Mobile Technology for Libraries

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LibraryLinkNJ - March 2011

experiences become expectations

numbers

5,000,000,000

photo by waldopepper - http://flic.kr/7noffb

cell penetration

PHOTO BY JEREMY BROOKS - HTTP://FLIC.KR/P/5SKBOT

cell signal

PHOTO BY BJÖRN SÖDERQVIST - HTTP://FLIC.KR/P/6EN5ZK

6,100,000,000,000

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85%

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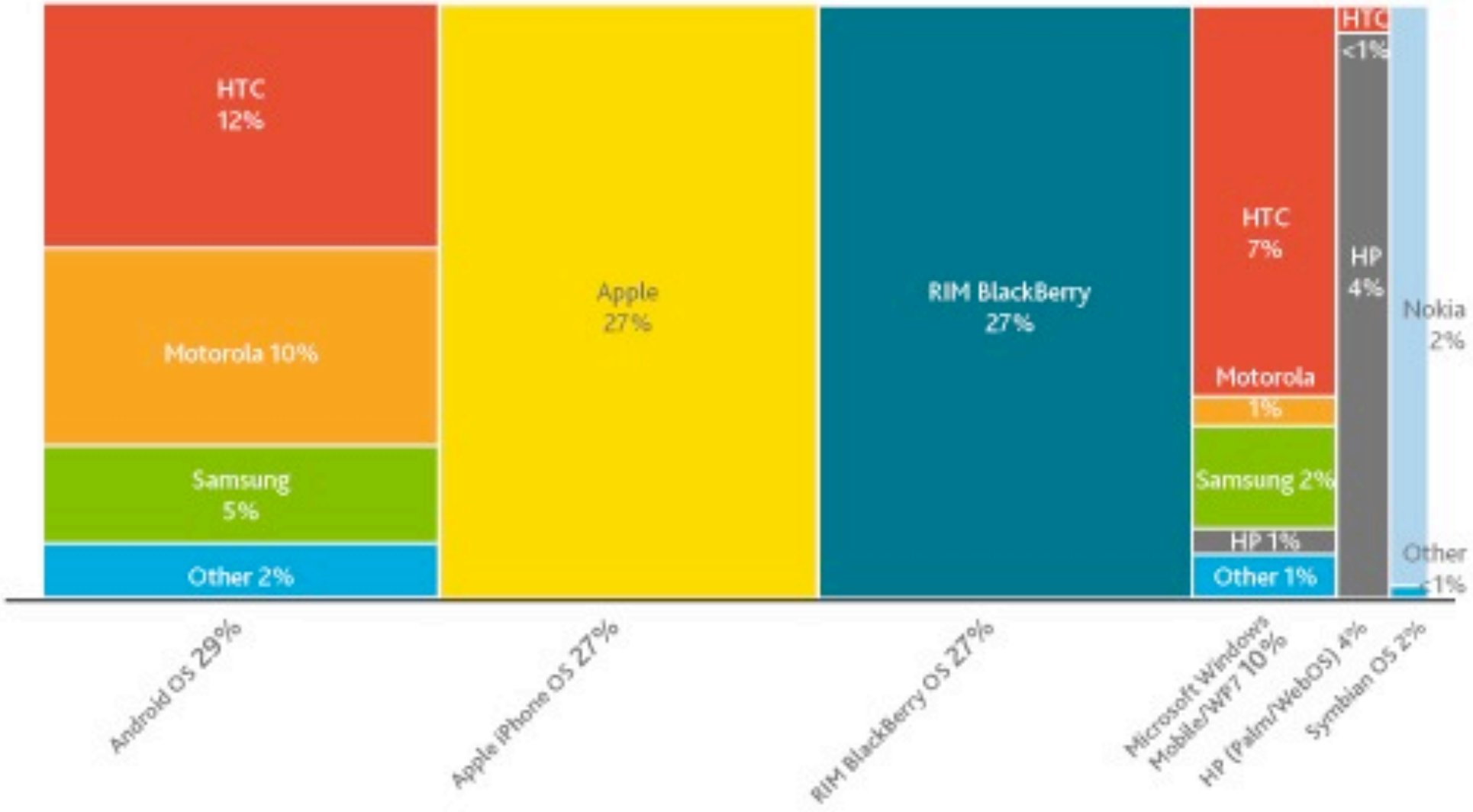
Manufacturer operating system share–smartphones

Nov '10 - Jan 11, postpaid mobile subscribers, n=14,701



Source: The Nielsen Company.

