



# Mashups with Geoware

Peter Brodersen, Korruption

[Findvej.dk](http://Findvej.dk)

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# About me

- Web developer for the past ten years
- Independent web consultant for the last three years
- (no formal education, but an all round nice guy)

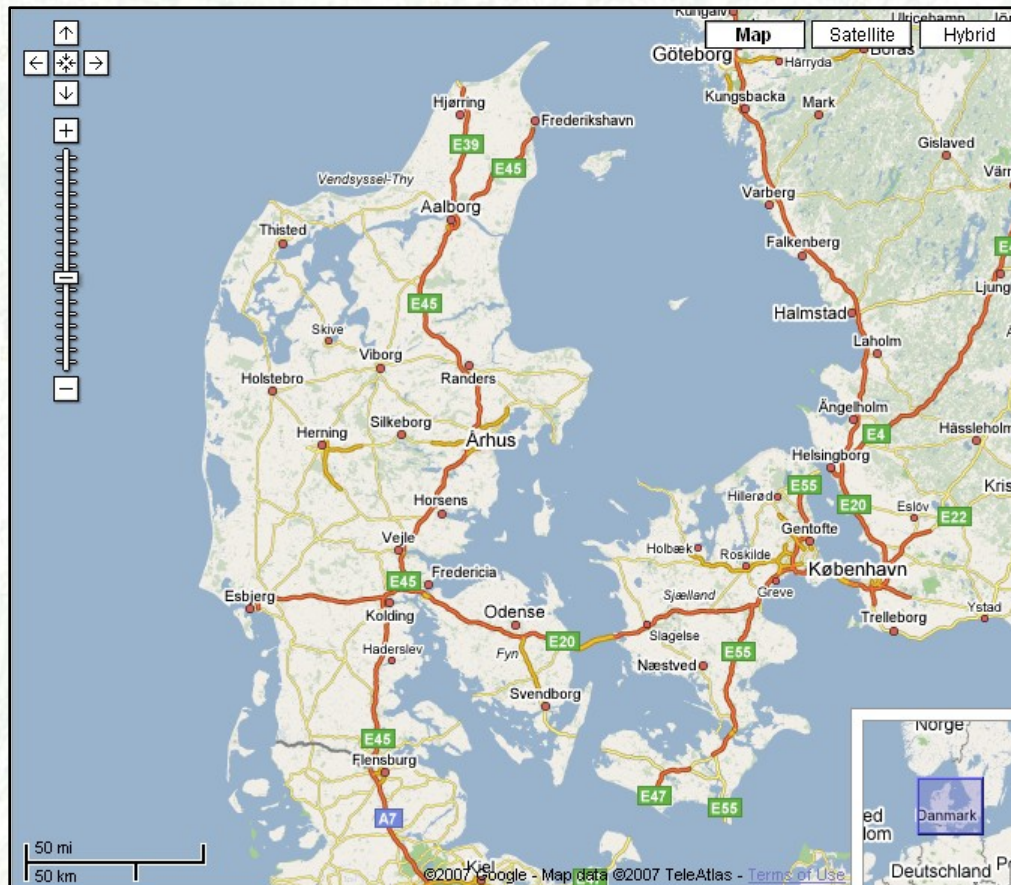
# Mashup

- Application that combines content from several sources
- Basically Web's answer to remixing stuff
- Not restricted to Maps
- Result:
  - Better overview and visualization of data
  - contextual use of information (correlation and perhaps even causation)



# Case: Findvej.dk

- Step 1: Add map, provided by Google:



