## Replichrome:
## Authentic Film Emulation for the Digital Photographer

For years, filmophiles have argued that DSLR cameras will never be able to truly emulate the raw, often spontaneous look that comes from shooting with film. The Photoshop action and filter company Totally Rad! Inc. aims to squelch that debate with its newest film emulation called Replichrome. After having shot all kinds of film stock under a number of varying lighting conditions and scanned the film with multiple scanners, the people at Totally Rad! Inc. developed presets based on their findings. Usable on all cameras and editing software such as Lightroom and ACR, Replichrome gives photographers the ability to adjust tone, color, grain, exposure and density. It also includes different scanner presets, from the minimally saturated and flatter look of Frontier to the warmer, punchier look of Noritsu. Though Totally Rad! Inc. recognizes that Replichrome can't replace the film experience entirely, the company hopes the authentic look of the program will at least bridge the gap between film and digital. Price: $99
www.gettotallyrad.com/replichrome