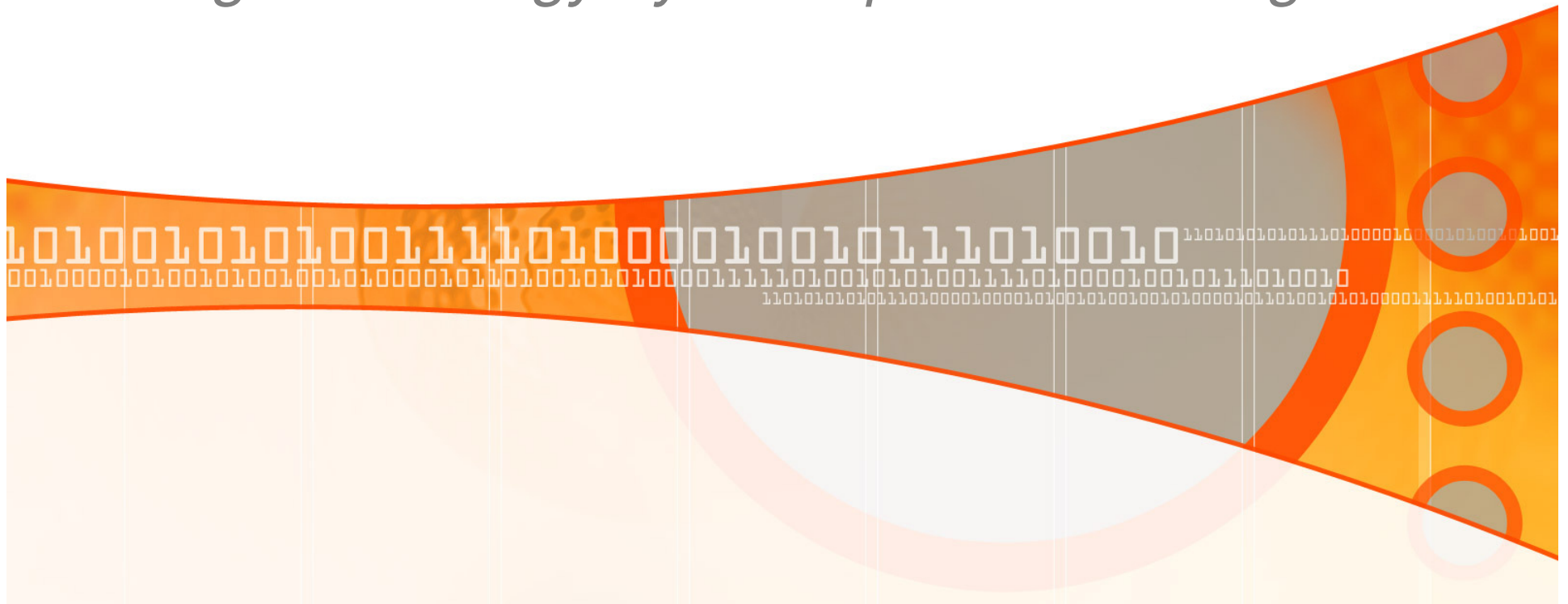
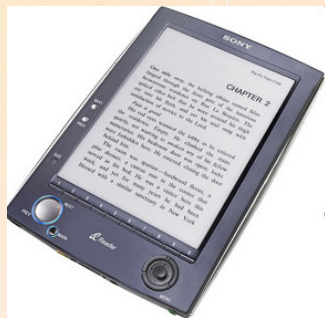
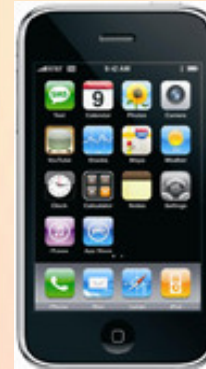


Phones, Pads, eReaders & Players

Touring Technology by the Tips of Your Fingers



- Smartphones
- Tablets & iPads
- eReaders



Don't be scared...



Get excited!!