# Case: Findvej.dk

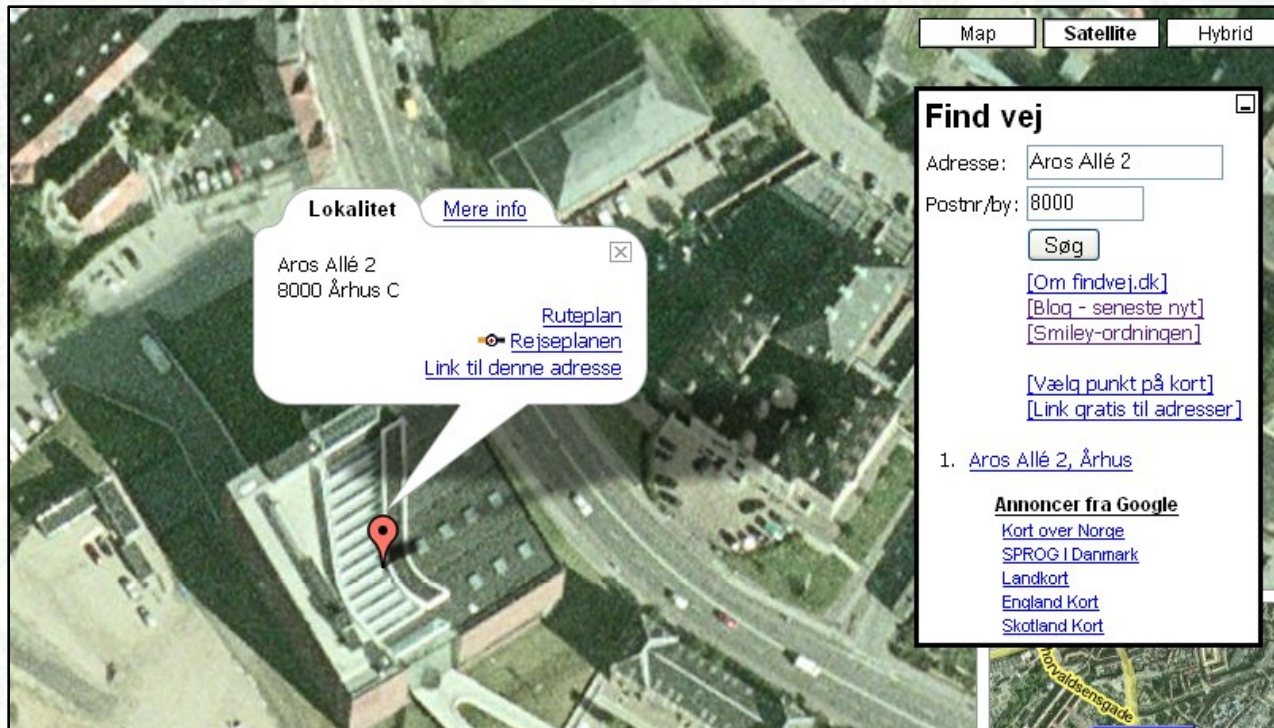
- Step 2: Convert and add geocoding data, provided by National Survey & Cadastre (Kort & Matrikelstyrelsen)

Address	no.	zip	Lat	Long
Nybrogade	26	2300	55.6762	12.5755
Aros Allé	2	8000	56.1539	10.1996
Luganovej	4	2300	55.6581	12.6164

- About 2.3 million records in Denmark

# Case: Findvej.dk

- Result: An address relates to a location.
- Place the location on the map:

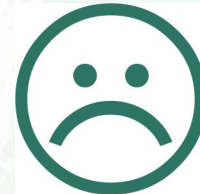


# Let's go hunting!

- Database of addresses and corresponding locations
- Convert lists of addresses to locations
- Present multiple records at the same time

