

Mashups

Integración bottom up de aplicaciones web



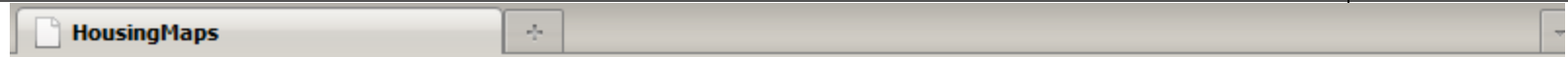
Ing. Gabriel López



Introducción



Housingmaps



For Rent [For Sale](#) [Rooms](#) [Sublets](#)

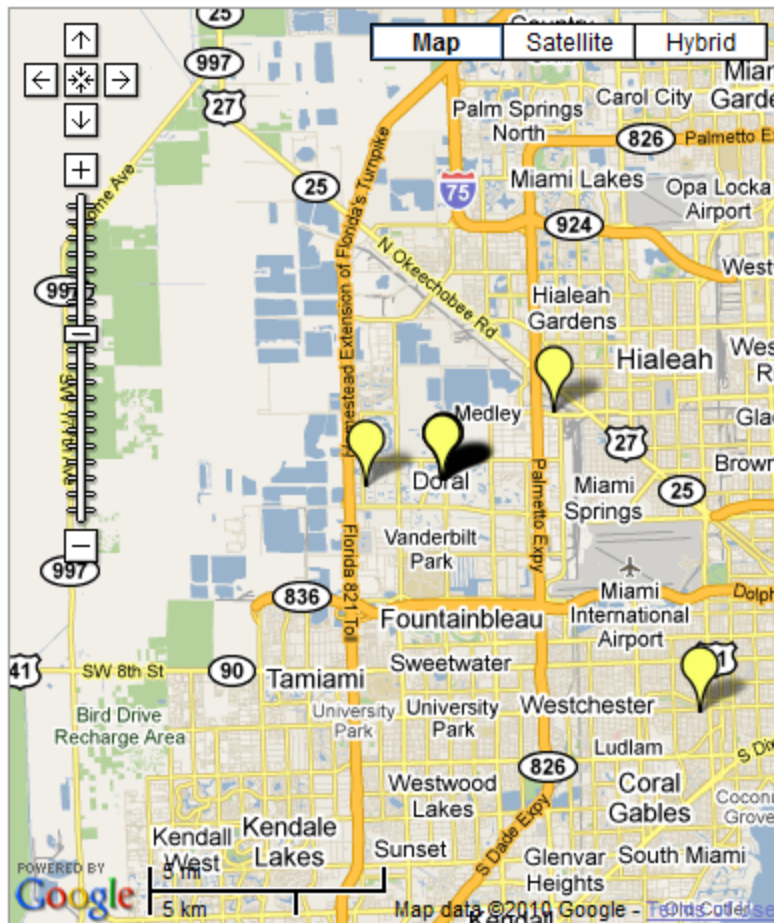
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City:

Price:

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pics	price	bd	description	city	date
	\$1550	1bd	50 Biscayne Condo * 4407 *	Dresden	4/15
	\$1950	1bd	Skyline On Brickell Condo * 2609 *	Dresden	4/15
	\$1500		50 Biscayne Condo * 907 *	Dresden	4/15
	\$1700	3bd	Search rentals Giant unit near Downtown Brickell	U.S. 1	4/15
	\$2000	4bd	East Boca 4/2 Pool Home Close To Beach, Mizner, Fau	Boca Raton	4/15
	\$1750		Skyline On Brickell Condo * 2610 *	Dresden	4/15
	\$1900	1bd	50 Biscayne* Fully Furnished 1 / 1 Plus Den* Call (786) 487-4073*	Miami	4/15
	\$1800	3bd	Coconut Grove rentals Sky-high luxury_condo near the Financial district	Miami	4/15
	\$1900	2bd	One Miami West Condo * 4214 *	Dresden	4/15
	\$2000	2bd	Turnberry Village in the heart of aventura Golf Views! New construction Must	Aventura	4/15
	\$1550	2bd	The Venture Aventura Pets Ok Washer/dryer 2 bed 2bath	Aventura	4/15
	\$1850	2bd	Nordica Condo * 609 *	Dresden	4/15
	\$1500	2bd	Neo Condo * 1506 *	Dresden	4/15
	\$1700	3bd	Mls rentals Sky-High apartment near Miami	Merritt Islanc	4/15
	\$1800	2bd	Two bedroom at Brickell Townhouse with Amazing Views!	Miami	4/15



*“In web development, a **mashup** is a web application that combines data from more than one source into a **single integrated tool**. The term **Mashup** implies **easy, fast integration**, frequently done by **access to open APIs** and data sources to produce results data owners had no idea could be produced. “*

Wikipedia



- ❑ **Consumo de APIs abiertas existentes**
- ❑ **Composición** de servicios para crear algo nuevo (sinergias $\rightarrow 1 + 1 = 3$)
- ❑ **Remix** de datos
- ❑ Reformateo **visual** de datos



Kiosko.NET BETA

Cuba - Ofertas

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oemKiosks - Spain Lider

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ne.



