

HoudahGeo 2.1 released - Photo geocoding software gains locr support

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Houdah Software has announced the immediate availability of HoudahGeo 2.1: the premiere photo geocoding solution for the Mac. HoudahGeo 2.1 adds support for the photo sharing web site locr. HoudahGeo 2.1 is a major upgrade and is recommended for all Tiger and Leopard users. This upgrade is free to registered users.

Luxembourg - Houdah Software has announced the immediate availability of HoudahGeo 2.1: the premiere photo geocoding solution for the Mac. HoudahGeo 2.1 adds support for the photo sharing web site locr.

HoudahGeo is a one-stop photo geocoding software for the Mac. It is the ideal companion to the new "Places" feature in iPhoto'09. HoudahGeo also integrates seamlessly with Apple's Aperture and Adobe's Lightroom.

With HoudahGeo you may "pin" photos to locations where they were taken. Just like an expensive GPS camera, HoudahGeo may store latitude, longitude and altitude information right within the image file - invisibly with no loss of quality. HoudahGeo writes EXIF, XMP and IPTC tags.

HoudahGeo caters to two very different needs:

- * Geocoding for archival purposes using EXIF, XMP and IPTC tags
- * Geocoding for publishing to Google Earth, Flickr or 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. 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 contains auto created maps (kill street) and wikipedia based photo descriptions, locr will extend its product range with print products in spring 2009.

Minimum Requirements:

- * Mac OS X Version 10.4.8 or higher, including Leopard
- * Universal Binary for PowerPC & Intel
- * Digital camera
- * Optional GPS track logger

Purchasing HoudahGeo licenses:

HoudahSpot 2.1 is priced at \$30 (USD) for a single-user license. It is a free upgrade for all registered HoudahGeo 1.x and 2.x customers.

Houdah Software:

<http://www.houdah.com/>

HoudahGeo 2.1:

<http://www.houdah.com/houdahGeo/index.html>

HoudahGeo Icon:

http://www.houdah.com/houdahGeo/index_assets/houdahGeo.png

Purchase HoudahGeo:

<http://www.houdah.com/store>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

locr:
<http://www.locr.com>

locr logo:
<http://www.profil-marketing.de/imgbase/files/1986/LOCR-Logo.jpg>

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.

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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