

Application of the week

locr gets a place of honor on Nokia.com and S60.com

Brunswick, 12th July 2007 – **Nokia is offering information, tips and tricks for Nokia mobile phones and smartphones on Nokia.com and S60.com. The focus of both of these well-known websites is on applications that allow Nokia users to individualize and optimize their device depending on their personal requirements and preferences. locr GPS Photo for Symbian was chosen as “Application of the Week” on these websites.**

locr GPS Photo for Symbian is the world’s first application for cell phones and smartphones that provides photos with geographical data and at the same time adds information from Wikipedia. Used in conjunction with a cell phone with an integrated GPS receiver, like the Nokia N95, Nokia 6110 Navigator and Nokia E90 for example, or an external GPS receiver connected via Bluetooth, the software saves the user having to assign the desired position manually.

The principle could not be simpler. After the user has taken a photo with their mobile phone, locr GPS Photo assigns the current geographical data, such as longitude and latitude, to the image. Photographers can also add further information and a description to the image, straight from their mobile phone. Using the software it’s quick and easy for them to upload the image into the online portal via GPRS, UMTS or W-LAN. The photos, complete with the position at which they were taken, can be admired on www.locr.com, [Google Maps™](#) or [Google Earth™](#).

However, users can do more with locr GPS Photo than just publish their own photographs on the Internet. When they’re away they can also access photos that have been taken in the area by other users and call up information about their present location. Additional information from

Wikipedia completes the interactive tour guide.

All that is required to use locr GPS Photo and the locr online service is free registration at www.locr.com. Users can make their photos publicly available for all users or limit access to a specific circle of friends or family.

locr GPS Photo is available as a free download at www.locr.com.

About locr

locr, the expert for geoindexed 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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