

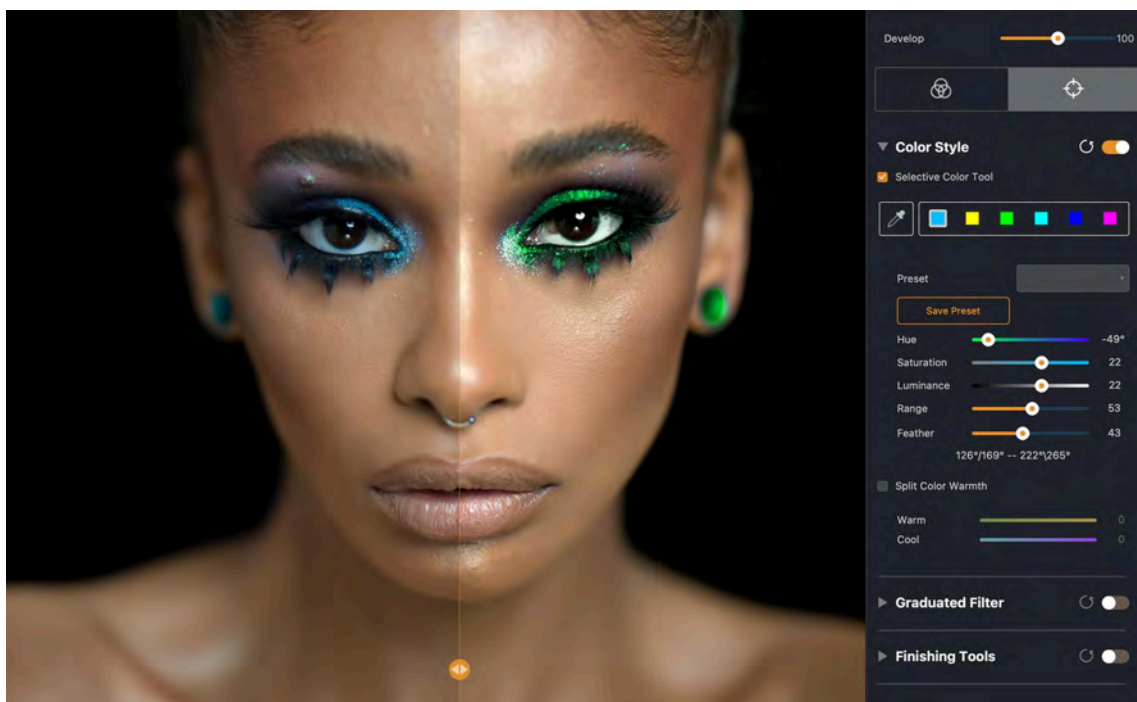
Press release

Radiant Photo unveils game-changing 1.3 update with advanced Portrait and Color Style tools

Radiant Imaging Labs, a leader in innovative photo editing solutions, is thrilled to release its most significant update yet: Radiant Photo 1.3. This update introduces powerful new Portrait tools focusing on natural skin tones and Color Style tools that elevate the editing experience for photographers of all levels.

INDIALANTIC, FL – February 22, 2024 — Radiant Photo launched its highly anticipated 1.3 update today, introducing groundbreaking Portrait and Skin Tone tools that accurately preserve and enhance the natural beauty of every skin type and tone. The new Color Style tools allow precision control for advanced photo editing. This update is free for everyone who owns Radiant Photo.

The new **subject-aware Portrait tools** feature 10-level skin tone detection, as well as depth and automatic color cast corrections, providing users with unprecedented control over balancing their subjects' lighting and color representation. Simultaneously, the Color Style tools offer **selective color manipulation**, enabling precise adjustments for better colors or a creative touch for all photographs.



Elia Locardi, professional photographer and CEO of Radiant Imaging Labs says:



"Photographs are more than just images; they are the everlasting stories of our lives, capturing the precious moments we cherish deeply. In these stories, we all yearn to show the brightest versions of ourselves.

At the heart of this narrative is the portrayal of our skin tones, a profound element that tells the story of who we are in hues that resonate with our innermost selves. With our newest Portrait tools, we've dedicated ourselves to ensuring that every individual shines in their photographs, their skin radiating with genuine, natural beauty. Throughout the development of these tools, our vision is to reveal the genuine, untouched beauty that resides within each of us, moving away from the realm of excessive editing and artificial changes."

New Portrait tools for perfect skin tones

Radiant Photo 1.3 introduces a revolutionary set of Portrait tools to enhance skin tones and overall image balance. Not only do they allow for very precise image optimization, but also offer a precision unheard of in other software. They are not set up for flashy results or to digitally make people look like someone else but to reflect everyone's natural beauty. Often, it is just a subtle change that goes a long way.

