

Integrating your own photos into Google Earth

Starting immediately, the photo-sharing site www.locr.com has added an interface to Google Earth to its application spectrum

Brunswick, 18. April 2007 – **Anyone who thinks of himself as an Internet professional who has seen it all will be surprised: the technology startup locr now offers support for Google Earth which allows you to view your own photos, arranged according to location, in Google Earth. This function is now available free of charge on the locr website.**

The idea of the global village, the community in which people living far apart from one another would feel like neighbours, was a vision early on in the history of the Internet. locr now brings together what belongs together! This has been made possible by high-quality digital photos and digital maps available worldwide. The innovative platform found at www.locr.com takes advantage of the current trend of the rapid spread of GPS receivers and links photos and locations to one another in a playful, yet sophisticated manner. Georeferencing is the slightly tongue-twisting term for it, but the hip buzzword on the Internet is geotagging.

Users can go to their free account at locr and upload photos of their surroundings or souvenir photos from their trip around the world into their virtual photo album, then combine them with geodata – the position unique in the world as determined by latitude and longitude. These data are obtained either automatically by a GPS receiver or assigned manually by the user by a mouse click on the desired position. Once this has been done, the individual pictures are displayed as pins or preview images on the map right on the home page and in a gallery.

A new element is the integration into the popular program Google Earth: all that is needed is a click on the Google Earth logo in the locr gallery and the pictures are also displayed in the desktop program Google Earth. The photographer has all of the usual functions available at his fingertips: zooming, fly-around, 2-D bird's-eye view and 3-D display with the street names and buildings superimposed. Depending on the theme, you can see the photos in a completely new context and gain new insights: get an impression of the area before starting on a trip, or document your trip in a stunning display.

But the user can do even more with the help of the geotagging carried out via locr: the data can be used to search for more information about the same location in other data sources. For example, geotagged entries can be used in Wikipedia to learn more about locations and sights. In addition, all of the public photos from the same location are automatically displayed. In the end, the locr user knows remote areas like the palm of his hand without ever having been there.

About locr

locr, the expert for geotagged photography, was founded in Brunswick in September 2006. With the aid of a special method, locr attaches automatically generated location descriptions to photographs, enabling improved archiving and management of pictures. The visualization of the positions makes use of digital maps and aerial and satellite pictures.

Users who are members of the locr Internet Community can upload photos, archive them in photo albums, and interactively share them with their friends.

Log onto www.locr.com for additional information.

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