nielsen

2007

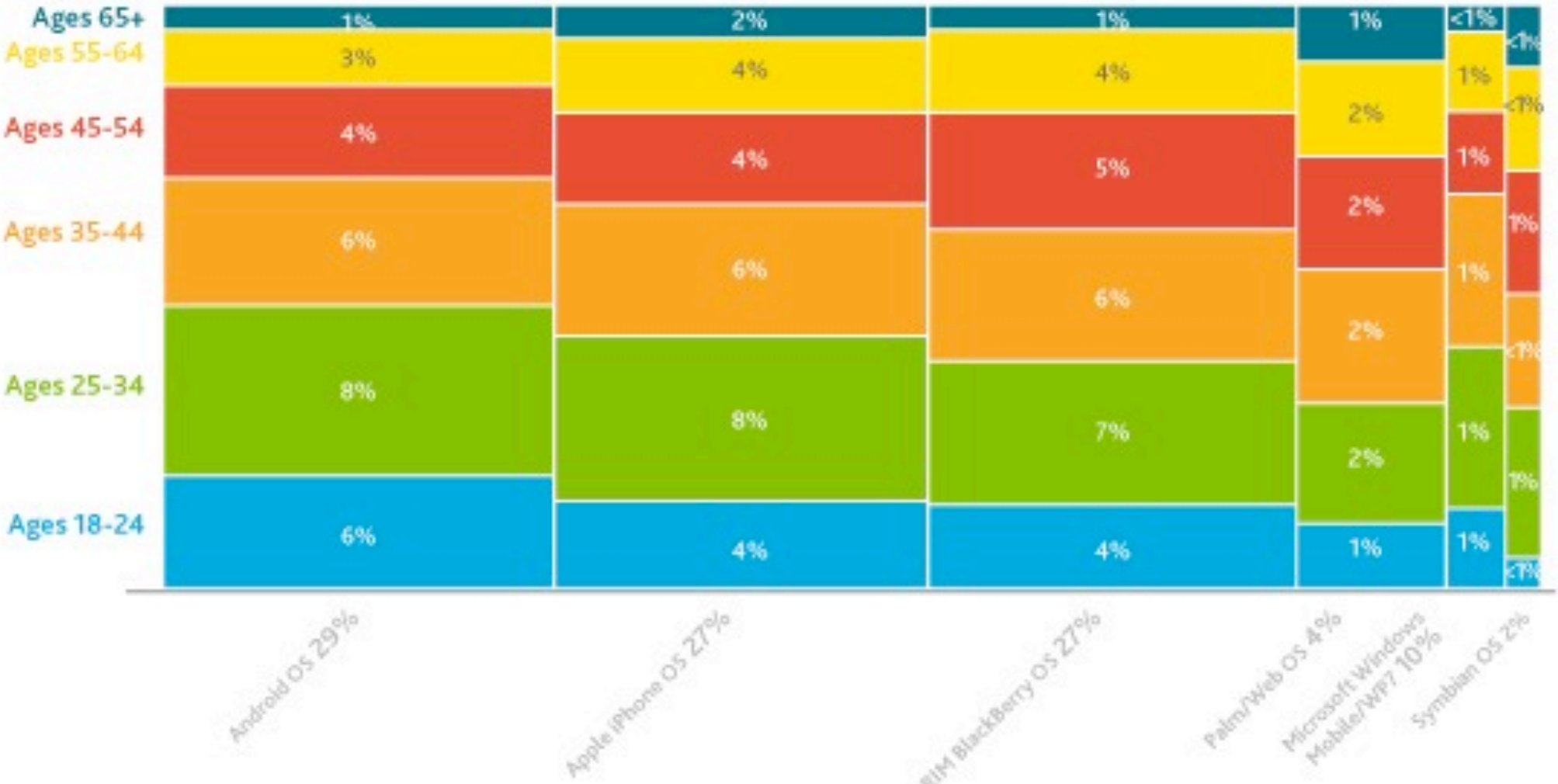
before the iPhone

2010

after the iPhone

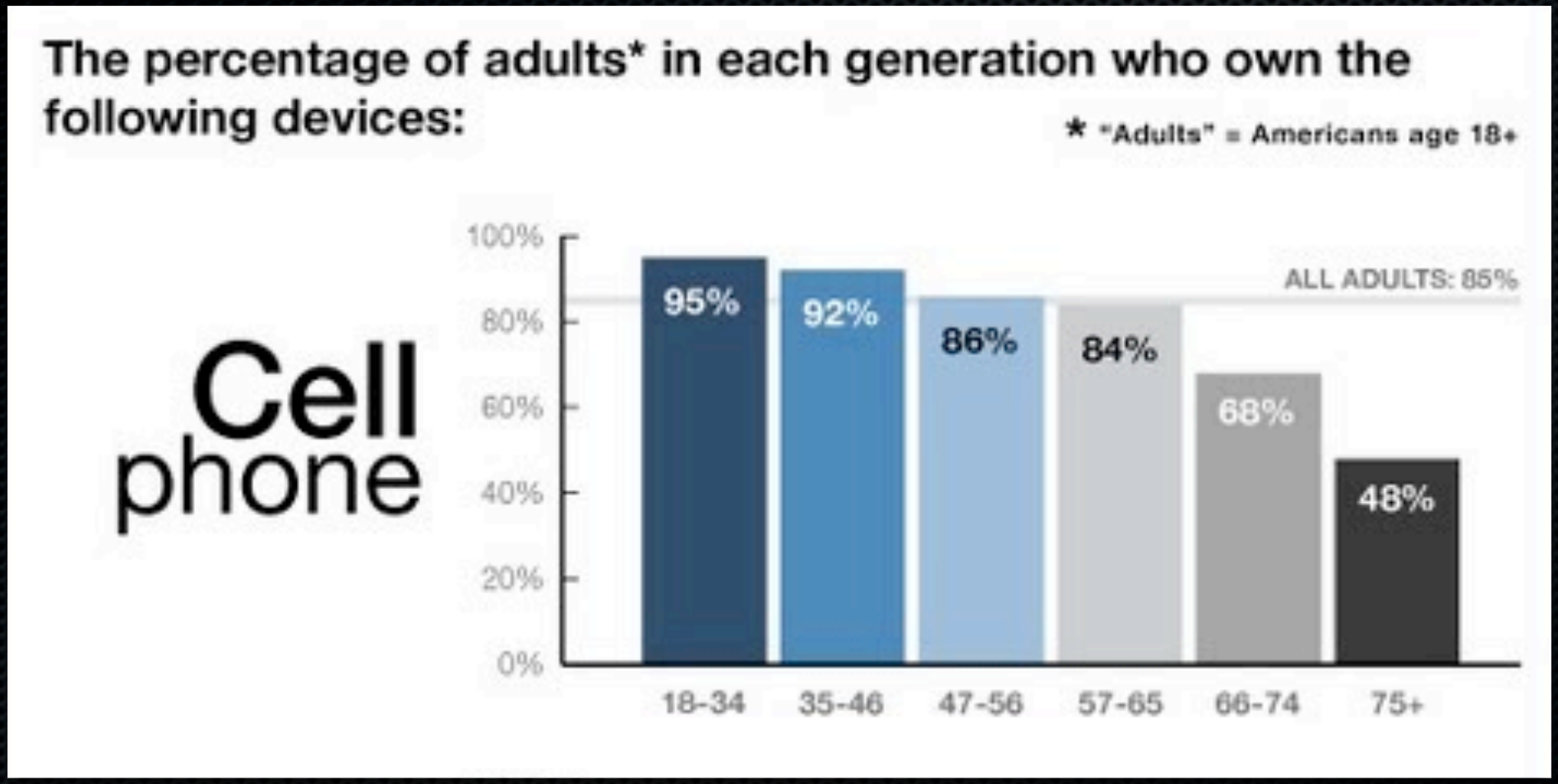
Age and operating system share–smartphones

Nov '10 - Jan 11, postpaid mobile subscribers, n=14,701

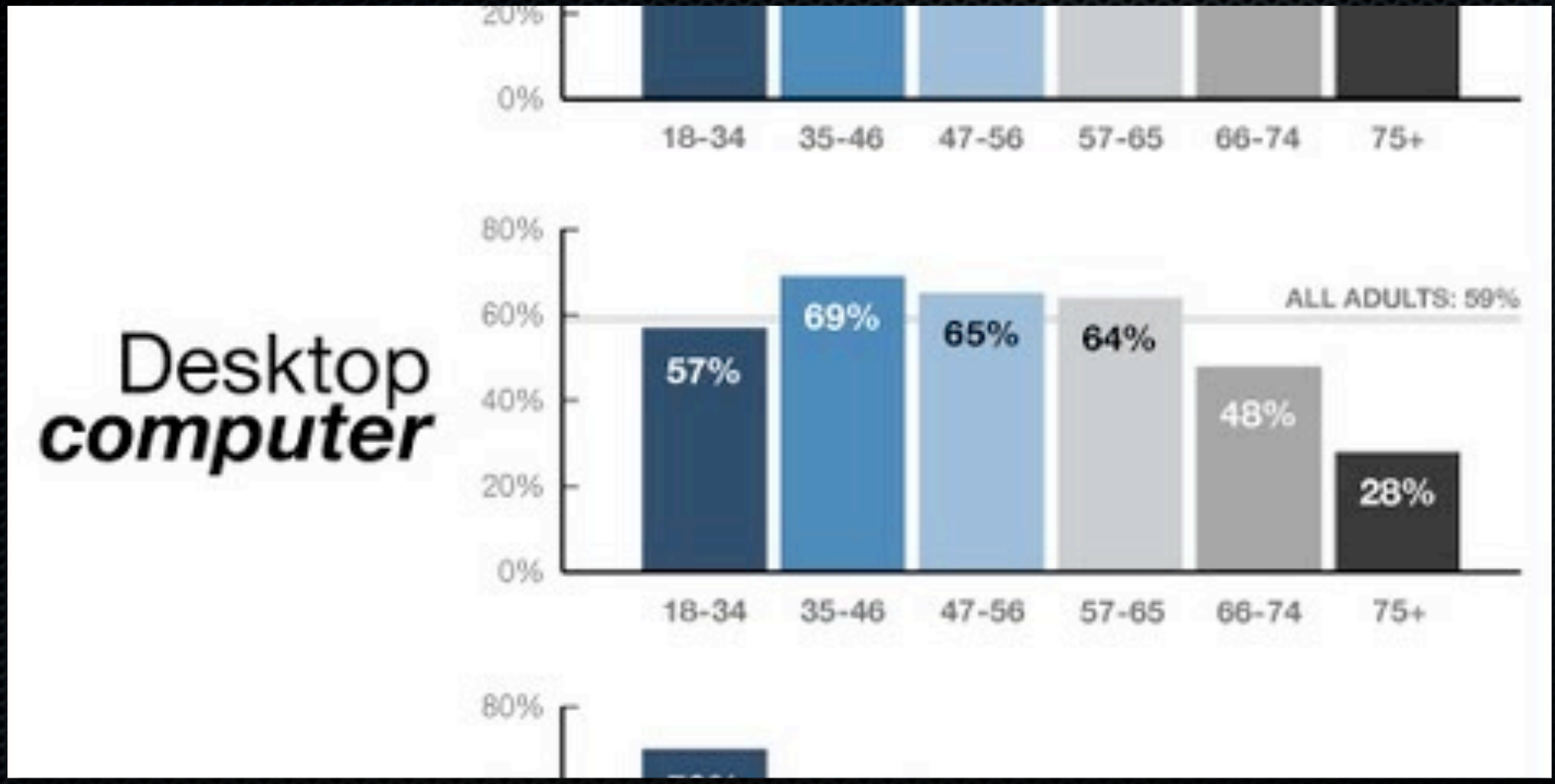


Source: The Nielsen Company.

