

## *Press Release*

### **locr revolutionizes the travel photo book**

- **The locr travel photo book simplifies the use of GPS-data and location information for a photo book**
- **Automatically integrated maps and descriptions without additional software**
- **Seamless integration of Apple's iPhoto and Aperture**
- ***locr goes iPhone*: first iPhone geotagging application to offer geophoto services to iPhone users**

Braunschweig, 04/01/2009 – **The locr travel photo book automatically integrates location information, digital maps and background information without additional software or extensive technical knowledge. Even photos without geotags can be localized and integrated quickly and conveniently. The locr photo book editor is the first web-based tool to create a dynamic travel photo book. Content is automatically generated from various professional and user generated sources and aggregated into an innovative travel photo book. In addition to that locr offers an iPhone app free of charge, which provides geophoto support and is available in the App Store.**

Photo books are becoming increasingly popular and travel is ranked first in this booming sector. Enormous further growth potential exists. After 12.4 million photo books sold in 2008, experts forecast 30 million photo books for Western Europe in 2012, and a significant part of them will be travel photo books<sup>1</sup>. More and more people would like to document their memories of the most beautiful time of the year impressively and easily. locr travel photo books follow the trend of upgrading photo books by adding maps and background information. With the locr photo book editor, locr closes the gap between users demand and what is technically feasible by offering complex arrangements of photos, maps and descriptions.

Photos, descriptions and maps are sorted chronologically and according to locations and arranged to an impressive travel photo book. Photo locations are marked on maps and

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<sup>1</sup> BGL, Future Source



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information can be added, e.g. based on Wikipedia. Corresponding descriptions can be inserted by using drag & drop and missing photos can be taken from the locr community.

Before the creation process, users are asked to categorize their holiday trip. According to this information locr proposes a theme design. This is particularly convenient for computer beginners, who want to document their journey quickly and easily.

The locr photo book editor is the first web-based tool to create a dynamic travel photo book. The intelligent browser solution is user friendly because no additional software is necessary. The photo editor works on both PC and Mac.

For Mac users using Apple's iPhoto or Aperture to manage their photos, the small plugin "locr Uploader" allows a seamless path from locally stored images to sophisticated travel photobooks.

locr goes iPhone: The innovative application "locrUploader" provides a convenient way to link the iPhone with the premier geotagging photo community locr. The free of charge application was developed in collaboration with Houdah Software from Luxembourg.

The creation of a travel photo book requires no special skills. Photo enthusiasts can start the photo book editor directly from the locr website and begin immediately creating travel photo books.



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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 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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