# Mobile Technology for Libraries

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LibraryLinkNJ - March 2011

# experiences become expectations

### numbers



5,000,000,000 photo by waldopepper - <a href="http://flic.kr/7noffb">http://flic.kr/7noffb</a>



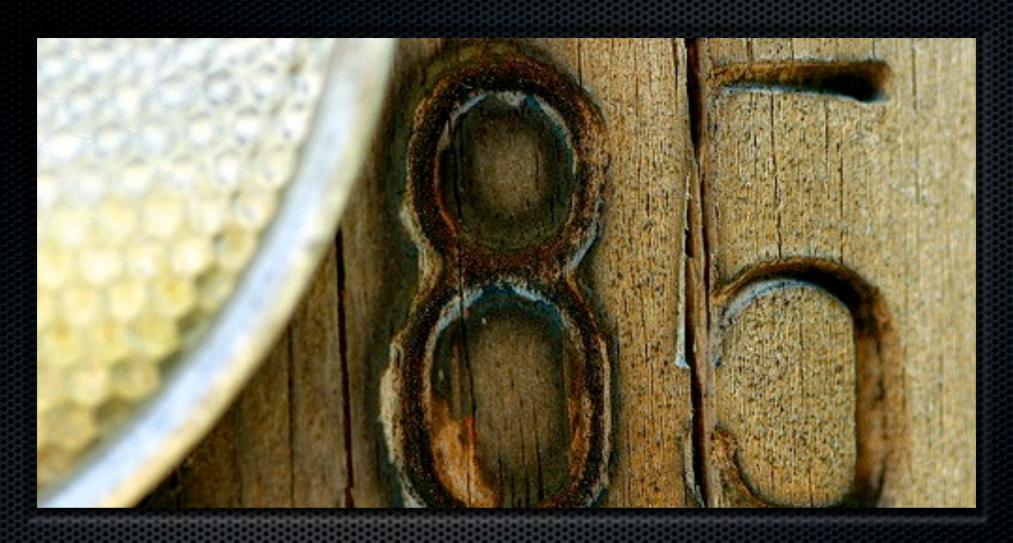
### cell penetration



# cell signal



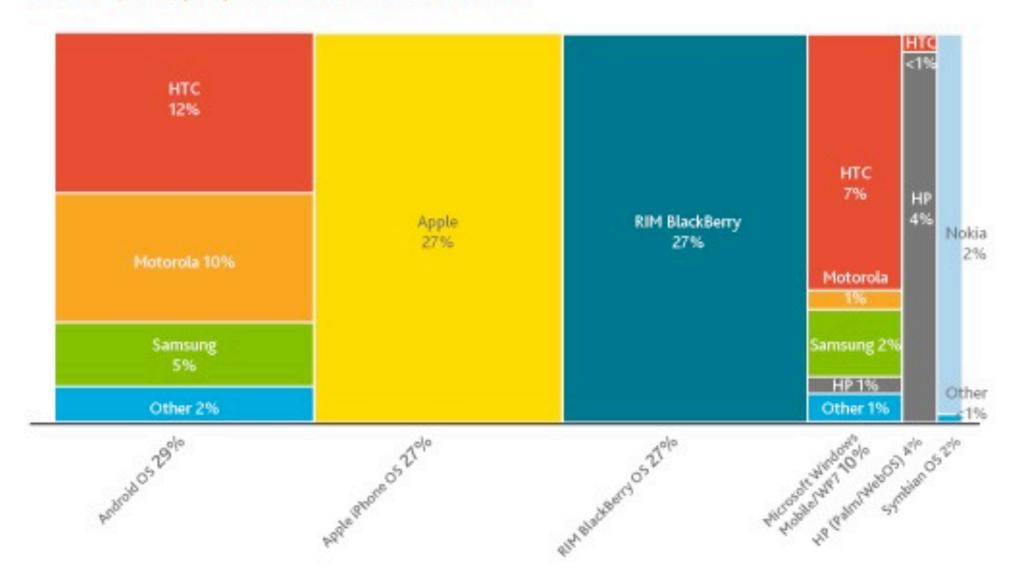
6,100,000,000,000



