foolography

GPS / Geotagging + Barcodes

foolography is a small and young company creating cutting edge photo accessories. Our geotagging and barcode scanning solutions are:

If you're interested in reviewing one of our products, please contact us under press@foolography.com, we will arrange for a review sample to be sent to you.

This Press Kit, as well as high resolution product photos are available online at www.foolography.com/press.

Content of this Press Kit

- Company Profile / History
- What's Geotagging?
- foolography Geotagging products
- Specifications Unleashed D200+, Unleashed Dx000 and Unleashed D90
- Unleashed Barcode Edition

Company Profile / History

Oliver Perialis is the founder of foolography. Growing up in the beautiful country of Tanzania, which couldn't always provide for a Lego Technic-crazy boy's needs, he had to come up with his own creative solutions for devices he couldn't get. Thus, he developed a talent for creating technical contrivances - a skill that improved over the years. Merging from playing to building little gadgets and working with computers in his teenage years, he came to Germany to study computer science/IT at the Technical University of Darmstadt and remained interested in electronics and in building gadgets to improve everyday life.

Being brought up by his Greek father and German mother in East Africa, his interest in different countries was natural and traveling was always part of his life. He picked up photography as a hobby to capture his memories and different cultural impressions on his travels. Looking for a technology that would remember for him, where exactly his pictures had been taken, he stumbled upon geotagging. At that time, the market for geotagging was very small and products didn't exactly live up to his idea of a handy gadget. This made him decide to, once again, sit down and build a device himself. At this, foolography was born.

Starting as a one-man company in 2007, the first foolography product was a custom made cable connected to a Holux GPS receiver, called GeoTiger. Oliver designed it to be much smaller than anything on the market, with a much shorter, less obtrusive cable. He tested this homemade device on his travels and improved it to his satisfaction. Striving for perfection, he then designed an even smaller product. Using Bluetooth® technology instead of a cable, it was and is the most convenient geotagging device - called Unleashed. When he wrote about his products on various photography websites on the Internet, he quickly realized the interest for his products was huge. To verify this, foolography exhibited at photokina 08 in Cologne - with great success and an overwhelming response to the products. Only then did he decide to start a "real" company and to distribute his products on a larger scale.

At PMA 09 the latest and most advanced version of the Unleashed D200+ was launched and received the DIMA 2009 Innovative Digital Product Award.

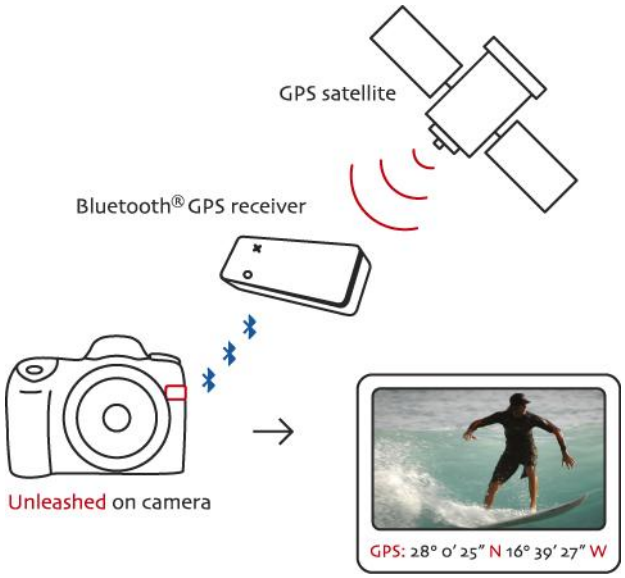
It was at this show also, that Oliver talked to a group of school photographers who explained to him the great advantages of using a barcode scanner in their work flow. Fuji's announcement of the discontinuation of the S5, the only camera to support direct barcode scanning, left them with no solution as to what they were going to use in the future. This inspired Oliver to work on a device which we will be showcasing at the PMA 2010: the Unleashed Barcode Edition, a tiny module that connects a Bluetooth® Barcode scanner to the entire current Nikon DSLR line-up. Being a ground-breaking solution for all volume photographers, the Unleashed Barcode Edition received the DIMA 2010 Innovative Digital Product Award.

What's Geotagging?

Geotagging is a fast-growing trend in digital photography. It is the adding of GPS location data to digital photos. The exact position where a picture was taken will be stored automatically in its metadata.

There are different geotagging methods:

1. Manual geotagging: This is the most complicated and tedious way of geotagging photos but you can use it to geotag older pictures. It basically works by using special software or a web service, in which one photo after another of your archive is shown to you, along with a map. On the map, you then have to manually pinpoint the position from which you took the photo.
2. Indirect geotagging: A GPS logger stores its position every few seconds, including a timestamp so that these points can be matched to photos taken at the according time, using synchronization software. Then the position at which it was taken is stored within each photo.
3. Direct geotagging: A GPS device receives signals sent from several GPS satellites and uses this information to calculate its exact position. The GPS sends the coordinates of its current location to the camera, which in turn stores these coordinates in each photo when it is taken.



foolography products use direct geotagging. Here, everything happens directly in the camera, right when the picture is taken, meaning no synchronization of clocks and no extra step at the computer are needed.

