

## EXPLORE NEW ZEALAND IN THREE WEEKS!

Prague, February 22<sup>nd</sup>, 2016

**Fripito app, offering photography guides for mobile phones and tablets, is featuring new guide to New Zealand, an island famous for its incredible nature and unique Maori culture. The guide will be available with a 50% discount until February 29<sup>th</sup>. The author of the guide is a Czech traveler and photographer Eliška Pivrcová.**

Fripito presents a new guide that will help photographers and travelers to discover amazing beauty of the New Zealand landscape and original Maori culture in three weeks. The photo guide presents many interesting places like Tongariro NP, Milford Sound, Mount Cook, Wellington, Auckland, lake Taupo etc. And two variants of the detailed program will certainly become very handy for planning individual 3 weeks trip in the New Zealand.

The author of more than 160 photos is the Czech traveler and photographer Eliška Pivrcová, who has also included her 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 “New Zealand in 3 weeks” guide will be available for download for a discounted price of 4.99 USD (the offer is valid until February 22<sup>nd</sup>, 2016).**

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

Eliška, author of this guide, studied molecular nutrition in Sweden at Karolinska Institutet. She lives between the Bohemian Paradise (CZ), Turnov (CZ) and Stockholm (SW). Her first encounter with photography was on her trip to Iceland where Eliška realized that her compact camera cannot capture all her adventures and the beauty of the local nature. She bought her first DSLR camera before she left for Canada. Traveling has certainly deepened her passion for photography and consequently this passion inspired her to travel more. One of Eliška's photography inspirations is her brother Václav (author of [Bohemian Paradise guide](#)). Eliška loves traveling, sports (running, tennis, squash, cycling, skiing, snowboarding and mountain hiking) and cooking.

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\$ 2.99 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.

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