

No longer in its infancy

Photosharing site www.locr.com expands the application range and moves beyond beta status

Brunswick, 2nd October 2007 – **The photosharing site locr has been online as a beta platform focusing on geotagging since the end of January 2007. The beta status has now been left behind and locr has become a “full-service” Web 2.0 platform with new and improved features such as album and Mapplelet function.**

In the standard view, locr displays the photo itself, the spot where it was taken in map, 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: interesting information about the spot of the photo is provided by articles from Wikipedia, which are also allocated automatically. Besides the improved graphic appearance, new features such as the chance to use Mapplelets are especially striking to visitors. Public locr photos can be shown here on their own Google Map™. Another new feature is the individual compilation of photos into albums or slideshows and the display of expanded photo details from the EXIF header. The revamping of the direct contact function pays tribute to the idea of the locr social community. Starting immediately, locr users can share their information about photos and their motifs with one another not only by comments on the picture, but also by new functions such as the personal guestbook and the individual profile.

press information

In addition to the platform for archiving and sharing geotagged photos, locr offers a series of free tools which assign geodata to photo files automatically or semi-automatically. The locr GPS Photo software takes over the geotagging for hobby and professional photographers who do not have a GPS-capable camera. 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. Manual geotagging is child's play as well, simply by entering the address or marking the spot where the photo was taken on a map from Google Maps™.

locr GPS Photo for Symbian is available to owners of Nokia mobile phones. The tool attaches geotags to photos, then quickly and easily uploads them via GPRS, UMTS or W-LAN to www.locr.com. The line of tools is completed with locr PhotoBadge. Users can compile their own photos or geotagged photos made public on locr.com, variably and individually, for their own blogs or home pages.

Malte Schloen, CEO of locr GmbH: "We are proud of having moved beyond the beta status and that, by adding the new features, we meet the criteria for an innovative Web 2.0 platform as well as fulfil the wishes communicated to us by users. In keeping with this standard, we are currently developing another free tool – this one will presumably be available for downloading to the owners of mobile phones with the Windows Mobile operating system as of the middle of October."

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