

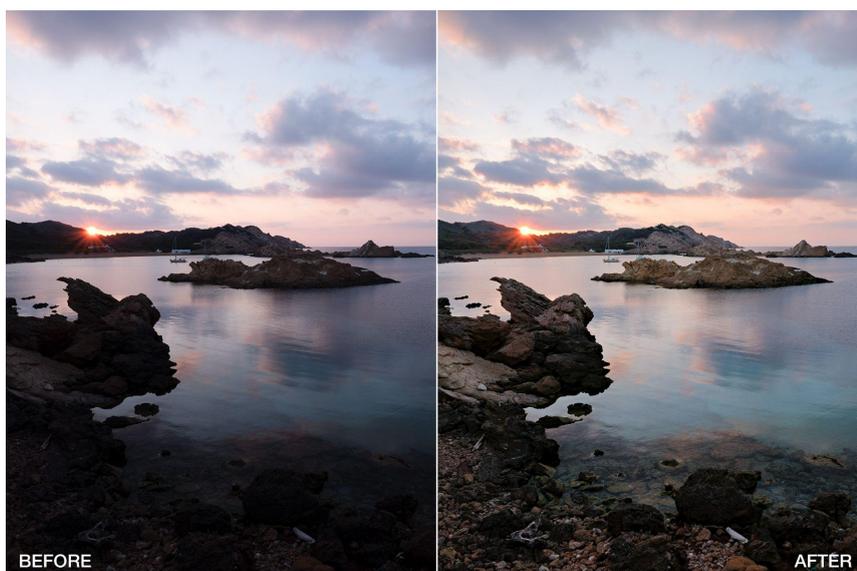
Press release

Radiant Photo: The way your photos were meant to be

With Radiant Photo, photographers will achieve superior quality finished images with perfect color rendition, delivered in record time. The photo editor and plug-in is designed and optimized for life-like color, realistic detail and natural light. It will be available by September 15, 2022.

INDIALANTIC, FL - August 2, 2022 — When an image is loaded into Radiant Photo, in seconds you will see a Radiant version of it. In most cases this will be 90% of the editing needed. This is possible because the software uses AI scene detection, **Smart Presets** and advanced algorithms to really understand the image and its content. It optimizes on a pixel-by-pixel basis to bring out real colors, with just the right amount of contrast and detail enhancement.

With just a few sliders, you can tweak the recommended results – for example adjust the exposure without sacrificing highlights and shadows. And of course, when true to life isn't enough, you can add more **Depth** and **Vibrancy**, if you feel the image needs it.



Before and after: Radiant Photo maintains real colors while pushing the exposure and dynamic range. Also notice how it adds depth and clarity to the image.

For most images, 20 seconds or less of editing will be enough. But of course, you can do much more with Radiant Photo. In the “**Detailed Mode**” the options are vast and there are a lot of sliders and choices. But still, getting great results couldn’t be easier. When done editing, even the highest resolution photos export in only seconds. Here is a first look at Radiant Photo in action:

<https://community.radiantimaginglabs.com/posts/get-a-first-look-at-radiant-photo>

What makes an image truly Radiant?

Radiant Photo is based on science – and about 267 years of combined experience in the imaging industry by our core team. Behind the lens, writing algorithms, teaching photography, researching and training AI. Now every photographer can benefit from years of innovation and experience.

Radiant Tone: Great photos require rich tones that can express the full range of information you’re trying to show. Cameras have a single aperture, but most scenes cover a wide dynamic range. This causes areas of a photo to be under- and overexposed. Radiant Photo will detect and adjust these areas without overdoing it. For a result that is exactly how you had that scene in mind.

Radiant Color: Sometimes digital cameras can cause photos to look washed out because they have a linear response to light. Or photos come out with a tint or color cast that needs to be corrected. Radiant Photo mimics how the eye adjusts saturation, providing a vibrant photo with life-like color. Radiant Photo will reproduce the full visual spectrum of colors seen by the eyes.

Radiant Detail: Traditional sharpening methods also sharpen weak signal and introduce halos. Radiant Photo only searches for strong signal and creates sharp, clear photos with zero artifacts. It automatically reduces image noise by 2-3 stops with one click: ISO 1600 is effectively reduced to ISO 200-400 without blurring or losing detail.