Seven Things Your Library Can Do

- Text with Patrons
- Create an App
- Take Advantage of Existing Stuff
- Publicize with QR Codes
- Offer eBooks, Audiobooks and Music
- Promote & Share Your Publications
- Podcast & Broadcast



Text with Your Patrons

- End of 2010*:
 - 28% US wireless subscribers own smartphones
- Summer of 2011:
 - 40% of mobile phones are smartphones

72% of Americans send and receive texts

Serve them when and where they need you!

http://blog.nielsen.com/nielsenwire/online_mobile/mobile-snapshot-smartphones-now-28-of-u-s-cellphone-market/



Text with Your Patrons

- People are in a hurry
- Adding another point of service
- Easy to use, reply via computer
- Cheap to implement, \$0 - \$1200/year



Text with Your Patrons

Take a look at...

- [Text A Librarian](http://www.textalibrarian.com/) (<http://www.textalibrarian.com/>)
- [Library Voice blog](http://libraryvoice.com/technology/text-reference-for-free)
(<http://libraryvoice.com/technology/text-reference-for-free>)

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Text with Your Patrons

The pitfalls...

- Training staff
- Another point of contact
- Limit of 160 characters
- Publicizing point of service

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Create an App

- As of September 2010:
 - 24% of U.S. adults actively use apps*
 - 29% of cellphone users use apps*
- As of August 2011:
 - 50% of cell phone owners have apps on their phones**

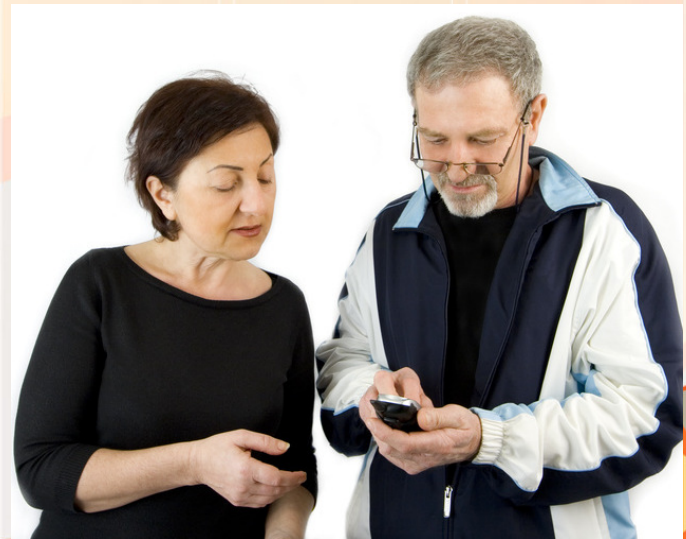
*<http://mashable.com/2010/09/14/mobile-apps-pew-survey/>

**<http://infodocket.com/2011/11/02/new-statistics-from-pew-internet-apps-downloading-almost-doubles-in-two-years/>



Create an App

- Cutting edge library service
- Another service point
- Apps are totally cool
- Cheap to implement, \$99+



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Create an App

Take a look at...

- Tapptics (<http://www.tapptics.com/>) (training and tools for building an app)
- Appmakr (<http://www.appmakr.com/>) (app builder)
- How to Create Your First iPhone Application (<http://www.smashingmagazine.com/2009/08/11/how-to-create-your-first-iphone-application/>)
- Hey iPhoners: Download the D.C. Public Library App! (<http://www.washingtoncitypaper.com/blogs/citydesk/2009/02/05/hey-iphoners-download-the-dc-public-library-app/>)



Create an App

The pitfalls...