Quarkshop=Aggregate(CNET)



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1 Your Choice



Sony Cybershot
DSC-T200

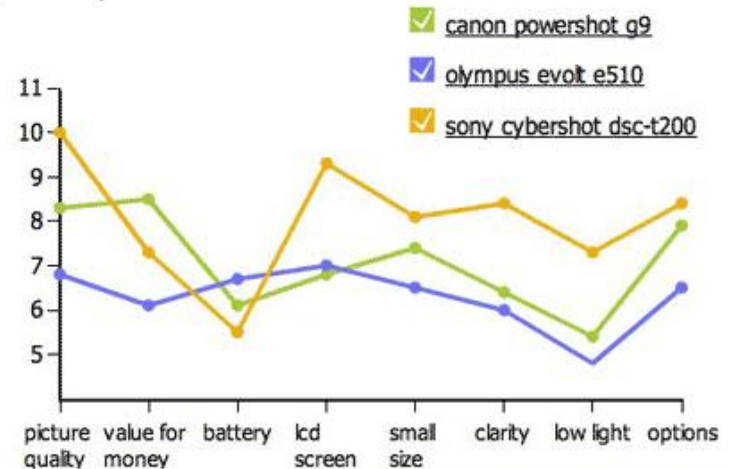
2 Top 5 Features

picture quality	10.0	Why?
lcd screen	9.3	Why?
touch screen	9.2	Why?
video	8.9	Why?
shooting modes	8.7	Why?

Worst 3 Features

Nothing bad about this product

3 Compare



[Go To Cameras](#)

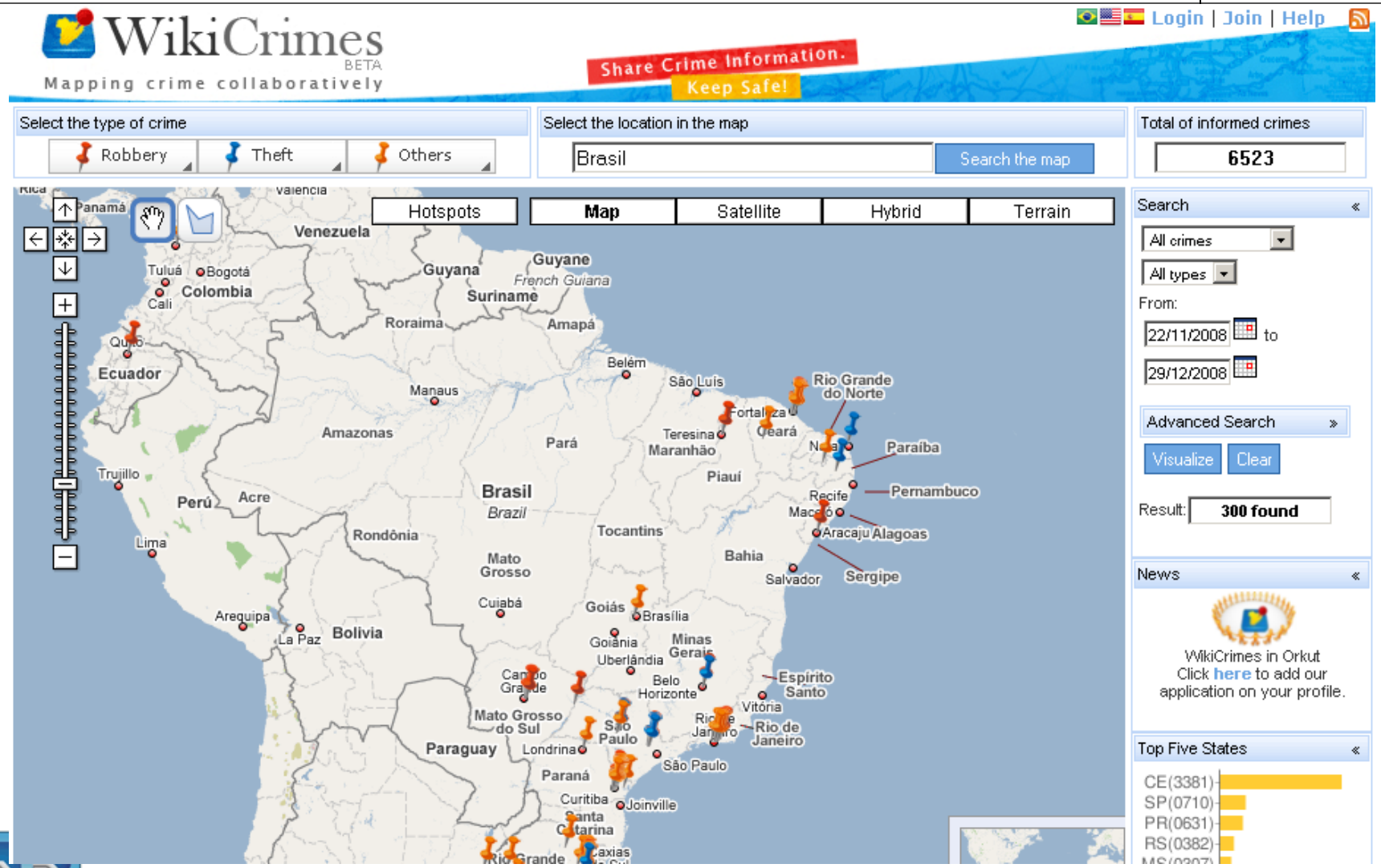
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[Flatpaneltv](#)

[Cellphone](#)

[Mp3player](#)

WikiCrimes = Google Maps + User Generated Content



WikiCrimes BETA
Mapping crime collaboratively

Share Crime Information. Keep Safe!

Select the type of crime: Robbery, Theft, Others

Select the location in the map: Brasil

Total of informed crimes: 6523

Search: All crimes, All types, From: 22/11/2008 to 29/12/2008, Result: 300 found

Top Five States: CE(3381), SP(0710), PR(0631), RS(0382), MS(0207)



Oportunidad

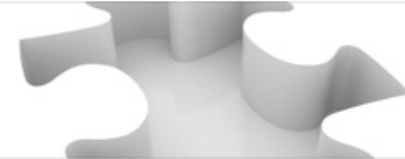


Catálogo de web services públicos

Programmable Web



APIs? Partners? Developers? Like the missing piece to your puzzle. **We connect them.**
Mashery provides scalable on-demand infrastructure for your API.