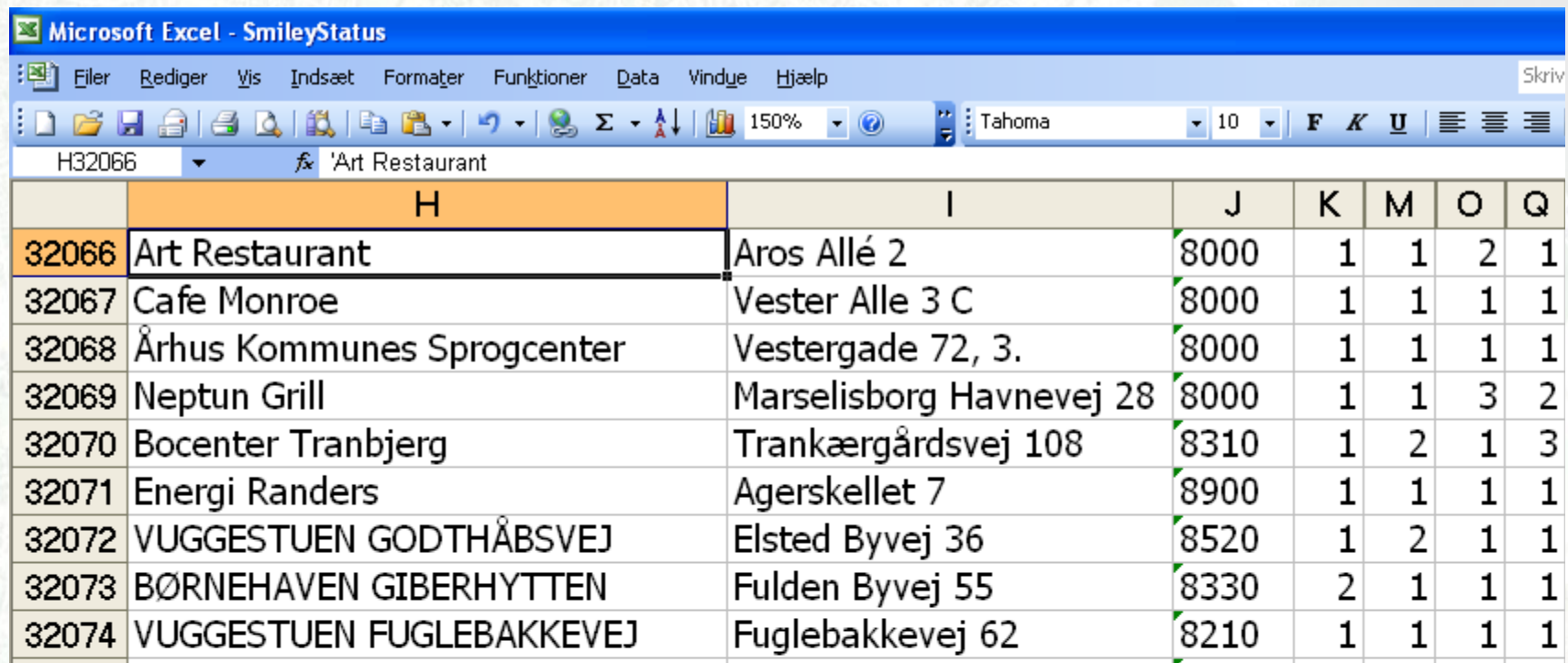
# Case: Smiley

- Danish Veterinary and Food Administration (Fødevarestyrelsen) maintains a "Smiley-scheme"
- All food shops and restaurants are inspected on a (semi-)regular basis