Radiant Portrait: Gently bring out the natural beauty in portraits. Radiant Photo offers an entire suite of portrait and skin tools for a complete retouching solution that enhances the look of a photo without overdoing it. We don’t distort anything, rather we just highlight the beauty that was always there.

While Radiant Photo offers amazing Smart Presets and LOOKs that we hope our customers will love, photography is always something very personal. Radiant Photo is the only tool that lets you train your own Smart Presets to deliver exactly what you want

to see. These Personalized AI Presets give customers unheard-of customization and control.

Tried and tested in the field

During development, dozens of photographers from around the globe tried Radiant Photo on their images. While there was a lot of feedback that made the software better and better over time, one thing impressed everyone from the start: How Radiant Photo delivers color fidelity and how well thought out it optimizes an image. Sometimes a subtle change goes a long way! While many results that Radiant Photo gives you in seconds could be reproduced with other tools, it requires a lot of manual adjustments – and time. Time that photographers better spend shooting.

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

“Radiant Imaging Labs is a company created entirely by photographers and we designed Radiant Photo based on our extensive combined experience and our love of photography. We truly believe that every photo deserves to be Radiant and that the editing process should be as powerful as possible but never overwhelming or confusing.”



Before and after: Radiant Photo gets colors and lighting right on all types of skin. It uses facial detection to identify age and key facial features like texture and skin tone.



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.

Compatibility, languages, availability and pricing

Radiant Photo runs as stand-alone 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 plug-in inside Adobe Photoshop, Adobe Lightroom Classic, Adobe Photoshop Elements, and Corel PaintShop Pro.

At launch, Radiant Photo will be supporting the following languages: English, Spanish, German, French, and Chinese. Soon, Korean, Japanese and Portuguese will follow.

Radiant Photo will be available for download by September 15, 2022. Customers can already pre-order the software on radiantimaginglabs.com – and get a free presets pack as a bonus for pre-ordering. 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. Those 30 days start on the day customers receive the software.

Pricing for Radiant Photo starts at \$129 / €139 / £129 for either the stand-alone version *or* the plug-in version. Those customers who want both options, stand-alone *and* plug-in, opt for the bundle at \$159 / €169 / £159. 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.

Your Photos. Simply Radiant.



Webinar for the media

Please join our exclusive press briefing on August 4, 2022.

In this live demo, we will showcase the Radiant Photo interface and show you how powerful the technology is. The 1-hour briefing will be held in the English language. Please choose the time slot that suits your schedule best:

Date: **August 4, 2022**

Time: **7am PT / 10 am ET / 4pm CEST / 10pm Hongkong / 12am Sydney (Aug 5)**

Link: https://us02web.zoom.us/webinar/register/WN_74uKFVlyTw-Kd2KII9R6Fw

Date: **August 4, 2022**

Time: **1pm PT / 7pm ET / 1am CEST / 7am Hongkong (Aug 5) / 9am Sydney (Aug 5)**

Link: https://us02web.zoom.us/webinar/register/WN_IlfuZCAYR1WEvrfgp1ceBA

Press copy of the software for review / no more NDAs

A few days after the webinar, we will be able to send participants a press beta version of Radiant Photo so you can try it out yourselves. Please note that this will not be a final version; we are still tweaking things, adding some features and making improvements to the UI and speed. Also, not all languages will be fully supported in this beta version.

Keeping that in mind, you are then free to use the software and write about it, produce your own screenshots or video clips etc. There are no more NDAs on the software itself in effect after we have released the press beta.

By September 2, we will be able to provide you with a Golden Master copy, the final version of the software that will ship by September 15.



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 runs as stand-alone software on Windows and macOS, or can be used as a native plugin inside Adobe Photoshop, Adobe Lightroom Classic, Adobe Photoshop Elements, and Corel Paintshop Pro.

Media contact

BuzzMission GmbH
Grete-Mosheim-Str. 7
80636 Munich, Germany
radiant.pr@buzzmission.com

Subject to errors and modifications. Last update: July 29, 2022