

SHOULDERPOD R1 turns your smartphone into a professional production and broadcasting studio



Barcelona, February 2016 - Shoulderpod launches its new products at Showstoppers and MWC 2016.

The new R1 rigs from Shoulderpod are a set of professional accessories for adding microphones, lights or extra batteries to your mobile camera. An ultraportable and modular solution specially designed for photographers, filmmakers, journalists and travellers that will immediately turn your smartphone into a professional production or broadcasting studio.

"For example, only a few years ago a journalist needed the support of a big crew of technicians for covering breaking news or important events. Nowadays a mobile-journalist or "MoJo" can easily carry a complete professional studio for filming, editing and even live broadcasting a story. The best part? All this advanced technology fits in your backpack and is as simple to use as tapping a few icons on your smartphone. At Shoulderpod we are focused on making the best accessories in the world for using smartphones as professional gear," said Enrique Frisancho, Co-Founder at Shoulderpod.

Our first product: the S1 Grip



The company was founded in Barcelona in January 2014 and 6 months later launched its first product. The S1 is a high quality grip with 3 functions that works as a filmmaker handle, tripod mount and traveller stand. A solid and portable solution for holding your smartphone camera professionally. The S1 grip is adjustable for fitting any smartphone model and ultra secure thanks to its thumbscrew and rubber pads. A pro-grade tool designed and industrially crafted in Barcelona built to last a lifetime.

Available at the Apple Stores

After only 4 months in the market, Apple contacted Shoulderpod for including the S1 Grip at the Apple Stores. Since mid 2015 the S1 is available at the more than 100 Apple Stores in Europe and Middle East. "It's hard to explain what we felt as such a young company when we first stepped into the Apple Store in Barcelona and saw our S1 on their shelves".

But customers asked for more!

"Once our customers began using the S1 they loved it but they asked for more. They now wanted a solution for adding external microphones, lights, batteries or action cameras to their mobile devices, so we came up with the R1 Series," said Ana Vicens, Co-Founder at Shoulderpod.

The R1 Go



The R1 Go is a multifunctional and compact rig for adding an external microphone, light or battery to your mobile camera. Works seamlessly with the Shoulderpod S1 Grip for taking your mobile photography and filmmaking studio wherever you go. The package includes 1 x Mounting plate 100 x 29 x 8 mm made of black anodized aluminum finished in Sapeli wood, 1 x H1 Handle machined in Sapeli wood with rubber pad protections on both ends and 2 x K1 Knobs with 1/4"-20 stud and female thread made in aluminum with rubber pad protection. The R1 Go is available for 49,90 € at www.shoulderpod.com

The R1 Pro



The R1 Pro is the most advanced production gear in the market for adding professional accessories to your mobile camera. A modular and expandable solution specially designed for mobile journalists and video producers. The R1 Pro package includes 1 x mounting plate 210 x 29 x 8 mm made in black anodized aluminum and finished in Sapeli wood, 2 x H1 Handles machined in Sapeli wood with rubber pad protections on both ends, 2 x K1 Knobs with 1/4"-20 stud and female thread made in aluminum with rubber pad protection and 1 x Z1 Cold Shoe machined in black anodized aluminum with a 1/4"-20 threaded base. The R1 Pro is available for 89,90 € at www.shoulderpod.com

Visit us at Showstoppers and MWC 2016 in Barcelona !

Shoulderpod will introduce the new R1 Go and R1 Pro rigs at Showstoppers and Mobile World Congress 2016. Visit Shoulderpod at the Showstoppers press event on February 21st 2016 or come to our booth at MWC - Congress Square Stand CS50 Booth 44.

About Shoulderpod

Shoulderpod, designs and crafts professional mobile equipment for visual storytellers. The company was founded in Barcelona in 2014 by Enrique Frisancho, Mechanical Engineer and Ana Vicens, Architect. The team with more than 20 years experience in product design is focused in making high quality tools for using mobile devices as cameras. Their aim is to help photographers, filmmakers, journalists and travellers to tell better visual stories with their smartphone cameras and share them with the world.

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