

**Figure 10.105** This shows a view of the Metadata panel using the Location view mode. In this example GPS data has been applied via the Lightroom Map module. Note that the IPTC location fields are filled, but they appear dimmed.

#### NOTE

Uploading files to social network sites and the preservation of metadata is a contentious issue. Flickr preserves all the copyright information you choose to attach to an uploaded image (including GPS data), which is why it may be important to exclude this when adding photos via Lightroom. Other sites such as Facebook appear to strip all metadata regardless of the Publish Services panel settings.

## Reverse geocoding

Reverse geocoding is the process of reverse coding a GPS point to an actual address or place name. There are a number of software programs that can match a GPS coordinate to a range of known geographic locations and calculate which one is nearest or most relevant. One example is the Macintosh program PhotoLinker, which automatically populates the City, State, and Country IPTC fields with this data. Another example is the iPhone, which is able to reverse geocode the GPS data accompanying the photos and show on a map where the photos have been taken. This data also shows up when viewing photos in iPhoto, but you'll note that while the GPS data is preserved when you import iPhone images into Lightroom, the location data isn't. This is due to the fact that there are often licensing restrictions in place that prevent software that has reverse geocoding enabled from sharing this data with other programs.

Unsurprisingly, this has brought about some concerns such as whether it is appropriate to include GPS and other location data when releasing photos into the public domain. For example, there have been recent panic stories about photos of children taken by their parents at home, which have then been uploaded to a social network site and the embedded GPS data shows the exact address where the family lives. I can imagine news documentary photographers who might want to take extra care not to reveal information about where their photos were taken. Fortunately, the Library module Publish panel and Export dialog in Lightroom 4 now give you the option to exclude all location metadata. When GPS embedding becomes a default option for cameras in the future, professional photographers will have to take extra care to make sure they aren't breaking any laws or inadvertently breaking client confidentiality if leaving the GPS data embedded.

## The Map module

This brings us now to the Map module (**Figure 10.106**), a brand-new Lightroom module for viewing and managing your geotagged images. The main content area displays a map view of the world, where there are several different map view options that you can select from via the Toolbar Map style menu (**Figure 10.107**). You can also use keyboard shortcuts to quickly switch map views: use **⌘1** (Mac) or **Ctrl1** (PC) for Hybrid, use **⌘2** (Mac) or **Ctrl2** (PC) for Road Map, and so on. To view catalog images on the map you first need to make a photo selection, which can be done either from the Library module or via the filmstrip. The Metadata panel on the right can confirm whether GPS data is present or not and where it is, it displays the GPS coordinates (see **Figure 10.105**). For those images that have previously been geocoded with GPS data, clicking on the arrow next to the GPS data field (circled) centers the map location on the selected image, as does double-clicking an image in the filmstrip.

## Navigation

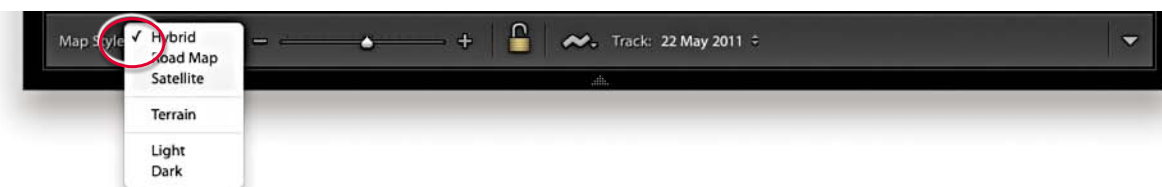
To navigate the Map module you can use the Zoom slider in the Toolbar to zoom in or out and click and drag to scroll the map view. As you do so, the Navigator panel (**Figure 10.108**) provides a slightly more zoomed out map view, where you can also double-click to zoom in and click-drag to scroll the map. You can also hold down the **Alt** key and drag with the cursor to define an area to zoom in to. In the Toolbar (**Figure 10.107**) there is the Zoom slider that can be used to control the level of zoom. Also, providing your mouse is enabled, you can use the scroll wheel to quickly zoom in and out of the map view (this also applies to the Navigator panel).

#### TIP

You can also use the plus and minus keys to zoom in and out of a map view.



**Figure 10.106** The Lightroom Map module.



**Figure 10.107** The Lightroom Map module toolbar (**T**) showing the available map view options.