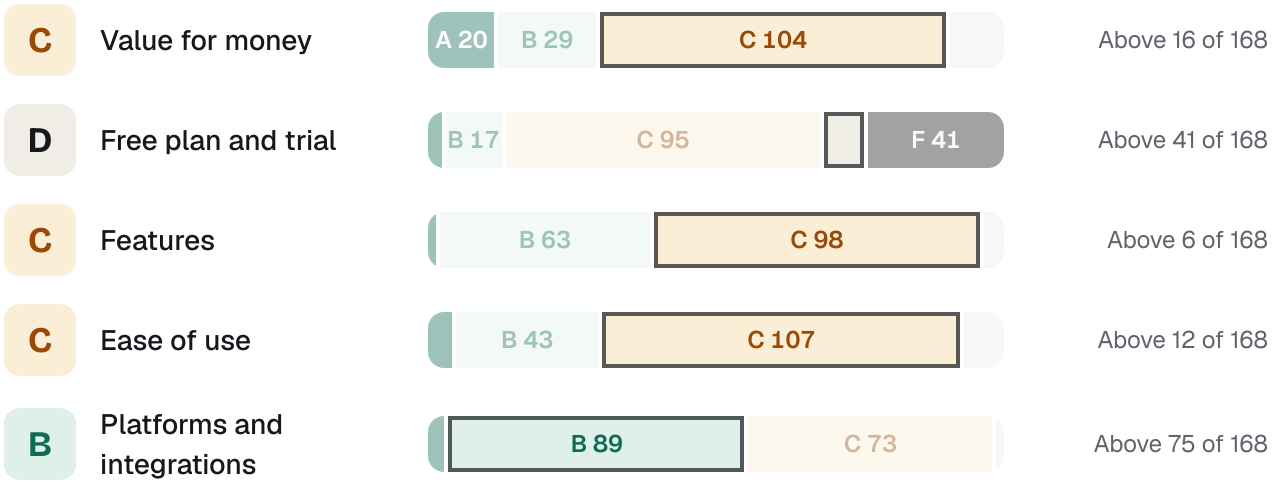
It stands best on platforms and integrations (B, above 75 of 168) and worst on free plan and trial (D, above 41).

Its paid plans start at $43.29 a month, against a middle price of $11.88 for the category: 116 of the 120 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 48 tools score higher and cost less.

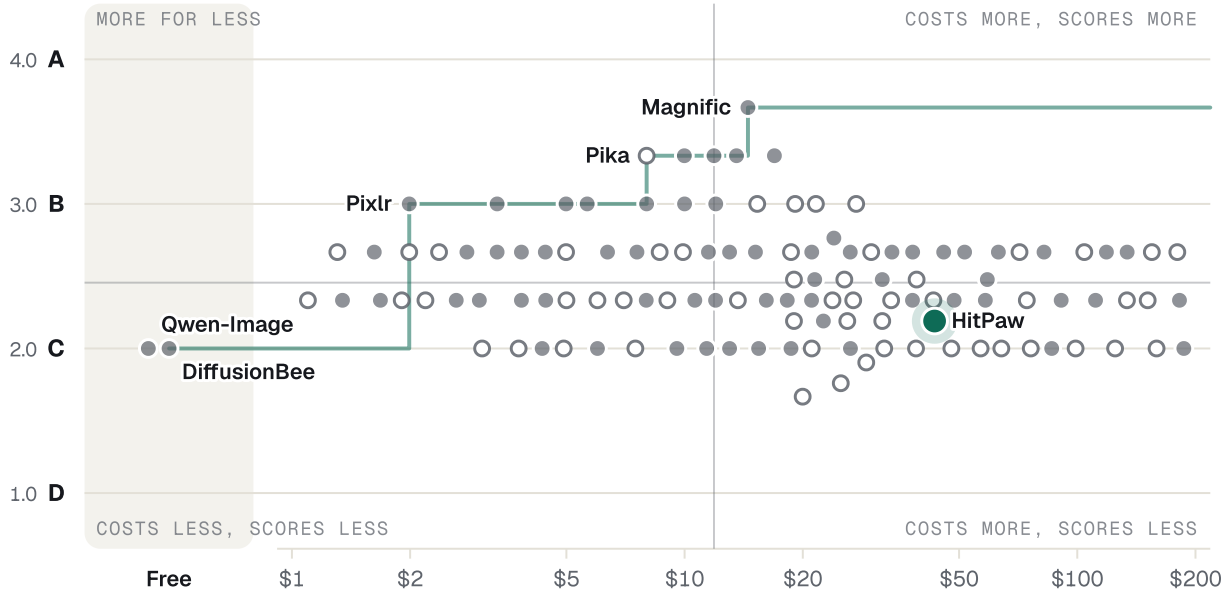
Each grade against the category

Every bar is all 169 AI image and video generators we grade, cut by the letter each got. HitPaw's own letter is outlined.



