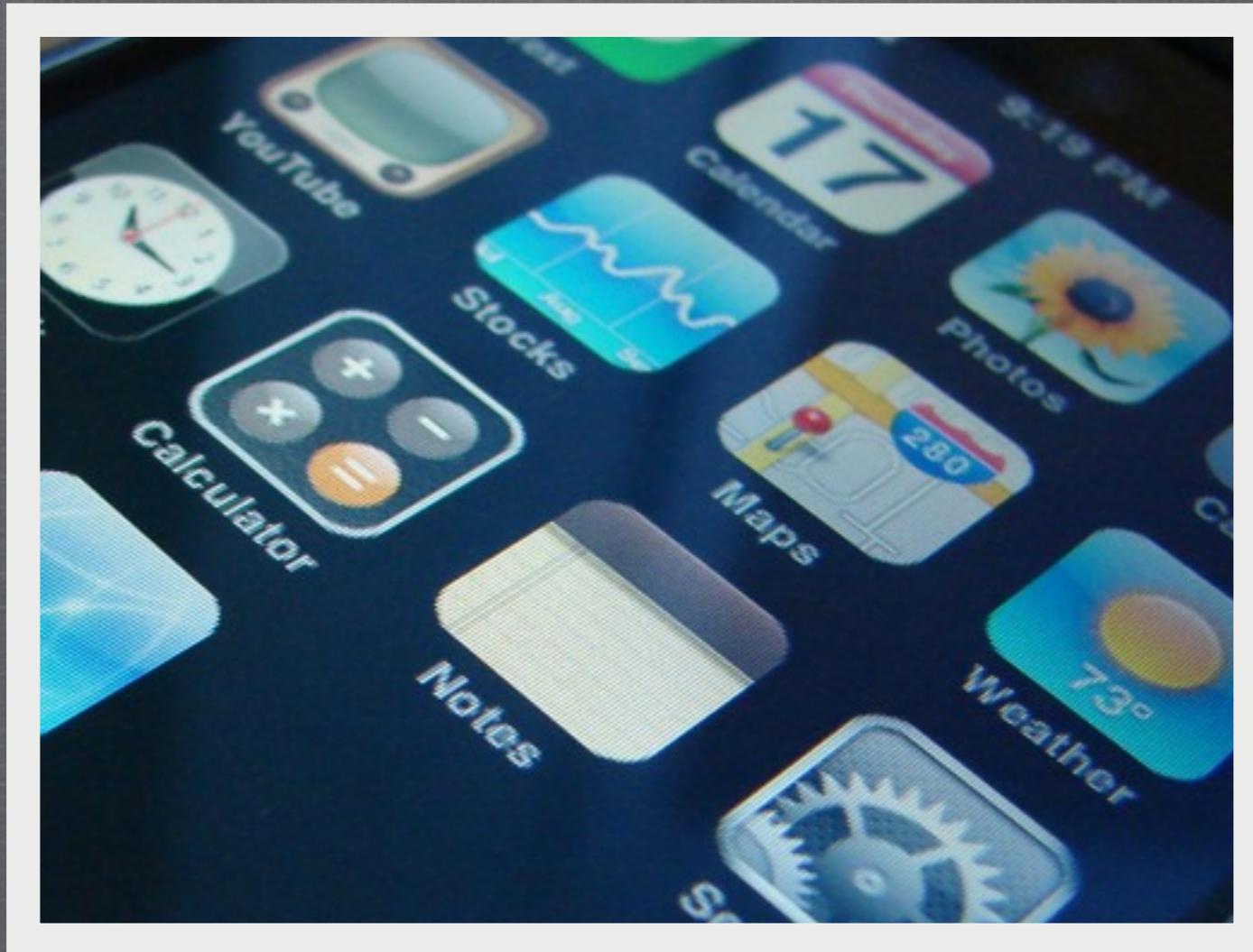


# ADVANCED TOPICS

in Mobile Technologies for Libraries



# LEARNING OBJECTIVES

- Demonstrate awareness of apps for mobile devices that may be useful in a library setting
- Examine and make decisions about the best platform for their particular library to focus on
- Explain to library management the reasons for purchasing decisions in the mobile space of internet-accessible personal devices.

