



locate your photos

press release

locr releases “locr for Aperture 1.0” – An Aperture Plug-in with Geophoto Support

Braunschweig, March, 23 2009 - **locr has announced the release of “locr for Aperture 1.0”, a free of charge plug-in for Apple’s Aperture. After the plug-in for iPhoto, which was released last week, “locr for Aperture” enables professional photographers the integration of geophoto services in their post-production work. Photos can be uploaded very convenient to the popular photo geotagging community locr, without needing to leave the work environment.**

locr is a revolutionary geotagging photo community, which offers the possibility of visualizing photos with the aid of digital maps. locr has specialized in travel-, geophotography and geotagging software solutions for PC, Mac, digital cameras and mobile phones. Within the community people from all over the world share their photos and learn more about surroundings of special places. With the release of the Aperture plug-in, locr takes another step forwards in its strategy to supply complete geo-contextual services to the Apple community.

This new plug-in simplifies uploading several photos or complete albums to locr. Photos can be integrated into existing locr albums or in a new album. Keywords and description as well as previously added geotaggs will be transferred directly to locr along with the photos.

CDFinder and HoudahGeo have already simplified organizing and geotagging of photos with a successful integration of locr’s geophoto services. With the new plug-ins for iPhoto and Aperture a further facilitation of the workflow is provided. Managing the locr account can now be done within Aperture without need to leave the user interface.





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Uploading photos and updating your photo library is simplified via “locr for Aperture 1.0” from now on.

Minimum Requirements:

Mac OS X 10.4 10.5, Aperture 2

Purchasing “locr for Aperture 1.0”:

Locr for Aperture 1.0 is available for FREE from the locr website.

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About locr:

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 public and private investors (e.g. Siemens, Telekom, BASF). Due to strong partnerships locr aims to become Europe's leading internet platform for travel- and geophotography in 2009.

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