Price against what you get

Each dot is one of 123 AI image and video generators. Further left costs less; higher up scores better on features, ease of use and platforms. HitPaw is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace HitPaw you would be making an image model, which you can rent by the picture but not make. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 106 of the 168 other AI image and video generators grade higher. It costs $519.48 a year.

What you could not

- ✕ An image model, which you can rent by the picture but not make.
- ✕ A video model, which you can rent by the second but not make.

- ✕ Apps for macOS, Windows, iOS and Android that stay in step with each other.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. HitPaw's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Topaz Labs, PicWish, VanceAI, Let's Enhance and Upscayl

The 5 tools HitPaw is most often weighed against, with where each one differs from it.

2.0 GPA

Topaz Labs

From $19/mo

AI upscaling and enhancement apps for photos and video.

- HitPaw has a free plan. Topaz Labs does not.
- Only HitPaw lists an Android app.
- HitPaw also covers video generation.

HitPaw and Topaz Labs compared in full

3.0 GPA

PicWish

Free plan · from $4.99/mo

Photo cleanup, background removal and enhancement.

- HitPaw also covers video generation.
- PicWish also covers templates.

HitPaw and PicWish compared in full



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GPA

VanceAI

Free trial · from $15/mo

Credit-based image and video enhancer with a Windows desktop app.

- HitPaw has a free plan. VanceAI does not, though it has a free trial.
- Only HitPaw lists macOS, iOS and Android apps.
- HitPaw also covers image generation and video generation.

HitPaw and VanceAI compared in full



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GPA

Let's Enhance

Free trial · from $9/mo

Browser image enhancer and upscaler sold by monthly credits.

- HitPaw has a free plan. Let's Enhance does not, though it has a free trial.
- Only HitPaw lists macOS, Windows, iOS and Android apps.
- HitPaw also covers video generation.

HitPaw and Let's Enhance compared in full



3.0
GPA

Upscayl

Free plan · from $24.99/mo

Free desktop image upscaler with a paid credit-based cloud.

- Only HitPaw lists iOS and Android apps.
- Only Upscayl lists a Linux app.
- Upscayl is open source, according to its own site.

HitPaw and Upscayl compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is HitPaw free?

HitPaw has a free plan. Previews only for the enhancers, no AI generators, limited exports and a limited upload file size.

How much does HitPaw cost?

HitPaw lists 4 plans. Free: $0.

What platforms does HitPaw work on?

HitPaw is available on Web, macOS, Windows, iOS and Android.

Does HitPaw offer any discounts?

HitPaw publicly lists the following: 7-day free trial of HitPaw Ultra.

Does HitPaw have a Linux app?

No Linux app was listed when its pages were read on Nov 13, 2026. HitPaw is listed for Web, macOS, Windows, iOS and Android.

Is HitPaw open source?

HitPaw is not described as open source on its own site, as read on Nov 13, 2026.

Does HitPaw have a free trial?

Yes. 7-day free trial of HitPaw Ultra (VikPea) on the desktop apps.

Who makes HitPaw?

HitPaw is made by a company of the same name.

What are the alternatives to HitPaw?

The closest alternatives to HitPaw in our directory are Topaz Labs, PicWish, VanceAI, Let's Enhance and Upscayl.

How does HitPaw compare with other AI image and video generators?

HitPaw's GPA of 2.0 is higher than 31 of the 168 other AI image and video generators we grade, and level with 31.

Is HitPaw good value for money?

ToolGPA grades HitPaw C for value for money. Its paid plans start at $43.29 a month, against a middle price of $11.88 for the category: 116 of the 120 others that charge start lower.

Could I make my own version of HitPaw?

To replace HitPaw you would be making an image model, which you can rent by the picture but not make.

Where this guide comes from

The prices, plans, platforms and features were read from HitPaw's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from HitPaw's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by HitPaw. Prices change, so check hitpaw.com before you buy.

online.hitpaw.com/pricing.html
online.hitpaw.com

hitpaw.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

HitPaw, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/hitpaw

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "HitPaw: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/hitpaw
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Know someone choosing between AI image and video generators?

Send them this guide: toolgpa.com/tools/hitpaw/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI image and video generators after HitPaw, each with an Insider's Guide of its own.

AI Image & Video Generators Insider's Guide

Every one of the 169 AI image and video generators we grade, compared

Pixlr Insider's Guide

Browser photo editors with AI image, video and audio tools

3.2 GPA

Adobe Firefly Insider's Guide

Adobe's image, video and audio generator, with partner models

3.0 GPA

ComfyUI Insider's Guide

Open-source node editor for image and video AI workflows, plus a cloud

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what HitPaw's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. HitPaw is a trademark of its owner, and this guide is not made, paid for or approved by HitPaw. Prices and plans change: check hitpaw.com before you buy.