Web 2.0 API Directory

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Filter APIs

Keywords:

Category:

Company:

Protocols / Styles:

Date:

[Reset](#)

[View by Category](#)

Sort by: [Name](#) [Date](#) [Popularity](#) [Category](#)

Viewing 1 to 1089 of 1089 APIs

API	Description	Category	Updated
12seconds.tv	12-second videoblogging	Video	2008-08-21
23	Photo sharing service	Photos	2006-02-13
30 Boxes	Calendar service	Calendar	2006-02-24
3Jam	Reply-all text messaging service	Messaging	2008-09-03
411Sync	SMS, WAP, and email messaging	Messaging	2006-02-08
43 Places	Social travel goals	Community	2008-07-02
43Things	Social goal setting	Other	2005-10-30
88 Miles	Project time tracking services	Project Management	2008-08-14
A.nnotate	PDF, Word, or Web annotation service	Office	2008-09-14

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Create widgets for the S60 Platform



Connect. Collect. Mashup. Everything!



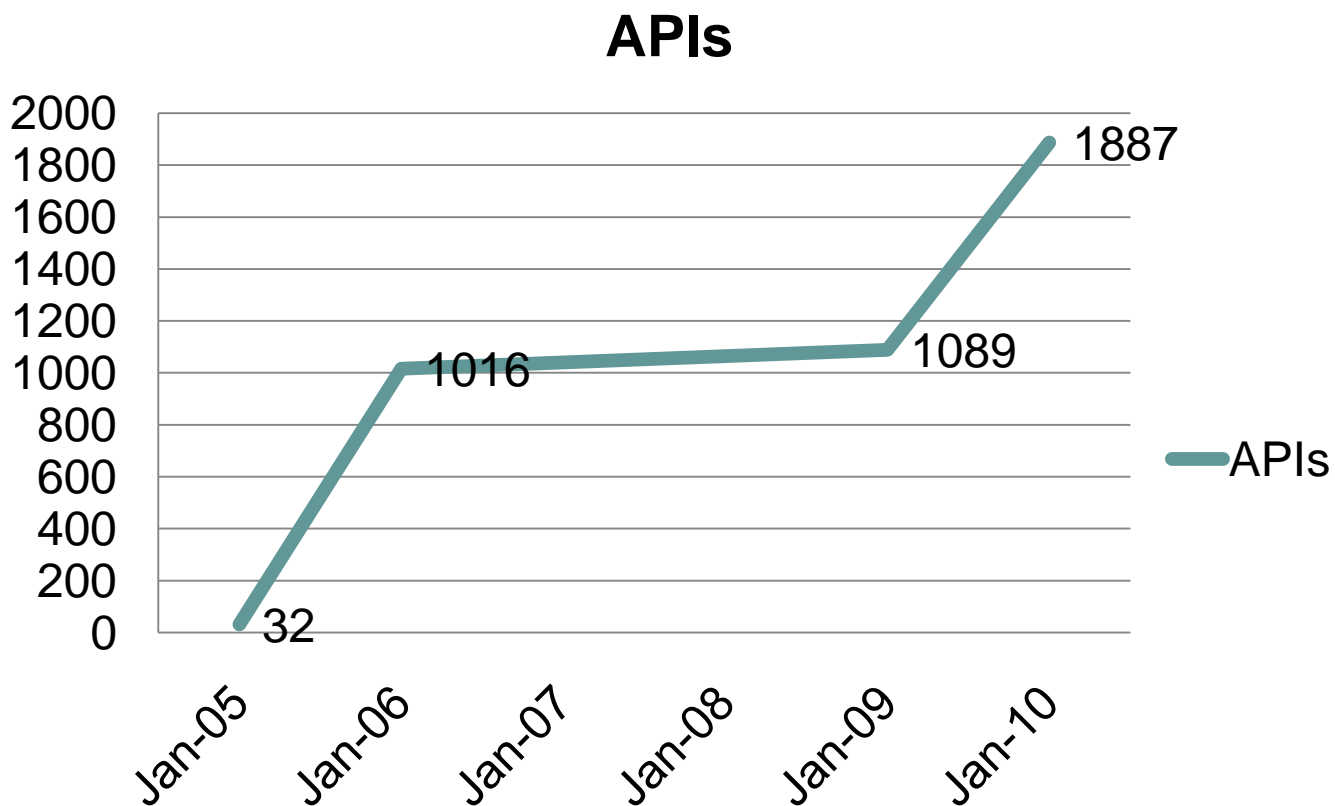
Exclusive Technology Preview



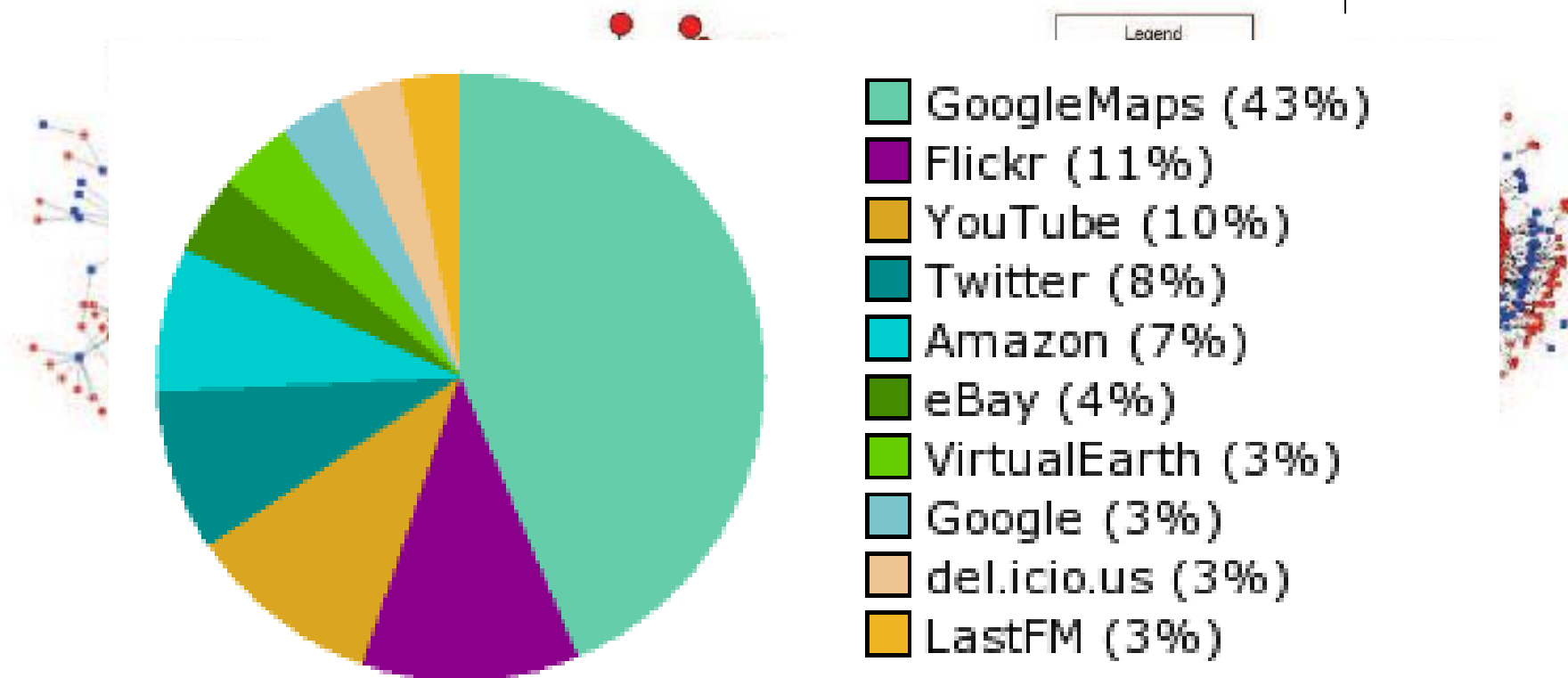
Unlock. Remix. Unleash.