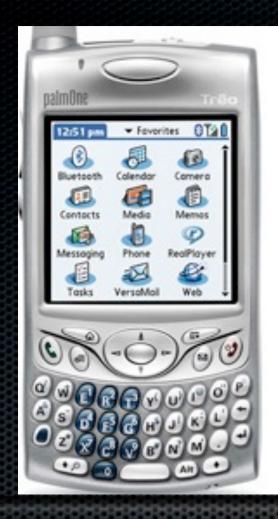
85%

#### Manufacturer operating system share-smartphones

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











2007 before the iPhone



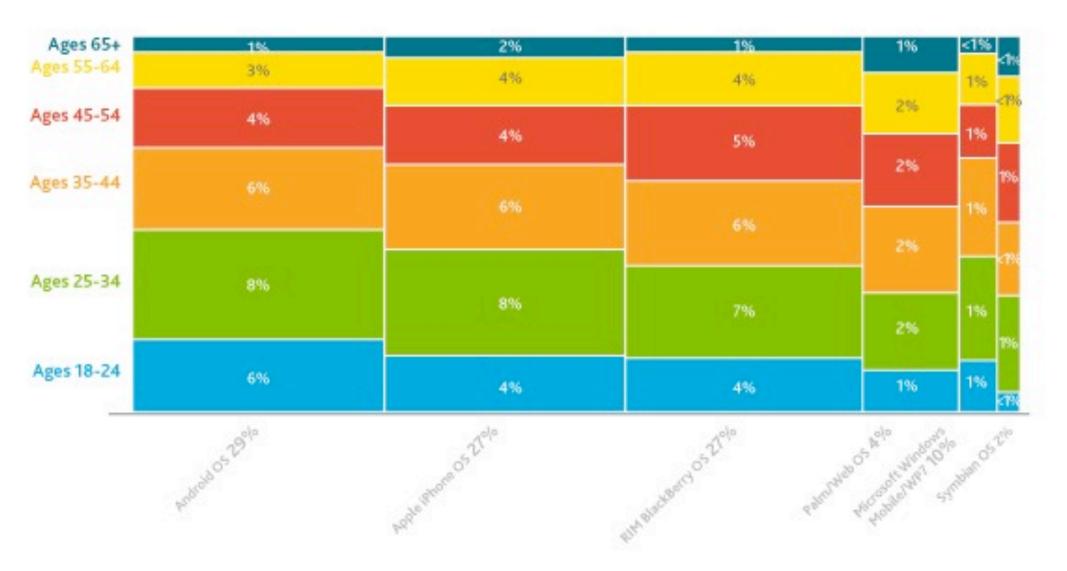




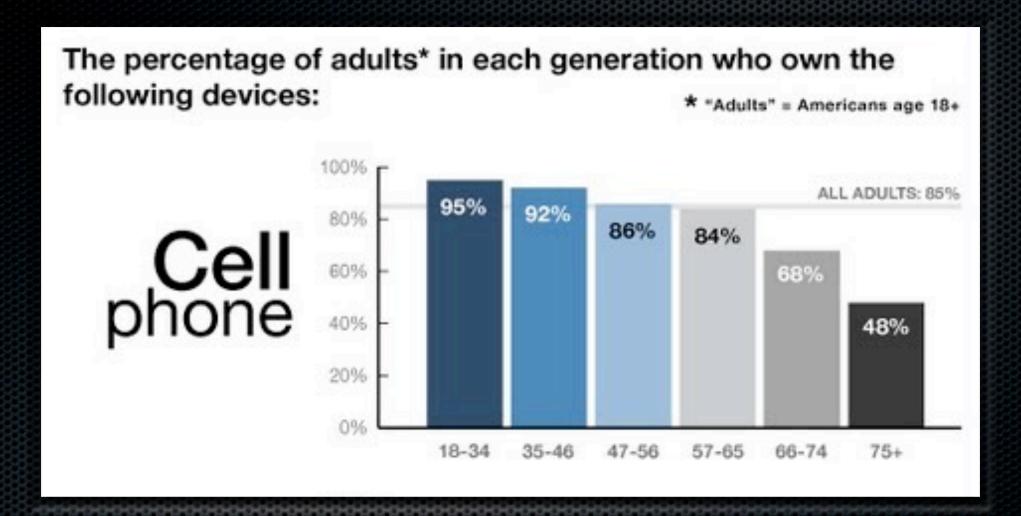
2010 after the iPhone

#### Age and operating system share-smartphones

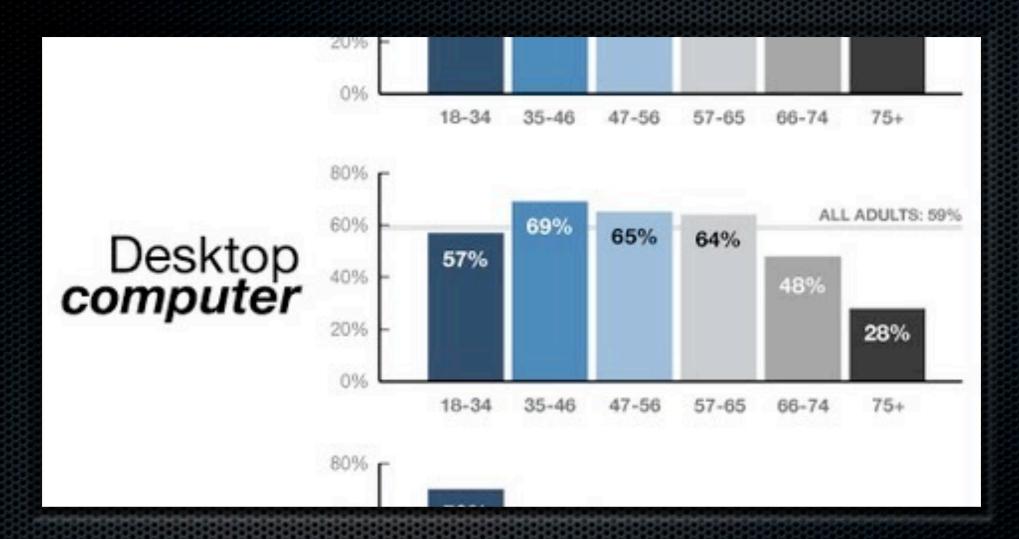
Nov '10 - Jan 11, postpaid mobile subscribers, n=14,701