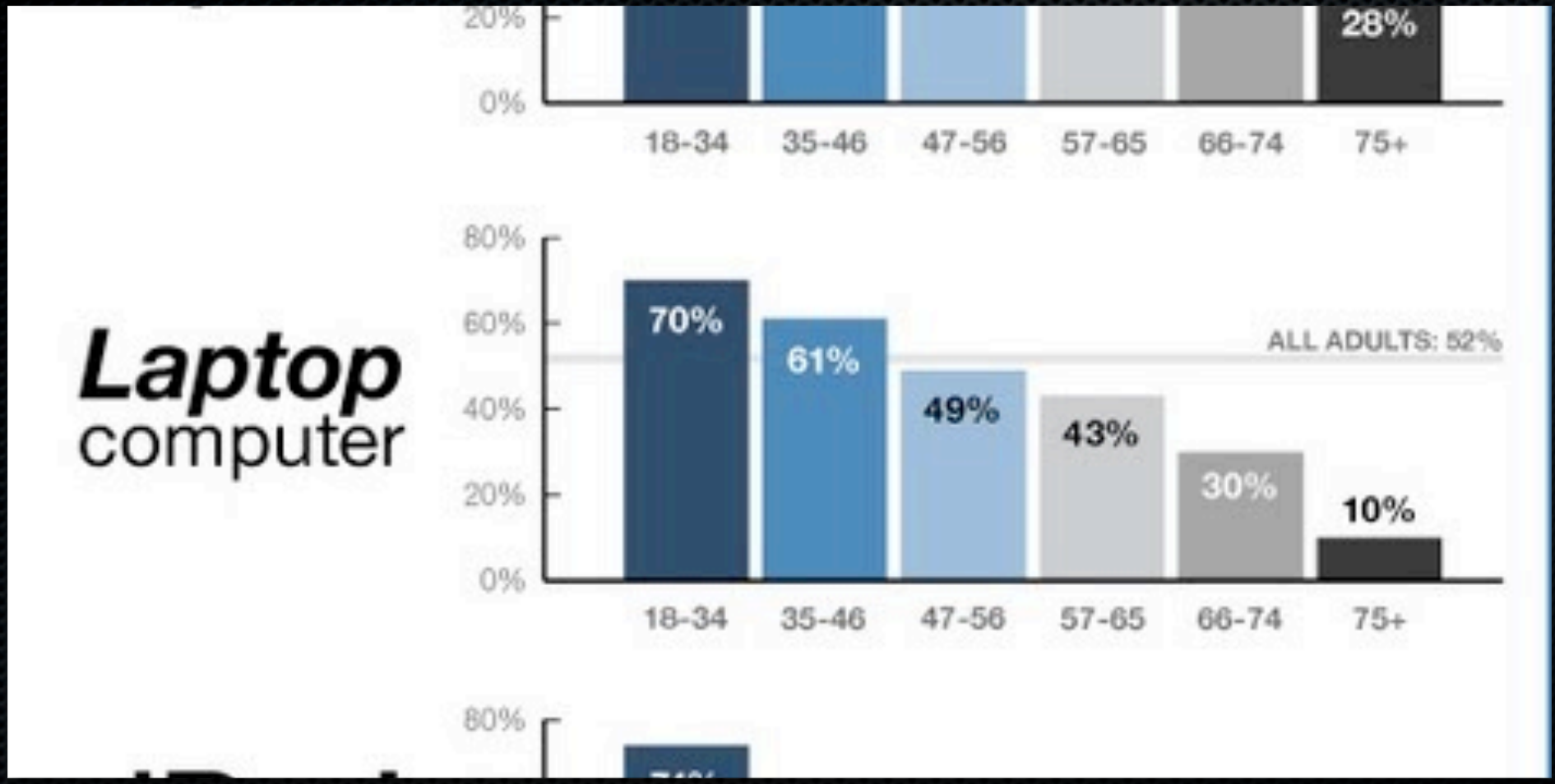
nielsen



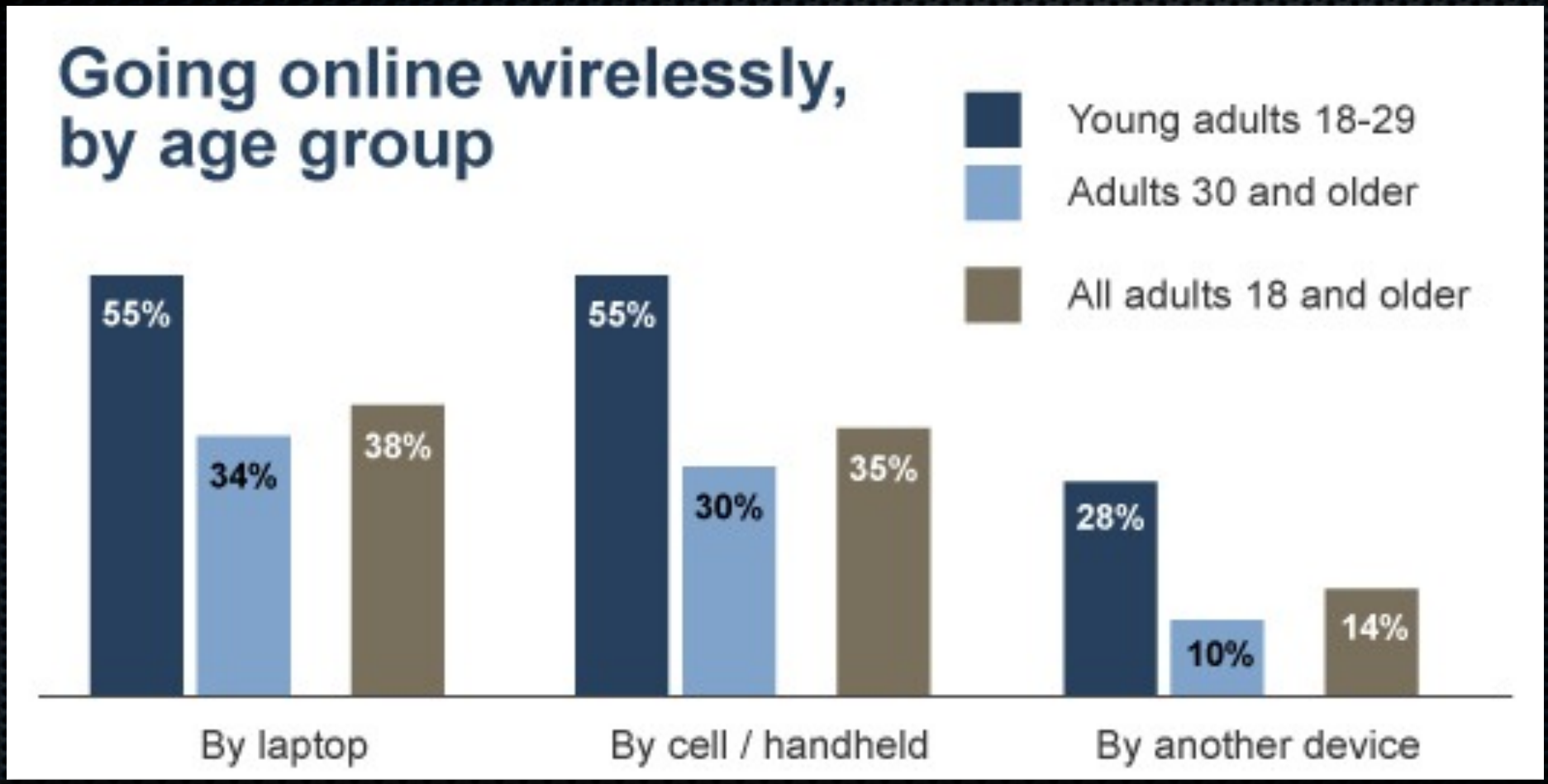
Mobiles are everywhere



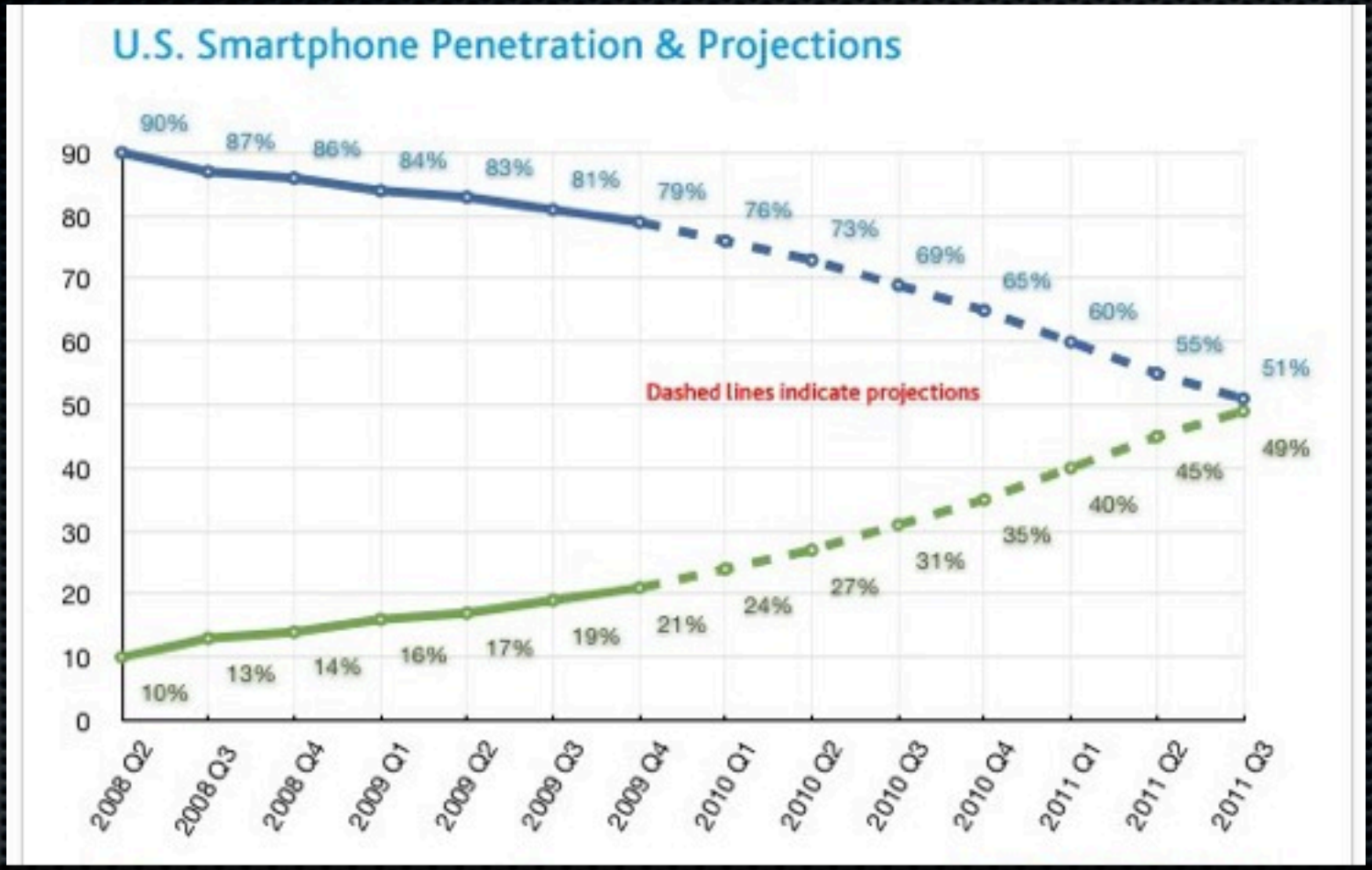
Desktops lag



Laptop uptake

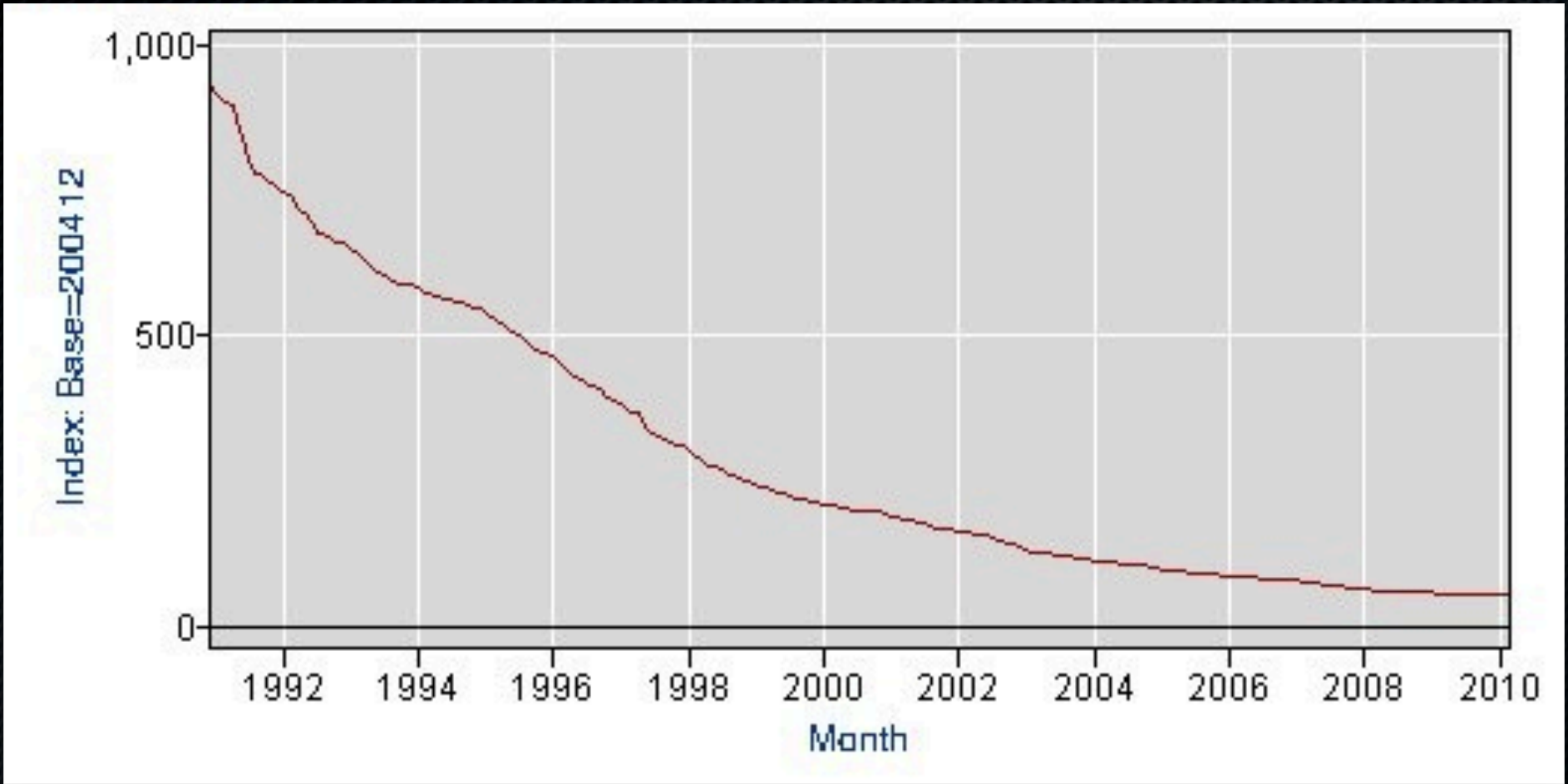


aging into access



smartphones will dominate

just a matter of time



cost to manufacture

producer price index

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
1990												937.1	
1991	917.3	911.2	901.3	896.5	872.2	841.0	806.9	782.5	780.6	769.3	765.2	757.0	833.4
1992	749.9	744.3	734.2	719.5	714.9	699.6	679.7	677.9	669.9	663.8	662.7	661.2	698.1
1993	650.8	648.5	634.6	624.9	618.0	610.8	603.0	593.8	597.0	591.5	590.7	589.8	612.8
1994	586.7	572.8	572.9	569.1	566.8	565.5	561.6	557.5	560.2	552.8	546.5	546.5	563.2
1995	540.1	532.6	528.0	523.0	515.1	505.1	503.5	491.4	484.0	478.4	473.9	471.8	503.9
1996	465.6	453.6	446.0	436.5	431.6	427.1	416.8	412.9	410.7	401.6	394.9	386.5	423.6
1997	381.7	375.3	370.9	368.4	344.7	336.6	332.5	325.2	322.9	317.7	313.2	311.2	341.7
