



locate your photos

*press release*

---

## **“locr goes iPhone” – new iPhone-Client for geo tagging community**

**Braunschweig/Luxembourg, xx.xx.2009 – locr and Houdah Software announce the immediate availability of “LocrUpload” for iPhone and iPod Touch. The app allows users to upload photos right from where they are to the popular geo tagging community locr. The free of charge program can be downloaded from the Apple AppStore.**

Locr is a popular geo tagging photo community specialized in travel photography, which localizes photos and visualizes the location on street maps and satellite images. Furthermore, locr supplies additional information about the subject and location using content from Wikipedia and other sources. People from all over the world share their experiences and watch regions from entirely new perspectives.

locr is continuously offering new geo tagging software solutions for PC, Apple Macintosh, digital cameras and mobile phones. locr clients for “Windows Mobile” and “Symbian Series 60” devices have been already available for some time and are becoming increasingly popular. With “locrUpload for iPhone” locr is making a next big step by supporting the successful iPhone platform and offering a complete range of products for the Apple community. Just recently, locr announced various clients and plug ins for the seamless integration of Apple’s iPhoto’09 and Aperture in its geo photo solution.

LocrUpload allows iPhone and iPod Touch users to share their photos with the locr community. LocrUpload makes use of the iPhone and iPods location services - including GPS on iPhone 3G - to upload geocoded





locate your photos

*press release*

---

photos. Photos may be taken from the existing camera roll or shot for the purpose of uploading. Users may enter captions and descriptions, set photo properties and assign uploads to existing albums.

The free iPhone app was developed by Houdah Software - makers of HoudahGeo and HoudahSpot.

“We are very happy that we have found such competent partner in Houdah Software”, said Rolf Richter, CEO of locr. “After the successful release of “HoudahGeo LE – locr edition” for the Apple Macintosh, “locrUpload for iPhone” is already the second step of our partnership.” “Internet enabled cell phones are becoming increasingly significant as personal tools for social networking”, argues Pierre Bernard, owner of Houdah Software. “locrUpload is a simple way to use the iPhone and iPod Touch as a mobile connection to friends and family.”

**Minimum Requirements:**

- \* iPhone, iPhone 3G or iPod Touch
- \* iPhone OS 2.2 or later

Purchasing LocrUpload licenses:

LocrUpload is available for FREE from the Apple iTunes AppStore.

**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.





locate your photos

*press release*

---

**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.

Houdah Software specializes in quality Mac and iPhone software.

- HoudahGeo is a one-stop photo geocoding solution with locr support.
- HoudahSpot is a desktop search tool built upon Spotlight.

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.

**Contact:**

locr GmbH

Technologiepark

Rebenring 33

38106 Braunschweig

Fon: +49 531-482 693 31

Fax: +49 531-482 693 21

[r.richter@locr.com](mailto:r.richter@locr.com)

[www.locr.com](http://www.locr.com)