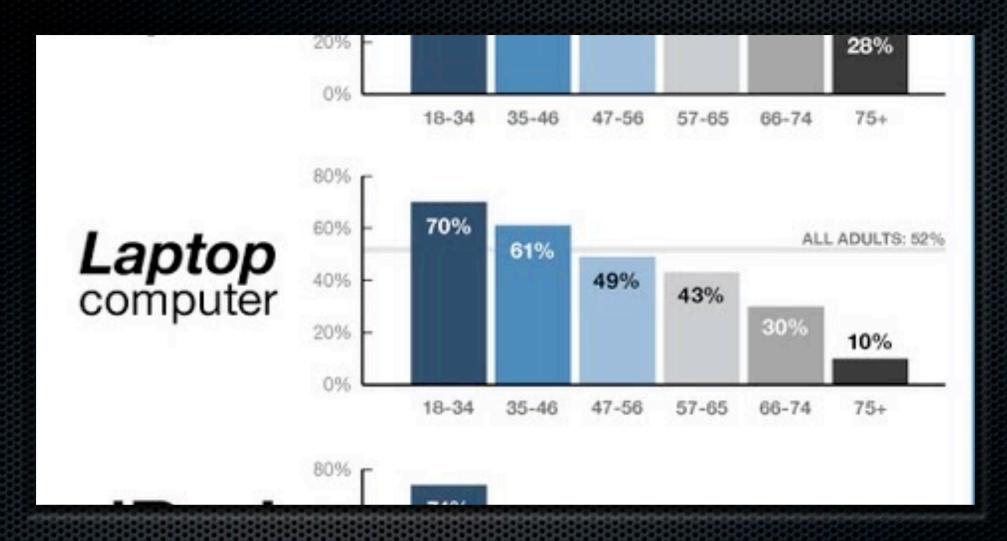




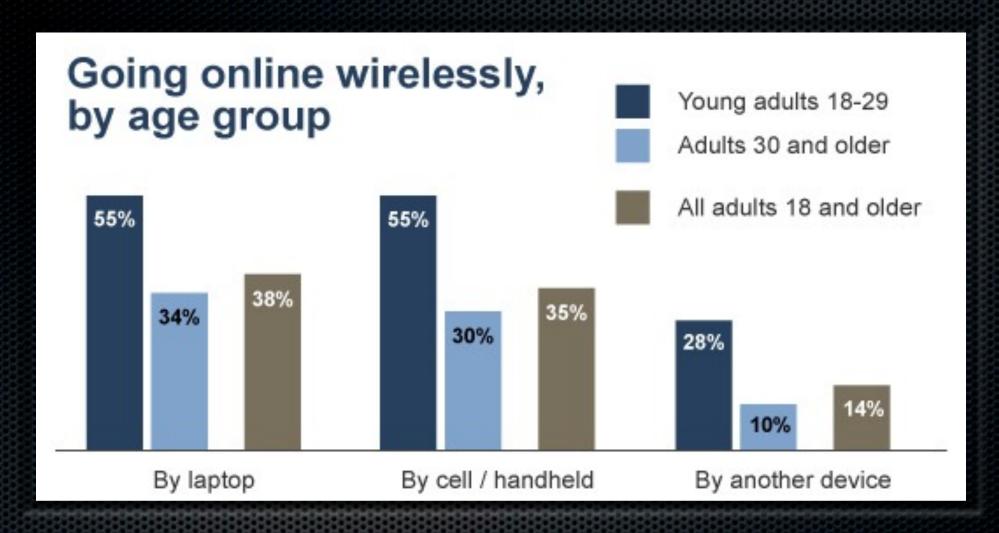
### Mobiles are everywhere



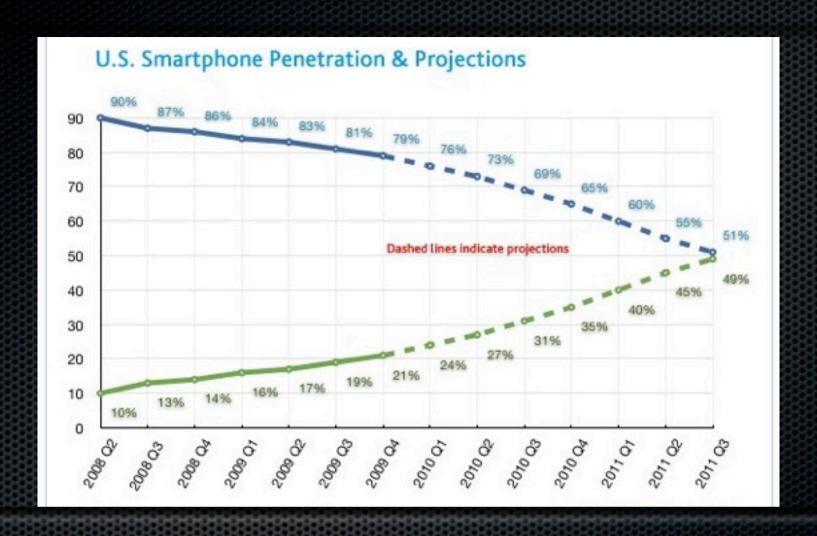
### Desktops lag



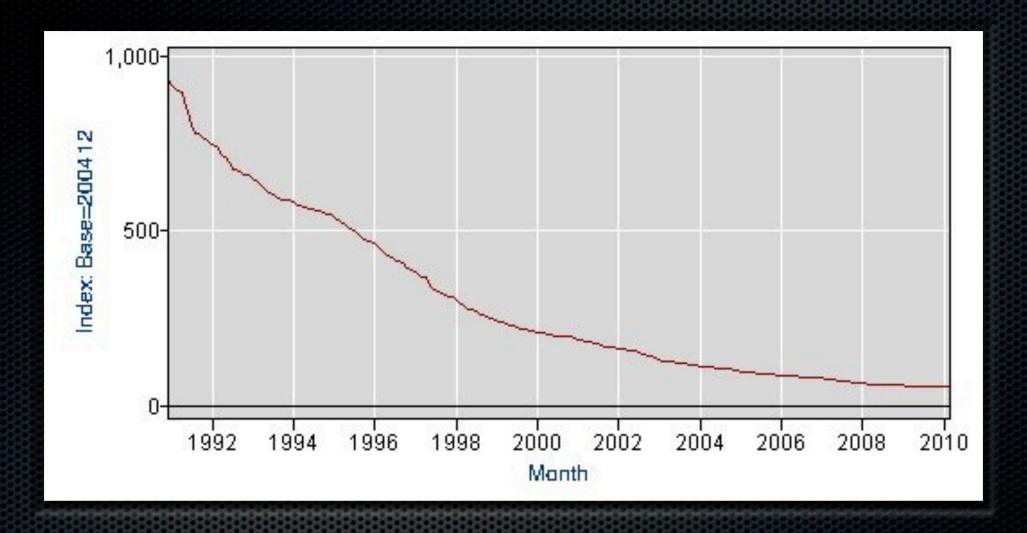
### Laptop uptake



### aging into access



# smartphones will dominate just a matter of time



# cost to manufacture producer price index

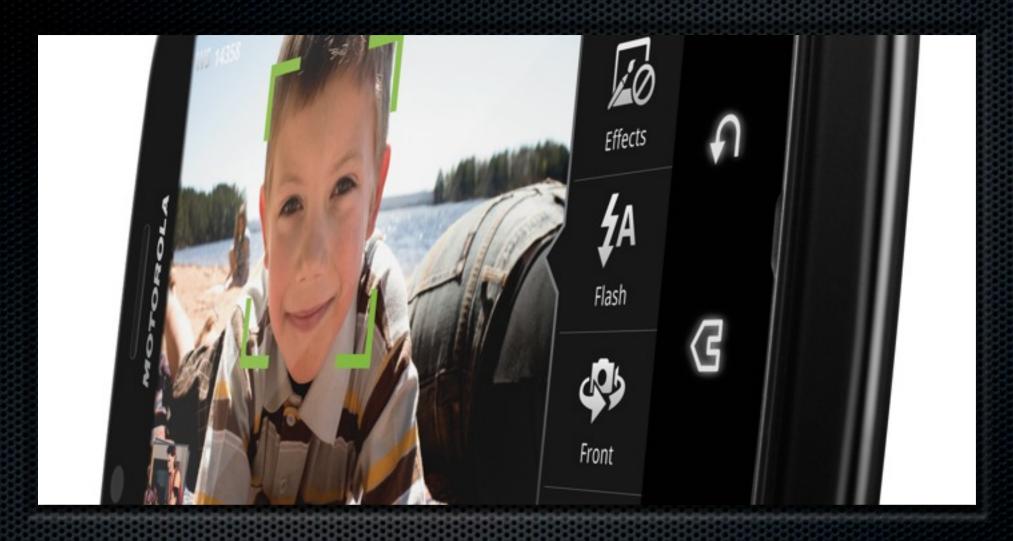
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
1990			I III // View							-60 g A		937.1	
1991	917.3	911.2	901.3	896.5	872.2	841.0	806.9	782.5	780.6	769.3	765.2	757.0	833.4
1992	749.9	744.3	734.2	719.5	714.9	699.6	679.7	677.9	669.9	663.8	662.7	661.2	698.1
1993	650.8	648.5	634.6	624.9	618.0	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.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	act	Nov		Annual
											937.1	
917.3	911.2	901.3	896.5	872.2	841.0	806.9	782.5	780.6	. 09.3	765.2		833.4
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
57.8	56.2	20.	55.0	55	53.8	53.2	53.5	53.0	52.9	52.3	52.6(P)	54.3(P)
52.1(P)	52.1(F	51.8(P)										
	917.3 749.9 650.8 586.7 540.1 465.6 381.7 301.6 242.7 209.5 190.5 164.9 133.5 113.0 97.4 87.1 78.1 63.5 57.8	917.3 911.2 749.9 744.3 650.8 648.5 586.7 572.8 540.1 532.6 465.6 453.6 381.7 375.3 301.6 292.7 242.7 240.6 209.5 208.5 190.5 189.4 164.9 161.5 133.5 127.5 113.0 112.6 97.4 97.2 87.1 86.0 78.1 77.5 63.5 62.8 57.8 56.2	917.3 911.2 901.3 749.9 744.3 734.2 650.8 648.5 634.6 586.7 572.8 572.9 540.1 532.6 528.0 465.6 453.6 446.0 381.7 375.3 370.9 301.6 292.7 290.3 242.7 240.6 239.1 209.5 208.5 207.8 190.5 189.4 184.9 164.9 161.5 160.5 133.5 127.5 125.7 113.0 112.6 111.6 97.4 97.2 95.9 87.1 86.0 85.9 78.1 77.5 76.3 63.5 62.8 61.5 57.8 56.2	917.3 911.2 901.3 896.5 749.9 744.3 734.2 719.5 650.8 648.5 634.6 624.9 586.7 572.8 572.9 569.1 540.1 532.6 528.0 523.0 465.6 453.6 446.0 436.5 381.7 375.3 370.9 368.4 301.6 292.7 290.3 281.8 242.7 240.6 239.1 233.1 209.5 208.5 207.8 204.0 190.5 189.4 184.9 184.9 164.9 161.5 160.5 159.3 133.5 127.5 125.7 125.8 113.0 112.6 111.6 111.1 97.4 97.2 95.9 95.2 87.1 86.0 85.9 84.8 78.1 77.5 76.3 75.5 63.5 62.8 61.5 61.1 57.8 56.2 55.0	917.3 911.2 901.3 896.5 872.2 749.9 744.3 734.2 719.5 714.9 650.8 648.5 634.6 624.9 618.0 586.7 572.8 572.9 569.1 566.8 540.1 532.6 528.0 523.0 515.1 465.6 453.6 446.0 436.5 431.6 381.7 375.3 370.9 368.4 344.7 301.6 292.7 290.3 281.8 276.7 242.7 240.6 239.1 233.1 231.1 209.5 208.5 207.8 204.0 201.3 190.5 189.4 184.9 184.9 183.4 164.9 161.5 160.5 159.3 159.1 133.5 127.5 125.7 125.8 125.0 113.0 112.6 111.6 111.1 109.9 97.4 97.2 95.9 95.2 93.4 87.1 86.0 85.9 84.8 84.3 78.1 77.5 76.3 75.5 73.8 63.5 62.8 61.5 61.1 61.1 57.8 56.2 55.0 55	917.3 911.2 901.3 896.5 872.2 841.0 749.9 744.3 734.2 719.5 714.9 699.6 650.8 648.5 634.6 624.9 618.0 610.8 586.7 572.8 572.9 569.1 566.8 565.5 540.1 532.6 528.0 