LOTS OF TIME FOR  
QUESTIONS

**WHY APPS?**

# NATIVE APP

- Tied to ecosystem
- Access to hardware functions
- Specific development tools needed



Photo by martymadrid - <http://flic.kr/p/8BG4na>

# NATIVE LIBRARY APPS

- DC Public Library
- University of Houston Libraries
- Cornell University Libraries
- NC State WolfWalk
- Duke University
- New York Public Library
- Boopsie = many libraries, including
  - Worldcat
  - San Jose State Univ

# WEB APP

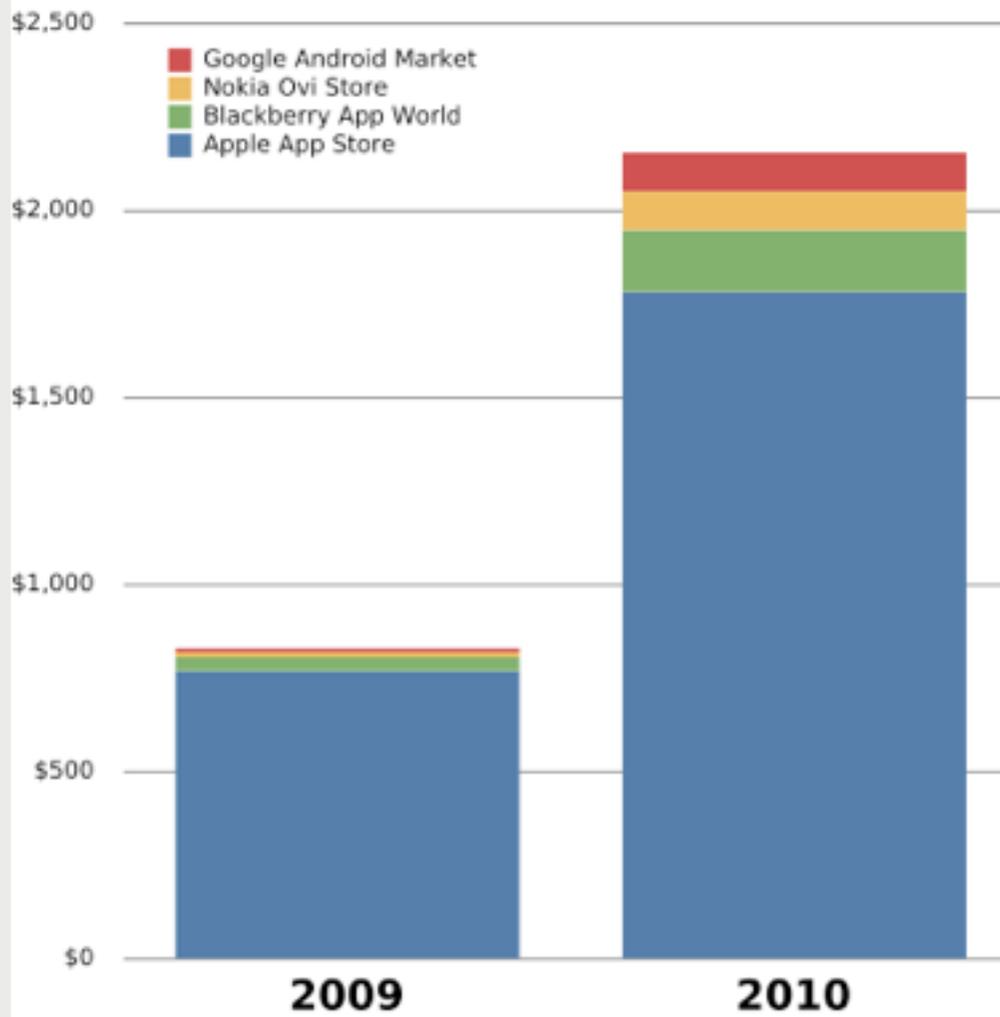
- Works across platforms
- Limited access to hardware
- No specific development tools needed



# LIBRARY WEB APPS

- UNC Libraries
- Skokie Public
- Worldcat Local
- Jstor
- Summon by Serial Solutions
- Univ of TN at Chattanooga
- Harford County Library (MD)