Tasa de crecimiento de APIs publicas



MashUps APIs Distribution



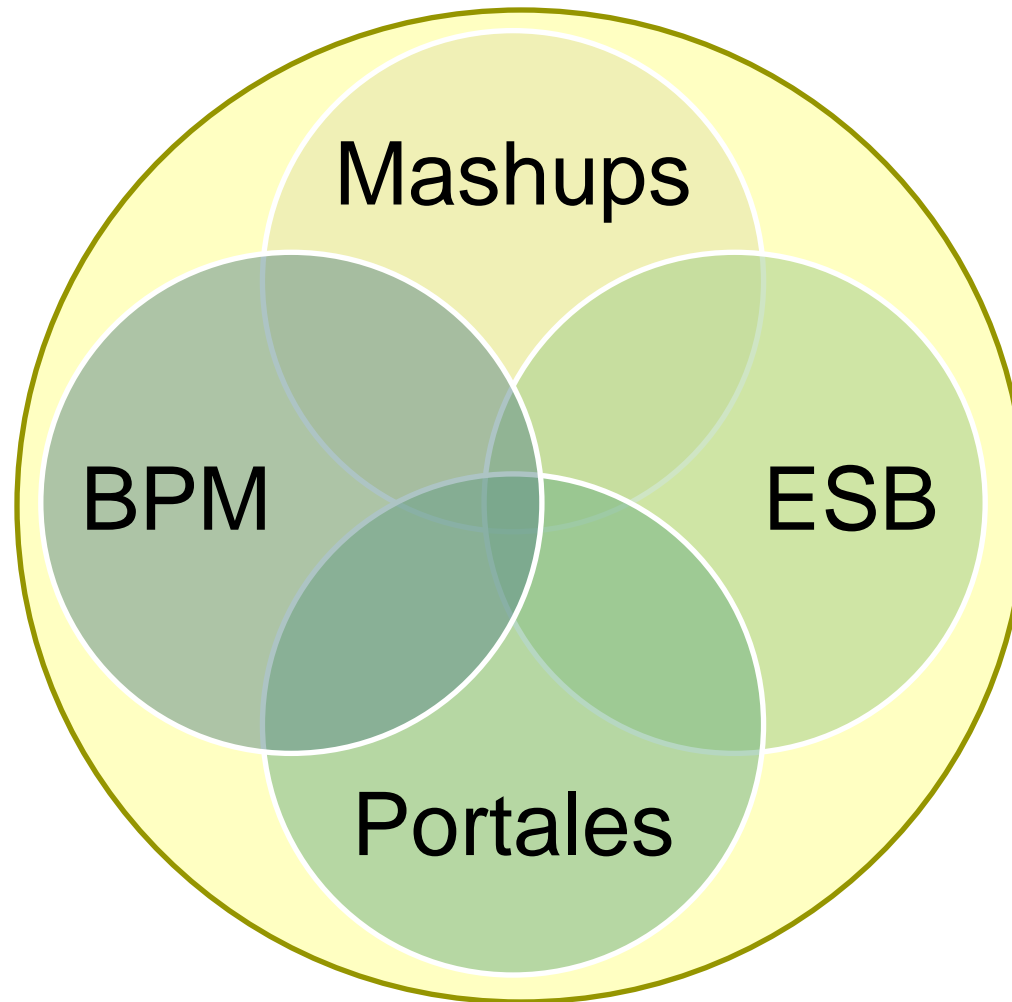
ProgrammableWeb.com 04/14/10



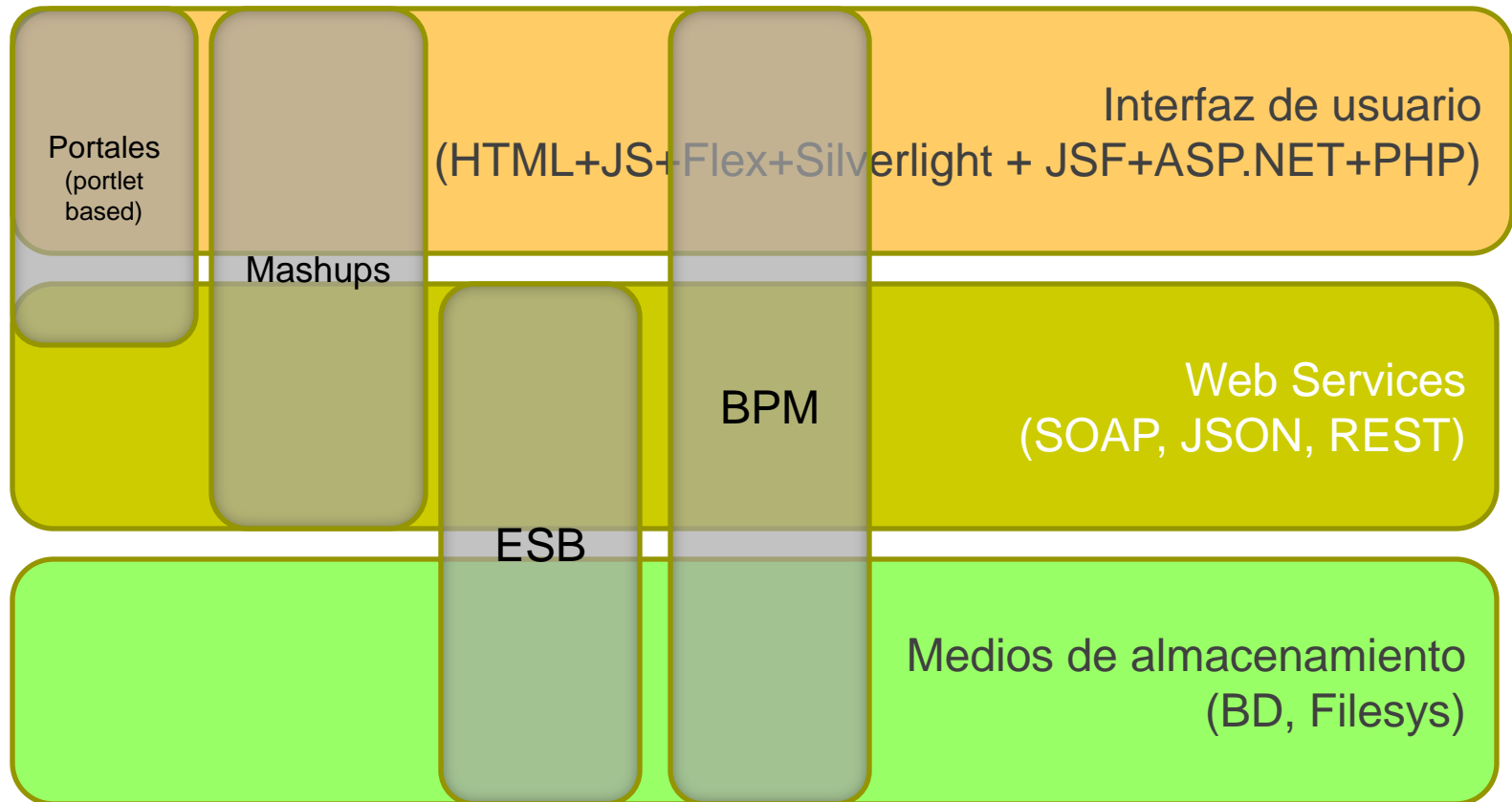
API Tier 3:
• Feeds, blogging, online retail, music, video
• Less popular APIs



