

## Press release: Geotagging has never been easier!

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Geotagging has never been easier! Thanks to myTracks 2.0. Ever since Apple introduced the Places feature in iPhoto '09, Geotagging is no longer a geek's topic and even the casual photographer is looking at ways to locate photos.

iPhoto however offers no way to read data from GPS data loggers and link them to the photos. This is where myTracks comes into play. myTracks can read GPS tracks from a large number of different GPS loggers. These tracks can be comfortably organized in a library. On top of this myTracks can write the location data of photos directly into iPhoto's database. Simply drag&drop photos or events from iPhoto onto the myTracks's dock icon. Everything else runs fully automatically. Today, myTracks is the only solution offering a fully automatic synchronization with iPhoto. No other application offers such an easy management of GPS tracks.

No more inconvenient handling with different applications, cryptic files, incomprehensible EXIF tags and complicated workflows. And you are not limited to iPhoto. myTracks is compatible with any other photo software. Even Finder and Preview are sufficient.

One of the key problems of other geotagging applications is the configuration of the GPS logger connection. Once again myTracks proves to be innovative: With the first start of myTracks the GPS Logger Assistant appears showing all supported GPS loggers. Simply select your device and myTracks presents step-by-step instructions guiding the user through the installation of the GPS logger. myTracks supports most of the common GPS loggers, such as: Wintec WBT-201, Holux M-241 and GPSPORT 245, Columbus V-900, Gisteq Phototracker and Phototracker Lite, iBlue 747 and Sony GPS CS-1 and CS-3.

myTracks 1.x has been developed as a freeware application. Ever since myTracks has established itself as one of the most popular geotagging applications for Mac OS X. Many Suggestions and feedback from users helped developing the new features of myTracks 2.0., which can now be purchased for only €9,95. A free and fully functional 30-day trial version is available for download on the website <http://www.mytracks4mac.com>.

In addition to synchronization with iPhoto and the GPS Logger Assistant other new features include interfacing Google Earth, flickr and locr uploader and integration of external offline maps. The myTracks's website offers a full overview of all features, that are included in the latest version.

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