1998	301.6	292.7	290.3	281.8	276.7	274.5	271.0	260.7	258.8	255.5	252.3	249.3	272.1
1999	242.7	240.6	239.1	233.1	231.1	229.4	223.6	219.3	218.7	216.6	216.1	213.5	227.0
2000	209.5	208.5	207.8	204.0	201.3	200.7	200.7	198.2	197.5	197.3	196.9	195.1	201.5
2001	190.5	189.4	184.9	184.9	183.4	180.1	178.8	171.0	169.5	168.4	166.7	165.4	177.8
2002	164.9	161.5	160.5	159.3	159.1	157.7	152.5	146.9	145.3	142.9	139.4	137.6	152.3
2003	133.5	127.5	125.7	125.8	125.0	123.7	121.4	119.8	119.9	117.3	116.4	114.1	122.5
2004	113.0	112.6	111.6	111.1	109.9	108.2	108.0	106.1	104.0	103.7	100.5	100.0	107.4
2005	97.4	97.2	95.9	95.2	93.4	92.6	91.8	91.5	89.6	88.9	88.4	87.5	92.4
2006	87.1	86.0	85.9	84.8	84.3	83.0	82.3	81.3	80.5	79.7	79.4	79.1	82.8
2007	78.1	77.5	76.3	75.5	73.8	72.1	70.4	68.4	67.5	66.6	65.7	64.9	71.4
2008	63.5	62.8	61.5	61.1	61.1	61.1	60.8	60.2	59.5	58.7	58.3	58.1	60.6
2009	57.8	56.2	55.9	55.0	55.0	53.8	53.2	53.5	53.0	52.9	52.3	52.6(P)	54.3(P)
2010	52.1(P)	52.1(P)	51.8(P)										