# Case: Smiley

- Raw data available as spreadsheet



Microsoft Excel - SmileyStatus

Filer Rediger Vis Indsæt Formater Funktioner Data Vindue Hjælp

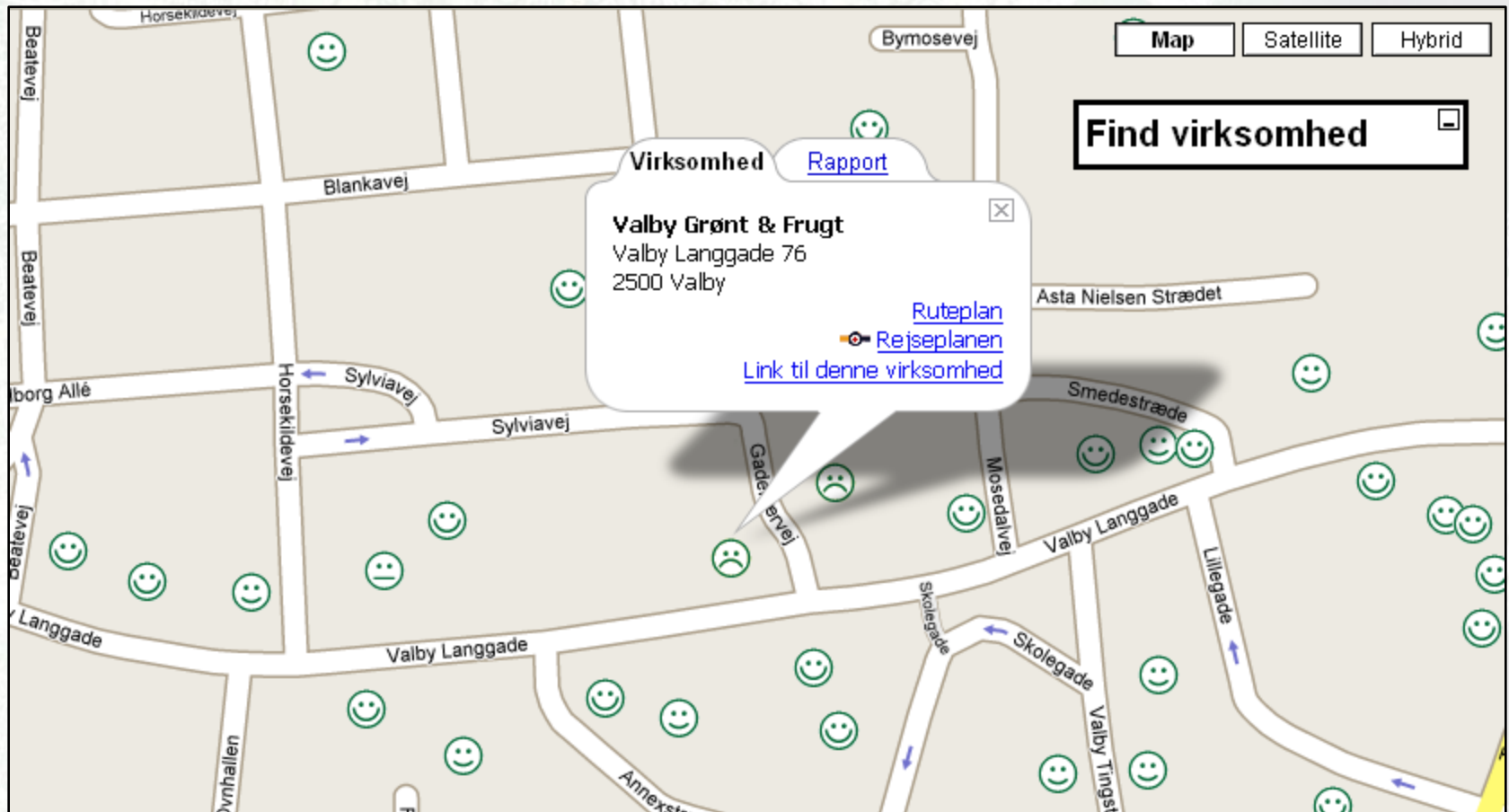
H32066 'Art Restaurant

	H	I	J	K	M	O	Q
32066	Art Restaurant	Aros Allé 2	8000	1	1	2	1
32067	Cafe Monroe	Vester Alle 3 C	8000	1	1	1	1
32068	Århus Kommunes Sprogcenter	Vestergade 72, 3.	8000	1	1	1	1
32069	Neptun Grill	Marselisborg Havnevej 28	8000	1	1	3	2
32070	Bocenter Tranbjerg	Trankærgårdsvej 108	8310	1	2	1	3
32071	Energi Randers	Agerskellet 7	8900	1	1	1	1
32072	VUGGESTUEN GODTHÅBSVEJ	Elsted Byvej 36	8520	1	2	1	1
32073	BØRNEHAVEN GIBERHYTTEN	Fulden Byvej 55	8330	2	1	1	1
32074	VUGGESTUEN FUGLEBAKKEVEJ	Fuglebakkevej 62	8210	1	1	1	1

