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## Savannah Business Journal

 

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### Georgia Historical Society Launches Historical Marker App for iPhone

March 21, 2011 - The Georgia Historical Society (GHS) is pleased to announce the release of its brand new Georgia Historical Marker Application for iPhone. The app, developed by Smack Dab Studios, allows users to view historical markers in the area of travel that are close to their exact location by Google map or list, see details, photos and marker text, as well as get directions from their current location to the marker, and e-mail marker details to friends. The app is free and available on the iTunes App Store.

"Now history enthusiasts from all over can access historical marker sites and information on their iPhones while traveling in Georgia," Todd Groce, president and CEO of GHS, said. "This is just one of the many ways GHS hopes to make history more accessible to the general public."

To celebrate the release of the Georgia Historical Marker App, GHS will be hosting a Launch Party at Hodgson Hall on Wednesday, March 23 at 5:30 p.m. Join GHS for drinks and light hors d'oeuvres, as Smack Dab Studios presents a demonstration of the app. Be sure to bring your business cards for a chance to win special giveaways. RSVP to Torain White.

"This application is entirely unique and new to the history market," Hannah Byrne, founder and CEO of Smack Dab Studios, said. "We are proud to have partnered with GHS on such an exciting technology. Mobile apps are the future, and the future blends perfectly with our state's history."

The Georgia Historical Marker App is the newest addition to GHS's interactive historical marker project. Accessible through the GHS Web site, and based on GPS coordinates, travelers can search a continually updated database of historical markers using keywords, subjects, regions, and counties to design customized tours based on their individual interests and travel itineraries. Using origination and destination sites entered by the user, markers plot as points on a Google-based map that includes point-to-point driving directions. Also included in route results are listings of local historical and tourism resources (historic sites, museums, hotels, restaurants, etc.) in the counties along the route, thereby promoting local economies and supporting job creation and retention in those areas.

The Georgia Historical Society has administered Georgia's statewide marker program since 1998, erecting more than 160 historical markers across Georgia on a wide variety of subjects. Today those markers and over two thousand others are available through a searchable database. Roadside historical markers capture Georgia history in a format readily understood by travelers and residents alike. These easily identifiable markers give readers a unique insight into the stories of our shared past.

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