

## What I want for Christmas is...!

The right GPS data logger for you in the locr Shop

Brunswick, Dec. 09, 2008 — **Make a GPS data logger a gift this year! locr, the geotagging photo community launches its locr Shop right in time for Christmas shopping. On [www.locr-shop.com](http://www.locr-shop.com) GPS data loggers can be ordered easily and convenient via mouse click all over Europe, now.**

Only a few days 'till Christmas Eve - gift-searchers are pushing and shoving through the stores. Everyone wants to give their loved ones a special gift. You need something special? But what? What about geophotography? Photo enthusiasts will find without hectic the best GPS-Dataloggers to step in the geophotography in the locr Shop on [www.locr-shop.com](http://www.locr-shop.com).

On [www.locr.com](http://www.locr.com) everything is about the topic geotagging and accordingly geophotography.

If you take pictures with a GPS digital camera or a GPS mobile phone, photos are assigned to the photo location via the navigation satellite. On [www.locr.com](http://www.locr.com) the position is displayed on street maps and satellite images. Location information is added automatically. Photos can also be shared within the geotagging photo community, stored in a public or a private album, assigned to groups or shared with friends all over the world.

Most of the digital cameras today aren't equipped with a GPS receiver. To benefit from the innovative visualization and sorting of photos on [www.locr.com](http://www.locr.com), a GPS datalogger is required.





locate your photos

*Press Release*

---

The GPS-Datalogger can be taken as an accessory device on your own photo tour. Switched on, it connects to GPS satellites if GPS is available.

Take your photos as usual. Afterwards GPS data and photos will be combined via the locr software "locr GPS Photo for Windows".

On [www.locr.com](http://www.locr.com) customers can choose between two GPS data loggers, now. At the shop opening, locr offers the **ATP PHOTOFINDER mini** and the **Royal Tek RGM-3800** for an advertising price.

locr likes to ease the access to geophotography. locr responded with the locr Shop to the numerous user requests. Often GPS data loggers were seldom or weren't available at all in electronic stores.

It's planned to expand the product range the upcoming year. Temporarily, the shop is only available in German language. Shipping is limited to Europe.





locate your photos

*Press Release*

---

### **About locr**

locr is a revolutionary geotagging photo community. According to the slogan "Geotag, Print & Share - Show your World in Photos"- locr offers users the possibility of visualizing photos with the aid of street maps, satellite images and location information. locr has specialized in travel-, geophotography and geophoto-software solutions for digital cameras and mobile phones. With a GPS-Mobile Phone, a digital camera with integrated GPS or a GPS-accessory device photos can be geotagged and uploaded to locr. Within the community people from all over the world share, rate and comment the most beautiful photos. With the "locr Geophoto Book" the first travel photo book that includes auto-created street maps, locr will extend its product range with print products in spring 2009. locr was founded in September 2006 in Brunswick, Germany. The founding team has many years of entrepreneurship experience in the fields of internet, software and multimedia. The main investor is the High-Tech Gruenderfonds, a joint venture of national and private investors (u.a. Siemens, Telekom, BASF). Due to strong partnerships locr set its sights on becoming Europe's leading internet platform for travel- and geophotography in 2009.

### **Contact:**

locr GmbH  
Rebekka Müller  
Technologiepark  
Rebenring 33  
38106 Brunswick  
Germany  
Fon: +49 531-482 693 34  
Fax: +49 531-482 693 21  
[r.mueller@locr.com](mailto:r.mueller@locr.com)  
[www.locr.com](http://www.locr.com)

