

LUCID

Perfect it fast. Post it first.



Benefits

We all want great-looking photographs, a chance to capture a memory and share it with others. But sometimes your smartphone's camera doesn't quite get the job done. Lucid was designed to help every photo look its best without the work. It lets you improve photos in an instant while you're on the go and share the perfect moment with friends faster.

PERFECT IT FAST - POST IT FIRST

Lucid is patented automatic image correction based on technology that's used over 30 million times a day by professionals and large labs. But with Lucid, you don't need any professional editing expertise—because it does the work for you. It analyzes your photo, makes up to 18 corrections with just one tap, and delivers professional-looking photos in seconds.

WE DO THE WORK. YOU FOCUS ON THE FUN STUFF

Now, you can perfect every image without time-consuming edits. And with five powerful presets, you can even salvage shots you used to delete. *Sayonara, throwaways!*

BEAUTIFY MAKES IT EASY TO LOOK YOUR BEST.

Ideal for creating the perfect selfie and portrait, Lucid's Beautify button offers instant removal of blemishes, dark circles, shine, and red eye. At the same time, it enhances and whitens eyes and teeth, smooths skin and enlarges eyes. It even adds catchlights and face contouring.

Unlike other apps, our powerful technology provides all these edits automatically, so you don't have to spend time making manual corrections. But if you enjoy having the freedom to adjust details, you still have the ability to fine tune any image to your preference. Either way, the results are realistic and noticeably more natural than what you see with other solutions.

ONE-CLICK MAGIC

Lucid isn't a filter or creative effect. It never masks or saturates anything. Instead, Lucid brings out the colors and light you saw when you caught the moment, highlighting the beauty that was always there.

INTUITIVE, USER-FRIENDLY INTERFACE.

We designed Lucid iOS to be super functional, fun, and intuitive. No learning curve here! Just open up the app and start tapping.

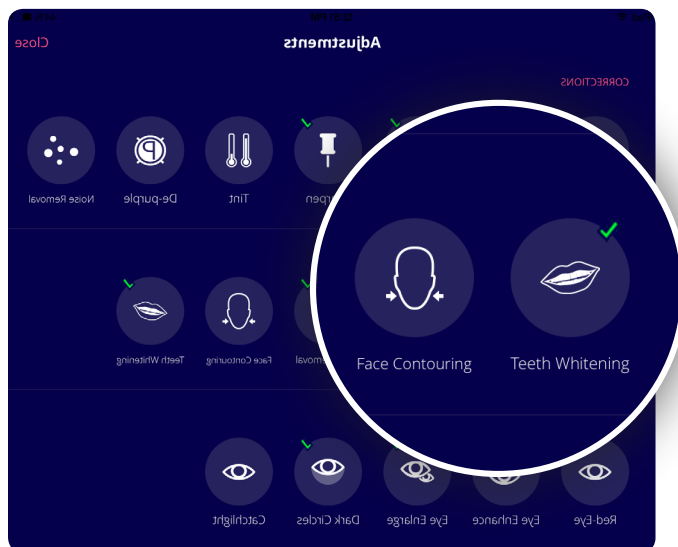


IMAGE CORRECTION: DOWN TO A SCIENCE

What's behind our award-winning technology? 14 years of R&D, over 10 patented processes, and 18 unique algorithms. We cracked the code on correcting every pixel independently. It's as if your 12-megapixel photo was taken with 12 million separate apertures. Without Science, it's just software.



