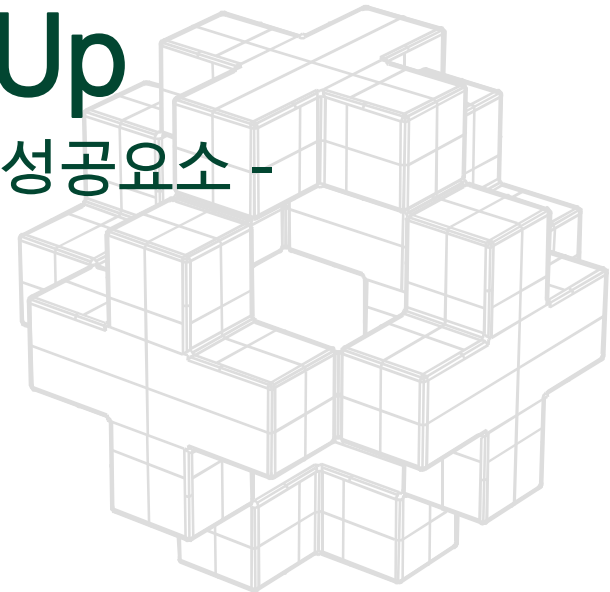


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Digital Mash-Up

- 매쉬업 서비스와 국내에서의 성공요소 -





Mashup

- ❖ a [web application](#) that combines data from more than one source into a single integrated tool; an example is the use of cartographic data from [Google Maps](#) to add location information to real-estate data from [Craigslist](#), thereby creating a new and distinct web service that was not originally provided by either source.
- ❖ originally referred to the practice in pop music (notably hip-hop) of producing a new song by mixing two or more existing pieces

- ❖ **Mapping : Chicago Crime**
 - The Chicago Police Department have a Mashup which integrate their department' s database of reported crimes with the Google Maps in order to help stop crime in areas and warn the citizens of where crimes are highly committed.
- ❖ **Video & Photo : Flickr**
 - Flickr is an image storage site that allows users to organise their collection of images and share them. Through the use of its Application Programming Interface (API) the content can be used by other sites to create a mashup.
- ❖ **Search & Shopping : Travature**
 - Travature is a travel portal which has integrated airfare meta search engines, wiki travel guides, hotel reviews. It also allows the user to share photos and discuss experiences with other travellers.
- ❖ **News : Digg**
 - Mashup of various news websites controlled almost entirely by the users of the website

(Source : Wikipedia)

Mashups versus portals

❖ both content aggregation technologies

	Portal	Mashup
Classification	Older technology, extension to traditional web server model using well defined approach	Using newer "Web 2.0" techniques
Philosophy/Approach	Approaches aggregation by splitting role of web server into two phases - markup generation and aggregation of markup fragments	Uses APIs provided by different content sites to aggregate and reuse the contents in another way
Content dependencies	Aggregates presentation-oriented markup fragments (HTML, WML, VoiceXML, etc.)	Can operate on pure XML content and also on presentation-oriented content (e.g., HTML)
Location dependencies	Traditionally content aggregation takes place on the server	Content aggregation can take place either on the server or on the client
Aggregation style	"Salad bar" style - Aggregated content is presented 'side-by-side' without overlaps	"Melting Pot" style - Individual content may be combined in any manner, resulting in arbitrarily structured hybrid content
Event model	Read and update event models are defined through a specific portlet API	CRUD operations are based on REST architectural principles, but no formal API exists
Relevant standards	Portlet behaviour is governed by standards JSR 168 , JSR 286 and WSRP , although portal page layout and portal functionality are undefined and vendor-specific	Base standard is XML Data Interchange with REST semantics. RSS and Atom are commonly used. More specific mashup standards are expected to emerge.

(Source : Wikipedia)

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- ❖ 現 한국마이크로소프트 개발자 및 플랫폼 사업 총괄 부서 차세대 웹 플랫폼 팀 근무
- ❖ 웹과 개발자의 일을 더 재미있게 만드는데 관심이 많으며 현재 Web Developer Evangelist로 근무 중
- ❖ “준서아빠가 생각하는 행복한 UX 이야기” 블로그
<http://blogs.msdn.com/daewookim/> 운영
- ❖ 2008년 1월 9일 진행된 매쉬업코리아2008, 매쉬업 캠프에서 Microsoft 매쉬업 프로젝트 진행