P : Preliminary. All indexes are subject to revision four months after original publication.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
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2000	209.5	208.5	207.8	204.0	201.3	200.7	200.7	198.2	197.5	197.3	196.9	195.1	201.5
2001	190.5	189.4	184.9	184.9	183.4	180.1	178.8	171.0	169.5	168.4	166.7	165.4	177.8
2002	164.9	161.5	160.5	159.3	159.1	157.7	152.5	146.9	145.3	142.9	139.4	137.6	152.3
2003	133.5	127.5	125.7	125.8	125.0	123.7	121.4	119.8	119.9	117.3	116.4	114.1	122.5
2004	113.0	112.6	111.6	111.1	109.9	108.2	108.0	106.1	104.0	103.7	100.5	100.0	107.4
2005	97.4	97.2	95.9	95.2	93.4	92.6	91.8	91.5	89.6	88.9	88.4	87.5	92.4
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2009	57.8	56.2	[illegible]	55.0	[illegible]	53.8	53.2	53.5	53.0	52.9	52.3	52.6(P)	54.3(P)
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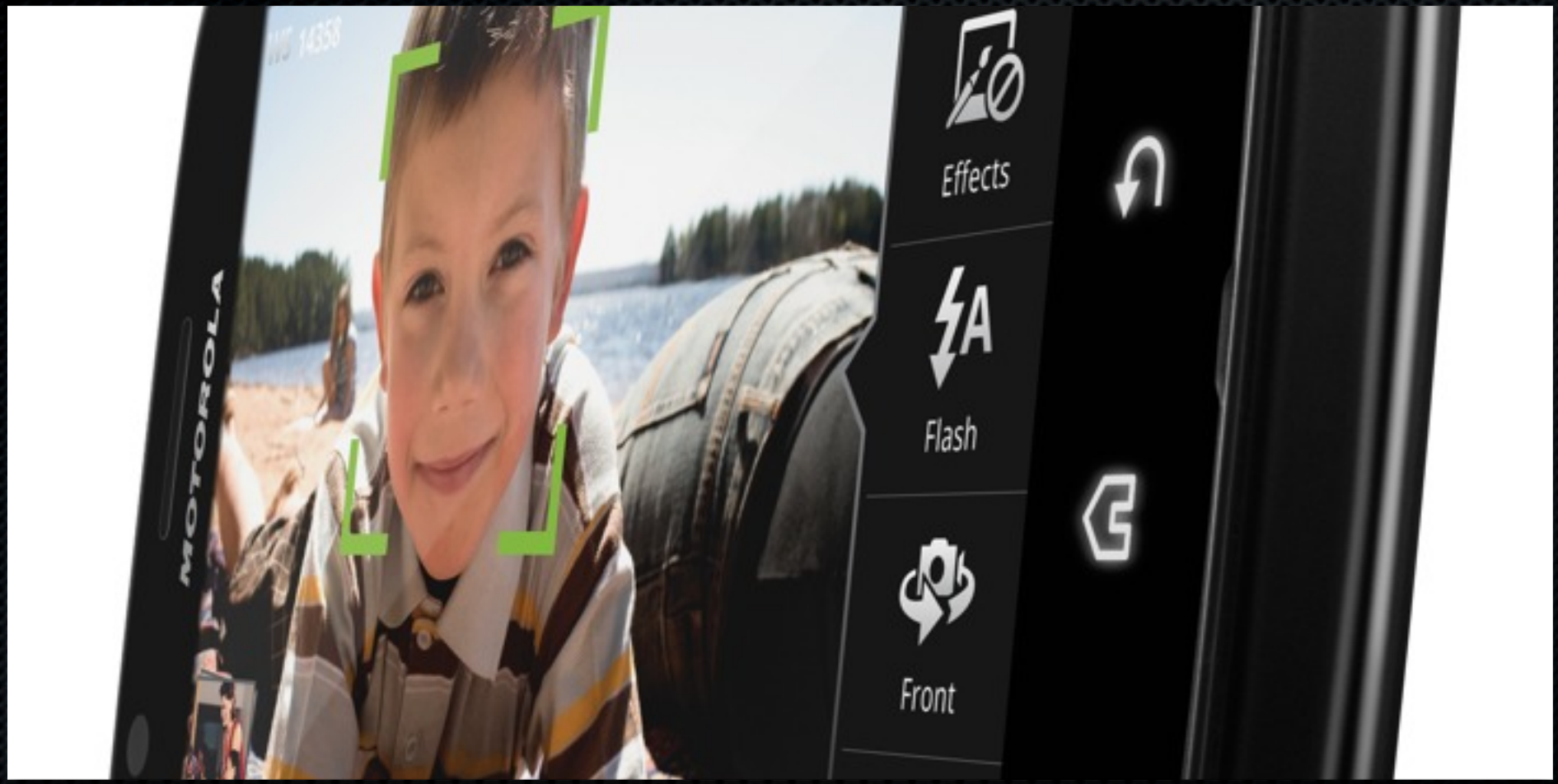
gadgets



Rise of the Superphone

Beyond the smartphone

LG Optimus 2X

Samsung Galaxy SII

Motorola Atrix

it slices, it dices, it juliennes fries

Motorola Atrix

look carefully

Motorola Atrix

it’s a laptop, too

Motorola Atrix

biometric security

the shape of the future is flat

tablets, tablets everywhere

Photo by fdecomite - http://www.flickr.com/photos/fdecomite/2929463019/in/set-72157607765146808/

iPad

there is no escaping it

Photo by Yutaka Tsutano - http://flic.kr/p/7RrE6p

Samsung Galaxy Tab

First iPad competitor

Photo by TAKA@P.P.R.S - http://flic.kr/p/8GCSyB

Motorola Xoom

Sweet Honeycomb

Blackberry Playbook

Slick, but predictable

Lenovo U1 Ideapad

best of both worlds?

HP PalmPad

can a tablet save WebOS?

Apps

System Specific

iOS

- > 400,000 apps

- > 400,000 apps
- > 10,000,000,000 downloads

- Objective C

- Objective C
- Xcode

- Objective C
- Xcode
- SDK Available

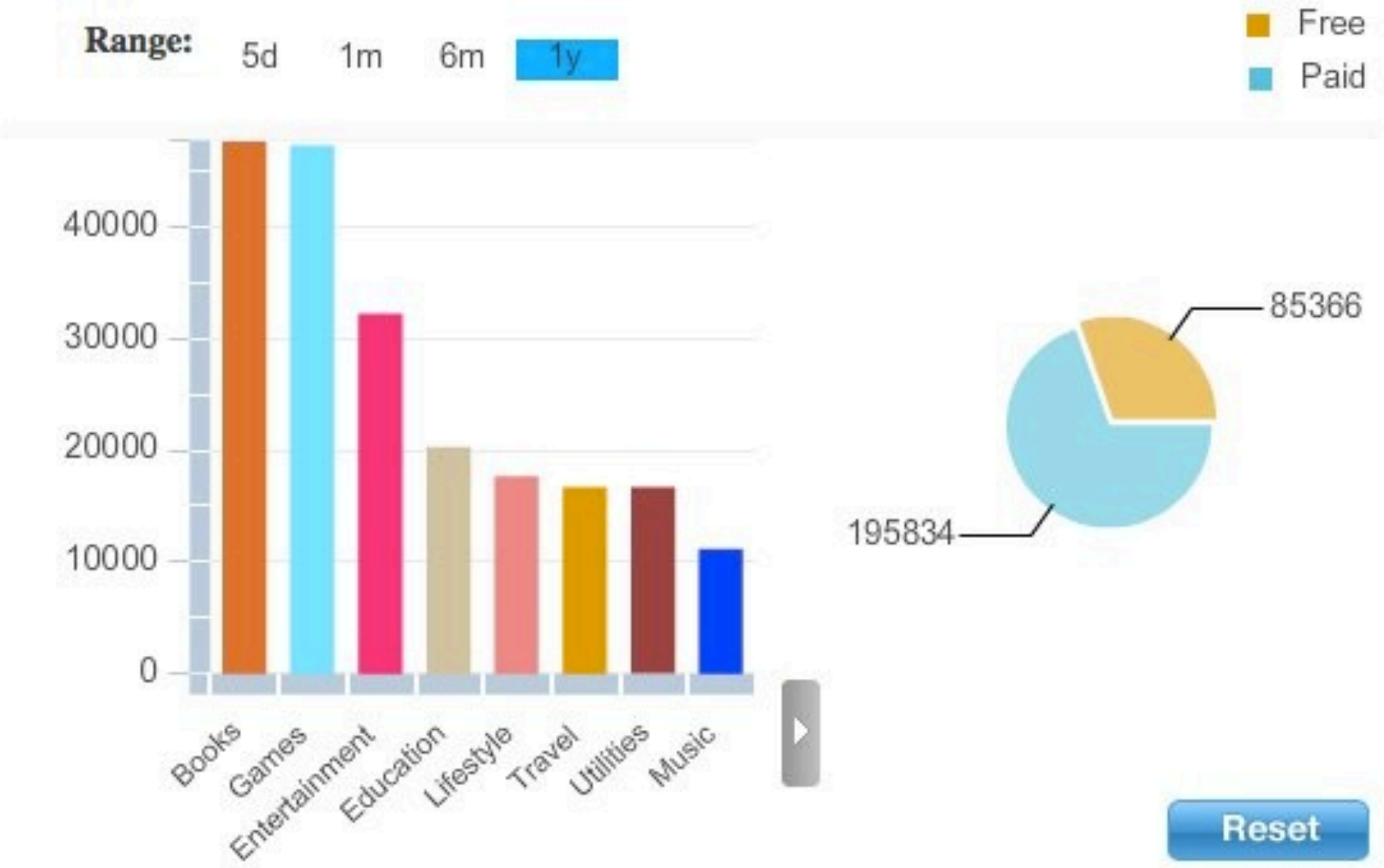
- Objective C
- Xcode
- SDK Available
- iTunes App Store or bust