- Compatibility with ILS/LMS
- Training staff
- If you can't make it yourself, you'll have to pay someone else

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Use Others' Apps & Mobile Sites

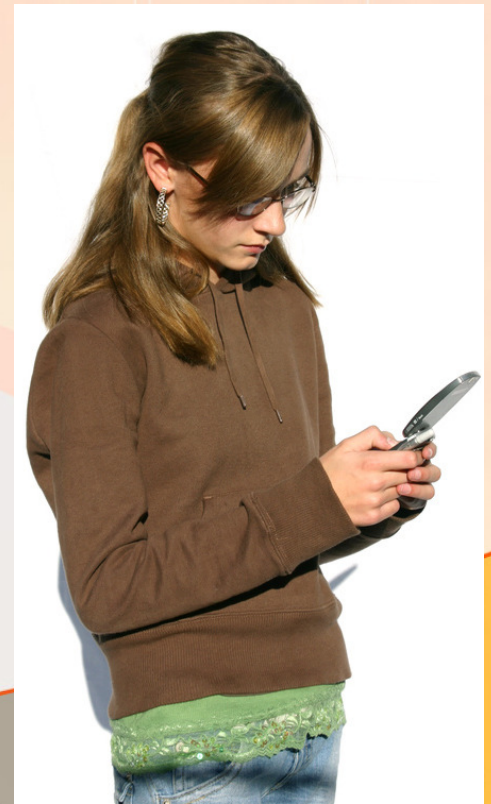
- 500,000th app approved by Apple in May 2011*
- On Jan. 22, 2011 10 billionth app downloaded*
- As of July 2011 200 million iOS users downloaded over 15 billion apps*

*[Wikipedia App Store \(http://en.wikipedia.org/wiki/App_Store\)](http://en.wikipedia.org/wiki/App_Store)

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Use Others' Apps & Mobile Sites

- Simply: *your patrons will thank you and you will look cool*
- Another type of reference/information service
- Easier than creating your own app
- Think 'App Advisory'
- FREE to implement



Use Others' Apps & Mobile Sites

Take a look at...

- NoveList's Mobile Site FAQs
(http://support.ebsco.com/knowledge_base/detail.php?topic=996&id=5237&page=1)
- OCLC's WorldCat Mobile App
(<http://www.worldcat.org/mobile/default.jsp>)
- OverDrive's App
(<http://www.overdrive.com/Software/omc/>)
- Apps for iPhone (<http://www.apple.com/iphone/apps-for-iphone/>)
- Android Market (<https://market.android.com/>)



Use Others' Apps & Mobile Sites

The pitfalls...

- So many apps, so little time
- Keeping up-to-date
- Which app is the perfect fit?
- Apps aren't always free

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QR Codes for Publicity

- As of Sept. 2011 QR Codes have been scanned 20,000,000 times*
- In 2011's two biggest QR Code user groups: 25-34 year olds (31%) and 35-44 year olds (32%).

* *Scanlife* (http://www.scanlife.com/pdf/scanlife_trend_report_q3_2011.pdf)



QR Codes for Publicity

- Your patrons think it's cool
- Provides another avenue for communication
- Easy and quick

Try...

- Add codes to newsletters, handouts, booklists
- Create codes with: [Kerem Erkan Generator](http://keremerkan.net/qr-code-and-2d-code-generator/)
(<http://keremerkan.net/qr-code-and-2d-code-generator/>)
- Track clicks with: [bit.ly](http://bitly.com/) (<http://bitly.com/>)

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The pitfalls...

- Only available to those with code readers
- Selecting what to code
- Will QR codes last and are they best?

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eBooks, Audiobooks, Videos & Music

- Jul. 2010: Amazon Kindle eBook sales outnumbered hardcover books*
 - 140 eBooks to 100 hardcovers
- Mid-2010: APA est. eBooks are 8.5% of sales*
- Jan. 2011 Amazon eBook sales passed paperback sales*
- 2 million free books*
- About 59 types of eReaders**

*<http://en.wikipedia.org/wiki/Ebook>

**http://en.wikipedia.org/wiki/Comparison_of_e-book_readers



eBooks, Audiobooks, Videos & Music

- If you only do one thing, do this!
- There's definitely a market
- Variable implementation/subscription costs

Try...