- About 50.000 entries

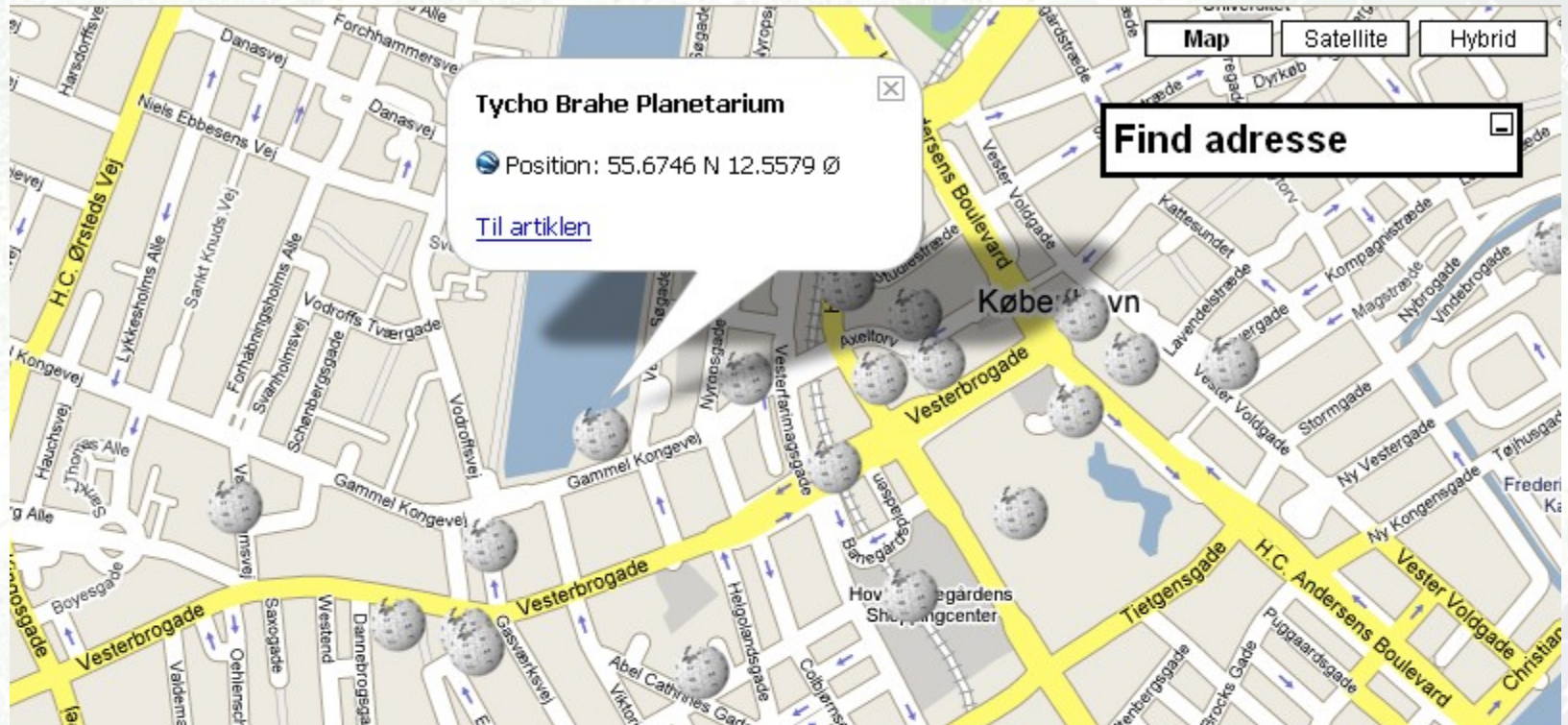
# Case: Smiley

- Result: Map with multiple information



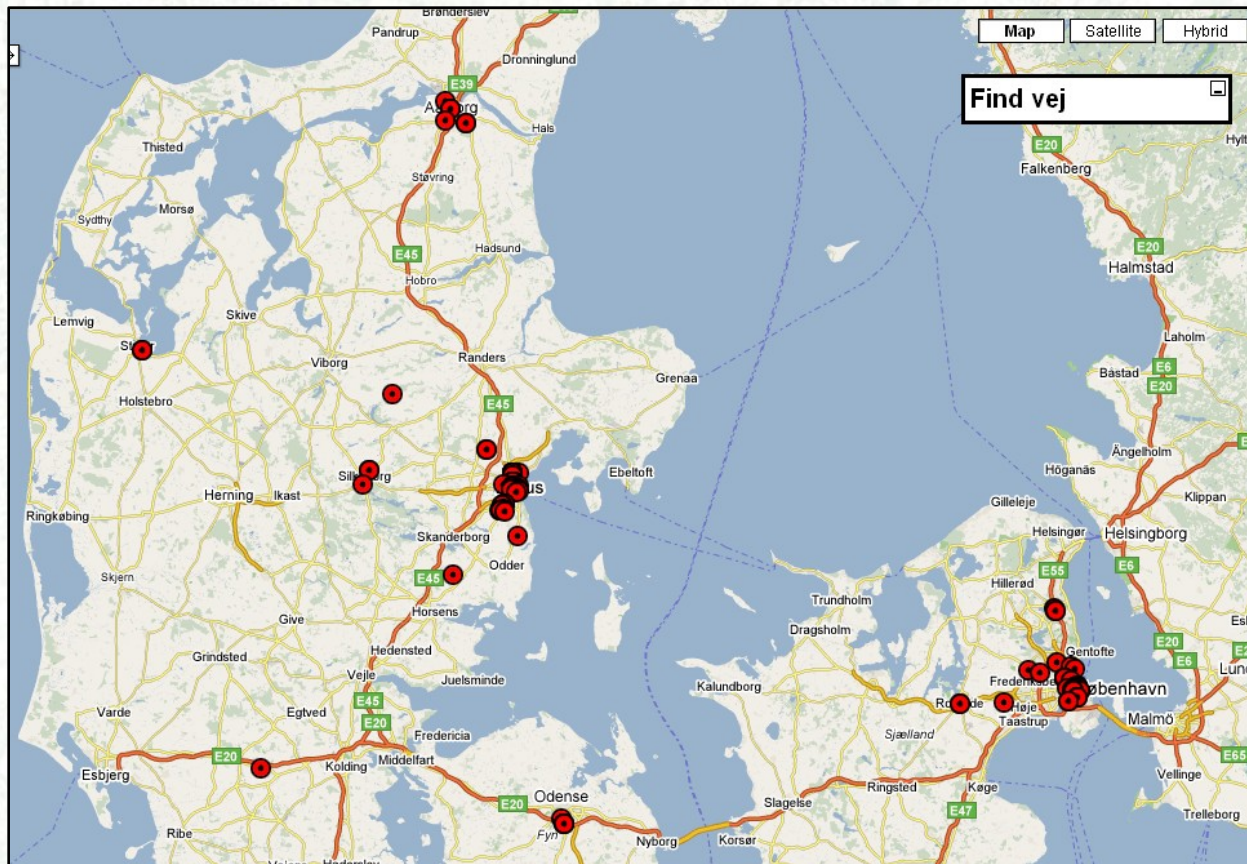
# Case: Wikipedia

- Several articles are geotagged
- Wikipedia is downloadable



# Case: GeoWare

- GeoWare-attendees





# .. but how much does it cost?

- 0 DKR (about 0 US\$) and some work
- Everyone with technical skills are able to create what you have just seen
- There is a lot of information available. Maybe in your own organization?

# Other uses: News media

- Present archived articles in an interesting and relevant way
- Search in slices of time and distance
- Provide "local relevance"

# Crime reports

- Danish police release daily reports about crime incidents, often with addresses mentioned
- Search based on context, time and location:
  - Find other pickpocket incidents the same week in a radius of 500 meters

# More information

- [www.findvej.dk](http://www.findvej.dk)
- [www.findvej.dk/smiley](http://www.findvej.dk/smiley)
- [www.findvej.dk/wikipedia](http://www.findvej.dk/wikipedia)
- [www.findvej.dk/geoware](http://www.findvej.dk/geoware)
  
- Slides: [www.findvej.dk/slides](http://www.findvej.dk/slides)
  
- Contact: [peter@korrupsion.dk](mailto:peter@korrupsion.dk)