- Objective C
- Xcode
- SDK Available
- iTunes App Store or bust
- $99 to join, no limit to number of apps

- Objective C
- Xcode
- SDK Available
- iTunes App Store or bust
- $99 to join, no limit to number of apps
- If it costs, Apple gets 30%

http://developer.apple.com/library/ios/

APPLICATIONS CATEGORIES



Android

- > 200,000 apps

- Java

- Java
- Host your own

- Java
- Host your own
- SDK available

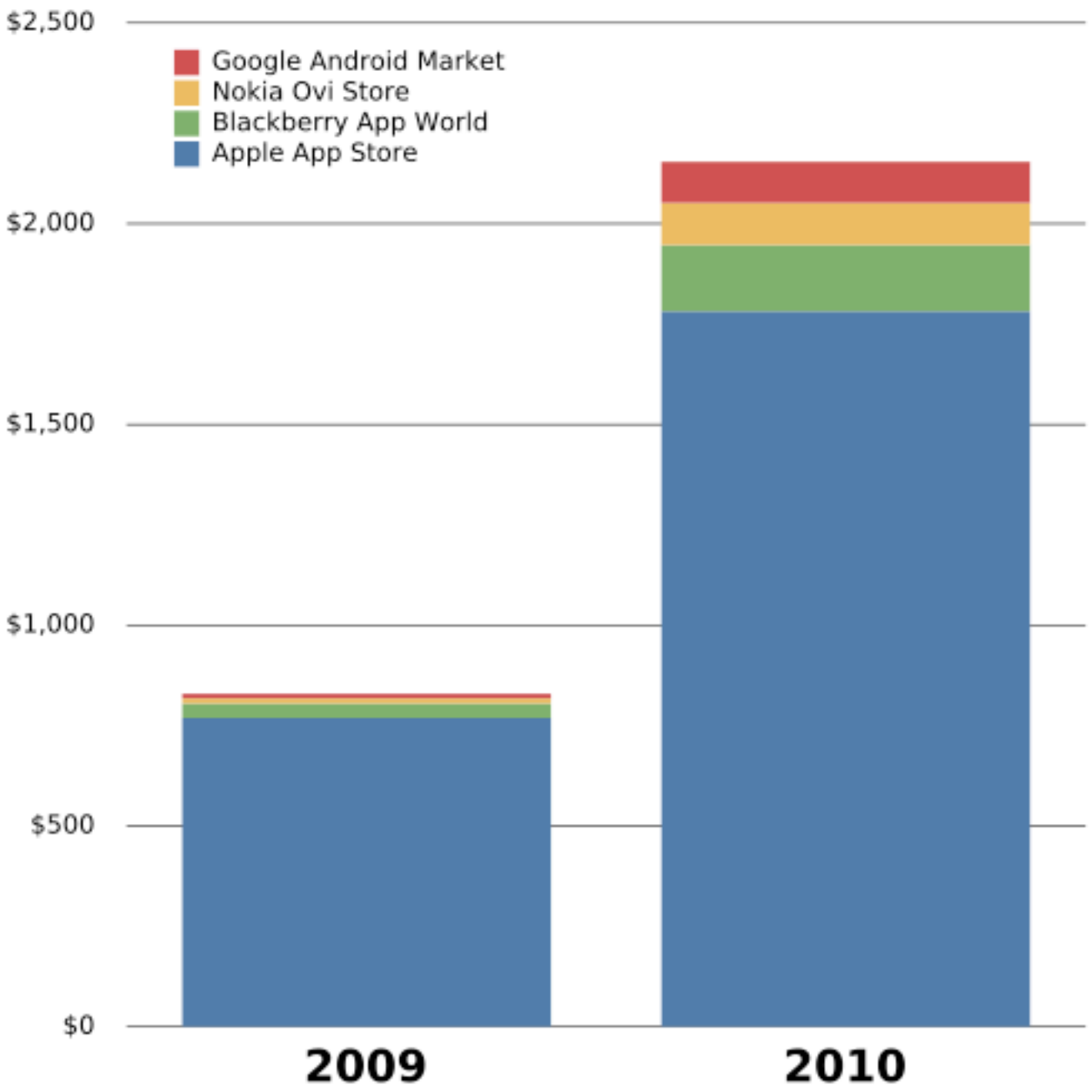
- Java
- Host your own
- SDK available
- $25 Market fee

http://developer.android.com/

http://appinventor.googlelabs.com/about/

Others

Global Mobile Applications Store Revenue in Millions of US Dollars



Source: IHS Screen Digest

Web App

HTML 5

changes everything

App outsourcing

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Other customers...

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Mobilize with the industry leader, like WorldCat, ALA, and SCCL did. Powerful catalog search, real-time integration, reading lists, your blogs and tweets, and much more.

MOBILIZE YOUR UNIVERSITY

Launch the next generation mobile technology, in weeks. Campus mapping, people directories, full library functionality, athletics, course information, and much more.

CONF & TRA

Any data source ca mobilzed with boo information do you of your hand?

NERD APPLICAT

Baaah
VIEW

Camp
VIEW

eClick
VIEW

Play T
(Bass)
VIEW

Play T
(Guita
VIEW

MOBILE APPLICATIONS

YMEDIALABS

mobile app design and development

>Get St

HOME SERVICES TEAM PORTFO

YMedia Labs is a San Francisco based mobile strategy and application development firm. Our goal is to help our clients fully realize their mobile potential. We work on all major mobile platforms with a special emphasis on iPhone, Android and Blackberry app development... and

