



locate your photos

press release

Locr announces locr Uploader 1.0 - a free iPhoto plug-in with geophoto support

Braunschweig, x.x.2009 – locr released a free iPhoto plug-in, which provides a comfortable way to upload photos directly from iPhoto to locr. The announcement of the iPhoto plug-in completes the second step of locr’s strategic commitment to offer geophoto community and printing services to the Apple market.

For those Mac users that use iPhoto and want to explore their travel photos in a different and exciting way, the locr plug-in is certainly the best choice. locr uploader 1.0 provides a convenient way to link iPhoto with the premier geotagging photo community locr. All services and features of locr could be combined with iPhoto from now on.

The plug-in simplifies uploading of photos or complete albums in a very straight forward way. All iPhoto descriptions, titles and keywords could be exported. Previously geotagged photos as well as manually added geotags within iPhoto 09 will be identified and transferred to locr. Different sets could be added right from the export window, e.g. the privacy level or the image size. After the successful upload of photos the plugin writes the URL of the image to the iPhoto descriptions for easy access to the locr website. Missing geotags could also easily be attached within locr.

The free plug in was developed by Norbert M. Doerner, the author of the popular digital asset manager CDFinder, and can be downloaded from the locr website.

“This plug-in combines all elaborate features of iPhoto with the possibilities of geophoto sharing with locr“, constitutes Rolf Richter, CEO of locr. “This





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is another great success of our strategy to establish locr as the leading community for Geophotos and travel photo books in the Macintosh environment.” “Working with the iPhoto plug-in opens new horizons in the offline photo organization“, said Norbert M. Doerner, author of CDFinder. “Mac users can discover the exciting world of Web 2.0 with just a few clicks.”

About CDFinder

CDFinder is the compact and fast digital asset manager for the Mac. The disk cataloger rapidly organizes your full disk library and backup archive of any size, and keeps track of your photos, songs, movies, files and folders anywhere. CDFinder quickly catalogs internal and external hard drives, USB sticks, server volumes, DVD-ROMs, CD-ROMs, iPods, Blu-ray disks, and virtually anything that turns.

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



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strong partnerships locr set its sights on becoming Europe's leading internet platform for travel- and geophotography in 2009.

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