523.0 515.1 505.1 465.6 453.6 446.0 436.5 431.6 427.1 381.7 375.3 370.9 368.4 344.7 336.6 301.6 292.7 290.3 281.8 276.7 274.5 242.7 240.6 239.1 233.1 231.1 229.4 209.5 208.5 207.8 204.0 201.3 200.7 190.5 189.4 184.9 184.9 183.4 180.1 164.9 161.5 160.5 159.3 159.1 157.7 133.5 127.5 125.7 125.8 125.0 123.7 113.0 112.6 111.6 111.1 109.9 108.2 97.4 97.2 95.9 95.2 93.4 92.6 87.1 86.0 85.9 84.8 84.3 83.0 78.1 77.5 76.3 75.5 73.8 72.1 63.5 62.8 61.5 61.1 61.1 61.1 57.8 56.2 35.0 55.0 55.6 53.8	917.3 911.2 901.3 896.5 872.2 841.0 806.9 749.9 744.3 734.2 719.5 714.9 699.6 679.7 650.8 648.5 634.6 624.9 618.0 610.8 603.0 586.7 572.8 572.9 569.1 566.8 565.5 561.6 540.1 532.6 528.0 523.0 515.1 505.1 503.5 465.6 453.6 446.0 436.5 431.6 427.1 416.8 381.7 375.3 370.9 368.4 344.7 336.6 332.5 301.6 292.7 290.3 281.8 276.7 274.5 271.0 242.7 240.6 239.1 233.1 231.1 229.4 223.6 209.5 208.5 207.8 204.0 201.3 200.7 200.7 190.5 189.4 184.9 184.9 183.4 180.1 178.8 164.9 161.5 160.5 159.3 159.1 157.7 152.5 133.5 127.5 125.7 125.8 125.0 123.7 121.4 113.0 112.6 111.6 111.1 109.9 108.2 108.0 97.4 97.2 95.9 95.2 93.4 92.6 91.8 87.1 86.0 85.9 84.8 84.3 83.0 82.3 78.1 77.5 76.3 75.5 73.8 72.1 70.4 63.5 62.8 61.5 61.1 61.1 61.1 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699.6 679.7 677.9 669.9 650.8 648.5 634.6 624.9 618.0 610.8 603.0 593.8 597.0 586.7 572.8 572.9 569.1 566.8 565.5 561.6 557.5 560.2 540.1 532.6 528.0 523.0 515.1 505.1 503.5 491.4 484.0 465.6 453.6 446.0 436.5 431.6 427.1 416.8 412.9 410.7 381.7 375.3 370.9 368.4 344.7 336.6 332.5 325.2 322.9 301.6 292.7 290.3 281.8 276.7 274.5 271.0 260.7 258.8 242.7 240.6 239.1 233.1 231.1 229.4 223.6 219.3 218.7 209.5 208.5 207.8 204.0 201.3 200.7 200.7 198.2 197.5 190.5 189.4 184.9 184.9 183.4 180.1 178.8 171.0 169.5 164.9 161.5 160.5 159.3 159.1 157.7 152.5 146.9 145.3 133.5 127.5 125.7 125.8 125.0 123.7 121.4 119.8 119.9 113.0 112.6 111.6 111.1 109.9 108.2 108.0 106.1 104.0 97.4 97.2 95.9 95.2 93.4 92.6 91.8 91.5 89.6 87.1 86.0 85.9 84.8 84.3 83.0 82.3 81.3 80.5 78.1 77.5 76.3 75.5 73.8 72.1 70.4 68.4 67.5 63.5 62.8 61.5 61.1 61.1 61.1 60.8 60.2 59.5 57.8 56.2 55.8 55.0 55.0 55.0 55.0 55.0 55.0 55.0	917.3 911.2 901.3 896.5 872.2 841.0 806.9 782.5 780.6 69.3 749.9 744.3 734.2 719.5 714.9 699.6 679.7 677.9 669.9 663.8 650.8 648.5 634.6 624.9 618.0 610.8 603.0 593.8 597.0 591.5 586.7 572.8 572.9 569.1 566.8 565.5 561.6 557.5 560.2 552.8 540.1 532.6 528.0 523.0 515.1 505.1 503.5 491.4 484.0 478.4 465.6 453.6 446.0 436.5 431.6 427.1 416.8 412.9 410.7 401.6 381.7 375.3 370.9 368.4 344.7 336.6 332.5 325.2 322.9 317.7 301.6 292.7 290.3 281.8 276.7 274.5 271.0 260.7 258.8 255.5 242.7 240.6 239.1 233.1 231.1 229.4 223.6 219.3 218.7 216.6 209.5 208.5 207.8 204.0 201.3 200.7 200.7 198.2 197.5 197.3 190.5 189.4 184.9 184.9 183.4 180.1 178.8 171.0 169.5 168.4 164.9 161.5 160.5 159.3 