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



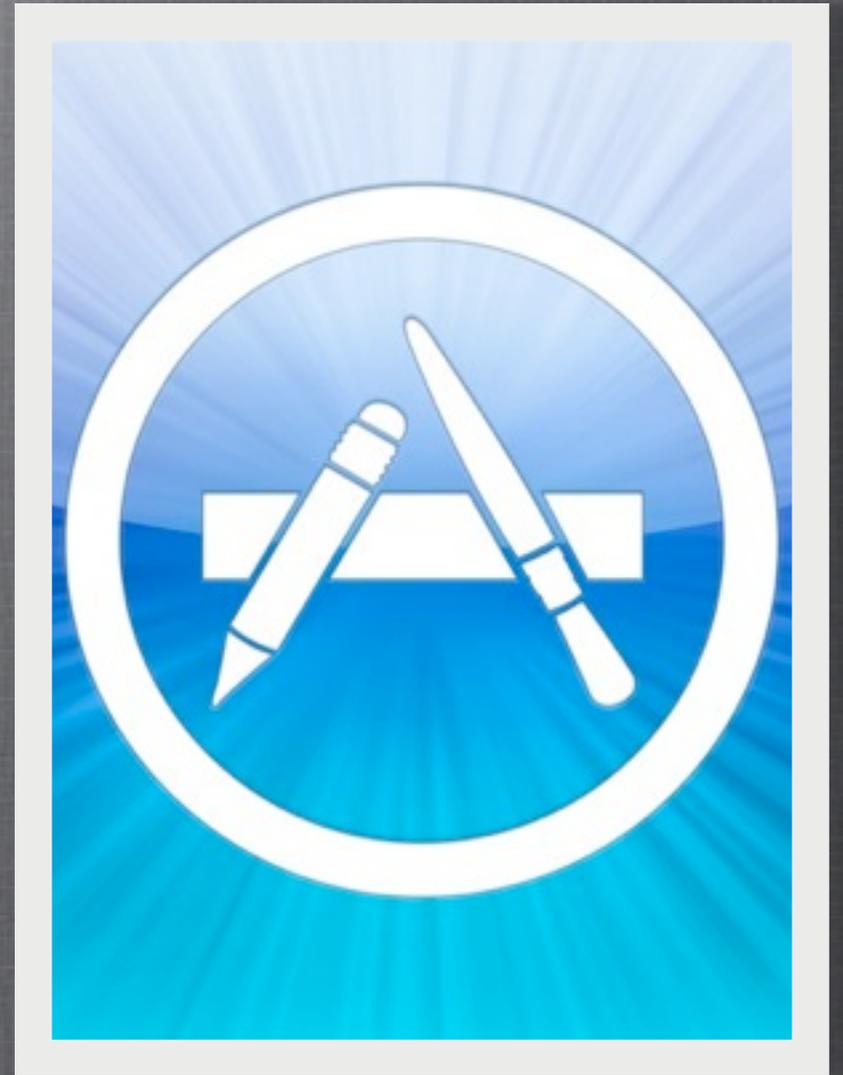
Source: IHS Screen Digest

# MANAGING APP PURCHASES

**IOS APP STORE**

# IOS APP STORE

Single Source  
“Unlimited” devices  
Tied to iTunes Account





## ITUNES GIFT CARDS

*Photo by yum9me - <http://flic.kr/p/73m6TM>*

# ANDROID APP STORE

# ANDROID APP STORE

Multiple Source  
Unlimited Devices  
Tied to Google Account





TOP CHARTS

CATEGORIES

FEATURED

FEATURED TABLET APPS

Top Paid

1 Beautiful Widgets  
LEVELUP STUDIO

2 ROM Manager (Premium)  
CLOCKWORKMOD



KAMI RETRO  
GAMEVIL INC.  
★★★★★ (186)  
INSTALL



3D FireFlies Live...  
GO WALLPAPER DEV TEAM  
★★★★★ (7,606)  
INSTALL



Pocket Legends (3...  
SPACETIME STUDIOS  
★★★★★ (49,987)  
INSTALL

GOOGLE ANDROID APP STORE

*the original android store*



Updated  
Angry Birds Seasons: Summer Pignic Is Here

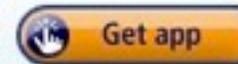


## Amazon Appstore for Android

Get a great paid app for free every day

Today's free app of the day  
aTilt 3D Labyrinth

\$3.99 **FREE**  
03:45:47 left



aTilt 3D Labyrinth  
by FridgeCat Software

★★★★☆ (51)

AMAZON ANDROID APP STORE

*amazon bringing serious competition*

verizon wireless

Music & Tones Games Apps Wallpapers Manage

0

SEARCH

Home Games

Games

JEWEL QUEST III WORLD ADVENTURE

GUITAR HERO WARRIORS OF ROCK MOBILE

pocket FARMER

NEW: Purch

Shop your i

TOP GAMES

Browse Store

NEW GAMES

SEE ALL

Games

- All Games
- Verizon Exclusive
- Puzzle & Word
- Sports & Racing
- Classic & Arcade
- Strategy & Sim
- Action & Adventure
- Board
- Brain Training & Educational
- TV & Movie
- Music & Rhythm
- Casino & Card
- Games from 1.99

Galaga Special Edition

FINAL FANTASY II

SQUARE ENIX presented by NAMCO

Family Guy: Time Warped

Brain Exercise 3 by Namco

Flower Shop Star

WPT Hold 'Em Showdown

PAC-MAN Party by Namco

Blackjack 3.0

Daily Blackjack

CrimeFiles-The Templar Knig...

