

# FOOLOGY

## Foolography's Unleashed now supports timed long exposures

**Berlin 26 June 2019 – Foolography's Unleashed got a major app and firmware update with new features. Something the community has been waiting for – timed long exposure – is now available for all Unleashed users.**

After working on stability and usability for the last three months, Foolography's Unleashed app got a major app and firmware update today with new features. Being in direct contact with the community and collecting feedback and suggestions, the team of Foolography worked on a new feature where the user can take timed long exposures with their cameras. As DSLRs normally only support a maximum exposure of around 30 seconds, with the Unleashed app, users can now take long exposures with a length of almost five hours. This feature is very interesting especially when it comes to night and startrail photography.

### About Foolography

Founded in 2009, Foolography is a team of passionate photographers based in Berlin. They went from makers to manufacturers and create high quality niche camera accessories, completely Made In Germany. It all started when Oliver Perialis wanted a solution to geotag all his photos effortlessly on his travels, but there was nothing viable on the market, even though his Nikon D200 supported direct geotagging. "I saw all these small inexpensive Bluetooth GPS receivers on the market – designed for navigation with PDAs and Laptops, before PND's became popular and smartphones had hit the streets. I knew that was the way to go, so I made a small Bluetooth module to connect to my camera that would wirelessly get the GPS data from the receiver that I could keep in my pocket." – Oliver Perialis, founder and CEO of Foolography remembers. Oliver made prototypes of a Bluetooth module for geotagging for himself and friends, but got so much interest online and at photokina 2008 that he founded Foolography GmbH, built and launched the Unleashed '09 in 2009. It won the DIMA 2009 Innovative Digital Product Award at PMA'09 and is still the smallest direct geotagging solution available. After almost ten years in the business and a second award-winning product line (Foolography's Barcode Edition won the DIMA 2010 Innovative Digital Product Award, Retailer Hot Pick and Pro Photographer Hot Pick at PMA2010), as well as thousands of happy customers, Foolography moved to Berlin in 2014. With a leadership team of Oliver Perialis and Ken Jochmann, Foolography is ready to take on a bigger market with their new Unleashed.

Website: [foolography.com](http://foolography.com) | Photos & Assets: [foolography.com/press](http://foolography.com/press)  
Instagram: [@foolography](https://www.instagram.com/foolography) | Facebook: [facebook.com/foolography](https://www.facebook.com/foolography) | Twitter: [@foolography](https://twitter.com/foolography)

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