- Loaning preloaded devices
- Purchasing service through OverDrive, Freegal



eBooks, Audiobooks, Videos & Music

Take a look at...

- [eIndiana Digital Consortium](#)
(Cidc.lib.overdrive.com)
- [eNYPL](#) (Ebooks.nypl.org)
- [Freegal](#)
(<http://www.freegalmusic.com/users/sndlogin>)
- [OverDrive](#) (<http://www.overdrive.com/>)

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eBooks, Audiobooks, Videos & Music

The Pitfalls...

- Some publishers aren't yet on board
- Publisher restrictions
- Training staff
- Ongoing costs

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Promote & Share Your Publications

- 95% of eReaders support PDF*
- Many smartphones support PDF
- Many pads and tablets support EPUB, TXT



*[*http://en.wikipedia.org/wiki/Comparison_of_e-book_readers](http://en.wikipedia.org/wiki/Comparison_of_e-book_readers)*



Promote & Share Your Publications

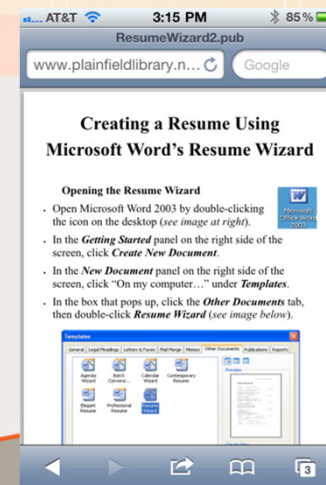
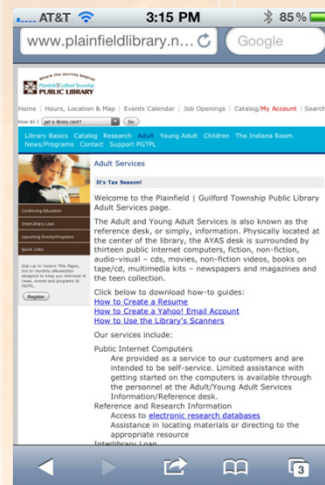
- *SO* easy to do
- Help your patrons stay in-the-know on-the-go
- Save paper
- FREE to implement

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Promote & Share Your Publications

Take a look at...

- [Nashville Public Library Book Lists](http://www.library.nashville.org/bmm/bmm_home.asp)
(http://www.library.nashville.org/bmm/bmm_home.asp)
- [Hawaii State Library Bibliographies](http://hspls.org/hp/hpbibl.html)
(<http://hspls.org/hp/hpbibl.html>)



Promote & Share Your Publications

The Pitfalls...

- Devices open and read documents differently
- PDF isn't the best form for legibility

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Podcast & Broadcast

- Podcast= audio/video broadcast, usually released episodically
- Most smartphones, pads and players support audio and/or video



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Podcast & Broadcast

- So many options for publicity and teaching
- Public service announcements
- How-to videos
- FREE to implement

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Podcast & Broadcast

Take a look at...

- [Mooreville Public Library's Video Channel](http://www.youtube.com/user/MPL46158)
(<http://www.youtube.com/user/MPL46158>)
- [Boulder Public Library Teens](http://www.boulderteens.org/webcast.htm)
(<http://www.boulderteens.org/webcast.htm>)
- [Podcasting How-To/Best Practices Wiki](http://www.libsuccess.org/index.php?title=Podcasting)
(<http://www.libsuccess.org/index.php?title=Podcasting>)
- [Podcasting Tutorial](http://www.feedforall.com/podcasting-tutorial.htm)
(<http://www.feedforall.com/podcasting-tutorial.htm>)



Podcast & Broadcast

The Pitfalls...

- Finding staff time to create podcasts
- Continual creation
- Publicizing that you have podcasts

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Take-Home Tips

- Take advantage of others' ideas
- Publicity, teaching, and entertaining
- Buy phones, pads, players for your library
 - PLAY with them
 - LEARN them
- Train your staff
- Train your patrons

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Contact Me!

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