Parachute Panic

Space Invaders Infinity Gene

01. PAC-MAN

02. Ms. PAC-MAN

03. TETRIS P

04. Bejeweled

05. NEED FOR SPEED

06. UNO

07. Bubble 3

# VERIZON ANDROID APP STORE

*carriers want a piece of the money*

# PLATFORM DEVELOPMENT

# APPLE IOS APP STORE

- iOS SDK
- Must pay \$99 a year to maintain membership
- Must follow the rules

# ANDROID APP STORE

- Android SDK
- \$25 a year for Android store, \$99 for Amazon App Store
- Must follow the rules...if you want to play in their playground

# WEB APP DEVELOPMENT

- Common standards, open tools: HTML, CSS, Javascript
- No additional cost beyond website
- Existing frameworks to build on

# WEB APP DEVELOPMENT

- MIT Mobile Web - <http://sourceforge.net/projects/mitmobileweb/>
- Google IUI - <http://code.google.com/p/iui/>
- Jason Clark @ Montana U - <http://bit.ly/odWNoW>
- PhoneGap - <http://www.phonegap.com/>
- Chad Haefele's Mobile Site Generator - <http://www.hiddenpeanuts.com/msg/>

**APPLICATIONS FOR  
LIBRARIANS**

FOR LIBRARIANS



## GOODREADER

*File-system, PDF Markup, MS Office files, syncs with Dropbox*



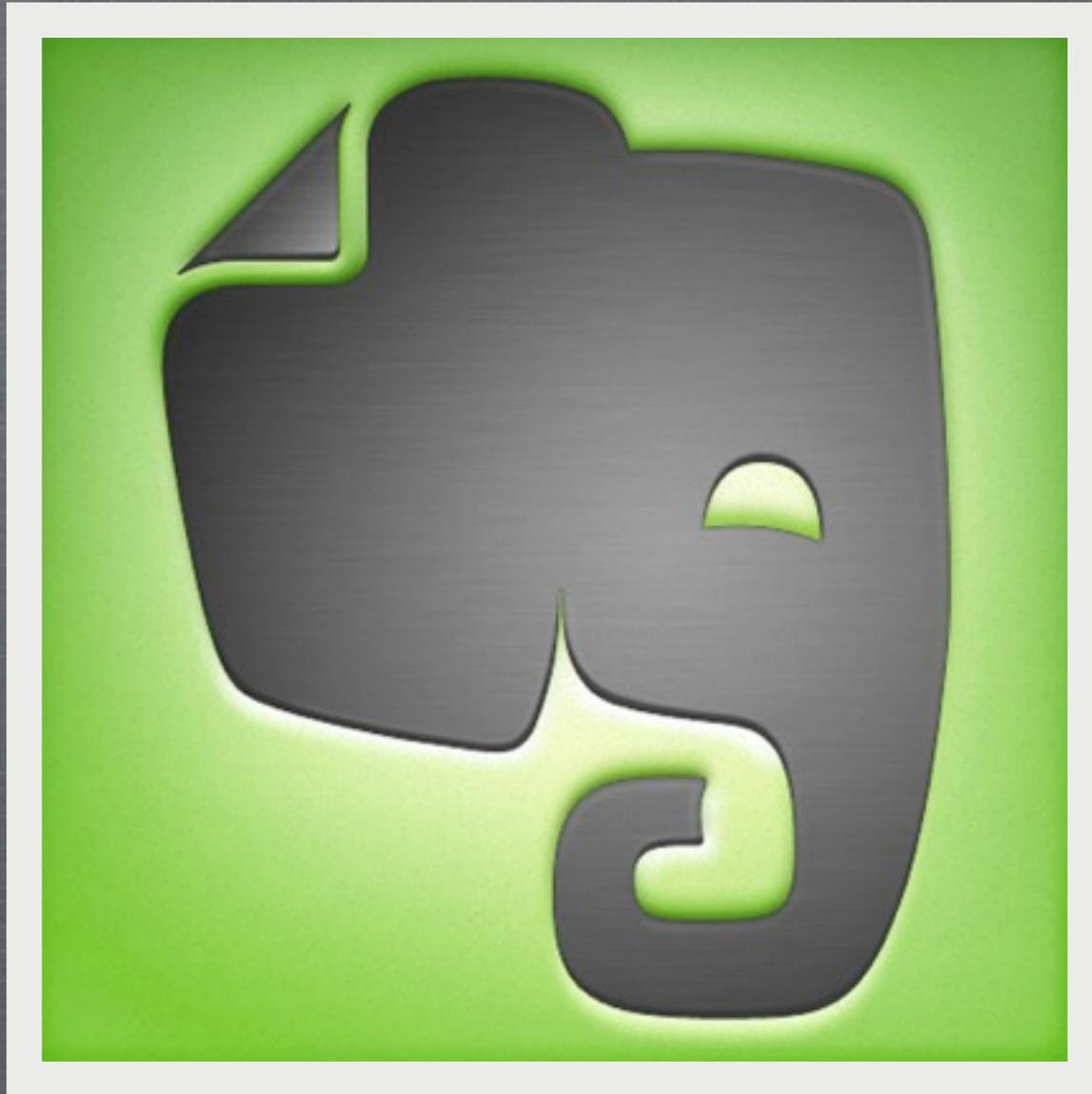
# PAGES

*Best document creation on iOS*



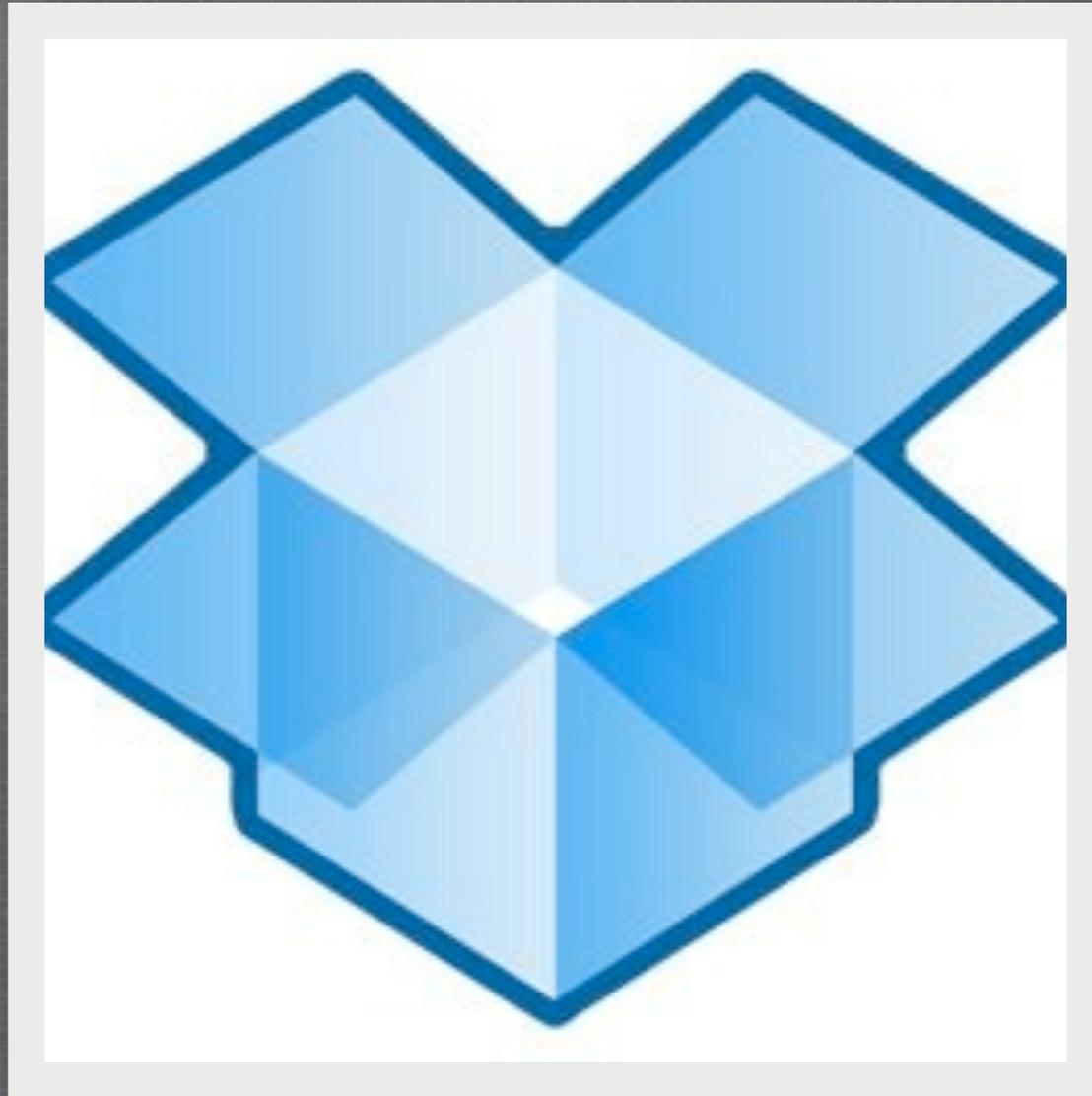
# KEYNOTE

*Best presentation tool on any platform*



EVERNOTE

*Notebook, scanner, outboard brain*



**DROPBOX**

*Magical file storage*

#### DLI Home

#### Digital Initiatives & Projects

[Access & Discovery](#)  
[Data Repositories](#)  
[Digital Repositories](#)  
[Digital Collections](#)  
[Physical Spaces](#)  
