locrExplorer: New iPhone explorer for geo-related photos and content

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locr and Houdah Software today announced the immediate availability of locrExplorer 1.0 for iPhone and iPod Touch. locrExplorer allows users to explore and share geo-related photos and location based content within the popular geotagging community locr. The new locrExplorer allows using all functions of the locr website whenever, and wherever the mood strikes. locrExplorer makes use of the iPhone's and iPod's location services to locate the exact position of a person's location.

Braunschweig/Luxembourg - locr and Houdah Software today announced the immediate availability of "locrExplorer" for iPhone and iPod Touch. The app allows users to explore and share geo-related photos and location based content within the popular geotagging community locr. The program can be downloaded from the Apple iTunes App Store.

locr is continuously working on the development of geotagging applications for Apple users. The new locrExplorer allows using all functions of the locr website whenever, and wherever the mood strikes. Within the locr community people from all over the world upload geo-related photos and content. Numberless photos of interesting places, sights or hot spots are displayed on digital maps and detailed information about location and surrounding are provided.

The innovative application helps users to explore their surroundings by browsing geo-related photos and content right from where they are. locrExplorer makes use of the iPhone's and iPod's location services - including GPS on iPhone 3G and 3GS - to locate the exact position of a person's location. Photos of interesting places nearby are shown and located on maps including distance and direction. Reaching contacts, browsing friend's photos and post comments to twitter from anywhere in the world makes the "locrExplorer" to an inventive and individualized travel guide.

locrExplorer provides a fast and easy browsing of endless photos and locations worldwide. The program uses the location services built into iPhone and iPod Touch to identify the user's location and link photos with latitude and longitude coordinates. Photos may be taken from the existing library or shot for the purpose of uploading. Users may enter captions and descriptions, set photo properties and assign uploads to their locr albums.

The iPhone app was developed by Houdah Software - makers of HoudahGeo and HoudahSpot for
the Mac. Houdah Software also publishes ACTCurrency, ACTPrinter, ACTSudoku and the free locrUpload.

"We are very proud to present the new locrExplorer as a promising project in the range of location based services", said Rolf Richter, CEO of locr. "The locrExplorer is a very beneficial way to use the iPhone and the iPod as a mobile travel guide" adds Pierre Bernard, owner of Houdah Software. "Users can explore interesting places using locr's content and the iPhone's location services"

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, BASFDue to strong partnerships locr has become Europe's leading internet platform for geo photography and provider of geo-related print products.

Minimum Requirements:
* iPhone, iPhone 3G / 3GS or iPod Touch

 * iPhone OS 3.0 or later

Purchasing locrExplorer licenses:
locrExplorer 1.0 is available from the Apple iTunes AppStore.

Houdah Software:
http://www.houdah.com/

Locr:
http://www.locr.com

locrExplorer 1.0:
http://www.houdah.com/iPhone

Purchase and Download:
http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=327354781&mt=8

App Icon:
http://houdah.com/iPhone/index_files/locrexplorer.png

Houdah Software s.a r.l is a small company based in Luxembourg Europe. The company was founded in late 2005 by Pierre Bernard. At Houdah Software we create quality software for the Mac and the iPhone. 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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