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The Marriage Equality Act has employers re-examining benefits policies. **Page 23**



**Time Out**

Choreographer Monica Bill Barnes returns to SUNY Brockport. **Page 30**

**Snap Poll**

Perry would be strongest GOP candidate in 2012, readers say. **Page 43**

## Sold on Xerox



*Kevin Warren's college internship at Xerox Corp. prompted him to choose a different career path. Today, he is president of Xerox's U.S. Customer Operations unit, where he leads a direct sales force of some 15,000 people. Profile starts on page 10.*

Photo by Kimberly McKinnon

## Company acquires tech firm

Canadian group uses deal to launch in U.S. market

By MARY STONE

A Canadian technology firm is launching its U.S. presence from Pittsford with the acquisition last week of Serverware Corp.

The merger could as much as double employment at Serverware to 30, depending on the pace at which it can cross-sell the systems that Maplesoft Group has so far sold only in Canada.

**The deal includes Serverware offices in Rochester, Albany and Manhattan.**

The deal also will help the Ottawa-based company position itself to better meet customers' multiplying data storage needs. It represents a market that researchers say appears to have no limit.

For the first time, the amount of digital data is growing faster than the amount of storage capacity.

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## Brighton group launches its mutual fund

By THOMAS ADAMS

An affiliate of HNP Capital LLC in Brighton has launched a mutual fund portfolio of securities that track indexes and commodities, using a formula implemented by HNP when it opened two years ago.

The fund, managed by the HNP Capital Fund Management Group, has assets of more than \$3 million and began trading June 1, portfolio managers David Kailbourne and Christopher Hobaica said this week.

"You're trying to capture the vast majority of an upside move in an asset class, but you definitely want to avoid the downside of an asset class," Kailbourne said.

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## Museum to use crowdsourcing on archives

George Eastman House is working on project with Clickworker.com

By NATE DOUGHERTY

The George Eastman House International Museum of Photography and Film has a goal of tagging and cataloging its archive of more than 400,000 images and is getting help from a team of 115,000 workers, each with a keyboard and mouse.

The museum has teamed with Clickworker.com Inc. on a large-scale crowdsourcing project. Clickworker's virtual workforce of more than 115,000 will use a Web-based platform to input information to tag and catalogue the museum's image collection.

For the museum, a more easily accessi-



Photo courtesy of George Eastman House  
A 1945 portrait of Judy Garland by Nickolas Muray.

ble archive means the possibility of greater licensing revenue. Photographs from the archive are available for commercial use at prices ranging from \$260 for a onetime editorial use to \$600 for use on a cover, calendar or postcard. Other pricing is for non-profit use or for research publication.

"It's sort of like having labels on shelves," said Peter Briggs, director of commercial development at the George Eastman House. "It's kind of hard to look through all of those images if you don't have a way to search and identify what each one is."

The project comes with no cost to the George Eastman House, other than what it spends on its internal preparatory costs.

Clickworker, a firm founded in Germany with operations in the United States, including offices in Henrietta, will help the museum make its archives more eas-

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**GEORGE EASTMAN HOUSE**

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ily accessible to the public, offering some images for the first time. The result will be a vast library of images accessible to the world, said Mark Allen, director of sales and marketing at Clickworker.

"It's not just one country or one cause, but we're actually helping archive the world," he said. "The collection offers the most intimate look at the pioneers of photography and their art. It is truly a per-

"They go out and input the information that's required, but then there are quite a bit of quality control mechanisms, sometimes two people doing the same thing or a second process to screen the work," said Moufarrège, who is based at the company's Pittsford office.

This can have benefits for smaller companies too, Moufarrège said. He has been in contact with local business groups to encourage this approach for translating websites into different languages.

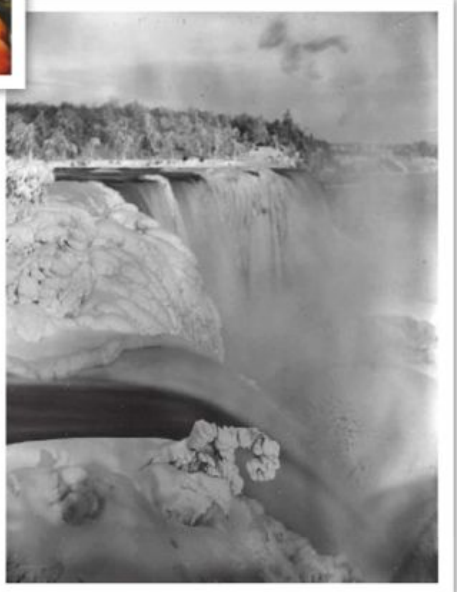
"The way to grow industries here in Rochester is for even small companies to be able to go out and sell internationally," Moufarrège said. "The majority of the world does not speak English."

Clickworker has partnered with large companies for projects, including one with the Honda Research Institute to input artificial intelligence for cars. Workers would identify photos of pedestrians, stop signs, parked cars and other road hazards that the car would then be able to identify and avoid if the driver becomes incapacitated, Moufarrège said.

For the George Eastman House project, workers apply a number of different tags to photographs in the archives so they can be more easily identified in the search process. Because of the size of the Eastman House archive and the fact that many of the photographs have not yet been digitally scanned, Clickworker will complete the project in stages, Moufarrège said.

"We love what the Eastman House stands for, and for Rochester and the United States this is such an important cultural institution," he said. "It's important that these pictures are visible because so much of our heritage is in there."

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fect partnership to showcase our international and multifaceted services."

The collection contains 400,000 photographs from nearly 9,000 photographers and spans the period from early photographs known as daguerreotypes to digital photographs.

Clickworker maintains a website to show photos that have been captioned and tagged, including images showing the Abraham Lincoln assassination conspirators and the evolution of the Empire State Building.

The Eastman House has shown an innovative side in other projects this year. In October it held a live and online auction of donated photographs and artifacts at Sotheby's New York, raising almost \$500,000.

Among businesses and non-profit organizations, the idea of using a large workforce for complex projects is growing in popularity, said David Moufarrège, Clickworker COO. For crowdsourcing, a large project is broken down into individual tasks carried out by independent contract workers.

Photos courtesy of George Eastman House

George Eastman House has teamed with Clickworker.com to tag and catalog its archive of more than 400,000 images including, clockwise from top left, "Immigration 2" by Lewis Hine; Nickolas Muray's 1952 portrait of Marilyn Monroe; an 1855 Southworth & Hawes photo of Niagara Falls; and Hine's 1930 photo of an Empire State Building construction worker, with the Chrysler Building in the background.

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