[Geospatial](#)  
[Mobile Apps](#)  
[Data Analysis](#)

#### DLI Staff

## Suma: Space Assessment Toolkit

### Overview

This is an project to undertake the development of a tool that will allow library staff to collect and aggregate real-time data about physical space usage. Additionally, this tool will support the collection of more fine-grained data about physical space usage patterns than is currently available. The data that this tool provides would allow the libraries to build on existing assessment practices by significantly improving our ability to analyze physical space usage trends against various milestones, as well as generating more dynamic and current data visualizations.

### Team

- Jason Casden, Digital Library Initiatives
- Joyce Chapman, Digital Library Initiatives
- Rob Rucker, Research and Information Services
- Hill Taylor, Learning Commons
- Eric McEachern, Digital Library Initiatives
- Rusty Earl, Digital Library Initiatives

### Technical Details

This tool will be developed as a client-server web application for tablet platforms, such as the Apple iPad. The client will utilize HTML 5 features such as Web SQL client-side storage in order to balance the requirements of broad device support, centralized data storage, and fast, caching, distributed data collection.

### Reports and Presentations

Casden, J. (2011). "Mobile Sensors: Building an Open Source Staff-Facing Tablet App for Library Assessment", *NISO Forum: Mobile Technologies in Libraries*, Philadelphia, PA, May 20, 2011.

