Press Release

SWISS WOOD MAPS Launches New Product – a World First – in Cooperation with PeakFinder: PANORAMA WOOD MAPS

Demand for personalized objects is constantly increasing, particularly in the areas of interior design, decor, and personal gifts.

Many people have beautiful memories – of a special place, for instance – and they want to hold on to those memories. Photos are fleeting, and we tend to have so many on our smartphones that it is hard to keep track.

SWISS WOOD MAPS Has the Solution
The partnership between PeakFinder and SWISS WOOD MAPS brings Swiss technology together with Swiss craftsmanship. In the future, this alliance should make it possible for everyone to select and configure their favorite panorama from anywhere in the world and have it delivered directly to their home as a wooden image. In this way, memories are preserved forever and they find their place on the wall as a beautiful, very personal piece of decor. A Wood Map is also the ideal gift for the people you love.

That is why we say:
"No matter where you are, no matter what you do: these are the views you always want to remember."

The Road to Our Goal – Kickstarter
SWISS WOOD MAPS is launching a crowdfunding campaign on Kickstarter, with the aim of making personalized PANORAMA WOOD MAPS a reality. Starting from October 15, 2020, for a period of 45 days, anyone can support this Swiss start-up from Bern at https://bit.ly/35iBXnR

Objective of the Kickstarter Campaign
The objective of the Kickstarter campaign is to raise the necessary capital in order to build a configuration tool using the PeakFinder technology. By helping the crowdfunding campaign reach its funding goal, supporters will make it possible to create a completely new product.

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How It Works

Once the configuration tool has been developed, anyone will be able to select their favorite mountain panorama (from anywhere in the world), configure it online, and have it delivered to their home as a beautiful wooden panoramic image. In this way, special moments, unforgettable adventures, wonderful hikes, or memorable bicycle tours are preserved in the form of a unique memento.

Why Kickstarter?

SWISS WOOD MAPS currently offers a fixed range of around eight PANORAMA WOOD MAPS, but these are not personalized. The partnership with PeakFinder will make it possible to meet the demand for unique, personalized products in the future. This is why funds are being raised on Kickstarter in order to build a configuration tool. Another benefit of using Kickstarter is that it presents an opportunity to raise awareness of PANORAMA WOOD MAPS among a larger, more international audience. SWISS WOOD MAPS, a Swiss start-up from Bern, wants to seize this opportunity and get its expansion abroad off to the best possible start.

About PANORAMA WOOD MAPS

PANORAMA WOOD MAPS was started in Switzerland. The maps are created with Swiss precision and careful craftsmanship. The standard product range currently includes seven image subjects.

Sustainability is a priority for us. The Wood Maps are made using renewable raw materials (wood). Only high-quality wood from Switzerland and Europe is used. This means that every Wood Map is one of a kind.

PANORAMA WOOD MAPS – made with love, in the heart of the Swiss mountains!

About SWISS WOOD MAPS

SWISS WOOD MAPS started around two years ago with the creation of images made of wood. They depict the relief of Swiss lakes, cities, and rivers in a special and unique way. Initially launched through crowdfunding, the product quickly developed into a label. The business got off to an excellent start, with over 700 Wood Maps sold. The images are mainly sold via the online store. They are also available in selected stores in Switzerland.

In addition to the Wood Maps, SWISS WOOD MAPS also creates unique, holistic decor and furnishing concepts for other businesses – such as window displays for stores.

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About PeakFinder
The idea for the PeakFinder app came about over 10 years ago. An argument about the correct name of a mountain is what sparked the project back then. The PeakFinder app displays a 360-degree mountain range panorama from anywhere in the world, showing the names of all mountains in the image. The image can be a simplified, black-and-white depiction or it can be overlaid directly over a live camera image. PeakFinder is available for both iPhone and Android devices, and is one of the most successful apps to come out of Switzerland with over one million downloads.

About Kickstarter
Link to Wikipedia: https://en.wikipedia.org/wiki/Kickstarter

Documentation
The documentation about PANORAMA WOOD MAPS and the Kickstarter campaign can be found here: https://bit.ly/37piNPB

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