

For immediate release



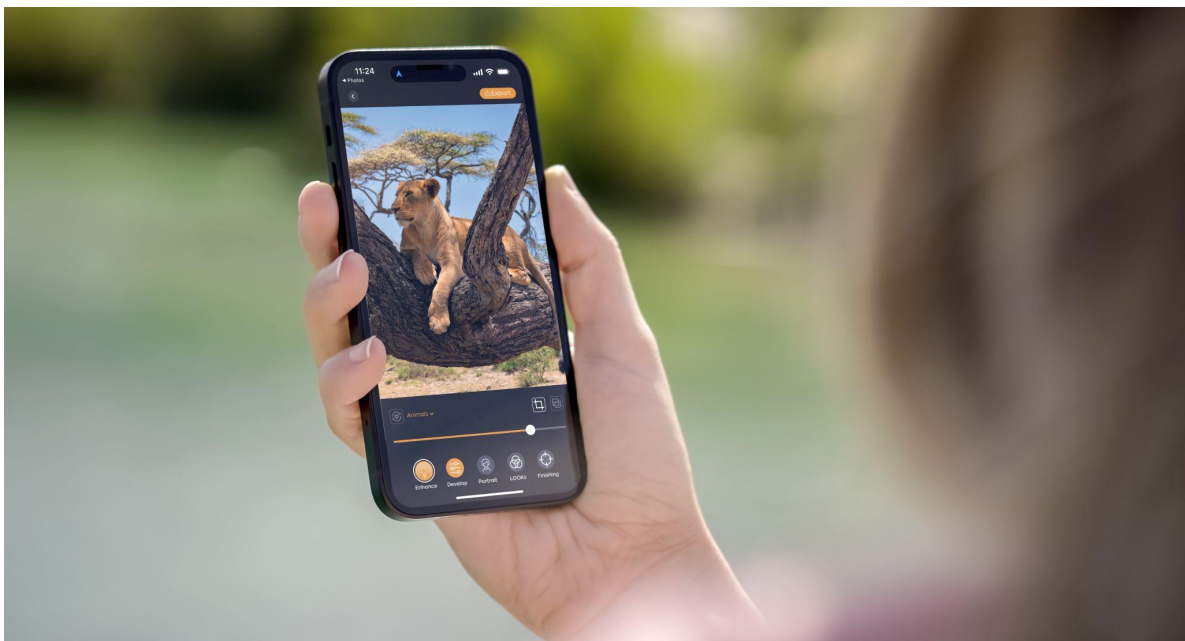
Press release

Radiant Photo Mobile: The world's smartest automatic photo editor, now in your pocket

Radiant Photo unveils its first mobile application. The app prides itself on cutting-edge image optimization based on intelligent scene detection, guaranteeing impeccable enhancements that maintain color brilliance and reveal realistic tone and detail. Radiant Photo Mobile is planned to be released on the Apple App Store and Google Play Store on October 4, 2023.

INDIALANTIC, FL – September 27, 2023 — After immense success on Mac and Windows, Radiant Imaging Labs is excited to announce the launch of its state-of-the-art mobile app, available in both Apple App Store and Google Play Store.

Radiant Photo Mobile is a groundbreaking photo editing application designed to make every image better. By understanding the intricate details within every photo, Radiant Photo presents **pixel-perfect, print-ready results in seconds**. The app stands out from the crowd, not just in its impeccable ability to transform photos but also in its user-friendly approach. Unlike most of its counterparts, users don't need to create an account or even start a trial to witness its magic. The free version, fully usable, truly promises to enhance every photo you open instantly.



What makes Radiant Photo's mobile app unique?

Smart scene detection: By analyzing each image's unique composition, Radiant Photo adjusts individual pixels, ensuring harmonious color preservation and elevating image details and tone to unmatched levels.

Instant transformation: No longer do users need to navigate complex interfaces. With Radiant Photo, open any image and immediately witness a dramatically enhanced version, optimized for professional and personal use.

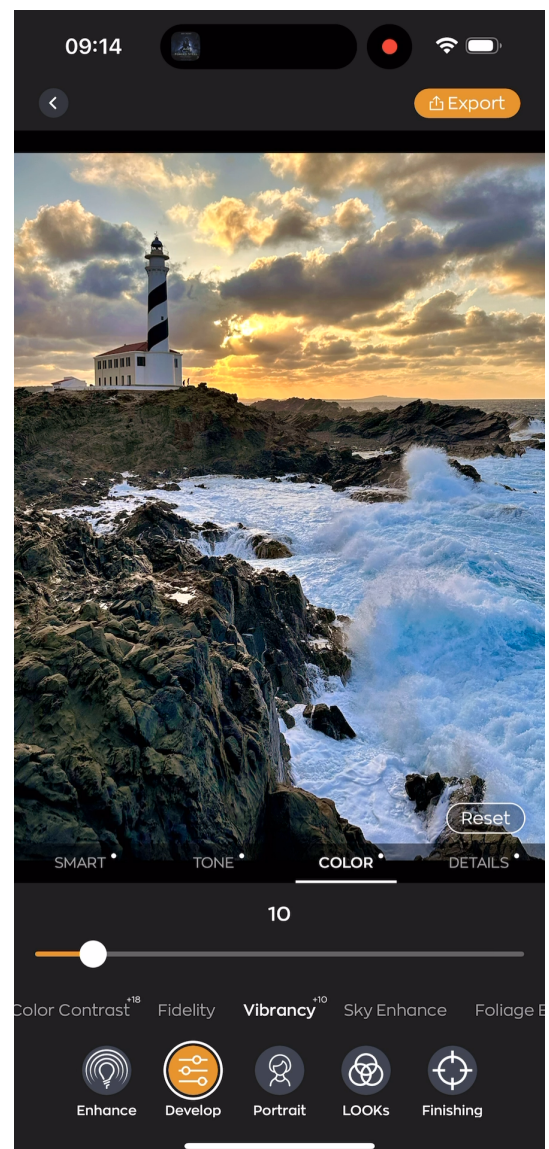
Intelligent batch processing: Radiant Photo heralds a new era with its smart batch processing. Users can simultaneously edit multiple photos, applying individual or shared settings, streamlining bulk editing never seen before in mobile phones. In the free version, this feature is limited to five photos at a time.

