

## **Geotagging becomes child's play**

Relaunch of the locr site and the new software locr GPS Photo Version 1.0

Brunswick, xx May 2007 – **The startup locr presents its new PC software locr GPS Photo 1.0, which enables users to assign location information to multiple digital photos easily and comfortably from their home computers, then to upload them to the locr photosharing site. The PC software is available free of charge as of now at [www.locr.com](http://www.locr.com). Forum and blog have also been relaunched and the user sections further refined so that users' requirements are met even more closely.**

The photosharing site locr has been online as a beta platform focusing on geotagging since the end of January 2007. In the standard view, locr displays the photo itself, the spot where it was taken in maps, aerial and satellite photos on Google Maps, an overview of additional submitted photos taken in the vicinity of the spot and the postal address, key words and comments. Unique: additional information about the spot of the photo is provided by articles from Wikipedia, which are also allocated automatically.

While locr offers a platform for archiving and sharing of geotagged photos, it also comes with a series of tools which assign geodata, the unique global position expressed in latitude and longitude, to photo files either automatically or semi-automatically. The new locr GPS Photo software georeferences photos which were taken using a camera without GPS. locr GPS Photo is available for free downloading at [www.locr.com](http://www.locr.com). If the photographer ran an external GPS data logger while taking the photos, the software adds the coordinates of the spot where the photo was taken automatically to the EXIF header of the picture file. Even manual

geotagging becomes child's play by entering the address or marking the spot where the photo was taken on Google Maps™. The advantage of locr GPS is that a number of photos can be georeferenced easily and quickly in a single operation. In addition to time correction, the possibility of export to Google Earth™, and the rotating of photos, Version 1.0 also enables the uploading of reduced photos to [www.locr.com](http://www.locr.com).

Users of locr GPS Photo can save their georeferenced pictures locally or upload them to [www.locr.com](http://www.locr.com). Every individual user's private sphere is secured on the website. As before, photos can be labelled as private or public, and a new function also allows them to be made available to a restricted group of users such as friends or acquaintances.

Malte Schloen, CEO of locr GmbH, is also proud of the relaunch of blog and forum: "In keeping with the Web 2.0 Community ideal, the blog and forum at locr offer platforms where early adapters can interactively share with professionals. The close dialogue with locr is secured in the same way. Our goal is to steadily develop further our photosharing site to meet exactly the requirements and wishes of its users."

### **About locr**

locr, expert for geotagged photography, was founded in Brunswick in September 2006. With the aid of a special method, locr allocates automatically place designations to photos, improving archiving and administration possibilities for the pictures. The positions are visualised on digital maps, aerial and satellite pictures.

As part of the locr Internet community, users can upload photos, archive them in photo albums and share them interactively with friends or acquaintances.

Additional information at [www.locr.com](http://www.locr.com).

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