Casden, J. and Chapman, J. (2011). "Building a staff-facing tablet application for library assessment", *Code4Lib 2011*, Bloomington, IN, February 10, 2011. [Video of presentation \(from 26:25-44:30\)](#).

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Last updated: June 24, 2011

# SUMA

*Space analysis & Statistics*

FROM PATRONS



**BOOKMYNE**

*Syrsi-Dynix mobile app*

# Gale Apps

Access to library resources no longer ends at the front door. Gale's growing family of mobile apps feeds the population's ever-increasing appetite for information and knowledge. To check out library resources online, check out the three apps below. They provide 24/7, on-the-go access to renowned Gale resources whenever and wherever they're needed.



## AML Public Edition

*AccessMyLibrary Public Edition* uses GPS to find public libraries within a 10-mile radius of the user's location then provides free access to credible Gale online resources.

**Who are you?**

[Librarian »](#)

[Patron »](#)

**Available on the**

[App Store<sup>SM</sup> »](#)

[Android<sup>TM</sup> Market »](#)



## AML School Edition

After a one-time log-in, *AccessMyLibrary School Edition* supplies students with free, unlimited access to their school library's Gale online resources.

**Who are you?**

[Librarian »](#)

[Student »](#)

**Available on the**

[App Store<sup>SM</sup> »](#)

[Android<sup>TM</sup> Market »](#)



## AML College Edition

Using your college e-mail address, *AccessMyLibraryCollege* gives you unlimited, 24/7 access to your college library's Gale online resources.

