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 warm 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

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