

Kato

Camera hot-shoe accessory for auto geotagging



Geotagging photos is as simple as releasing the camera's shutter with Geotate's Kato accessory design. Just attach the device to the camera's external flash hot-shoe connector and each time a photo is taken the location is captured instantly and automatically. The design can be brought to market rapidly and at low risk through an OEM model provided by Goobie.

Benefits for Professional Photographers

Geotagging is critical for professional photographers who stock license their work. They must already provide the exact location where photos are taken as part of the image "metadata". Today many professionals create this data manually which is time consuming and error prone. Kato automates this task with high accuracy location information.

Benefits for Consumers

With the ease and low cost of digital photography, most consumers take many more photos today than ever before: it is estimated that 300bln photos will be taken this year alone. With a large number of photos and online sharing via communities such as Google Picassa Web Albums and Yahoo Flickr location information from Kato provides a valuable way to search, organise and share photo collections.



Overview

Traditional GPS solutions are relatively slow and power hungry, resulting in photo geotagging accessories that are bulky and inconvenient to carry and use. It can be minutes before such a device gets a first position fix and a complex, error-prone process may be required to match photos to locations. Geotate's breakthrough auto geotagging technology overcomes these drawbacks, resulting in Kato - a photo geotagging accessory which is ultra low power, lightweight and easy to use. Each time a photo is taken, raw GPS data is captured too. When the user downloads their photos to a PC, they also connect the Kato device and run the accompanying software; the captured raw GPS data is processed and geotagging of their photos is performed with a simple process. The geotagging information is compatible with professional workflows and consumer applications and online communities enabling users to organise, search, share and license their photos simply.

Kato compared to existing GPS logger accessories

	Kato	GPS logger
Attaches to camera hot-shoe for ease of use & carrying	Yes	No
Instant GPS capture - simply point camera and take the shot (no need to wait for GPS startup)	Yes	No
Indoor location fixes	Yes	No
Full GPS accurate co-ordinates (latitude, longitude, altitude)	Yes	Yes
Typical battery life	4 weeks	5 to 24 hrs
Reverse geocoding (street level address conversion)	Yes	No
Nearby Point of Interest search	Yes	No
Compatible with professional workflows and consumer applications (EXIF, IPTC and Adobe XMP support)	Yes	No



Fast, Low Risk Product Launch

Geotate in partnership with Goobie offer a complete OEM product model. Geotate provides the technology within the Kato accessory along with a complete PC application and Goobie provides complete electronic design and manufacturing services in conjunction with its partners. This enables a fast, low risk approach to launching Kato based products tailored to your requirements for the professional or consumer photography markets.

Specification

Time to capture location	0.2 seconds after shutter release
Typical device weight and dimensions	80 grams; 59 x 47 x 27 mm
Storage capacity	1000 locations
Geotagging information format	Industry standard EXIF/IPTC/XMP formats
Power source	Rechargeable LiPo charged via USB
Operating time	2 months battery life typical
Supported platforms	Windows XP and Vista 32-bit <i>Max OS X available January 2009</i>

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