

Mural Arts Program employs Avencia for splashy new Web site



TECH

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The company that developed the software that enables Philadelphia police to spot geographic patterns in criminal activity has put its talents to a more artistic use.

Avencia Inc.'s Sajara software is behind a Web site by the **Philadelphia Mural Arts Program**.

Muralfarm.org allows visitors to search for pictures of and information about murals by artist, theme, date completed, and location, among other things. It also lets them tag their favorite photos and save any searches they make.

Visitors can also sign up to be notified when new murals are posted to the site and see the locations of the murals in **Google Earth** and **Google Maps**.

The latter capability is what makes Sajara unusual for geographic digital asset management software. Generally, that type of software is only capable of searching for point locations.

In addition to **Google Earth** and **Google Maps**, Sajara supports **Microsoft Virtual**

Earth, **GeoServer**, **MapServer** and other mapping engines.

"Sajara is ideal for archives, museums and other types of institutions that have collections that are geographic in nature," said **Robert Cheetham**, Avencia's president and CEO.

The Mural Arts Program's site is similar to one Avencia redesigned two-and-a-half years ago for the **Philadelphia Department of Records**.

Phillyhistory.org enables visitors to search through nearly 60,000 photos of the city by address, keyword, topic and time period, among other things. They can also list their favorite photos, bookmark searches and buy photos.

"**Muralfarm.org** is a smaller collection but shares a geographic component that we hope will lend itself to walking tours as well as the creation of a broad community of people interested in Philadelphia's stunning murals," Cheetham said.

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