CLAIMS

1) A computing system, comprising:

a processor; and

memory storing instructions executable by the processor, wherein the instructions, when executed,

configure the computing system to provide:

an electronic mail (email) system configured to:

generate an email user interface display with a compose pane configured to receive user input that defines message content in an email message and display the message content;

a location integration system configured to:

receive location information; and

generate an interactive map display based on the location information; and

email population logic configured to:

control the email system to populate the compose pane with the interactive map display, the email user interface display including a map interaction user input mechanism, and

based on user actuation of the map interaction user input mechanism, modify the interactive map display,

wherein the email system is configured to:

generate a location email message that includes the modified interactive map display, and

send the location email message, including the modified interactive map display, to a recipient, wherein the modified interactive map display is selectable by the recipient of the location email message.

2) The computing system of claim 1 wherein the email population logic is configured to:

display a set of user actuatable map functionality actuators on the email user interface display, each user actuatable map functionality actuator being associated with a corresponding map function and being actuatable to perform the corresponding map function on the interactive map display; and

based on user actuation of a particular one of the map functionality actuators, interact with a user interface exposed by a location information source to perform the map function corresponding to the particular map functionality actuator.

3) The computing system of claim 2 wherein

the email population logic is configured to:

generate, as one of the set of map functionality actuators, a location marker actuator that, when actuated, controls the interactive map display to display a location marker on the interactive map display based on the location information, and

wherein the email system is configured to:

send the location email message, including the modified interactive map display with the location marker, to the recipient.

4) The computing system of claim 3 wherein the email population logic comprises:

map display integration logic configured to:

generate a selectable preview of the interactive map display; and

integrate the selectable preview of the interactive map display, with the location marker displayed thereon, into the location email message, in-line with the message content on the compose pane.

5) The computing system of claim 4 wherein the set of map functionality actuators comprises a plurality of different actuators each corresponding to a source of additional, location-based information and wherein the email population logic comprises:

additional information integration logic that integrates the additional, location-based information into the location email message, in-line with the message content on the compose pane and the selectable preview of the interactive map display.

6) The computing system of claim 3 wherein the instructions, when executed, configure the computing system to provide:

itinerary generation logic is configured to:

access the interactive map display to identify location information corresponding to location markers on the interactive map display; and

generate an itinerary record indicative of an itinerary, based on the location information corresponding to the location markers,

wherein the email population logic is configured to populate the location email message with the itinerary record.

7) The computing system of claim 6 wherein the itinerary generation logic comprises:

a parameter processing system configured to generate a parameter input mechanism that is actuated to input a parameter for parameterizing the itinerary, the itinerary generation logic configured to generate the itinerary record based on the parameter.

8) The computing system of claim 7 wherein the itinerary generation logic comprises:

a modification component configured to generate a user actuatable modification actuator that is actuated to modify the itinerary record.

9) The computing system of claim 1 wherein the location integration system comprises:
location functionality detection logic configured to detect an activation input to activate functionality of the location integration system to generate the interactive map display.

10) The computing system of claim 9 wherein the location functionality detection logic is configured to control the email system to display, on the compose pane, a location actuator, and wherein the location functionality detection logic comprises:
a user input detector configured to:
detect user actuation of the location actuator on the compose pane; and
based on the detected user actuation, activate functionality of the location integration system to generate the interactive map display.

11) The computing system of claim 9 wherein the location functionality detection logic comprises:
an automatic detector configured to detect the activation input based on a linguistic content of the message content in the email message.

12) The computing system of claim 9 wherein the location integration system comprises:
location detection logic that detects the location information.

13) The computing system of claim 12 wherein the location detection logic comprises:
a current location detector configured to detect a current location of the location integration system as the location information.

14) The computing system of claim 12 wherein the location detection logic comprises:
a user-entered location detector configured to:
display a location input mechanism; and
detect user actuation of the location input mechanism to obtain the location information.

15) A computer implemented method, comprising:
generating an email user interface display with a compose pane;
receiving user input in the compose pane that defines message content in an email message;
displaying the message content in the compose pane;
performing linguistic processing on the message content to identify location information in the message content;

based on identifying location information in the message content in the email message, activating location integration functionality to

generate an interactive map display based on the location information;

populating the compose pane with the interactive map display including a map interaction user input mechanism that is actuatable to modify the interactive map display;

modifying the interactive map display based on user actuation of the map interaction user input mechanism; and

sending the email message, including the modified interactive map display, to a recipient.

16) The computer implemented method of claim 15 and further comprising:

generating a set of user actuatable map functionality actuators that are displayed on the email user interface display and are each actuated to perform a corresponding map function on the interactive map display;

detecting actuation of a given map functionality actuator;

accessing an interface exposed by a location information source, based on user actuation of the given map functionality actuator; and

performing the corresponding map function.

17) The computer implemented method of claim 16 wherein generating a set of map functionality actuators comprises:

generating, as one of the set of map functionality actuators, a location marker actuator;

detecting actuation of the location marker actuator; and

controlling the interactive map display to display a location marker on the interactive map display based on the location information.

18) The computer implemented method of claim 17 wherein controlling the email system to populate the compose pane comprises:

generating the interactive map display as a selectable preview of the interactive map display; and

integrating the selectable preview of the interactive map display, with the location marker displayed thereon, into the location email message, in-line with the message content on the compose pane.

19) The computer implemented method of claim 18 and further comprising:

accessing the interactive map display to identify location information corresponding to location markers on the interactive map display; and

generating an itinerary record indicative of the itinerary, based on the location information corresponding to the location markers.

20) A method performed by a computing system, the method comprising:

generating an interactive map display based on location information;

generating an email user interface display comprising:

a compose pane configured to receive user input that defines message content in an email message and display the message content, and

a location marker actuator;

displaying the interactive map display on the compose pane in-line with the message content;

based on user actuation of the location marker actuator on the email user interface display, adding a location marker on the interactive map display that is displayed on the compose pane;

sending the email message, including the interactive map display with the location marker, to a recipient, wherein the interactive map display is selectable by a recipient of the location email message.