> YM

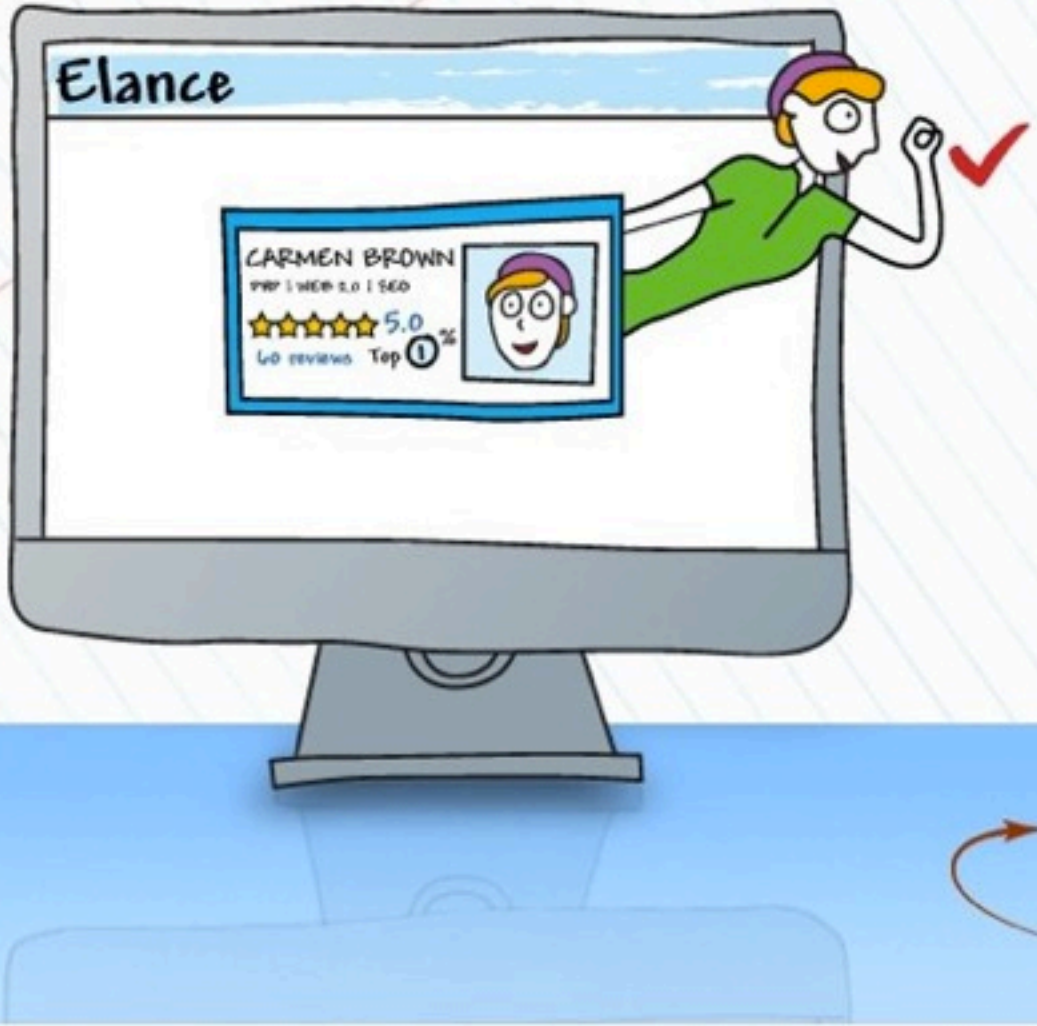
Elance HIRE WORK

Sign in or R

Hire Manage Pay How it Works

Search Providers GO Post Your

Resources Community



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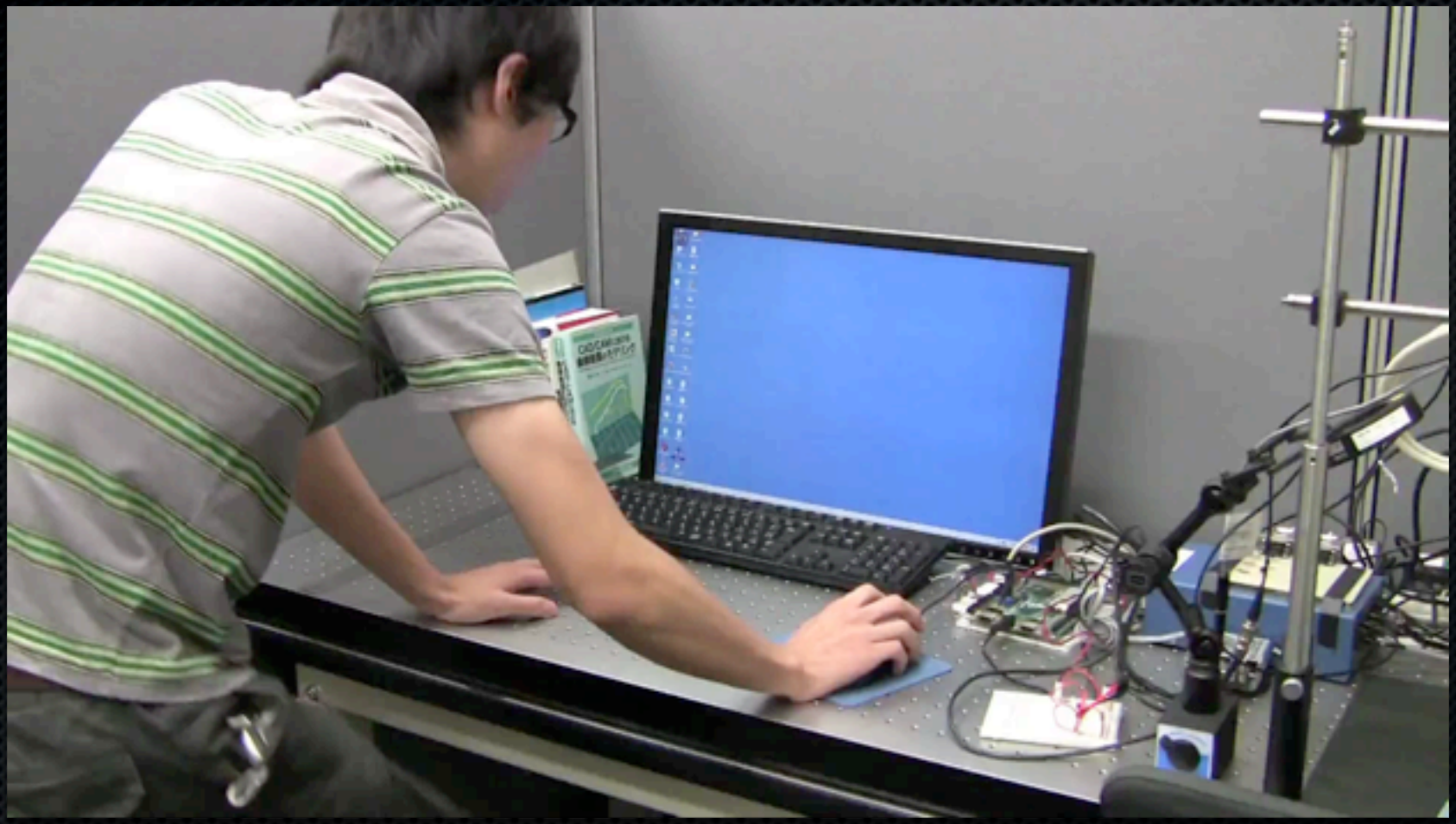
future tech