Tecnologías & Prácticas de Integración de Sistemas



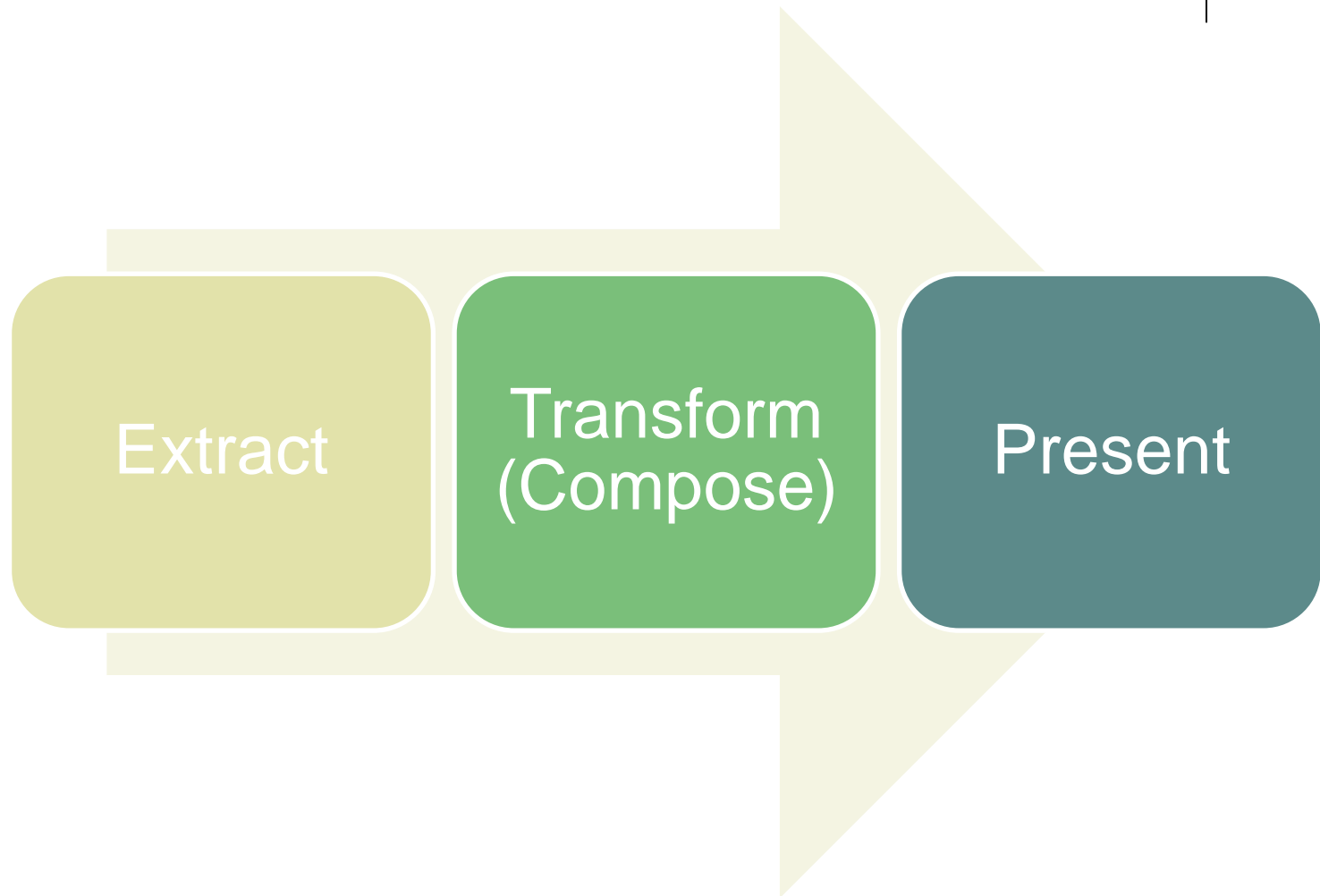
Integración por capas



Mashups vs ETLs & ESBs

- ❑ ETLs (Top down integration)
 - Driveada por la gerencia
 - Liderada por el departamento de IT
 - Planificada, presupuestada
 - Se crean los servicios con el fin de la integración puntual
- ❑ Mashups (Bottom up)
 - Surge de forma orgánica de la comunidad
 - Se utilizan los WS que ya existen





Arquitectura

Extract

- ❑ Screen Scraping
- ❑ Web Services
- ❑ RSS, ATOM
- ❑ User Data Entry (Tagging, Rating, Voting, Poll entry)



Arquitectura Transform & Compose

- ❑ Composición de WS
- ❑ Transformación de XML (XSLT?) RSS->XHTML
- ❑ JOIN de fuentes por una PK
- ❑ Almacenamiento de las relaciones entre PKs, eg: <geodirección, pkTienda>



Arquitectura Presentación