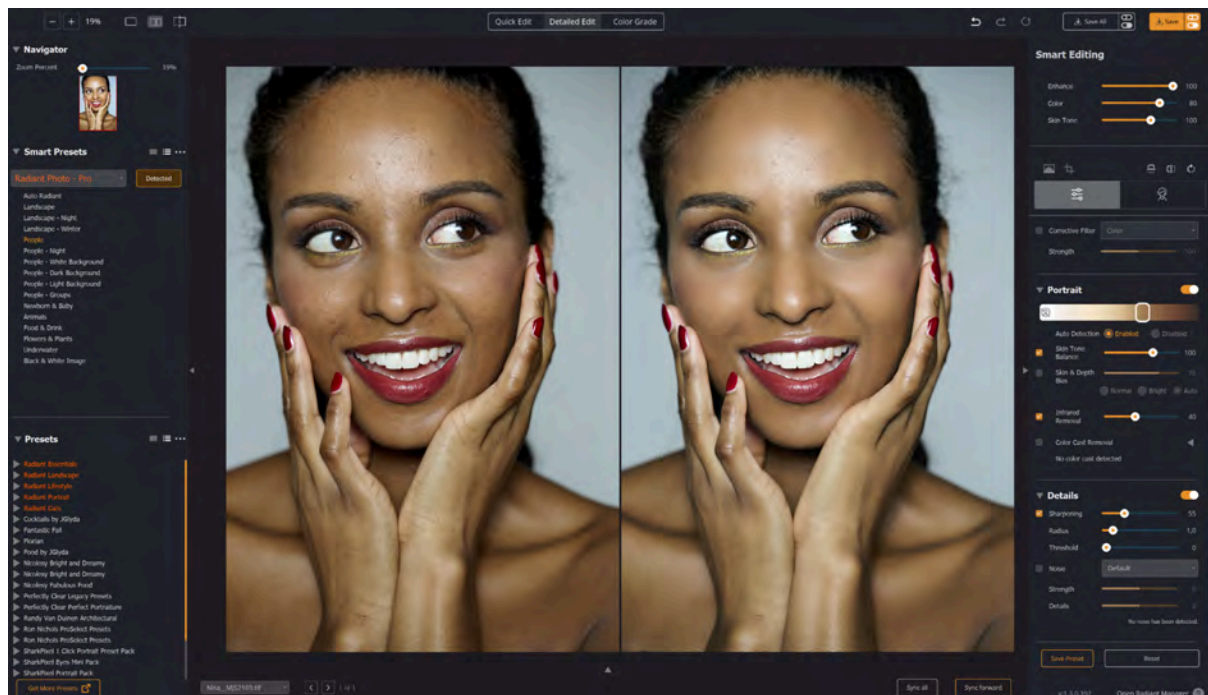
The tools include:

- **Skin Tone Detection:** Utilizing advanced scene detection, Radiant Photo analyzes each photo to detect the skin tone of the primary subject. A sliding 10-point scale from light to dark ensures a perfect balance of lighting for every individual.
- **Skin Tone Balance:** The all-new Skin Tone Balance slider precisely balances light, color, and overall scene aesthetics. This results in a natural and accurate representation of skin tones.
- **Skin & Depth Bias:** This control repairs exposure flaws caused by digital cameras and provides additional depth adjustment options.
- **Infrared Removal:** Digital cameras capture more infrared light than the human eye sees. As a result, people in photos often appear redder than the subject really was. Radiant Photo's Infrared Removal automatically detects and removes infrared from flesh tones.

- **Color Cast Removal:** This option effectively removes unwanted color spill from solid or dark backgrounds, offering automatic white balance correction for a studio-quality finish.

Radiant Photo's Portrait tools have been **developed and fine-tuned in conjunction with pro photographers** and with the feedback of users who could test the new controls during a beta phase of the software. Especially for the Skin Tone tools, Radiant Imaging Labs engaged Matthew Jordan Smith, a renowned professional photographer with a dynamic career spanning Tokyo, New York City, and Los Angeles. He has captured iconic images of world-renowned figures, including Oprah Winfrey, Angelina Jolie, Angela Bassett, Sofia Vergara, Samuel L. Jackson, Britney Spears, and Zendaya.

Matthew Jordan Smith says: *"Radiant Photo is insanely amazing for taking my photographs to the next level. The Portrait and Skin Tone tools are game-changers, keeping my subjects' skin looking naturally beautiful, with just the right look. And that new Color Style tool? It lets me tweak colors with precision and in a blink of an eye. Radiant Photo has become my go-to tool, saving me time while making my images come alive."*



Natural beauty is at the center of Radiant Photo's new Portrait tools and its already popular retouching options. Its smart Skin Tone engine makes it easy to even balance the whole scene.

