

***WHEREABOUTONLINE –
the new platform for photographers and editors***

Dear editor

The response after our first announcement was tremendous already. Still, we have not been resting on our laurels:

Finally online as of today

www.whereaboutonline.com connects agendas and schedules of picture editors and photographers around the world.

WHEREABOUTONLINE is the „missing link“ between editors, photographers and their agents.

- Editors can now handle their photo productions in a simpler and cheaper way.
- Photographers now have the possibility to increase the number of interesting assignments, with no extra effort and without concessions, and can complete these assignments with less travelling.

With our new web-based platform called WHEREABOUTONLINE, editors can now find out whether a suitable photographer is currently working at the location of their choice. At a glance, WHEREABOUTONLINE provides information on the current whereabouts of photographers on business trips. A map of the world with pins shows which photographers are currently travelling in the required region.

More information and screenshots are available on www.whereaboutonline.com. Find enclosed our latest press release.

Yours faithfully

Christian Grund

Founder of WHEREABOUTONLINE,
freelance photographer

Press Release

WHEREABOUTONLINE – your next shooting is here.
On 25 March, the new online platform whereaboutonline.com went live.
WHEREABOUTONLINE is a business tool for photographers and editors.

WHEREABOUTONLINE now makes it possible to localise photographers travelling on business trips around the world. Thanks to this new web platform, photographers can now handle several projects on one trip and thus help editors save money.

Editors now have the possibility to use WHEREABOUTONLINE to find out whether a suitable photographer will be available on a particular date and at the right location – the one you have chosen for the next shooting. The new web-based platform WHEREABOUTONLINE provides information on the current whereabouts of photographers on business trips – at a glance, worldwide. This helps editors to handle their photo projects in a simpler and cheaper way. Photographers in turn can increase the number of interesting assignments, with no extra effort and without concessions, and can complete these assignments with less travelling.

While the idea may not be new, its uncompromising implementation definitely is. In the past, collecting photographers' whereabouts was a huge effort and meant contacting each of their agents and surfing their websites. Today, editors can turn to WHEREABOUTONLINE and its map of the world, where pins represent the photographers travelling in the respective region. Photographers all have their individual portfolio and a profile page featuring their contact details.

In order for this new web platform to work smoothly, WHEREABOUTONLINE would want as many photographers and editors as possible as well as up-to-date whereabouts information.

WHEREABOUTONLINE has been founded by Christian Grund, a freelance photographer, who has a long-standing experience with shootings and editors around the world. He has now taken his expertise and turned it into this new internet tool. "I consider WHEREABOUTONLINE to be THE missing link within the photo industry. Photo projects can now be implemented in a simpler, quicker and above all cheaper way – and without compromises."

Find out more on
www.whereaboutonline.com