159.1 157.7 152.5 146.9 145.3 142.9 133.5 127.5 125.7 125.8 125.0 123.7 121.4 119.8 119.9 117.3 113.0 112.6 111.6 111.1 109.9 108.2 108.0 106.1 104.0 103.7 97.4 97.2 95.9 95.2 93.4 92.6 91.8 91.5 89.6 88.9 87.1 86.0 85.9 84.8 84.3 83.0 82.3 81.3 80.5 79.7 78.1 77.5 76.3 75.5 73.8 72.1 70.4 68.4 67.5 66.6 63.5 62.8 61.5 61.1 61.1 61.1 60.8 60.2 59.5 58.7 57.8 56.2 55.0 55.0 55.1 53.8 53.2 53.5 53.0 52.9	917.3 911.2 901.3 896.5 872.2 841.0 806.9 782.5 780.6 69.3 765.2 749.9 744.3 734.2 719.5 714.9 699.6 679.7 677.9 669.9 663.8 662.7 650.8 648.5 634.6 624.9 618.0 610.8 603.0 593.8 597.0 591.5 590.7 586.7 572.8 572.9 569.1 566.8 565.5 561.6 557.5 560.2 552.8 546.5 540.1 532.6 528.0 523.0 515.1 505.1 503.5 491.4 484.0 478.4 473.9 465.6 453.6 446.0 436.5 431.6 427.1 416.8 412.9 410.7 401.6 394.9 381.7 375.3 370.9 368.4 344.7 336.6 332.5 325.2 322.9 317.7 313.2 301.6 292.7 290.3 281.8 276.7 274.5 271.0 260.7 258.8 255.5 252.3 242.7 240.6 239.1 233.1 231.1 229.4 223.6 219.3 218.7 216.6 216.1 209.5 208.5 207.8 204.0 201.3 200.7 200.7 198.2 197.5 197.3 196.9 190.5 189.4 184.9 184.9 183.4 180.1 178.8 171.0 169.5 168.4 166.7 164.9 161.5 160.5 159.3 159.1 157.7 152.5 146.9 145.3 142.9 139.4 133.5 127.5 125.7 125.8 125.0 123.7 121.4 119.8 119.9 117.3 116.4 113.0 112.6 111.6 111.1 109.9 108.2 108.0 106.1 104.0 103.7 100.5 97.4 97.2 95.9 95.2 93.4 92.6 91.8 91.5 89.6 88.9 88.4 87.1 86.0 85.9 84.8 84.3 83.0 82.3 81.3 80.5 79.7 79.4 78.1 77.5 76.3 75.5 73.8 72.1 70.4 68.4 67.5 66.6 65.7 63.5 62.8 61.5 61.1 61.1 61.1 60.8 60.2 59.5 58.7 58.3 57.8 56.2 53.2 55.0 55.0 55.6 55.8 53.2 53.5 53.0 52.9 52.3	937.1 917.3 911.2 901.3 896.5 872.2 841.0 806.9 782.5 780.6 9.3 765.2 749.9 744.3 734.2 719.5 714.9 699.6 679.7 677.9 669.9 663.8 662.7 661.2 650.8 648.5 634.6 624.9 618.0 610.8 603.0 593.8 597.0 591.5 590.7 589.8 586.7 572.8 572.9 569.1 566.8 565.5 561.6 557.5 560.2 552.8 546.5 540.1 532.6 528.0 523.0 515.1 505.1 503.5 491.4 484.0 478.4 473.9 471.8 465.6 453.6 446.0 436.5 431.6 427.1 416.8 412.9 410.7 401.6 394.9 386.5 381.7 375.3 370.9 368.4 344.7 336.6 332.5 325.2 322.9 317.7 313.2 311.2 301.6 292.7 290.3 281.8 276.7 274.5 271.0 260.7 258.8 255.5 252.3 249.3 242.7 240.6 239.1 233.1 231.1 229.4 223.6 219.3 218.7 216.6 216.1 213.5 209.5 208.5 207.8 204.0 201.3 200.7 200.7 198.2 197.5 197.3 196.9 195.1 190.5 189.4 184.9 184.9 183.4 180.1 178.8 171.0 169.5 168.4 166.7 165.4 164.9 161.5 160.5 159.3 159.1 157.7 152.5 146.9 145.3 142.9 139.4 137.6 133.5 127.5 125.7 125.8 125.0 123.7 121.4 119.8 119.9 117.3 116.4 114.1 113.0 112.6 111.6 111.1 109.9 108.2 108.0 106.1 104.0 103.7 100.5 100.0 97.4 97.2 95.9 95.2 93.4 92.6 91.8 91.5 89.6 88.9 88.4 87.5 87.1 86.0 85.9 84.8 84.3 83.0 82.3 81.3 80.5 79.7 79.4 79.1 78.1 77.5 76.3 75.5 73.8 72.1 70.4 68.4 67.5 66.6 65.7 64.9 63.5 62.8 61.5 61.1 61.1 61.1 60.8 60.2 59.5 58.7 58.3 52.2

