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## MTL Launches 'Ambrotype', an Application Enabling the Easy Creation of Albums by the Date Photos were Taken, Place and Person Arrange Photos Spread Out Over Multiple Social Media Sites in the One Place!

Media Technology Labs, an experimental study arm of RECRUIT CO., LTD. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi), today released 'Ambrotype', an application that collects photos previously posted on multiple social media sites and allows for the easy creation of albums by the date photos were taken, place and person.

### Basic Functions of 'Ambrotype'

'Ambrotype' is an application that collects previously posted photos spread over multiple social media sites, and enables the easy creation of albums by the date photos were taken, place and person. It also offers a means to look back on photos long forgotten from the photos collected. Old photos can be reposted on social media sites, paving the way for new conversations to be started from old memories.

– Arrange Photos by the Date they were Taken

Bring photos together from a range of social media sites. Arrange them in the order taken.

– Easy Album Creation Tool 1: Create Albums by Location

Albums can be created easily based on positional information held by social media sites in combination with photos posted.

An album of photos taken from a specific location can be viewed by simply specifying "photo locations" with map pins.

– Easy Album Creation Tool 2: Create Albums Using Face Recognition

Using an API from Face.com that recognizes faces appearing in photos, users can organize photos of the same person to easily create albums by person.

– Users are Regularly Reminded of Old Photos

Users can be regularly notified of a photo taken from previously registered photo data.

This function can be used to pull out and reminisce about photos that are not often looked back upon in our regular lives.

– All Photo Data Can be Reposted to Social Media Sites

Nostalgic photos from one's past can be reposted to social media sites.

This application sparks new conversations by having users reminisce about old memories, and share them with friends and acquaintances.

– Partner Social Media Sites and Photo-sharing Services (To be Successively Added/Changed)

Facebook, twitter, Instagram, Picasa, Flickr

▶ Download <http://ambr.to/MoEJJG>

▶ Ambrotype <http://ambrotype.com>

### Aims and Background to the Development of this Service

With the increase in smartphone users and the spread of social media and cloud services for storing photo data, we are seeing an increase in the number of photos taken along with an increase in places these photos can be posted and stored. Against this backdrop, the management of photos taken, then posted and stored online has become cumbersome. We feel this leads to fewer people looking back upon their old photos.

Great conversations are to be had by reflecting on old times and memories, like with the printed photo albums of old. We developed this service in an attempt to bring back scenes like this one. By recovering scattered memories and creating new discoveries and conversations from this, we look to create new culture through digital photography. With this application, we will relieve users from the hassles associated with photo management so they can simply revel in old memories. That is the kind of world we would like to create.

### About Media Technology Labs (MTL)

Media Technology Labs is working towards the realization of a prosperous information society where highly convenient information distribution appropriate to people's needs is carried out. This will be achieved through research and development into new media and forms of communication together with the insight into media cultivated by RECRUIT over the years.

– For more information on Media Technology Labs, head to <http://mtl.recruit.co.jp/>

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