For more information on geotagging, its methods and uses, please visit our website: www.foolography.com

Foolography Geotagging Products

Features

- Completely wireless geotagging solution
- Very compact, light and unobtrusive device directly on camera
- Compatible with all modern Bluetooth® GPS receivers
- Compatible with entire current Nikon DSLR line-up and Fuji S5 Pro
- Low power consumption thanks to intelligent power management
- Fast connection time
- Use last known position on GPS signal loss
- Integrated remote release connector
- 2 color status LED
- Updateable firmware
- Coming in next (free) firmware updates
    - Manual configuration via Bluetooth®
    - Remote release via Bluetooth®
    - Two Unleasheds with one GPS

What's so special about our products?

- foolography products use **direct** geotagging, meaning no synchronization of clocks and no extra step in the workflow at the computer is needed. The GPS position is added to the photo's metadata by the camera, right when the picture is taken. This makes it a lot more user-friendly than other geotagging methods and eliminates the source of error responsible for data mismatching.
- foolography products are designed to be as **small, light and unobtrusive** as possible while giving you maximum functionality at high design standards.
- The Unleashed sits directly on the 10-pin port of Nikon DSLRs and is not larger than 23x20mm. This way it is entirely unobtrusive for the photographer and keeps the camera clutter-free. Unlike with other geotagging solutions, the hot-shoe is unoccupied and available for its intended use: a flash. All buttons are still accessible and nothing is dangling from the camera-strap, except the camera itself.
- The Unleashed is a **wireless** direct geotagging solution. Most other direct setups (including Nikon's own) have cumbersome cables sticking out to the side and a bulky GPS receiver somewhere on the camera or even worse, a long cable tethering the camera to a GPS receiver somewhere on the photographer.
- The Unleashed is **compatible with all Bluetooth® GPS receivers** on the market. Even the incompatibility between Nikon and the MTK chipset is resolved by the Unleashed. This means you can chose the GPS receiver you want and need, be it the smallest, the cheapest, the most precise or the one with the longest battery life. And more importantly: you can upgrade the GPS receiver anytime to profit from the quickly evolving GPS market, without having to purchase a whole new system, let alone a new camera.
- The Unleashed has an integrated jack socket, which means you can use this geotagging device while retaining the possibility to **use a wired remote release**.
- foolography products are **100% made in Germany**, guaranteeing highest quality standards.

To find more detailed information about our products, flip over to the next page or go to www.foolography.com/products

How it Works

Finally, the leash that tethered the camera to a GPS is no longer needed. Our tiny Unleashed D200+ module sits directly on the 10-pin-port of the camera. A jack socket retains the possibility to use a remote release. The Unleashed connects wirelessly to any Bluetooth® GPS receiver which can be kept in your pocket or backpack. The current location is embedded in your photo immediately within the camera. No additional steps are required at your computer.

Before you use your Unleashed for the first time, it has to be paired with your GPS receiver. It comes with short instructions to start a quick automatic pairing routine, directly on the camera. The Unleashed remembers your GPS and from then on always automatically connects to this GPS until you rerun the pairing routine (in case you want to connect a different GPS receiver).

When you turn on your camera, the Unleashed immediately connects to your GPS. The GPS data is passed on to the camera which saves it directly in every photo you take, even RAW photos. The Unleashed monitors camera activity in order to save power when it is not being used. After 2 minutes of inactivity it stops sending GPS data to the camera, allowing the meter to turn off (even on the D200 and D2 Series, which had no such feature). This saves a lot of power. During the first 15 minutes of inactivity, the Unleashed keeps the connection to the GPS, so that the instant the camera is reactivated, the current position is sent to the camera. From the first photo on, the position is embedded in the metadata. After 15 minutes of inactivity, the Unleashed will drop the Bluetooth® connection, saving power for both the GPS and the Unleashed. It will however remember the last position for another 30 minutes, so that when you activate the camera again within those 30 minutes, it will instantly have a position, maximally 30 minutes old. Within seconds, it will reconnect with the GPS to update that position. This also works when you go indoors and the GPS signal is lost – you will still have the position just outside the building in your files. Whenever the GPS receiver is further away from the Unleashed (for example at the window while you're shooting indoors), this feature bridges short Bluetooth® connection disruptions. Of course, these "old" positions are marked, easily identified and removed later, should this option not be wanted.

After 45 minutes of inactivity, the Unleashed goes into standby and uses so little power, that it would take 3 years and 9 months to drain a Nikon D300 Battery. In other words, it's designed to stay on the camera at all times. It will not be in your way physically, nor will you have to worry about battery drain.

