

## **Fripito Offers New Level Of Travel Guides For Photographers**

Prague, November 11th, 2015

**The Fripito app, designed for all traveling photographers, presents a new version, which not only sports a new design but is also faster and comes with advanced search functions. In addition to purchasing the individual guides in the application, the users will soon have also the option of premium subscription and new GPS navigation.**

A year after its launch, the Fripito app returned to the international photography exhibition Photo Plus 2015 in New York, to exclusively present the new Fripito 2 version for iOS. Users can now enjoy a new design, more user-friendly photo-guide shop with overall faster app functioning.

Users can also soon look forward to upcoming new features such as precise navigation to a place of choice on the map with GPS location and premium subscription option, where, for a fixed payment, users will have access to all the currently available guides.

In the first week of November, Fripito was presented at the Web Summit 2015 in Dublin within the Alpha section that introduces the most promising early-stage startups from around the world. Irish Traveller magazine Travel Extra chose Fripito as one of the seven most interesting travel start-ups of the event.

Fripito has received many excellent reviews and user ratings in AppStore and the series of photo guides offered is growing every day as Fripito works with professional photographers from all around the world. Nowadays, the Fripito app has more than 35K downloads. The new ambassador for Fripito app is Brendan Van Son, renowned Canadian travel photographer and journalist (<http://www.brendansadventures.com>).

***"Fripito is a great way for photographers to scout locations around the world from the comfort of their phones!" Brendan van Son, Canadian journalist, traveler and photographer.***

The Fripito app, available for free in AppStore or Google Play, helps to discover interesting photographic spots all around the world and offers photo guides to hundreds of amazing locations. The application is designed for photographers by photographers, a space to share up-to-date information, experiences and photo tips. However, the app is designed not only for all photography lovers, but for people who want to improve their photography skills and learn how to take the best pictures.

All guides are based on great photos with useful photo and travel tips, offline maps, GPS coordinates, suitable photo equipment, camera settings and local light conditions. Apart from personal tips from the guide author, it also contains general tourist information on interesting locations, accommodation, transport and food. All the necessary data can be downloaded to the device before a trip, eliminating the need of Internet connection or signal coverage, making it easy to consult the guide in the middle of Africa, Peru's deserts or Greenland's glaciers.

***"Fripito is an interesting idea that gives you insight into new areas through photo guides"***  
***148apps.com***

The currently available guides include: Iceland, Azores, Paris, Prague, Safari in South Africa, Bohemian Switzerland, London, Canary Islands, Bohemian Paradise, New York, Madeira, Philippines or Bolivia and others. Fripito publishes a new guide almost every week and among the upcoming guides are China, U.S. National Parks, Japan, Canada, Israel, Botswana, Namibia or Peru.

The app offers two types of guides, Inspiration and Photo, according to their content. A guide tagged as "Photo Guide" includes, in addition to the Inspiration content, a detailed time schedule. The prices for each guide vary from US\$3.99 to US\$8.99, according to the type.

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 co-author of numerous photography books. Since 2006, he has travelled 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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