



locate your photos

press release

locr starts offering geophoto services to the Apple community

locr announces partnership with Houdah Software, releasing a geotagging client free of charge.

Braunschweig, March, 23 2009 - **locr, the leading geotagging photo community and future supplier of travel photo books, and Houdah Software, a software company specialized in quality Mac OS X software, jointly released an exclusive locr edition of Houdah Geo, the premiere photo geotagging solution for the Mac. This is the first step in locr's strategy, offering a seamless integration of photo sharing and travel photo books in the Apple environment.**

locr, based in Germany, is the leading geotagging photo community specialized in travel photography. locr links photos with location data, displays their position on digital maps and automatically creates information about the motif and location. Users from all over the world share their travel photos on locr.com.

locr provides a selection of premium software solutions for PC's, digital cameras and mobile phones. With the availability of „HoudahGeo LE - locr edition“, the full functionality of the locr WEB 2.0 platform is available for MAC users from now on. **To install the free software, you can download and open the installation program from the locr web site.**

„HoudahGeo LE - locr edition“ is a one-stop geotagging software for Apple Macintosh, linking GPS data to photos and even allowing manual geotagging by interfacing with Google Earth. Resulting geotagged photos can be easily uploaded to the locr community for further use. The software supports a wide range of GPS loggers, including automatic tagging using GPX or NMEA logs. It also integrates with Apple's iPhoto and Aperture plus Adobe's Lightroom.

„We are very happy about the partnership with Houdah Software“, said Rolf Richter, CEO of locr. „This tool is the the first step in our commitment to support the Macintosh platform and to offer very powerful solutions for sharing geo located photos and generating sophisticated travel photo books in the near future. „The relationship with locr adds significant enduser benefit to the already well established HoudahGeo software“, adds Pierre Bernard, President of Houdah Software. „We see this announcement as a first step of a long term mutual relationship. “





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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.

About Houdah Software

Houdah Software s.a r.l is a small company based in Luxembourg Europe. The company was founded in late 2005 by Pierre Bernard. Apple, Macintosh, Mac, iPhone, iPod, Spotlight, WebObjects and the Mac logo are trademarks of Apple Computer. Other company and product names may be trademarks of their respective owners.

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