Feature List

5 PRESETS: ONE TAP TO PERFECTION

Fix: perfect for all photos

Beautify: for the perfect selfie and portraits

Fix Dark: for really dark and backlit photos

Fix Tint: for photos that have an ugly color cast

Fix Noise: removing the ugly noise and pixilation that occurs

18 POWERFUL CORRECTIONS TO FINE TUNE

A. Necessary Core Corrections:

- ✓ Perfect Exposure
- ✓ Depth
- ✓ Color Vibrancy
- ✓ Sharpening
- ✓ Tint Removal
- ✓ Noise Removal
- ✓ De-purple

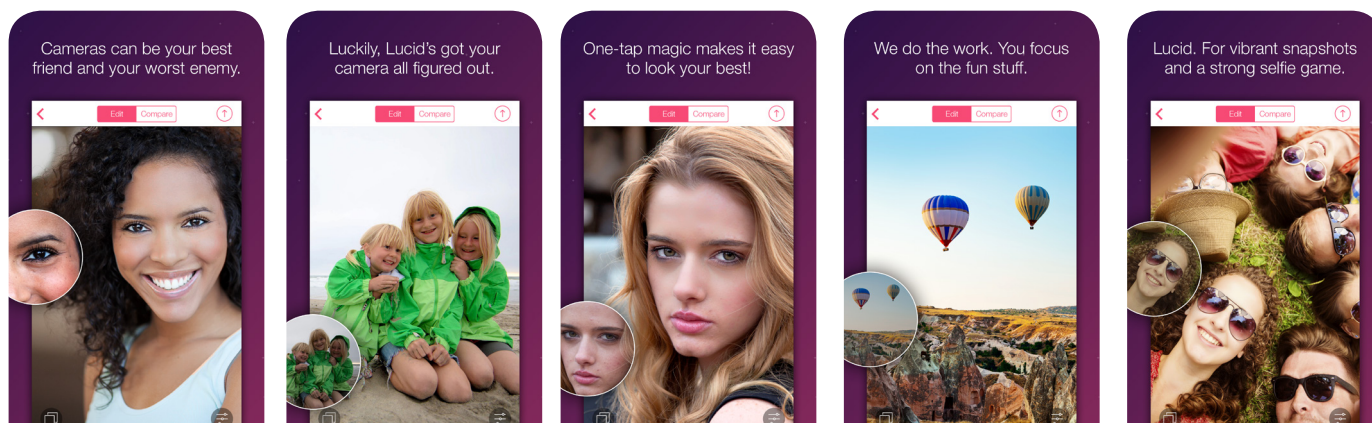
B. Beautify – making it easy to look your best

PORTRAIT CORRECTIONS

- ✓ Skin tone
- ✓ Perfectly smooth
- ✓ Blemish removal
- ✓ Shine Removal
- ✓ Face Contouring
- ✓ Teeth whitening

EYE ENHANCEMENTS

- ✓ Eye Enhance
- ✓ Eye Enlarge
- ✓ Dark Circle Removal
- ✓ Auto red-eye
- ✓ Catchlights
- ✓ Crop or rotate your images quickly and easily
- ✓ Open and correct any photo on your iPhone or iPad, take a new photo to correct, or open a Photo shared with your device through iCloud's "My Photo Stream"
- ✓ Supports extensions
- ✓ Optimized for iOS 9



To learn more about what each correction does, please visit www.athentech.com/proof



Who's it for?

Anybody who's on the go with an iPhone in their pocket and iPad in their bag and want their photos to look their best.

A Closer Look at Lucid iOS

IMPROVING UPON PERFECTLY CLEAR'S EXISTING IOS APP*, LUCID OFFER USERS:

- 1) An entirely new experience (UI/UX) rebuilt from the ground up
- 2) Next-generation Beautify means:
 - a) Smarter, even more accurate enhancements—our proven technology automatically detects gender, age, and facial features to apply just the right amount.
 - b) 6 new Beautify corrections
 - i) Blemish Removal
 - ii) Face Contouring
 - iii) Dark Circle Removal
 - iv) Shine Removal
 - v) Catch Light
 - vi) Automatic red-eye
- 3) Crop, rotate
- 4) Zoom
- 5) Faster processing - up to x faster
- 6) New noise engine
- 7) iOS extensions

Pricing

Lucid iOS will be priced at \$2.99 USD and is available for purchase on iTunes.

*Discontinued for iOS. Existing users can continue to use, but are highly encouraged to upgrade to Lucid which has many benefits as described above – even more powerful corrections, more functionality, and enhanced user experience.

