

locr releases Aperture Upload Plug-in with Geo Photo Support

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locr today announced the release of "locr for Aperture 1.0", a free plug-in for Apple's Aperture. After the plug-in for iPhoto, which was released last week, "locr for Aperture" offers professional photographers the integration of geo photo services in their post-production work. Photos can be uploaded very conveniently to the popular photo geo tagging community locr, without leaving the working environment.

Braunschweig, Germany - locr is a revolutionary geo tagging photo community, which offers the possibility of visualizing photos with the aid of digital maps. locr has specialized in travel-, geo photography 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 forward in its strategy to supply complete geo-contextual services to the Apple community.

The new plug-in simplifies uploading several photos or complete albums to locr. Photos can be placed into existing locr albums or put into a new album. Keywords and descriptions as well as previously added geo tags will be transferred directly to locr along with the photos.

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.

"With the availability of both plug-ins for Aperture and iPhoto, we have made a big step forward on our way, to offer a seamless integration of locr in the Macintosh workflow", said Rolf Richter, CEO of locr. "CDFinder is a great partner for us". "We are very happy about our partnership with locr. We expect to see a lot more great features in the near future", added Norbert Doerner, CEO of CDFinder.

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.

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.

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

locr for Aperture 1.0:
<http://www.locr.com/downloads>

Screencast:
http://www.youtube.com/watch?v=Tj_s5g08-A4

CDFinder:
<http://www.cdfinder.de/>

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 geo photography in 2009. 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.

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