- ❑ Widgets de presentación (JS, Flex, Silverlight) con UX mejorada, eg: carousel, etc
- ❑ Componentes de UI con layers superpuestas eg: Map providers, fotos con anotaciones, tags, etc.



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Internet



openkapow
Robot



Services

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Getting started is easy!



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Visual development environment



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Read the Tutorials
Check out the forums



[Publish and use Robots](#)

See existing robots
Try the Mashup Demo

Cool Robots & Mashups

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[Ebay REST](#) [ebay](#)

[...more robots](#)

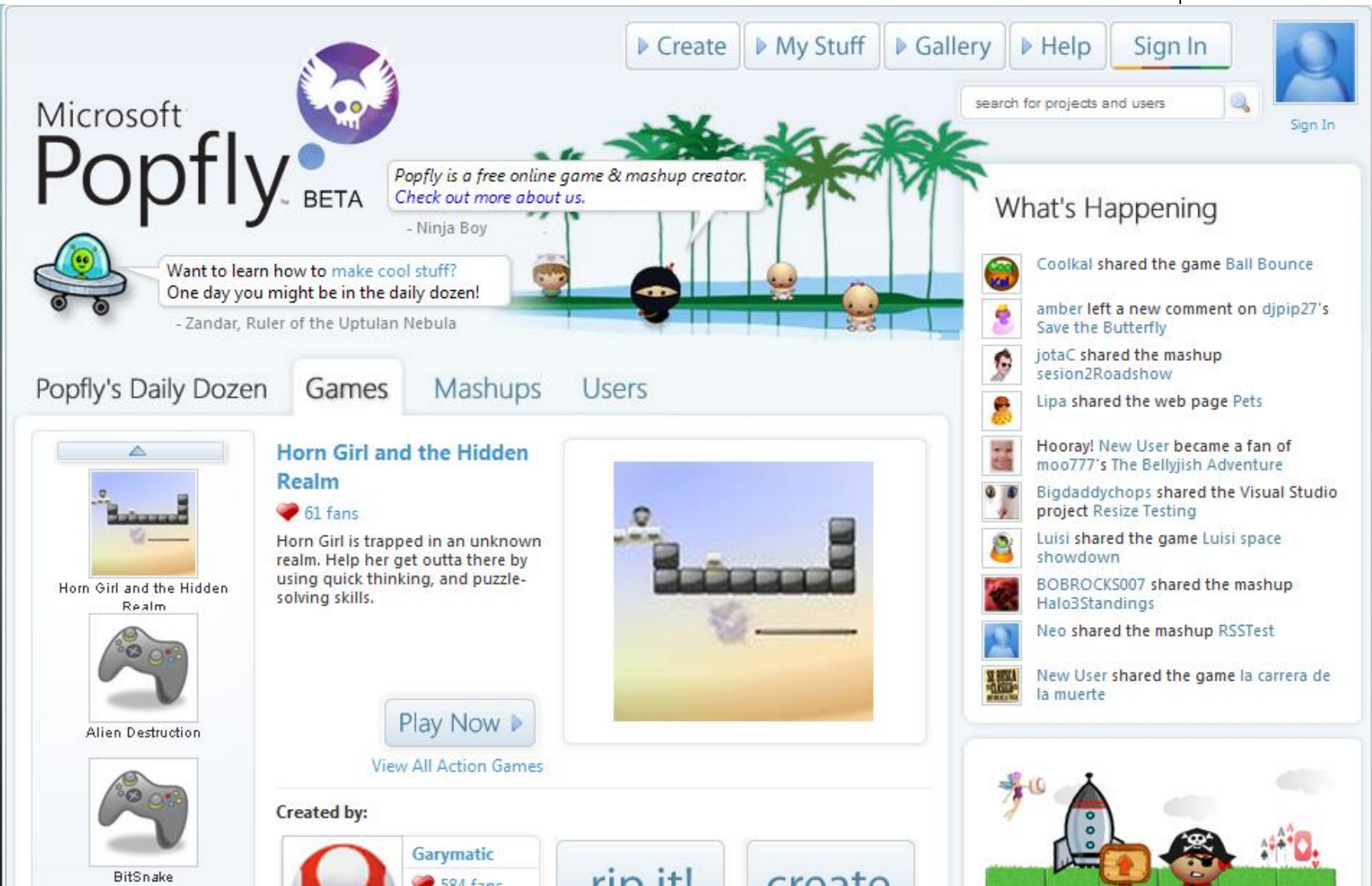
Featured Mashups:

