

Press release

The new photo-travel app Fripito is now being introduced to the U.S. market.

Prague – Oct 27, 2014

**The Fripito App designed for all travelers and photographers is now available in the AppStore and Google Play for free.**

After 6 months of development, the Fripito start-up project is introducing a new app for travelers and photographers. It has been already approved by the AppStore and Google Play, where it is available for both tablets and smart phones.

Fripito app can be downloaded for free and is for everyone, who loves to travel and wants to capture and preserve their memories and experience in their photographs. Any user who is interested can purchase a guide to destinations of his/hers choice. For example, Iceland, Bolivia, Madeira, Paris, Philippines, U.S. National Parks, etc.

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 you to make the best use of your 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\$6.99, according to their content.

Fripito is a global project. The app and all the guides are translated into English, German, French, Spanish and Italian. The app will be publicly launched at the turn of October and November 2014, at the PhotoPlus Expo in New York. The content of the app is put up by travelers and photographers from Europe, USA, South America, and the community of contributing photographers is rapidly growing.

We are proud to be recognized by Microsoft and participate in its BizSpark program, which helps start-ups get access to new software and cloud solutions from Microsoft, and opens door for a closer cooperation with other teams.

In August 2014, a private investor with experience in app development and selling content abroad, entered the project and invested US\$50,000 for a 10% stake in the company, providing Fripito with a financial support and extensive know-how.

In March 2014, Fripito ran a campaign on Indiegogo.com where we raised funds for the development and expansion of our project. The campaign ran from March to June 2014 and we raised over 100,000 CZK.

The project was founded by Jan Brezina, a photographer, traveler, videocaster, 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 videocasters 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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