

Printed Photo Books Integrate with Flickr and Facebook Online Photo Sharing and Geotagging

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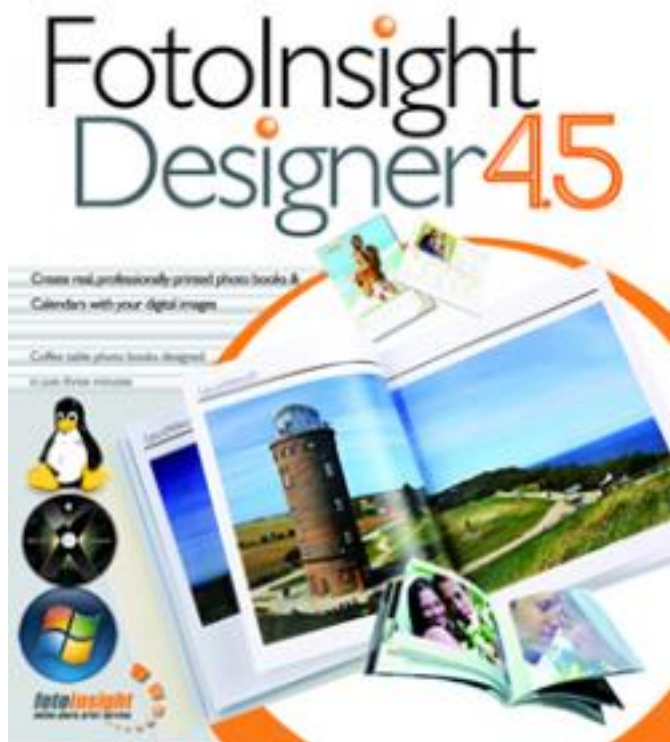


Photo sharing from Flickr, Facebook, Picasa and geotagging site "locr" come to personal printed photo albums. Today FotoInsight launches a new version of FotoInsight Designer with new photo book formats and new features like fading frames and festive templates.

Cambridge, 17 March 2009. - Against an ever increasing number of photo book services, FotoInsight is increasing its technological lead with the introduction of version 4.5 of FotoInsight Designer, which is now also available for Linux and Mac. The ease at which photos can freely be inserted into the book or into templates now also extends to clipart, maps, text and images from photo sharing sites like Flickr as well as the geotagging site "locr" and Wikipedia GeoNames. The photo sharing sites become an online interface for photo book building with family and friends, as users can now complement their printed photo albums with additional pictures (e.g. the Eiffel Tower from a different angle) from photo sharing sites, straight from within the FotoInsight Designer software.□

Geotagging and Photosharing

In addition, with just a mouse click pictures used in a photo calendar or photo book project in FotoInsight Designer 4.5 can be uploaded to the geotagging photo community "locr". The other way around, aerial shots and maps from the geotagging community will come handy for comprehensive information of the locality in a personal travel book. "locr GmbH's" Managing Director Malte Schloen states: "The collaboration between the FotoInsight Photo Book service and locr as a geotagging and information sharing site combines two innovative leaders to the benefit of users. Geotagging communities like 'locr' free internet users from Ordnance Survey's outdated geographic information monopoly." FotoInsight's Managing Director Klaas

Brumann adds: "We are so excited that our software tool for photo book design now integrates a gateway into shared photos and geographic information and online photo sharing, that we are already working on extending the range of photo sharing sites to also include Facebook and Picasa in the following release later this year."

Travel Diaries

For geotagged images the new software can load corresponding local information straight from "locr" or Wikipedia into the photo book. Creating area maps takes just a click. FotoInsight's Head of Communication Catalina Martínez states: "It has never been easier to write comprehensive travel diaries or even your own travel guide." Using geotagging applications for photos or tagging the location information manually opens a new world of opportunity to relate images with locality information.

Image Layering and Blend-in Image Masks

According to FotoInsight: "layering images in any order or position has been one of the outstanding features of its Designer software for photo books". With the new software upgrade a range of different shapes or blend-in image masks can be used as image frames. There are also plenty of new frames and clipart to decorate photo gifts for Mothering Sunday, Easter, Father's Day etc.

New Panorama Format

After extending its range with the Photo Book XXL with editable hardcover in portrait format (H36 x 28 cm) and in faux leather with traditional screw bind in panoramic format (H30 x W42 cm) last year, FotoInsight now adds an A4 panorama size (H28 x W21 cm). FotoInsight's print resolution of 360 dpi produces crisp panorama images spreading across double pages up to 84 cm wide.

Mac OS and Linux, too

Compatible with Windows XP, Linux and Mac operating system 10.5 Leopard and above, version 4.5 of the FotoInsight Designer software is now available to download from the FotoInsight website. The software upgrade sees greater functionality for editing, sorting and arranging photos, as well as for creating personalised photo gifts that preserve photographic memories.

In Time for the Easter holidays

The Easter holiday photographs are a great opportunity to try the new FotoInsight Designer features, printing photographic memories with a free download from www.photo-book-printing.co.uk/. Therefore FotoInsight offers 10% off all photo canvas print (voucher CNV1) and a square photo book (21 x 21 cm) for £10 (saving £4.99; voucher code PBSS1C, expires 30 April 2009).

Information about FotoInsight

FotoInsight Ltd was founded in 2003 in Cambridge and runs an easy to use digital photo processing service, offering an extensive array of award-winning photographic print and photo gifts as well as the photo books, photo poster, photographic calendars and photos on canvas printing. Customers benefit from patented development processes and the experience of Europe's largest independent photo lab with an installed capacity of 18 million prints per day. Photos ordered through fotoinsight.co.uk are developed in one of 19 strategically located, state of the art photo labs, employing 3000 staff, with an output of over 3 billion prints per year.

Information 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.

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