Relonch Press Release

This year Relonch, a tech developer specialized in AI-based digital imaging solutions, has launched a new project — LightApp. This iOS app leverages the capabilities of the Relonch AI, allowing users to imitate professional lighting in their own photos at the touch of a slider.

The Relonch AI originated following the Photokina 2014 expo, where Relonch unveiled their first prototype of the Relonch 291 camera. Over the next several years, the AI was refined by a team of professional photo editors who trained it using specially-made in-house content with a variety of lighting conditions and settings. For the past year and a half, Relonch AI technology has been available exclusively through Relonch 291 cameras, as well as to a select group of Bay Area users testing the Relonch camera-as-a-service. Only now has it finally been made accessible to everyone.

The app can locally light up faces in selfies taken under harsh lighting (in front of a window or in a shadow with a bright background, for example) without a lighting crew or equipment.
To avoid "white holes" in the background of a picture, selfies are taken at low exposure, then the AI provides artificial lighting based on adjustment maps to locally light up specific elements for a balanced photo.

Of course, this technology can be used for more than just selfies. Everyone has botched photos hidden away that they can't delete because they represent cherished memories, but that they also can't share because of their low quality. LightApp can fix those photos and help them see the light of day!
LightApp AI capabilities include:
- illumination of dark areas
- correction of overexposed photos
- white balance correction

Take a photo directly within LightApp or open it into the app from the gallery. Next, simply use the slider to select the optimal light ratio and hit "save." That's it, your content is ready! You no longer have to worry about the position of the sun or other light sources to get the perfect shot. Just take a photo and process it professionally with one swipe in LightApp. The LightApp AI does the work of a whole lighting crew to make you look like a superstar.

This May, an exciting new feature has been added to LightApp: Video Editing. Now your videos can be edited just like photos — a feature that will make our competitors jealous! Make yourself stand out from the crowd with perfectly edited stories, vlogs, and video posts on social media, all with the swipe of a finger.

About Relonch: Relonch is a cinema tech development company that is transforming how light is managed in digital imaging. The company previously launched a camera-as-a-service program with their Relonch 291 camera powered by Relonch AI. In 2018 they expanded the same capabilities to smartphones. Visit www.relonch.com for more information about the groundbreaking Relonch AI.

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