Designed to maximize the USB-C port: Plug in your camera, memory card or hard drive and enhance your photos in Radiant Photo. Experience blazing fast speeds when opening or saving images and videos, especially on the new iPhone 15 Pro. Batch processing photos on your mobile device has never before been this fast or powerful.

Your videos, optimized: Radiant Photo Mobile not only makes every photo better but also brings out the best in videos, automatically. Batch processing is available for videos as well.

Complete on-device operation: In this age of rising concerns over data privacy, Radiant Photo commits to total localized operation. Every edit, every tweak, every transformation happens right on your device. Independent of erratic internet connections or potential data breaches via cloud storage. Radiant Photo operates 100% on-device and never requires the cloud to make adjustments.

Radiant Photo Mobile offers an intuitive editing interface, from auto enhancement to finishing tools.





Elia Locardi, professional photographer and CEO of Radiant Imaging Labs, says: *“As we began working on our app, it became evident where our focus should be. While plenty of apps produce over-cooked and flashy results and enough tools require you to adjust settings manually for each image, Radiant Photo takes a different approach. Our software intelligently and reliably handles all of those adjustments while prioritizing precise color rendition. Focusing on the authentic image, the picture how we imagined it when pressing the shutter button - that’s Radiant Photo.”*

Shattering the old myth of “time-intensive equals quality”, Radiant Photo instantaneously elevates images. Just by opening them in the app, users are introduced to an optimized version of their photo - sometimes to a level that they might have thought impossible. The app is trained to work with all kinds of photos: Whether it's a landscape, a portrait, a pet photo or an underwater shot, the app comprehends the elements in the picture and adjusts exposure, color, tone and more pixel by pixel.

Benefits of the PRO version of Radiant Photo Mobile

Detailed editing: The way Radiant Photo treats colors, brings out details, and balances exposure guarantees great results in record time. While Radiant Photo’s automatic enhancements are already superior to what other apps have to offer, you don’t have to rely on what the app does on its own. While in the free version, you can only adjust how much of the suggested correction you want applied, in Radiant Photo Mobile PRO version, you can adjust all settings manually.

Unlimited Batch Processing: Radiant Photo allows multi-image batch processing in full quality. In the PRO version, the only limit to how many images you can batch and how fast it happens is what your phone can handle. The feature has been developed with USB-C card readers and SSD drives to support photographers on the go.

Unique LOOKS: A dedicated feature for users seeking creative customization of their photos. The PRO version not only permits users to adjust the automated enhancements but also offers a palette of unique LOOKS, adding a creative edge to their images. In contrast to traditional filters in apps, Radiant Photo’s LOOKS are applied to the intelligently optimized version of the photo, guaranteeing the best image quality.



Powered by a world leading imaging engine

Radiant Photo processes images with the Perfectly Clear Engine. This trusted technology is the world's leading intelligent image correction with 140+ million images processed *every day!* Radiant Photo uses the same superior quality image processing core trusted by the majority of professional photo printing labs worldwide. Radiant Photo builds upon this solid foundation with unique LOOKs, Smart Presets, and new technology found nowhere else.

Availability and pricing

Users worldwide can experience the magic of Radiant Photo on their phones by downloading it from the Apple App Store and Google Play Store. It is planned to be available by October 4, 2023. The generously featured free version carries no time limitations. For advanced users, the PRO version, loaded with additional tools and features, is priced at \$3.99 monthly, \$29.99 annually, or is available for a one-time fee of \$49.99 for lifetime access.

Your Photos. Simply Radiant.

Media Assets

We have prepared a Dropbox with assets for the media to be used in your reporting about Radiant Photo. Please do not share the Dropbox link with the public.

<https://www.dropbox.com/scl/fo/i0gsxjmw5syplr2gmems9/h?rlkey=t85fv95nhd2kxh7cauw1v6vdb&dl=0>

Webinar: The next generation of mobile photo editing

See Radiant Photo Mobile in action! Join the Radiant Photo team in a webinar exclusively for press and partners. Learn more about the technology behind Radiant Photo and how it helps everyone perfect their images. The briefing will be held in English.

Date: **October 5, 2023 – 9am ET / 3pm CEST / 9pm SGT**

Link: https://us02web.zoom.us/webinar/register/WN_DWhNrv9MRH2NDtfi821DIA

Date: **October 5, 2023 – 11am PT / 2pm ET / 8pm CEST**

Link: https://us02web.zoom.us/webinar/register/WN_twqzNPNDQ42GopS3S27zCQ



About Radiant Photo and Radiant Imaging Labs

Radiant Imaging Labs is the first photo editing company that is managed entirely by photographers to create smart editing tools. Radiant Photo is pleased to utilize industry-proven technology from Perfectly Clear and FotoNation in its architecture. With photographers from all walks of life in mind, Radiant Photo was designed to be extremely accurate, easy to use, fast and completely customizable. Radiant Photo is available as a mobile app for Android and iOS, and as a desktop app that runs as standalone software on Windows and macOS, or can be used as a native plugin inside Adobe Photoshop, Adobe Lightroom Classic, and Corel Paintshop Pro.

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