

# **BE ASTONISHED BY THE CHARMING LANDSCAPE OF MORAVIAN TUSCANY!**

Prague, December 7<sup>th</sup> 2015

**The latest addition to the list of world-wide guides on the Fripito app is the photographic guide to the landscape of Moravian Tuscany in the South Moravia, available for download with a 50% discount until December 13th, 2015. The author of this guide is a Czech photographer Marek Svoboda.**

The Fripito app, available to all travelers and photographers in AppStore and Google Play for free, introduces a new guide “Moravian Tuscany”, which will help to visitors and photographers to explore amazing region of Southern Moravia where the long strips of brown and green fields stretch to the horizon and seem endless. From time to time the land is disrupted by some objects, poles, power lines and lonely chapels. It is one of the most photogenic locations in the Czech Republic and a similar landscape can be found in Tuscany (Italy), which is why this region near the town of Kyjov is called “Moravian Tuscany”.

The photo guide reveals the most attractive photo locations near village of Šardice, Mistřín, Stavěšice, Karlín, Strážovice, Žeravice and Milotice, and includes the beautiful landscape of Pohansko with solitary oak trees, picturesque city of Kyjov and lovely Chateau of Kroměříž and its enchanting garden included in the UNESCO list.

The author of more than 80 photos is the Czech photographer, Marek Svoboda, who has also included his travel advices 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 week after its launch, the “Moravian Tuscany” guide will be available for download for a limited price of 3.99 USD (the offer is valid until December 13<sup>st</sup>,2015).**

Fripito customers may also purchase other available guides, among them Iceland, Azores, China, Prague, wine region of Palava Hills, 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.

**Marek Svoboda, author of the guide**, is a photographer from Kyjov, from South Moravia. He works in IT as a technician; he doesn't do photography professionally, he is more of an enthusiast and does it merely for the love of nature, countryside, and mountains. He specializes mainly in landscape photography, and wildlife photography. In landscapes, he looks for opportunities to capture interesting light, to create images with special atmosphere and some depth. Therefore, he prefers to shoot in the morning or later in the evening, when the sun is low and light becomes interesting, the landscape more plastic, and the colors more saturated and warm. Often, he looks out locations and then he returns to them, when the conditions allow it. His hobbies include sports, especially mountain biking and when possible, he likes to combine his sport activities with photography.

You can find his work on [www.marapara.cz](http://www.marapara.cz), as well as on the online Czech photo gallery “Rajče.net“ where you can see images from individual photo shoots: <http://marapara.rajce.idnes.cz>; you may also follow Marek Svoboda’s work on facebook <https://www.facebook.com/maraparacz/>. Let’s also mention his cooperation with the photo stock server Scenerie: <http://www.scenerie.cz>, Profimedia: <http://www.profimedia.cz>, and the CzechTourism agency: <http://www.czechtourism.cz>.

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.

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.

Contacts:

[www.fripito.com](http://www.fripito.com)

[www.fripito.cz](http://www.fripito.cz)

Email: [info@fripito.com](mailto:info@fripito.com)

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