# INTERPRETING THE PHOTOGRAPHICAL INFORMATION STORED IN MULTIMEDIA GIS

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The essential part of an (geo)informational is made up of its data. Modern systems of this type have the capacity to store multimedia data. Important stages in data stocking and editing are the field work to gather them and their computer based analysis. Different factors, like location of the analysis centre at considerable distance from the area of study, can impose the search of an analysis methodology of the multimedia data gathered hitherto (generally text and images) with the purpose of generating new data types, other then the ones which result out of the immediate computer aided analysis. A case study of this type concerns the informational content of the façade. Case of a GI-system which conveys urban areas surveying the façade is a rapid and efficient operation (mostly through photography). Additional data in form of a text which draw attention to specific particularities might lead to generating of additional data regarding the age, bearing structure, state of the building. In this case study the façade has to be draw in vector form in order to be able to count levels, openings and similar building elements, to measure and set up relationships. Such numbers indicate in their combinations exactly the data mentioned above. All these can be used to estimate earthquake impact on building stock and other aspects connected to this (retrofit possibilities, priority setting etc.).