Lash-Ups are location-aware mash-ups of web content for mobile devices.

The Lash-Up Toolkit makes writing Lash-Ups easy by providing:
- An API that makes it easy for programmers to integrate a user's location information into a Lash-Up
- A common distribution method that makes it simple for users to find and access Lash-Ups relevant to their location

Lash-Ups make sense for four primary reasons:
- Location-aware computing is more likely to succeed through a killer ecology of many small applications rather than a few large applications.
- These applications need to be kept up to date, which is more manageable in a user-supported development community.
- Many applications simply consist of providing pre-existing information in a useful location, which matches the mash-up paradigm perfectly.
- Web delivery of applications is straightforward and ubiquitous, and the programming model is familiar to a large number of programmers.

Hacking the Long Tail

Commercial development efforts typically target a few large applications with a large-user base. Instead, we suggest that location-aware computing is more likely to succeed through a large number of small applications targeted at specific locations and tasks.

Rather than supporting the development of the next "killer app", the Lash-Up Toolkit specifically addresses the needs of development within the long tail of the application space, allowing the creation of a killer ecology.

Using A Lash-Up

1. **Click**
   - Open the Lash-Up Client on the mobile phone
2. **Read**
   - Peruse the list of location-relevant Lash-Ups
3. **Select**
   - Choose the most relevant Lash-Up

Why Lash-Ups?

Find

1. **Find**
   - Locate web services to use in the Lash-Up

Code

2. **Code**
   - Write a few lines of code using the Lash-Up API to glue content together with location information

Register

3. **Register**
   - Tell the Lash-Up Server about the new Lash-Up and specify the locations where the Lash-Up is useful

Tag

4. **Tag**
   - Use a cell phone to tag places with location information (or, rely on a community of users to do this for you)