



# FOOLOGRAPHY

## The new Unleashed - the tiny timelapse, long exposure, remote control & geotagging tool launched on Kickstarter by Foolography

**Berlin, 26 October 2021 – Berlin-based hardware company Foolography is launching the Kickstarter campaign for the Unleashed '22. It's now compatible with more camera brands, supports nearly all mirrorless cameras and DSLRs from Canon, Nikon, Sony, Fujifilm and Panasonic and adds highly requested new features.**

After 2 years of R&D, Foolography is back on Kickstarter with their second campaign, following their successful 2016 campaign for the Unleashed '18. Starting at just 99€, backers on Kickstarter can now pre-order the Unleashed '22, scheduled to ship in 2022.

It will be compatible with more than 144 cameras, now finally offering support for Sony, Fujifilm and Panasonic, as well as even more Nikon and Canon cameras than before. The Unleashed '22 features remote triggering, changing settings from their app, direct in-camera geotagging, long exposures up to 4.5 hours, an intervalometer, intelligent autoramping algorithms for "holy grail" day-to-night timelapses, high resolution photo review and a gallery view to download and share high-quality images, finally possible thanks to a 10x increase in speed over the previous model. All these features are packed into a tiny Bluetooth module designed to stay on the camera at all times, thanks to its flat profile and the fact that it never needs to be charged. It pairs in seconds and reconnects instantly to the beautiful and intuitive app, serving as its user interface.

*"We've seen amazing results the Unleashed has helped our customers create and have received so much encouraging feedback, feature wishes and countless requests to bring our Unleashed to Sony and other brands. We've worked tirelessly the past two years to make this happen. Now we're incredibly proud and excited to announce that we're launching our new Unleashed on Kickstarter."* says Oliver Perialis, Founder and CEO of Foolography.

### BACKGROUND & INFO

Founded in 2009 by Oliver Perialis, Foolography has grown from a one-man operation to a small team of passionate engineers and photographers. Making use of the city's great network and drive for technological innovation, they are based in Berlin and create high quality niche camera accessories, made in Germany. It all started in 2006 when Oliver wanted a solution to geotag his travel photos effortlessly, but there was nothing viable on the market. After making prototypes of a Bluetooth module for geotagging for himself and friends, he got so much interest online and at photokina 2008, that he founded Foolography GmbH. The Unleashed '09 was built and launched in 2009. It won the DIMA 2009 Innovative Digital Product Award at PMA'09. After twelve years in the business, a second award-winning product line (the Barcode Edition and later Entagged for volume photographers), the successful Kickstarter campaign for the Unleashed '18, as well as thousands of happy customers, Foolography is ready to take on an even bigger market with their new Unleashed '22.

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