



## PocketCulture Philadelphia

<http://www.pocketculture.org/>

Philadelphia History and Culture Made Mobile

With the launch of PocketCulture Philadelphia residents and visitors can now access an enormous range of the most important historical and cultural assets with a simple cell phone or wireless internet-equipped Pocket PC. Standing at 13th and Locust, one might search for 1300 Locust on the PocketCulture website and be returned with a map of the area showing, among 10 historic and cultural assets in close proximity, a photograph of the New Century Guild historic marker and a photograph of the Progress for Women mural created by the Philadelphia Mural Arts Program. The new century guild, founded 1882 by Eliza S. Turner, is one of the oldest and largest organizations created to advance the interests of women in the labor force. Originally located on Girard St., the Guild moved to Arch St. in 1893 and to 1307 Locust in 1906.

The innovative software application has a simple search screen in which the explorer can enter an address or intersection and then display nearby historic or cultural sites. The display returns a list of sites, photos and maps. PocketCulture is extensible, meaning it can be adapted to include virtually any historic, cultural, or commercial asset. It serves Philadelphians and tourist alike and will be a readily accessed by mobile phones and in wireless internet hotspots across the City.

The Philadelphia Department of Records (DoR) is the official repository for an enormous wealth of historic materials related to government activity over the past 400 years. The DoR sought a way to enhance access to these materials through the Internet. A geographically-enabled historic assets web site (<http://www.phillyhistory.org>) was developed in 2004 as a resource for the public to enhance access to the photos. Visitors can view and search high quality digital images as well as purchase high resolution print copies quickly and easily with a credit card. With the launch of the WiFi Philly Initiative, it has become possible to extend the Photo Archive project to a mobile phone or handheld computer. PocketCulture is the first extension of this framework.

### Benefits

**Accessible** via any PocketPC or mobile phone with internet access

**Simple** user-interface

**Easy Search** of historic photos, murals, and historic markers

**Extensible design** enables future expansion to other data sets



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