



Replichrome III: Archive

April 21, 2015

An advertisement for the Replichrome III camera. At the top center is a white camera icon inside a circle. Below it, the word 'INTRODUCING' is written in white. The main title 'REPLICHRROME™ III' is in large, bold, white letters. Below the title, two children are shown from behind, reaching up towards a sky filled with seagulls. A white box with the word 'ARCHIVE' is positioned over the children. At the bottom, a red banner contains the text '\$69 FOR A LIMITED TIME. SALE ENDS 4/30/15' in white.

INTRODUCING

REPLICHRROME™ III

ARCHIVE

\$69 FOR A LIMITED TIME. SALE ENDS 4/30/15

Totally Rad! announced today the launch of **Replichrome III: Archive**, a new collection of presets for Adobe Lightroom and Camera Raw. While Replichrome I and II concentrated on modern and semi-available films, Replichrome III: Archive introduces photographers to 22 different films and 183 different presets, based on rare, expired, discontinued and eclectic films from across the world. "With Replichrome III, we wanted to give

photographers a palette of choices that they wouldn't have access to anywhere else," said Doug Boutwell, [CEO](#) of Totally Rad! Inc. "We tracked down these expired and outdated films for years, and recreated the vintage looks with Replichrome III: Archive. Offering more unique choices than ever, if photographers are looking for timeworn, perfectly weird and rare, dramatic looking film, then Replichrome III is for them. We're excited to offer emulations of this kind, which can't be found on the market today." Replichrome I and II are available now for \$99 each. For a [limited time](#), Replichrome III: Archive will be available at a discounted price of \$69.

Press Release

Replichrome III: Archive Brings The Look of Vintage and Rare Films to the Digital Age

Totally Rad! Inc. Launches New Adobe Lightroom Presets Featuring Expired and Discontinued Films from Across the Globe

Ladera Ranch, California – April 21, 2015 – Totally Rad! Inc. announced today the launch of Replichrome III: Archive, a new collection of presets for Adobe Lightroom and Camera Raw. Replichrome III: Archive comes after the widely successful launches of Replichrome I: Icon and Replichrome II: Slide, launched in 2013 and 2014 respectively, to rave reviews by professional photographers. The Replichrome product trio works to bring the classic look of [film](#) to modern day digital photography. Replichrome III includes films from Agfa, Kodak and Konica, many of which were discontinued decades ago.

"With Replichrome III, we wanted to give photographers a palette of choices that they wouldn't have access to anywhere else," said Doug Boutwell, CEO of Totally Rad! Inc. "We tracked down these expired and outdated films for years, and recreated the vintage looks with Replichrome III: Archive. Offering more unique choices than ever, if photographers are looking for timeworn, perfectly weird and rare, dramatic looking film, then Replichrome III is for them. We're excited to offer emulations of this kind, which can't be found on the market today."

While Replichrome I and II concentrated on modern and semi-available films, Replichrome III: Archive introduces photographers to 22 different films and 183 different presets, based on rare, expired, discontinued and eclectic films from across the world. The program contains custom camera profiles for over 400 camera models, for consistent results across all platforms, and a preset toolkit to customize your look.

The Replichrome presets were created from the rise in popularity of professional photographers using film, and a need to process digital images with the same look. Replichrome I, II and III are available now on

<http://www.gettotallyrad.com/replichrome> for \$99 each. For a limited time, Replichrome III: Archive will be available at the discounted price of \$69. For a complete list of films, supported cameras and more, visit <http://www.gettotallyrad.com>