[Personal New York Times RSS](#) 

[Aggregated price search](#) 

Plataformas

Microsoft Popfly (Descontinuada)



The screenshot shows the Microsoft Popfly website interface. At the top, there are navigation buttons for 'Create', 'My Stuff', 'Gallery', 'Help', and 'Sign In'. A search bar is located to the right of the navigation buttons. The main header features the 'Microsoft Popfly BETA' logo and a purple owl icon. Below the logo, there are two promotional messages: one from 'Ninja Boy' stating 'Popfly is a free online game & mashup creator. Check out more about us.' and another from 'Zandar, Ruler of the Uptulan Nebula' asking 'Want to learn how to make cool stuff? One day you might be in the daily dozen!'. The main content area is divided into four tabs: 'Popfly's Daily Dozen', 'Games', 'Mashups', and 'Users'. The 'Games' tab is selected, showing a featured game 'Horn Girl and the Hidden Realm' with 61 fans. The game description states: 'Horn Girl is trapped in an unknown realm. Help her get outta there by using quick thinking, and puzzle-solving skills.' Below the description is a 'Play Now' button and a link to 'View All Action Games'. To the left of the featured game are three smaller game thumbnails: 'Horn Girl and the Hidden Realm', 'Alien Destruction', and 'BitSnake'. On the right side of the page, there is a 'What's Happening' section with a list of recent activities, including 'Coolkal shared the game Ball Bounce', 'amber left a new comment on djpip27's Save the Butterfly', 'jotaC shared the mashup sesion2Roadshow', 'Lipa shared the web page Pets', 'Hooray! New User became a fan of moo777's The Bellyjish Adventure', 'Bigdaddychops shared the Visual Studio project Resize Testing', 'Luisi shared the game Luisi space showdown', 'BOBROCKS007 shared the mashup Halo3Standings', 'Neo shared the mashup RSSTest', and 'New User shared the game la carrera de la muerte'. At the bottom of the page, there is a 'Created by:' section with a 'Garymatic' profile and a 'rip it!' button. A decorative footer image shows a rocket, a pirate, and a treasure chest.

Plataformas

Intel Mash Maker

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Mashups for the Masses

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About Mash Maker

What if you could take data elements from multiple websites and mash them together into

Spotlight

Mash Maker wins award!

Plataformas Yahoo Pipes



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Featured Pipe: NYC Apartment Near Something



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About Pipes

Pipes is a powerful composition tool to aggregate, manipulate, and mashup content from around the web.

Like Unix pipes, simple commands can be combined together to create output that meets your needs:

- combine many feeds into one, then sort, filter and translate it.
- geocode your favorite feeds and browse the items on an interactive map.
- power widgets/badges on your web site



Learn How to Build a Pipe in Just a Few Minutes

Pipes only sounds hard. Watch our intro and see how you can quickly turn your idea into a usable, working feed.

Also available: [How to Translate Your Feed](#)

Hot Pipes

[See more popular Pipes...](#)

US population by state

by  Jonathan

Uses the census data from census.gov (in CSV format) to give a sorted list of population by

Yahoo Finance Stock Quote Watch List Feed w/Chart

by  Paul Donnelly

Build your own watch list

Flickr Video Interestingness: Last 7 Days

by  JoeLaz

This Pipe generates a feed of


Ejemplo Yahoo Pipe eBays price watch pipe

eBay Price Watch

This pipe is designed to use eBay's RSS API to find items within a certain price range.

