



## Text In The City

Drop that Lonely Planet guide! For a true indie tour of the Big Apple, grab your cell phone and follow the yellowarrows now littering the city.

Part graffiti, part game, Yellowarrow provides people with a means to share insider tips ("This taqueria serves the best tostadas") and random trivia ("Al Capone once stored his prohibition gin in this carriage house") with other clued in SMS users.

How it works: The site's organizers distribute thousands of 4.75-inch yellow stickers at concerts, art openings, and other events around town. Citizens point the stickers at whatever urban monuments strike their fancy, then upload their insights to yellowarrow.org. Each arrow bears a unique alphanumeric code (like d726p), which passersby can punch into a text message and send to Yellowarrow. A few seconds later, the server pings back with the scoop on that sticker.

Yellowarrow plans to expand its sticker distribution to San Francisco and Los Angeles this fall, allowing West Coast texters to annotate their surroundings.

--Jeff Howe

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