From Brick to Click and Click to Mobile: Transforming Libraries with mobile technologies

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Physical Libraries – Mobile Libraries

- Changing Scenario

- Libraries have frequently been early adopters of new technology

- Today on the same lines numerous librarians are thinking beyond for the imaginable future. Virtual collections are impacting future services and are going through a significant change by the increasing convergence among traditionally different types of libraries in the services they offer.
Brick to Click

Source: http://www.brickandclick.com/
Brick to Click in Libraries

- Providing IT based solutions to Libraries
- Productive and highly-skilled Library User Based Services
- Extensive designing, developing and deploying web solutions and multi-tiered applications.
- Quality Reference and Online Library services operational 24 X 7 days
Click Technologies in Libraries

- The emerging technologies in libraries
- Library work more challenging and innovative
Click to Mobile technologies in Libraries

- Personalized services
- User Friendly technology
- Time saving
- Quick service
- Better Connectivity
- Available 24X7
Mobile Clicks in India

- arrival of the smart phones in India.
- Changing trends
Mobile Phone Subscriber Base in India

Group Companywise Market Share as on 31/1/2014

<table>
<thead>
<tr>
<th>Group Company</th>
<th>No. of Subscribers</th>
<th>Market Share (GSM+CDMA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airtel (GSM)</td>
<td>20,08,39,755</td>
<td>22.42%</td>
</tr>
<tr>
<td>Vodafone (GSM)</td>
<td>16,21,80,296</td>
<td>18.10%</td>
</tr>
<tr>
<td>Idea (GSM)</td>
<td>13,02,17,704</td>
<td>14.53%</td>
</tr>
<tr>
<td>Reliance (CDMA + GSM)</td>
<td>11,76,40,911</td>
<td>13.13%</td>
</tr>
<tr>
<td>BSNL (GSM)</td>
<td>9,71,72,146</td>
<td>11.39%</td>
</tr>
<tr>
<td>Aircel (GSM)</td>
<td>6,84,44,071</td>
<td>7.64%</td>
</tr>
<tr>
<td>Tata (CDMA)</td>
<td>6,31,85,062</td>
<td>7.05%</td>
</tr>
<tr>
<td>Telewings (GSM)</td>
<td>3,39,16,364</td>
<td>3.78%</td>
</tr>
<tr>
<td>MT S (CDMA)</td>
<td>94,50,027</td>
<td>1.05%</td>
</tr>
<tr>
<td>Videocon (GSM)</td>
<td>42,33,154</td>
<td>0.47%</td>
</tr>
<tr>
<td>MTNL (GSM)</td>
<td>33,67,341</td>
<td>0.37%</td>
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<tr>
<td>Loop Mobile (GSM)</td>
<td>30,28,539</td>
<td>0.33%</td>
</tr>
<tr>
<td>QUARDRANT (CDMA)</td>
<td>20,23,743</td>
<td>0.22%</td>
</tr>
<tr>
<td>Total (All India)</td>
<td>89,57,15,113</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Data source: COAI, AUSPI

Presented by India-Cellular.com

Presented at M-Libraries Conference 2014 in Hong Kong
Mobile Clicks in India

India will have 185M mobile internet users by June 2014
Mobile Clicks in Indian Libraries

LSearch App on your mobile device provides a quick, efficient and portable way of remaining connected to the library. Carry the library in your palm! more..
Mobile Libraries Click Services in India

- Providing Licensing/Subscription based information products on mobile devices.
- Libraries preserving new content types and formats for mobile versions
- Providing instruction on the library user devices themselves, not just access to content.
- SMS based information services to Library Users
- Providing space for new equipment and work styles.
- Catalogues and LMS OPACs of Mobile Versions
Existing Mobile Click Services functional in Indian Libraries

- Instant connectivity with Libraries
- Mobile Library Apps
- Mobile collections
- Mobile library instruction
- Mobile Databases
- Mobile Audio/Video Tours
- LIBRARY SMS notifications
- Social Networking with users
- SMS reference
Conclusion

- Journey began from hard copies to e-resources and now we are moving from e-libraries to mobile libraries.

- The Indian librarians are anticipating with these new mobile technologies services.

- Indian librarians need to find the ways of integrated technologies for providing effective services.
Thank You

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