

Web 2.0 meets cell phone

locr GPS Photo for Symbian now enables Nokia cell phone users to publish their own pictures on the Internet, complete with automatically generated location information, and to share these with friends.

Brunswick, xx May 2007 – **More and more cell phones and smart phones coming onto the market include a GPS receiver. Mobile navigation in portable devices is becoming the new trend and is thus taking over from mobile photography as the force to drive growth in the mobile device market. The new *locr GPS Photo for Symbian* concept is now combining on a mobile basis two elements that simply belong together: Digital images and supplementary geographic information.**

locr GPS Photo makes it easier than ever for users to add location information to pictures they have taken themselves and then to publish them at www.locr.com. Using so-called 'geotags', coordinates saved within the image data, the website adds to the photos relevant descriptions taken from Wikipedia. Friends, family and – if desired – the whole world can enjoy the pictures.

The principle could not be simpler. Once the photo is in the can, or to be more precise in the cell phone, *locr GPS Photo* assigns to the image the current geographic data, such as longitude and latitude. Photographers can also add other information to the picture, including a description, straight from their cell phones. Using the *locr* software, they can then quickly and easily upload the finished image to the website via GPRS, UMTS or W-LAN. The photos, complete with the position at which they were taken, can then be admired at www.locr.com, on Google Maps™ and via Google Earth™.

Users, however, are able to do more with *locr GPS Photo* than merely publish their own photos online. When on holiday, during free moments on business trips or when having recently moved to a place that is still unfamiliar, they can access photos taken in the vicinity by other users and call up information about their present location. They thus become better acquainted with their immediate surroundings. Places that are often difficult for tourists to find can now also be explored using *locr*. *locr GPS Photo* thus becomes an interactive travel guide that guarantees insider tips, enhances the experience of discovering new places by adding extra information from Wikipedia and makes leafing through traditional guides superfluous.

All that is required to use *locr GPS Photo* and the *locr* online service is free registration at www.locr.com. Fully in keeping with the ideals of Web 2.0, *locr* is connecting people from all over the world through the appeal of pictures, with all users being able to decide for themselves how accessible they want to be. They can make their photos publicly available to the entire world or limit access to a specific circle of friends and family.

locr GPS Photo is the world's first application for cell phones and smart phones that provides photos with geographic data and at the same time adds information from Wikipedia. Used in conjunction with a cell phone with a GPS receiver, such as the Nokia N95 or the forthcoming Nokia E90, or with an external GPS receiver connected via Bluetooth, the software saves users from having to assign the desired position manually.

locr GPS Photo is available immediately as a free download from www.locr.com. A version for Windows Mobile devices is coming soon.

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.

Contact:

locr GmbH

CEO

Malte Schloen

Technologiepark

Rebenring 33

38106 Brunswick

Phone: +49 531/ 482 693-31

Fax: +49 531/ 482 693-21

m.schloen@locr.com

Profil Marketing OHG

Tanja Stemmermann

Humboldtstrasse 21

38106 Brunswick

Phone: +49 531/ 387 33-22

Fax: +49 531/ 387 33-44

t.stemmermann@profil-marketing.com