

# DISCOVER THE BEAUTY OF MULTICULTURAL BROOKLYN!

Prague, October 21<sup>st</sup> 2015

**The new item in Fripito offer of photo guides for mobile phones and tablets is the “Brooklyn” guide. As of October 22<sup>nd</sup> 2015, the Fripito app offers a new photo-guide with a limited 50% discount. The author of this guide is the French photographer, Noémie Wurtz, living in New York City.**

The Fripito app, available to all travelers and photographers in AppStore and Google Play for free, introduces a new guide, which will help to visitors and photographers to explore Brooklyn, the most populous of the New York’s five boroughs.

Brooklyn guide is the best way to discover the **ethnic and multicultural diversity of New York City**. The photo guide offer 2 day walk through the most beautiful Brooklyn’s neighborhoods like Brooklyn Bridge Park, DUMBO, Brooklyn Bridge, Manhattan Bridge, Williamsburg, Greenpoint and Brooklyn Heights. Immigrants from such destinations around the world like Poland, Russia, Ireland, Italy, China and Israel have enriched Brooklyn with their own **unique flavor and vibrant personality, making this place so unique and special.**

The author of more than 80 photos is the French photographer, Noémie Wurtz, residing in New York, who has also included her advice and tips for photographers, regarding photo gear for the trip, camera settings, good lighting and the best time slots for shooting at the given locations. All the photos include exact GPS coordinates and all the content, including the maps, is also available offline after purchase.

**In the first 10 days after its launch, the “Brooklyn” guide will be available for download for a limited price of 1.99 USD (the offer is valid until October 31<sup>st</sup> 2015).**

Our customers may also purchase other available guides, among them Iceland, Azores, Prague, Czech Paradise, Paris, Safari in JAR, Bohemian Switzerland, London, Dubai, Canary Island, New York, Madeira, Philippines, or Bolivia; or download a free sample of the upcoming guides, such as U.S. National Parks, Japan, Israel, Botswana, Namibia, and many more.

The app offers two types of guides according to their content. If you purchase a guide tagged as “Inspiration”, you will receive practical information about the best times to visit, transportation, accommodation, local cuisine, etc.. Your guide will also include at least 50 images with all the technical information about how the picture was taken, and further tips, such as: when to go, what not to forget, or what to avoid.

A guide tagged as “Photo Guide” includes, in addition to the Inspiration content, a detailed time schedule which will help user to make the best use of his time.

A Fripito user can also download for free a guide tagged as “Coming Soon”, where you get a basic description of an up-coming guide, including 10 images with hints and tips. The prices for each guide vary from US\$ 3.99 to US\$ 8.99, according to their content.

Behind the camera you will find Noémie Wurtz, the author of Brooklyn guide, a young professional in the Art of Photography. Since her young age she happened to be very attracted to the creative process expressed in arts. Failing to be a ballet dancer at 5, a poet at 10, a musician at 15, a writer at 20 she ultimately left the country at 25. During an incredible year long trip through Europe and Asia, she found her medium and she could finally express feelings through the lens of her camera.

Looking closely it actually made a sense: she has always loved it. Snapping ephemeral moments, translating an instant story into an image, slowly turned into a passion that she can now practice in New York City, one of the most inspiring cities in the world. Never going out without some sort of camera in her purse, she wanders around the world guided by the blind impulse of an unexpected scenic view, a mysterious light, a twisted building, the magic of discovery, always learning.

The project was founded by Jan Brezina, a photographer, traveler, video caster, journalist, and an Apple and Adobe certified trainer.

### **Jan Brezina**

Since 1999, he has been an active lecturer, mentor and a promoter. He is a member of the Photo Marketing Association International (PMAI) and the International Photographic Council (IPC). He is an Adobe Certified Expert (ACE), Adobe Community Professional (ACP), Apple Certified Trainer (ACT), and a co-author of numerous photography books. Since 2006, he has traveled all around the world as a guide and organizer of photographic expeditions. Jan is one of the leading video casters in the Czech Republic (Digit and 4Foto) and he founded and runs the community server Macforum.cz. As a professional photographer he focuses mainly on portrait, glamour, and nude photography and in his free work he is quite devoted to landscape and travel photography. Fripito Corp. is an American corporation founded at the end of 2003 in Las Vegas, Nevada. The application development is based in the Czech Republic.

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