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

# gadgets



# Rise of the Superphone

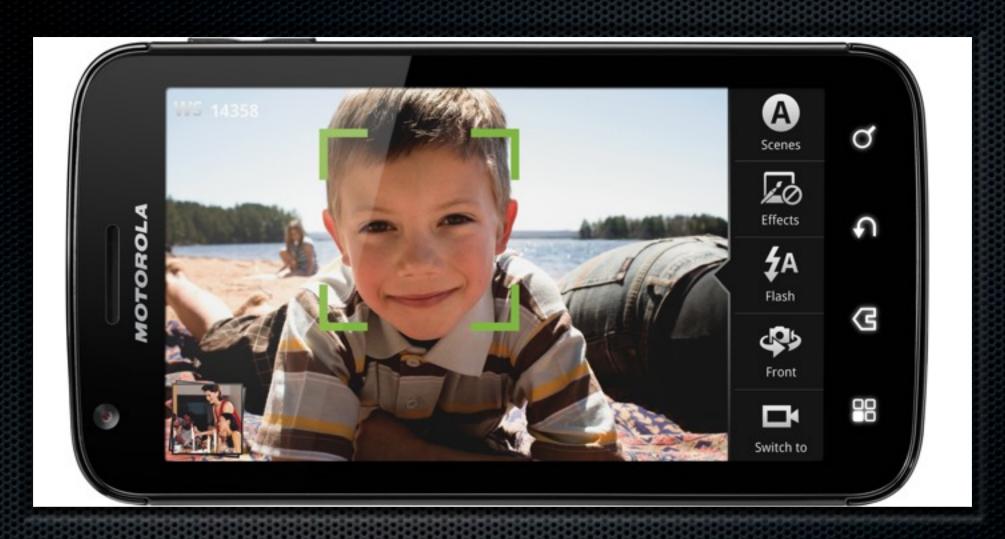
Beyond the smartphone



# LG Optimus 2X

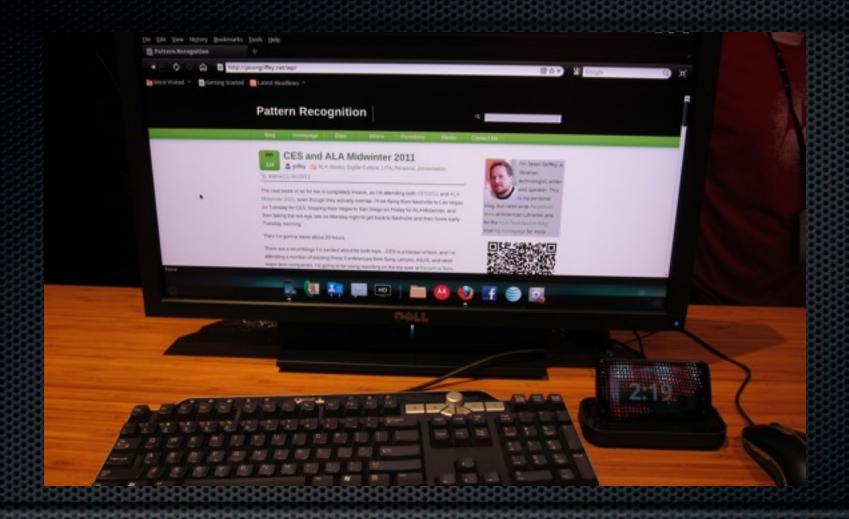


## Samsung Galaxy SII



#### Motorola Atrix

it slices, it dices, it juliennes fries



# Motorola Atrix look carefully



### Motorola Atrix

it's a laptop, too



### Motorola Atrix

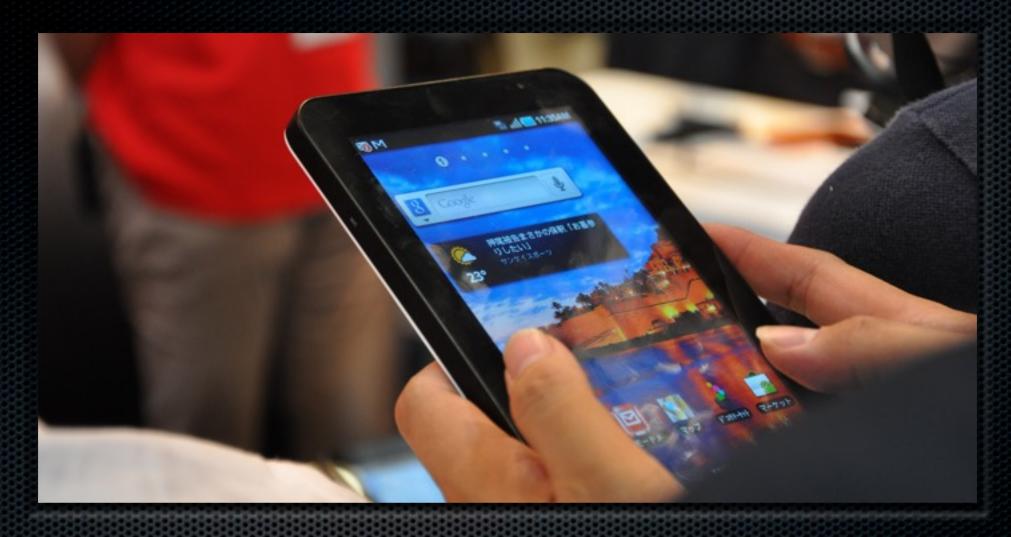
biometric security



# the shape of the future is flat tablets, tablets everywhere



#### iPad there is no escaping it



#### Samsung Galaxy Tab First iPad competitor



#### 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

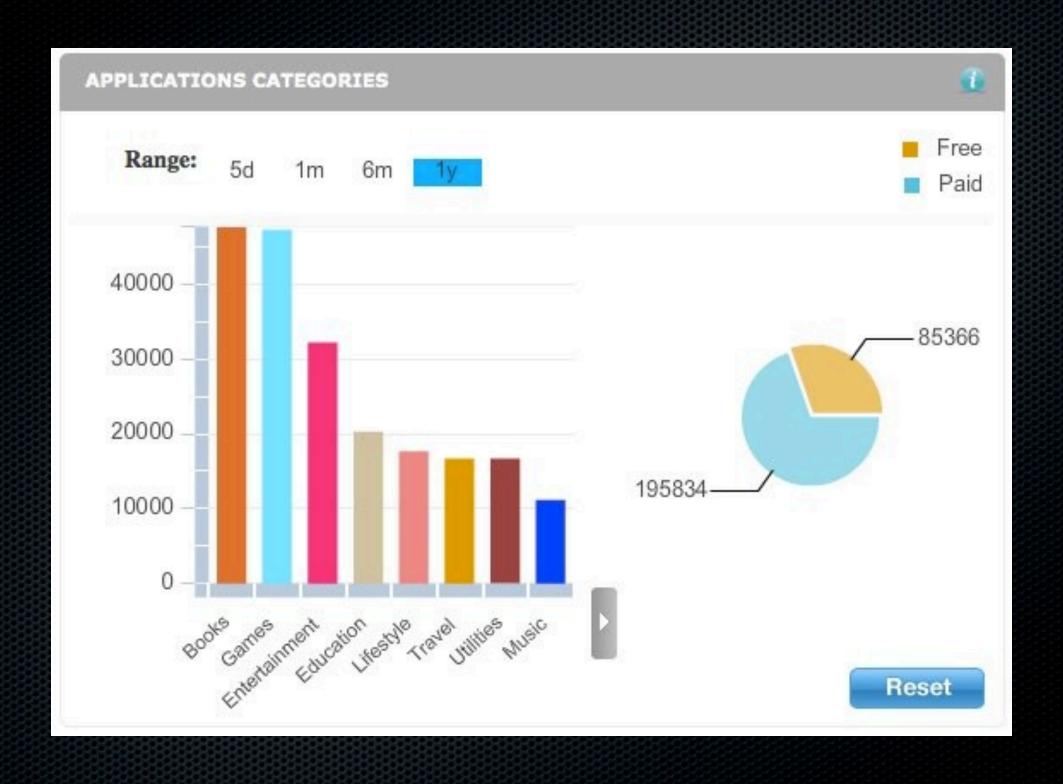
- Objective C
- Xcode
- SDK Available

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- 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/



