

A real head turner

Latest version of CEWE PHOTO ALBUM software provides locr web album support

Brunswick, Oct. 14, 2008 — **locr, a photo sharing community with a focus on geotagging, and CeWe Color, Europe's largest photo finisher, have joined together to implement interesting new features in the CEWE PHOTO BOOK software. Effective immediately, the CEWE PHOTO BOOK software (available free of charge at www.cewe-fotobuch.de) can upload selected images to www.locr.com: Webspace free of charge and software for geotagging photos are the main attractions in addition to secure archiving and numerous features such as slideshows or tools such as locr Photo Badge. In addition, the software already supports the use of images that have been assigned geodata and uploaded to locr including maps and inserts additional information from Wikipedia for creating photo albums.**

Whether on a professional or amateur basis, users have been using images assigned geodata at www.locr.com since the beginning of 2007. Over 70,000 users have shared their photos with friends, family and networks. All the user needs is a digital photo and a free account. The location the photo was taken can either be selected manually by clicking it on a map or automatically using GPS data. To do this, the user needs a camera and a GPS data logger or a mobile phone with GPS. The position data from the GPS receiver is assigned to the photos using the free software, locr GPS Photo. Using location information, not only is the location of the photographer displayed on a map provided by Google Maps, Microsoft Virtual Earth or Yahoo Maps but also tourist information from Wikipedia about the motif and environment is included.

The latest version of CEWE PHOTO BOOK software is especially easy to use and has been integrated with locr just in time for photokina. The program minimizes the amount of time previously needed for the design and layout process by automatically suggesting layouts and templates which require only a few clicks: Entire directories of photos can be imported at one time. The program then analyzes the images for format and resolution, places them accordingly and attaches the appropriate backgrounds for the content of each photo. When photos are assigned geodata by locr.com, the software automatically imports information from Wikipedia about the location where the photo was taken. This information can be used as a caption. This means that you only need a few clicks and very little time to put together an impressive project that will turn heads.

"We are very happy to have gained CeWe Color as a partner who clearly recognizes the advantages of GPS in the area of photography," says Malte Schloen, CEO of locr GmbH. "Geotagging is in the process of revolutionizing modern photography. Using photos with geodata significantly minimizes the time and design effort needed to create a photo album."

Über locr

locr ist eine Photosharing Community mit Schwerpunkt Geotagging. Die locr Software (für Handys, Digitalkameras, GPS-Datenlogger und PC) verknüpft Fotos automatisch mit GPS-Daten, zeigt ihre Position auf digitalen Landkarten und generiert für jedes Foto Ortsbeschreibungen. Im Rahmen der locr Internet Community können Nutzer Fotos hochladen, sie in Fotoalben archivieren und sich mit Freunden oder Bekannten interaktiv austauschen. Weitere Infos unter www.locr.com.

About CeWe Color

The photo service provider, CeWe Color, is a technology and market leader with 15 high-tech production locations and over 2,800 employees in 24 European countries. In 2007, about 2.8 billion photos, over 1 million CEWE photo albums and photo gift articles were delivered to more than 50,000 commercial customers. Sales revenue totaled 413,500,00 euros in 2007. CeWe Color is a "first mover" in the introduction of new digital technologies, for instance, for ordering digital photographs via the Internet or the use of order terminals (digital photograph terminals) in stationary commerce. And the personalized CEWE PHOTO ALBUM has developed into an astounding success. CEWE Color was founded in 1961 by Senator Heinz Neumüller and was placed on the stock market as public limited company by Hubert Rothärmel. CeWe Color Holding AG is listed in the Prime Standard.

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