

Fripito App Helps Preserve Memories

Prague, March 3, 2014

Fripito, a new Czech startup, starts seeking funds from not only American investors on March 3, 2014. The application is designed for avid photographers and travelers looking for immortalizing their memories in their photographs.

Fripito is a virtual bookstore where photographers and travelers can download guides for selected destination with tips for unusual locations, places and the best way to photograph them. The app also suggests the best time to visit specific locations to catch the best light regardless of the type or brand of the camera. Tips and recommendations from experienced photographers will help users capture the atmosphere and beauty of the moment to preserve the memory of it in their photographs. Fripito will also offer advice on where to stay and how to get to the selected destination.

Fripito is now launching its campaign on startup platform Indiegogo.com to raise funds that will allow it to go live. The goal is to create a community of experienced photographers from around the world to offer a large number of photo guides featuring their tips and recommendations. The funds will be used for regular updates and translation of the guides to additional languages. In addition to Czech and English, Fripito will also come in German and French. The campaign will start on March 3, 2014 and run until April 6, 2014. Investors can select from a variety of packages featuring attractive perks.

Fripito is the brainchild of Jan Březina, an established Czech photographer, traveler, videocaster, journalist and certified Apple and Adobe Instructor, who says: "For many years now, I have been organizing for my clients interested in traveling and photography inspiring and original expeditions focused on discovering exotic countries through the viewfinders of their cameras. Together, we have visited six continents and places as diverse as the major US national parks, South Africa, Iceland, Peru, New Zealand or China. From every trip, I bring not only amazing memories, but also beautiful photographs. My clients often ask me how I took specific pictures and one day as I was telling them about exposure, composition and what lens to use, I got an IDEA! I love sharing my experience, but I cannot possibly take everyone with me on an expedition. So I decided to create an app to share all those beautiful places I have visited on this planet along with tips on how to photograph them. I named the app Fripito."

Jan Březina

Has been teaching, giving lectures and presentations about photography and traveling since 1999. He is a member of Photo Marketing Association International (PMAI) and the United Nations International Photographic Council. He is also an Adobe Certified Expert (ACE), Adobe Community Professional (ACP), Apple Certified Trainer (ACT) and co-author of a number of publications about photography. Since 2006, he has been organizing photo expeditions that took him and his clients to six continents. He is one of the best-known Czech videocasters ([Digit](#) and [4Foto](#)) and the founder and administrator of [Macforum.cz](#) community server. As a professional photographer, he focuses mainly on portrait, glamour and act photography. His free time belongs to landscape and travel photography.

Fripito Corp. is an American company, founded in 2013 in Las Vegas, Nevada.

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