## Android

►> 200,000 apps

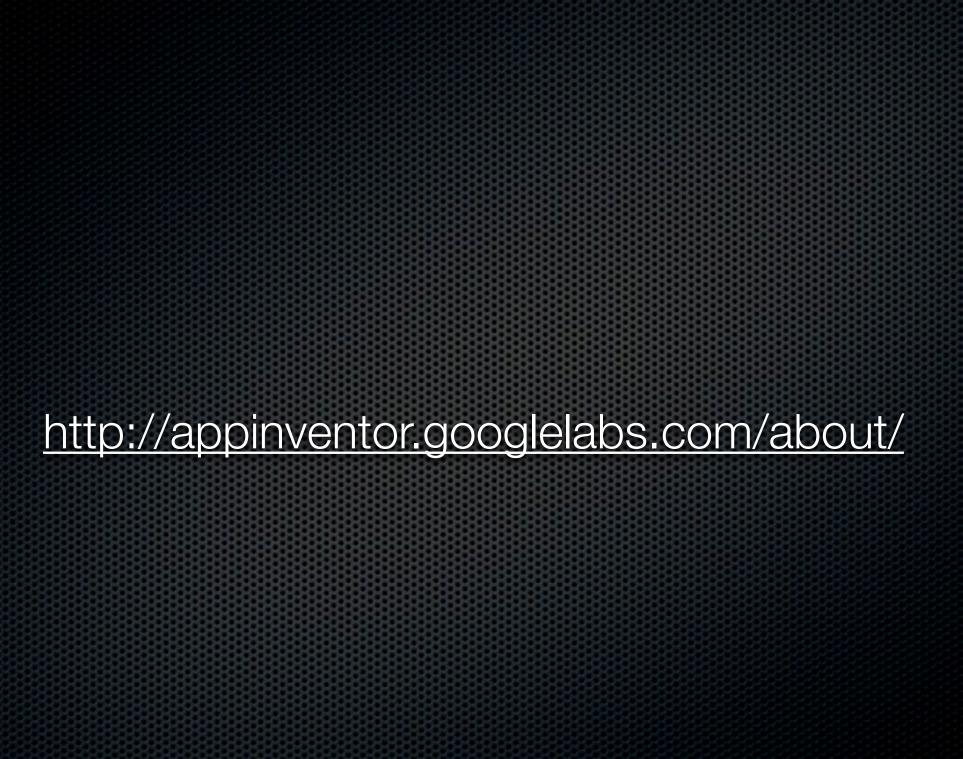
■ Java

- Java
- Host your own

- Java
- Host your own
- SDK available

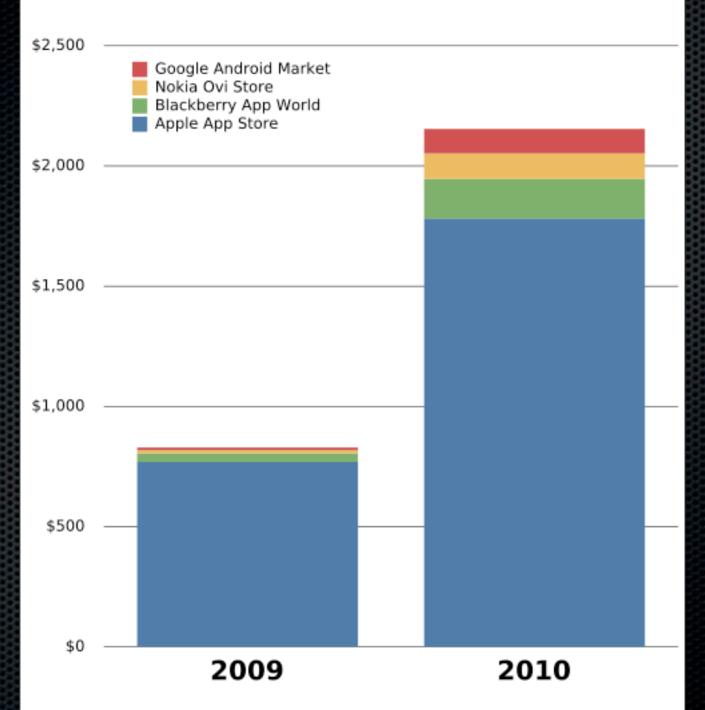
- Java
- Host your own
- ■SDK available
- ■\$25 Market fee

## http://developer.android.com/



## Others

### Global Mobile Applications Store Revenue in Millions of US Dollars



Source: IHS Screen Digest

## Web App



# HTML 5 changes everything

## App outsourcing

#### Find your data in seconds!

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& TRA

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



#### MOBILE APPLICATIONS

#### **DESKTOP APPLICATIONS**



#### **NERD APPLICAT**







Baaah













Play 1 (Guita

nerd

ranch

mobile app design and development

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

Post Your

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WORK

Hire

Manage

Pay

How it Works

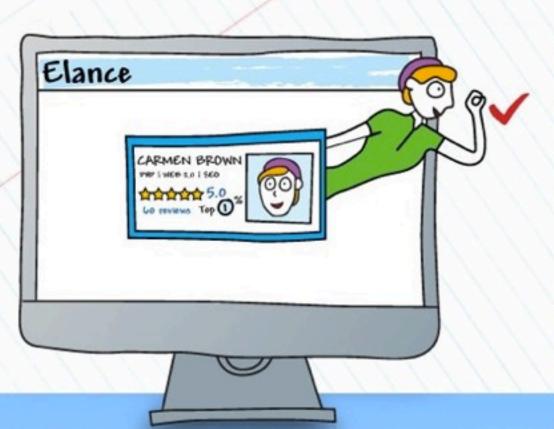
Search Providers

D+ (

GO

Resources -

Community -



# Hire Online Workers. Get the Job Done.

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- View work in progress
- Staff up and down as needed

