

FOOLOGY

Foolography's Unleashed is back in stock and ships worldwide

Berlin 14 February 2019 – With Unleashed by Foolography, Europe's startup hub Berlin gets another success story in the hardware startup scene. The crowdfunding backed camera gadget is a "made in Germany" DSLR remote control, now in stock and available with worldwide shipping.

After two successful crowdfunding campaigns on Kickstarter and Indiegogo with over 2000 supporters, the Berlin-based hardware company Foolography finished development and production of the Unleashed, two years after its first introduction on Kickstarter in 2016. After shipping all pre-ordered Unleasheds, the rest of the first production batch was sold out after a couple of days, as well. The company announced today, that the second production batch is finished and that the Unleashed is now back in stock for photo enthusiasts worldwide.

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 | Photos & Assets: 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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