

The beauty of Bohemian Switzerland in a new guide on the Fripito app!

Prague, May 5th 2015

The latest addition to the list of world-wide guides on the Fripito app is the photographic guide to the landscape of Bohemian Switzerland, available for download with a 50% discount until May 12th. The author of this guide is the renowned wildlife photographer Ondrej Prosicky, the prize-winner in one of the main categories of the Czech Press Photo 2012 competition and finalist of the prestigious BBC Wildlife Photographer of the Year 2007 competition.

The free Fripito app, which is available on AppStore and Google Play, offering all the photographers and travellers a new photographic guide. Apart from personal practical tips from the author, it also contains general tourist information on interesting locations, offline maps and 50 exclusive photographs with GPS coordinates.

The author of the guide is an experienced photographer, Ondrej Prosicky, an admirer of wild nature, who has been photographing the Bohemian Switzerland area for ten years and also cooperates with the Bohemian Switzerland national park. He shares his wealth of experience from shooting the unique nature along the Elbe, introducing from his point of view the well-known sites such as Mariina and Vylemínina vyhlídka lookouts, Jetřichovice, Studenec, Pravčická gate, the valley of the Kamenice river, Růžový vrch and many more. His photographic and practical guidance draws from many years of experience, also providing help with transport, accommodation or parking.

In the first week after its launch, the “Bohemian Switzerland” guide will be available for download for a limited price of 3.99 USD (the offer is valid until May 12th 2015).

Our customers may also purchase other available guides, among them Iceland, Prague, London, Canary Island, New York, Madeira, Philippines, or Bolivia; or download a free sample of the upcoming guides, such as Paris, 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 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\$9.99, according to their content.

Ondrej Prosicky - guide author

The author studied geology at the Faculty of Science at Charles University and Technical University of Ostrava. From trips to active volcanoes and study of remote national parks, he got to intensive shooting of wild nature in 2004.

In his work, he focuses on photographing the wildlife. In his pictures, he wants to capture the behaviour of animals in their natural habitat in an imaginative way. His journeys into nature have brought him to most places of continental Europe, South Atlantic, the Arctic, Africa, Asia and he returns to the tropical areas of Central and South America to photograph animals every year. In the

Czech Republic, apart from photography, he has been intensively promoting wildlife photography and raising awareness of the problems connected to the boom of nature photography not only in the protected areas and national parks.

He undertook hundreds of photographic trips to the Bohemian Switzerland national park in the last 10 years, be it to photograph animals or, under exceptional conditions, to shoot the breath-taking landscapes.

Among his clients are publishing houses and magazine publishers, advertising agencies and managements of national parks. In 2006, he started cooperating closely with the Czech representatives of Canon, which supports him actively on his photographic trips. He has been regularly sharing his experience in articles and lectures.

The author has been organizing photography workshops in the Czech Republic and the tropical area of Central America, which have been attended by over four hundred photographers. He has held thirty solo exhibitions and his greatest achievements include participation in the finals of the prestigious photographic competition Wildlife Photographer of the Year. He has been a member of the Association of Professional Photographers of the Czech Republic since 2009.

In May 20015, the Federation of European Photographers awarded Ondřej Prosický with the title of QEP (Qualified European Photographer) in the Wildlife Photography category and in the same year in Brussels, he won the FEP European Landscape Golden Camera award for his photo from Bohemian Switzerland. His most recent award is one of the main prizes in the Czech Press Photo competition.

www.naturephoto.cz

www.natureart.cz

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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