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## future tech

## 4G = WiMax & LTE

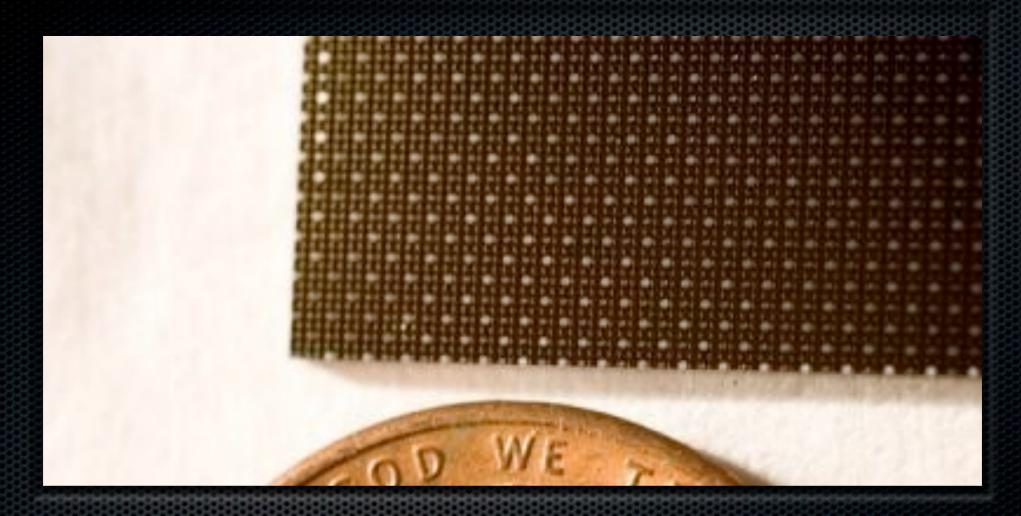


# Flip scanning

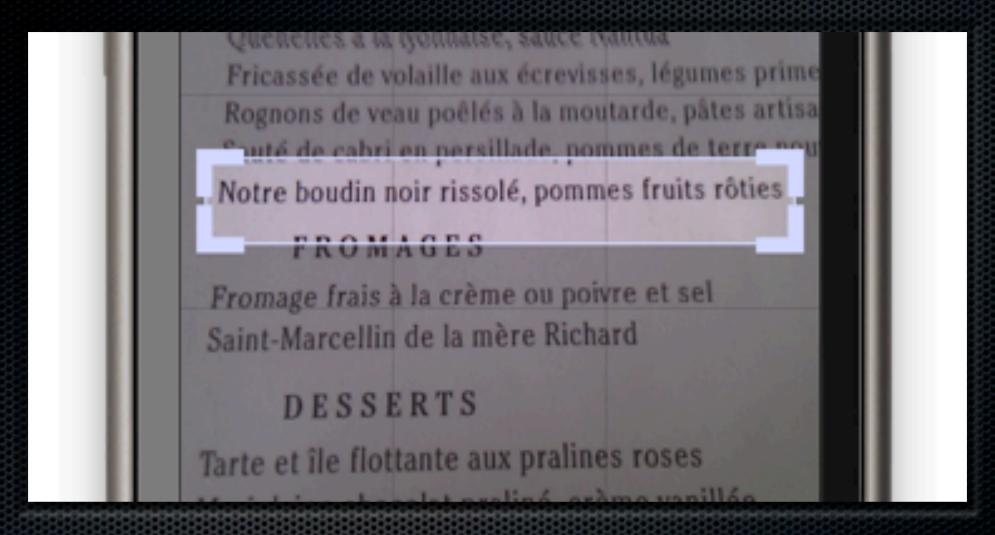
Masatoshi Ishikawa



# Plenoptic Lens computers correcting physics



# Plenoptic Lens in your pocket

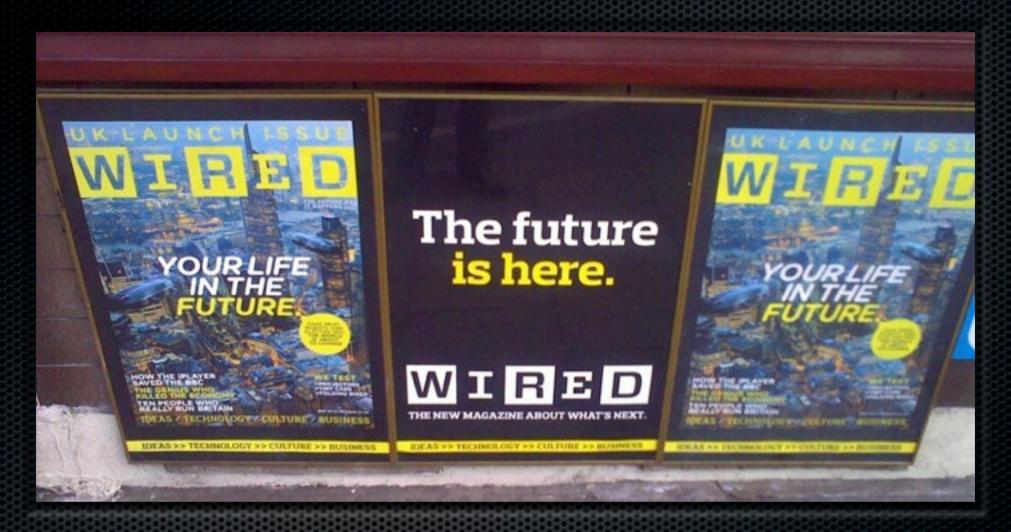


# Translating the real world google goggles



# Translating the real world google goggles

## conclusion



## it just isn't evenly distributed.

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

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

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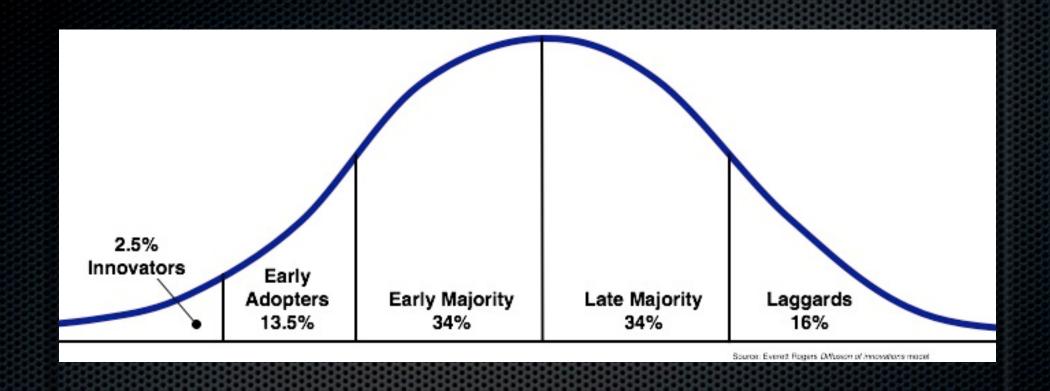
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- 1. Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.
- 2. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you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

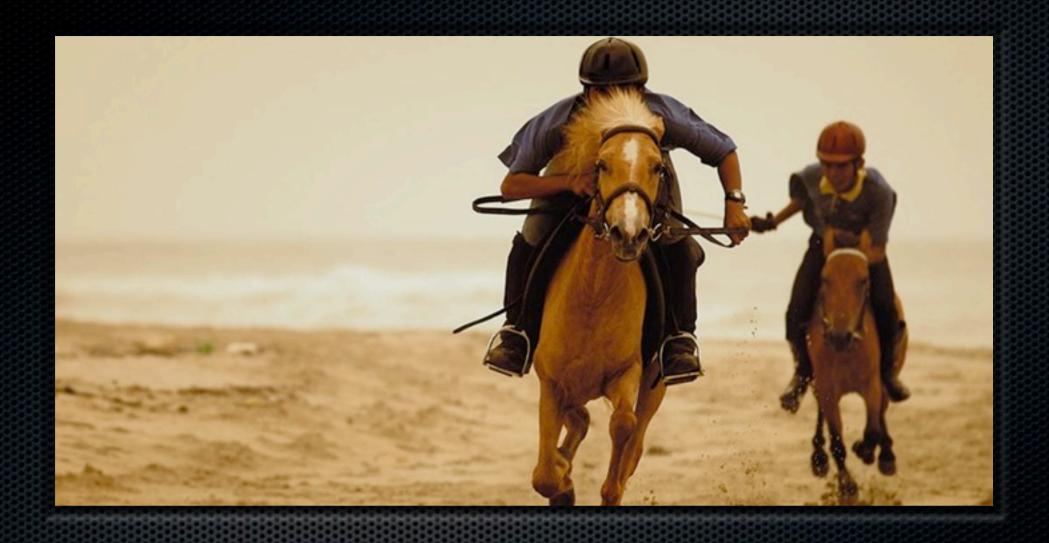
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- 2. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.
- 3. Anything invented after you're thirty-five is against the natural order of things.



## 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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