The Unleashed's firmware can be upgraded by the user via Bluetooth®. Updates will be available on our website.

The next firmware update will come with a configuration software, which allows the users to change all the timeouts mentioned above to their likings. It will also add other great new features, such as remote release via Bluetooth®.

Specifications

Unleashed D200+

- Size: 18.5(w)x13(h)x11(d) mm
- Weight: 5g
- Power consumption
    - 0.066mA during standby
    - 11mA during normal use
    - 32mA while connecting (briefly)
- Bluetooth®
    - Compliant with the Bluetooth® 2.0 Core Specification
    - Class 2 operation
    - Better than -80 dBm input sensitivity
    - 0 dBm typical output power
    - Range >10m
    - Average time to connect: 3 sec.
- Operating temperature: -40°C to 85°C
- Humidity: 90% Non-condensing
- Compatible with Nikon D200, D300, D300s, D700, D2X, D2Xs, D2Hs, D3, D3X, D3s, D4 and Fuji S5Pro

Unleashed Dx000

- Size: 23(w)x20(h)x5(d) mm
- Weight: 5g
- Average time to connect: 3 sec.
- Bluetooth®
    - Compliant with the Bluetooth® 2.0 Core Specification
    - Class 2 operation
    - Better than -80 dBm input sensitivity
    - 0 dBm typical output power
    - Range >10m
- Operating temperature: -40°C to 85°C
- Humidity: 90% Non-condensing
- Compatible with Nikon D3100, D3200, D5000, D5100, D7000, D600 and COOLPIX P7700 (also works on D90 if turned upside down)

Unleashed D90

- Size: 23(w)x20(h)x6(d) mm
- Weight: 5g
- Average time to connect: 3 sec.
- Bluetooth®
    - Compliant with the Bluetooth® 2.0 Core Specification
    - Class 2 operation
    - Better than -80 dBm input sensitivity
    - 0 dBm typical output power
    - Range >10m
- Operating temperature: -40°C to 85°C
- Humidity: 90% Non-condensing
- Compatible with Nikon D90 (also works on D3100, D3200, D5000, D5100, D7000, D600 and COOLPIX P7700 if turned upside down)

Unleashed Barcode Edition

Until now, direct barcode scanning was only possible with the discontinued Fuji S5, using a complex, tethered setup. With the Unleashed Barcode Edition, it is now possible to use any camera of the current Nikon DSRL line-up. And as an additional bonus, the whole setup is completely wireless!

The Unleashed Barcode Edition is a tiny Bluetooth® module which plugs into the 10-pin port of Nikon DSLRs. It connects wirelessly to a Bluetooth® barcode reader and whenever a barcode is scanned, it will be added to all the following photos' EXIF data, until the next barcode is read. A integrated jack socket retains the possibility to use a remote release. No computer and no cables necessary. Since the scanner is not tethered, the photographer or his assistant can even operate it at a distance from the camera.
This product revolutionizes the volume photography market – such as school, event and product photography – by making it possible to directly store barcodes in the photos' metadata with Nikon DSLRs.

Features

- Completely wireless direct barcode scanning solution
- Compatible with the entire current Nikon DSLR line-up and Fuji S5 Pro
- Very compact, light and unobtrusive device directly on camera
- Compatible with selected Bluetooth® barcode scanners
- Easy integration in already existing workflows
- Use with different software, e.g. Photolynx, D.R.U.M.S., ExpressDigital, Halse (patches coming soon)
- Integrated remote release connector
- Remote release via Bluetooth® using barcode scanner

How it works

The Unleashed Barcode Edition will only be sold in bundle with a compatible, pre-programmed and pre-paired Bluetooth® barcode scanner, currently the Opticon OPN2002 and the Honeywell VoyagerBT 9535. All the photographer needs to do is to plug the Unleashed Barcode Edition into the 10-pin-port of his Nikon DSLR and to turn on his barcode scanner and camera. The Unleashed will immediately connect itself with the barcode scanner. After the barcode is scanned, the camera will write it into the EXIF data of each photo, until the next barcode is scanned. This means, for example, that the event photographer can give each client a card with a barcode on it and scan it in before taking photos of this client. The barcode will be embedded in each photo of this client and can therefore automatically be matched to the client, without anyone having to look at the photo in post production. This saves a lot of time for volume photographers. As an additional feature, a special barcode can be scanned to remotely release the shutter of the camera.

Specifications

- Size: 18.5-23(w) x 13-20(h) x 5-11(d) mm (depending on the model)
- Weight: 5g
- Bluetooth®
    - Compliant with the Bluetooth® 2.0 Core Specification
    - Class 2 operation
    - Better than -80 dBm input sensitivity
    - 0 dBm typical output power
    - Range >10m
    - Average time to connect: 3 sec.
- Operating temperature: -40°C to 85°C
- Humidity: 90% Non-condensing