**Who are you?**

[Librarian »](#)

[Student »](#)

**Available on the**

[App Store<sup>SM</sup> »](#)

[Android<sup>TM</sup> Market »](#)

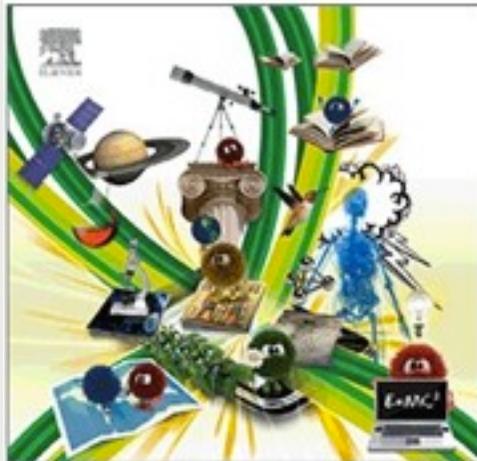
# GALE DATABASES

*Three versions*

# SciVerse Mobile Applications



Access research and accelerate science wherever you are



SciVerse Mobile Applications are apps to help you research where you are and where you need to be.

These mobile apps help you gain access to the latest abstracts, articles from two of the most recognised and trusted databases, SciVerse Scopus and SciVerse ScienceDirect.

Mobile Apps are created to help you deal better with the challenges you face:

**Workflow demands mobility**



ScienceDirect

Download the free  
**SciVerse ScienceDirect**  
iPhone app today >>

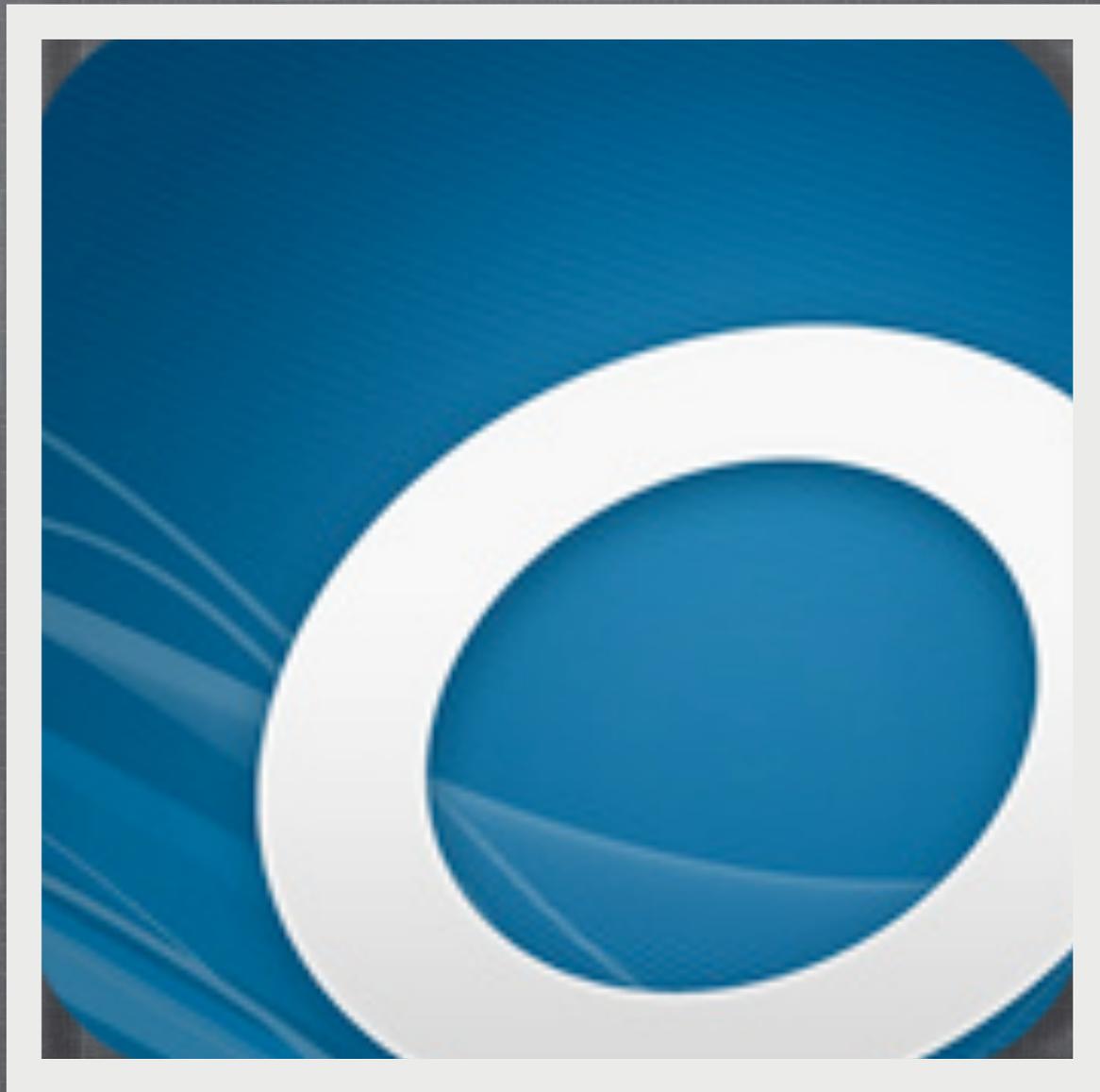


Scopus

Download the free  
**SciVerse Scopus Alerts**  
iPhone app today >>

ELSEVIER SCIVERSE

*Multiple apps...again*



OVERDRIVE

*Best we've got*



## MANGO LANGUAGES

*34 Foreign Languages available, 14 ESL*



**IBOOK**

*Apple's ebook offering*



KINDLE

*Amazon's juggernaut*



**NOOK**

*Barnes & Noble*



nook kids™ for iPad®

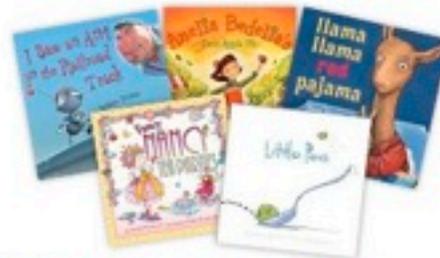
Where the best children's stories come to life!



DOWNLOAD FROM  
ITUNES® NOW!



largest collection of kids' books



Beloved classics and new favorites



Read To Me

Hear stories read aloud for hours of fun

## NOOK KIDS FOR IPAD

*Children-specific Nook app*



STANZA

*Companion app to excellent desktop app*



# INTERNATIONAL CHILDREN'S DIGITAL LIBRARY

*Children's books with an international focus*



## A STORY BEFORE BED

*Maybe the sweetest ebook app of all*

**PLATFORM CHOICES FOR  
YOUR LIBRARY**

# IOS VS ANDROID

**Share of Non-Computer Device Traffic for Selected Countries****May 2011****Multi-Country Report for Selected Countries****Source: comScore Device Essentials**

	Tablets			Mobile Phones				Other Devices	
	iPad	Android	Other Tablet	iPhone	Android	Other Smart-phone	Feature Phone	iPod Touch	Other
Canada	33.5%	0.4%	1.3%	34.6%	8.2%	3.6%	1.5%	14.9%	2.0%
Brazil	31.8%	1.6%	0.0%	21.0%	11.7%	11.3%	17.3%	4.1%	1.1%
Germany	29.4%	0.9%	0.0%	35.1%	16.2%	4.6%	2.8%	8.3%	2.5%
Spain	27.4%	0.8%	0.0%	34.2%	22.1%	7.2%	2.7%	3.6%	1.9%
France	26.9%	0.6%	0.0%	34.3%	17.1%	5.7%	5.5%	3.9%	6.0%
Singapore	26.2%	1.4%	0.1%	51.9%	10.0%	3.9%	1.5%	4.8%	0.2%
Australia	25.9%	0.5%	0.0%	50.0%	10.5%	3.8%	1.8%	7.1%	0.4%
U.S.	21.8%	0.6%	0.1%	23.5%	35.6%	6.7%	2.4%	7.8%	1.5%
U.K.	21.3%	0.3%	0.0%	29.9%	15.1%	15.0%	8.2%	8.7%	1.5%
Chile	12.9%	0.6%	0.0%	45.2%	13.9%	11.6%	9.1%	6.0%	0.7%
Argentina	12.4%	0.4%	0.0%	12.5%	23.2%	16.8%	27.5%	6.7%	0.5%
Japan	11.3%	0.0%	0.0%	49.5%	30.6%	0.2%	2.6%	4.7%	1.1%
India	4.0%	0.5%	0.0%	2.8%	6.0%	14.1%	71.9%	0.6%	0.0%

IPAD = DEFINITE  
ANDROID = ALTERNATE

# CONCLUSION

# LEARNING OBJECTIVES

- Demonstrate **awareness of apps** for mobile devices that may be useful in a library setting
- Examine and make decisions about the **best platform for their particular library** to focus on
- Explain to library management the **reasons for purchasing decisions** in the mobile space of internet-accessible personal devices.

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Head of Library IT

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[@griffey](#)