Pipe Web Address: http://pipes.yahoo.com/pipes/pipe.info?_id=avkEShi32xG_EF6KZVUMqA

★ [View Source](#) [Clone](#)

 eBay Pr

Layout Expand All

Sources

- Fetch CSV +
- Feed Auto-Disco +
- Fetch Feed +
- Fetch Data +
- Fetch Page +
- Fetch Site Feed +
- Flickr +
- Google Base +
- Item Builder +
- Yahoo! Local +
- Yahoo! Search +

User inputs

Operators

Url

String

Date

Location

Number

Favorites

Configure this Pipe




Priced Above (enter 200.50 for \$200.50)

Priced Below (enter 200.50 for \$200.50)

Search For

Use this Pipe

- List 3 items
-  **Apple iPhone 3G full LCD+digitizer+lens+glass screen**
US \$269.99 End Date: Monday Dec-29-2008 10:15:40 PST Buy It Now for only: US \$269.99 Buy it now
| Add to watch list
 -  **iPhone 3G 16gb Black Unlocked**
US \$850.00 End Date: Monday Dec-29-2008 10:19:22 PST Buy It Now for only: US \$850.00 Buy it now
| Add to watch list
 -  **Apple iPhone 4GB Unlocked Jailbroken 2.2 any GSM SIM**
US \$299.00 End Date: Monday Dec-29-2008 10:20:25 PST Buy It Now for only: US \$299.00 Buy it now
| Add to watch list

New Save a copy

to find items within a

create a query. You can of URLBuilder and it will wire a TextInput the the applied as the query

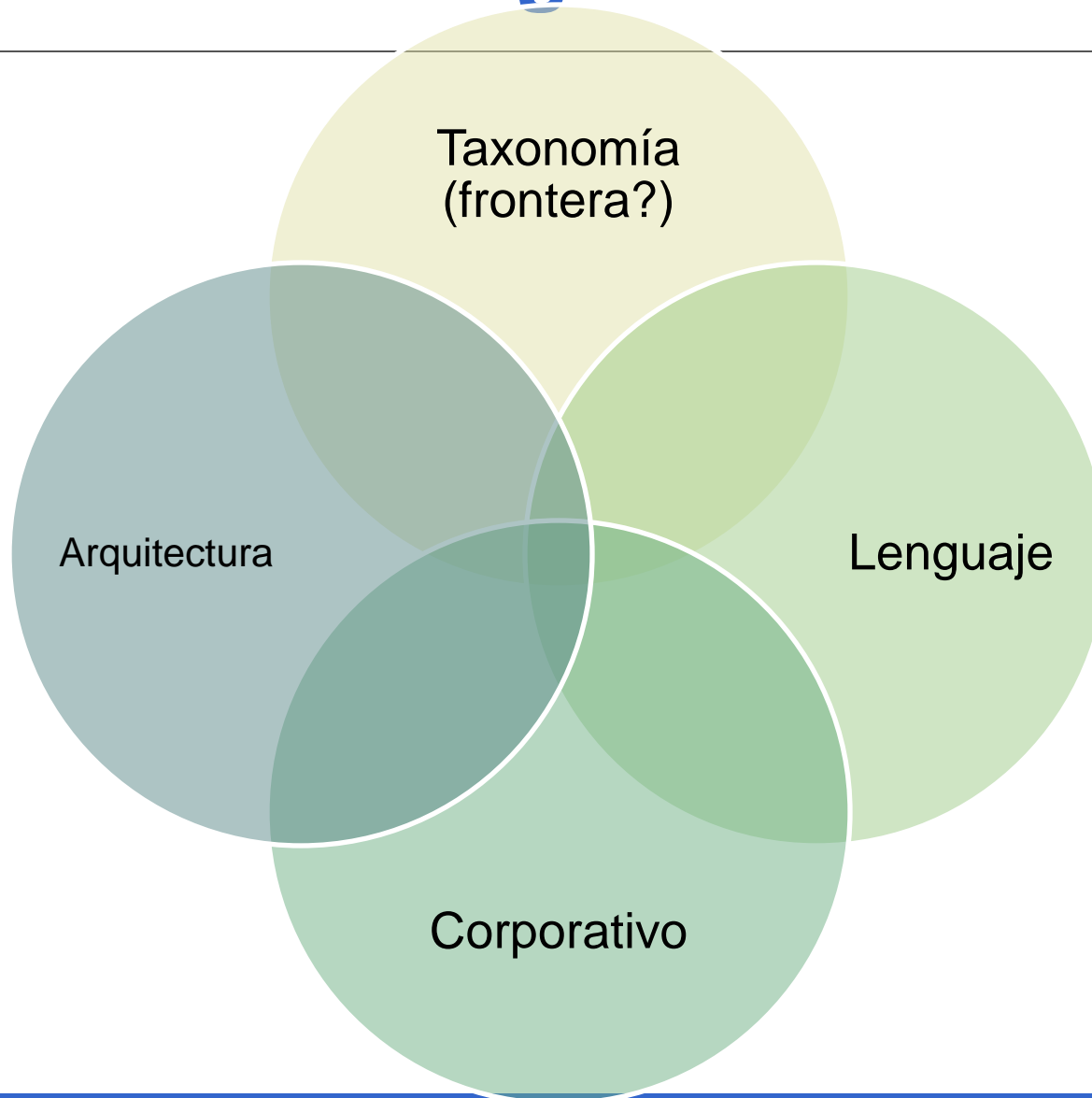
1 a number of to use in other modules. add two rules. In this ser to set a minimum

to play with or try

Debugger: none



Líneas de investigación



Preguntas



- Jeffrey Wong , Jason I. Hong, **Making mashups with marmite: towards end-user programming for the web**, Proceedings of the SIGCHI conference on Human factors in computing systems, April 28-May 03, 2007, San Jose, California, USA
- S. Yu, "**Innovation in the Programmable Web: Characterizing the Mashup Ecosystem**", *The 6th International Conference on Service Oriented Computing*, Springer, Sydney, Australia, 2008
- Anant Jhingran, **Enterprise information mashups: integrating information, simply**, Proceedings of the 32nd international conference on Very large data bases, September 12-15, 2006, Seoul, Korea