4G = WiMax & LTE

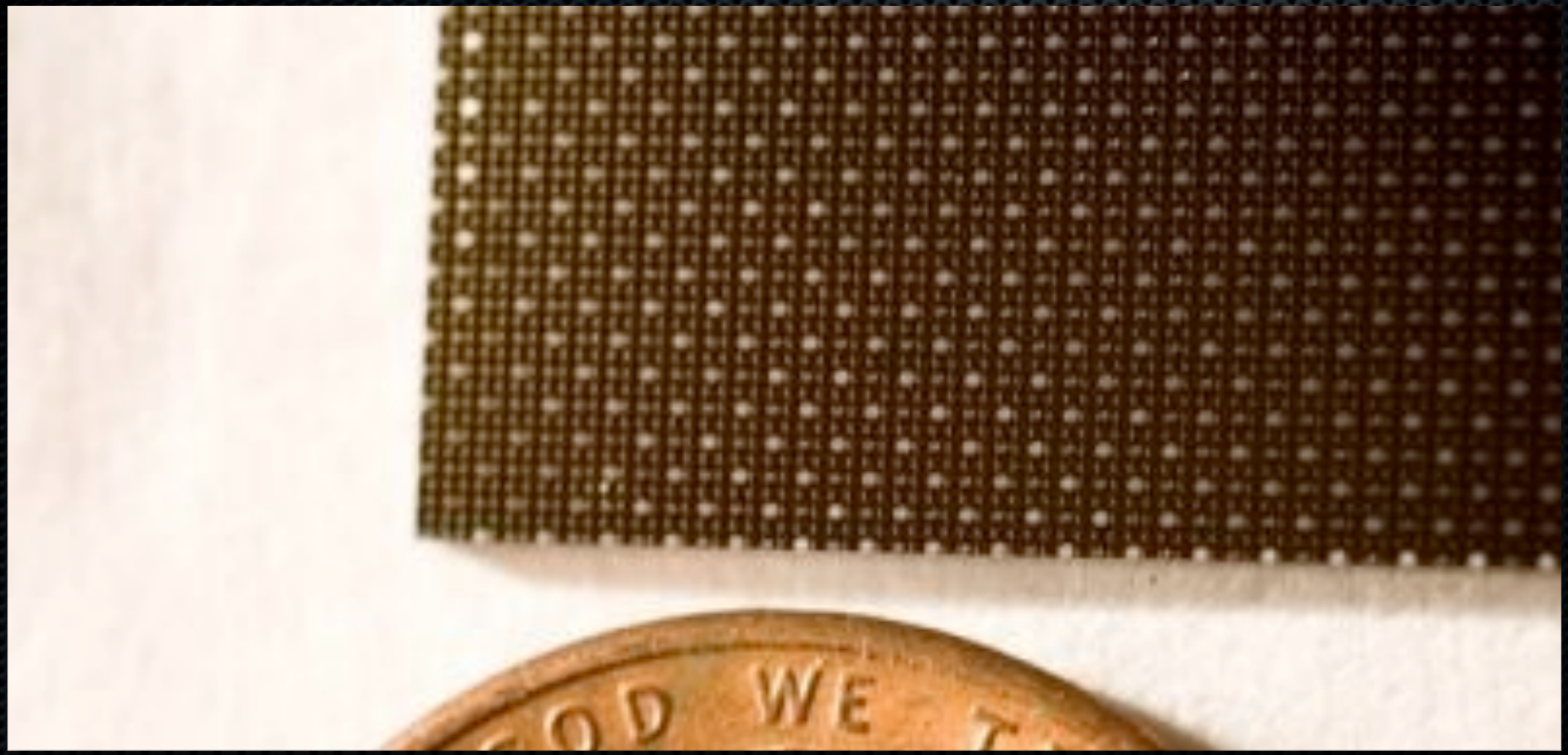


Flip scanning

Masatoshi Ishikawa

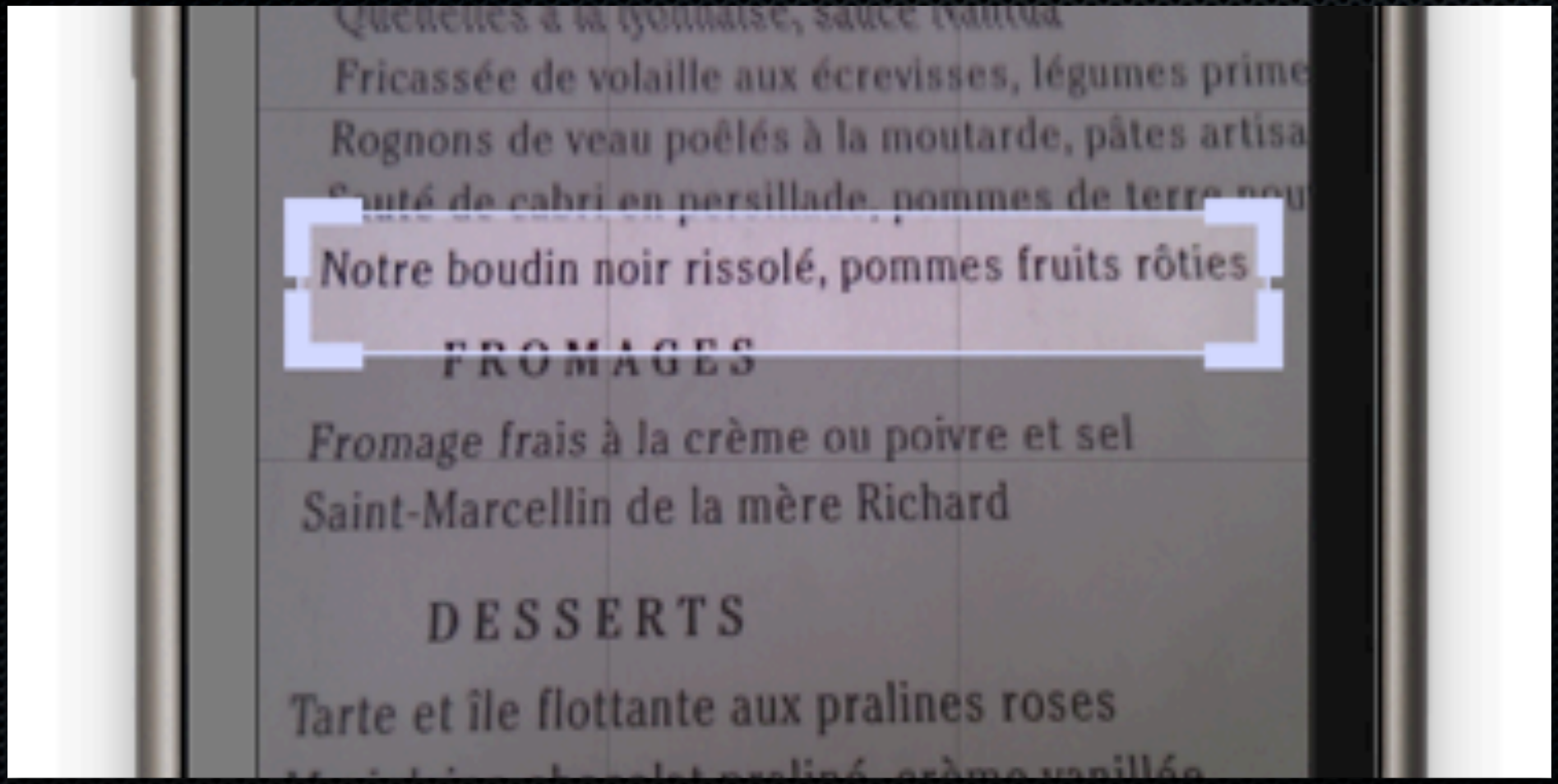
Plenoptic Lens

computers correcting physics



Plenoptic Lens

in your pocket



Translating the real world

google goggles

Translating the real world

google goggles

conclusion

it just isn't evenly distributed.

PHOTO BY DOMINICCAMPBELL - HTTP://FLIC.KR/P/6K3D4A

Douglas Adams said...

I've come up with a set of rules that describe our reactions to technologies:

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1. Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.

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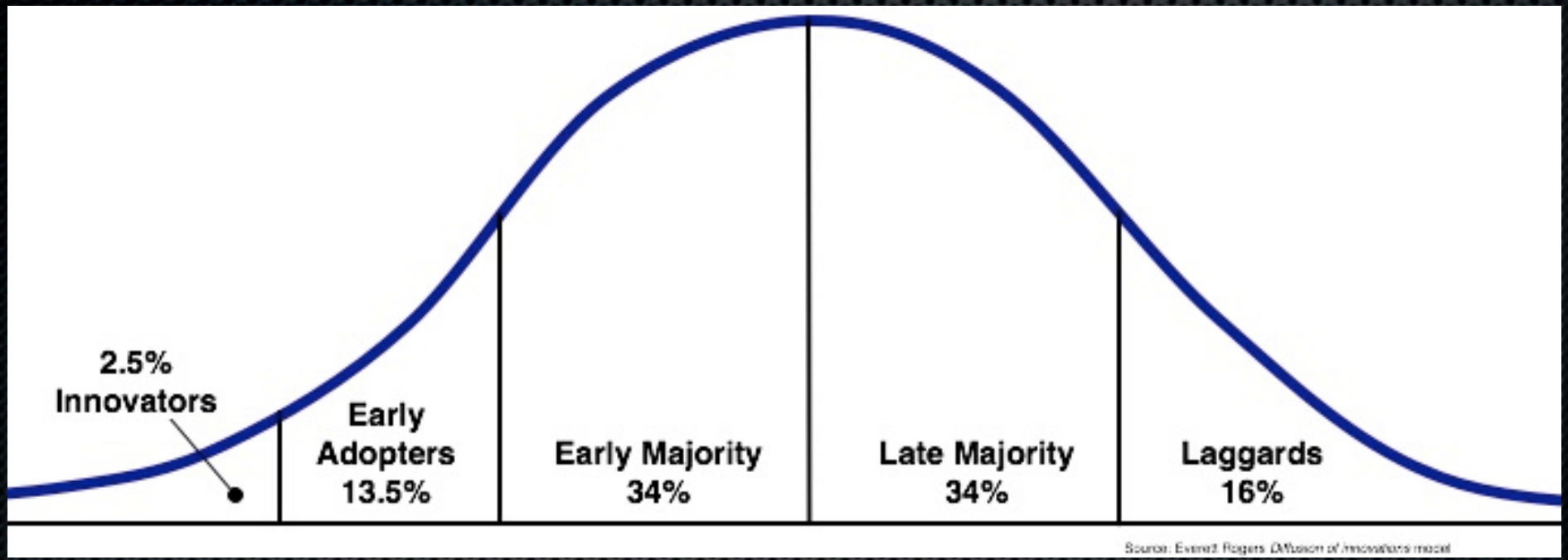
1. Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.
2. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.

Douglas Adams said...

I've come up with a set of rules that describe our reactions to technologies:

1. Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.
2. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.
3. Anything invented after you're thirty-five is against the natural order of things.



Adoption/Innovation Curve

where are you? where are your patrons?

If I'd asked them what they wanted...

...they'd have said a faster horse. - Henry Ford

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Other: Perpetual Beta
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Head of Library Information Technology
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