

Eye-catcher

locr Photo Badge places selected geotagged photos on your own blog or home page

Brunswick, xx July 2007 – **locr Photo Badge gives every online site the right kick: users can now use geotagged photos, whether their own or from the photos available on locr.com, on their own blogs or home pages. The number and the photos are variable and can be individually arranged.**

locr Photo Badge allows the functions of the locr site to be used in reduced form for private sites just as creatively as on travel and city websites. The procedure could not be simpler: users go to www.locr.com and select photos on the basis of the criteria general, own or place, decide how many and what size of the photos will be displayed later, then copy the resulting HTML code into the source code of their blogs or home pages. A visual impression of the most widely diverse places can automatically be communicated in the blink of an eye.

All that is required for the use of locr Photo Badge and the online service offered by locr is free registration at www.locr.com. Users load the pictures of their surroundings or souvenir photos from trips into their virtual photo album and merge them with geodata – the unique positioning of a place anywhere in the world using latitude and longitude. These data are obtained either automatically by a GPS receiver or assigned manually by the users themselves by a mouse click on the desired position. Once this has been done, the individual pictures are displayed as preview images on the map right on the home page and in a gallery. Users themselves decide whether the uploaded photos should be accessible to all users or only to a restricted group of family and friends.

But the user can do even more with the help of the geotagging carried out via locr: the geodata 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.

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.

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