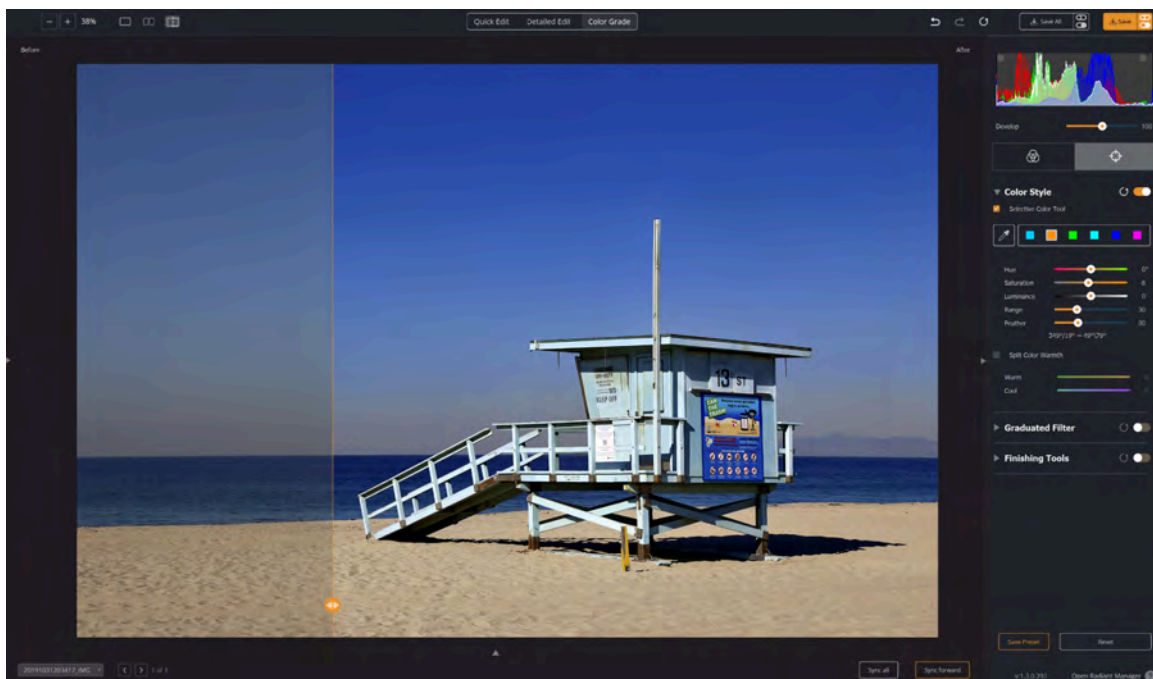
New Color Style Tools for precision control

The Radiant Photo 1.3 update also introduces a Color Style toolset, empowering users to precisely manipulate specific colors for more creative editing.

With the new **Selective Color** tool, photographers can target and manipulate specific colors with precision, adjusting hue, saturation, luminance, range, and feather for customized effects. **Split Color Warmth** divides photos into warm and cool zones, allowing users to emphasize color differences and create stunning split-tone effects, but for color. Or you can warm up areas that are too cold to create a better color balance. These new tools can be used in conjunction with Radiant Photo's other Color Grading options, applying LOOKs or adding a Graduated Filter effect shaping the light and controlling the focal point in an image.

Great black-and-white photography also involves color grading. Photographers can use Selective Color to influence the balance of colors, working hand in hand with a black-and-white LOOK that comes pre-installed with Radiant Photo.

"We believe the Color Grade tab in Radiant Photo brings a whole new level of creativity to image-making. We've transferred a professional color grading toolset from video and filmmaking into a photo editing app. The tools in Radiant Photo's Color Grading tab offer the most control of any tool designed for photographers," added Elia Locardi.



Radiant Photo's Selective Color tool streamlines color corrections and fosters effortless creativity in manipulating hue, saturation and luminance.



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, compatibility, languages and pricing

Radiant Photo runs as standalone software on Windows and macOS. Radiant Photo is performance optimized for ARM processors which are used in Apple's M1 and M2 computers. It can also be used as a native plugin inside Adobe Photoshop, Adobe Lightroom Classic and Corel PaintShop Pro.

Radiant Photo supports the following languages: English, Chinese, French, German, Japanese, Korean, Portuguese and Spanish.

Radiant Photo is available from radiantimaginglabs.com. It includes a six month Buyer Protection: No matter when you buy, you will always receive six months of update assurance for your purchased product. While most software companies only offer this level of buyer protection for 15 or 30 days for purchased products, you will get the full updates for free for six months no matter what. Also, there is a 30-day money back guarantee in place, so every customer has 30 days to try everything out and decide if they want to keep using Radiant Photo or not.

Radiant Photo is priced at \$159 / €169 / £159. This includes both the standalone version of the software and the plugins. In case you wonder why prices seem higher outside of the US: Traditionally, US prices are before any state tax, prices in Europe are always inclusive of VAT.

A free trial version that runs for 30 days without any limitations on features, is available.

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://t1p.de/jejd8>

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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Subject to errors and modifications. Last update: February 22, 2024