

# 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



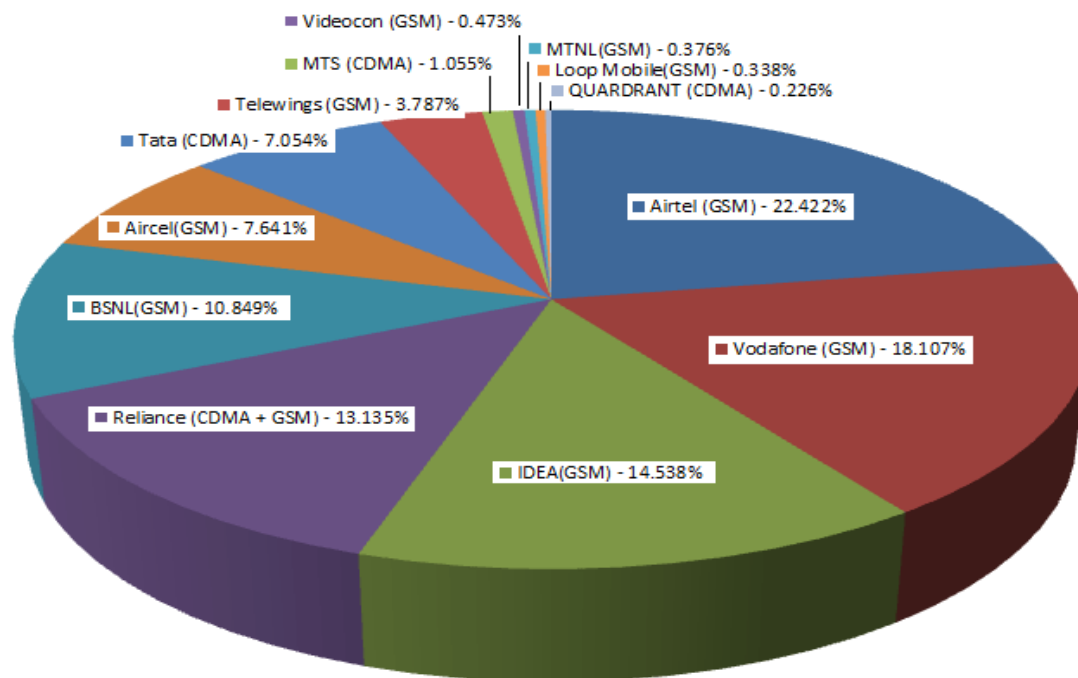
# Mobile Clicks in India

- ▶ arrival of the smart phones in India.
- ▶ Changing trends



# Mobile Phone Subscriber Base in India

**Mobile Phone Subscriber base in India**  
**Group Companywise Market Share as on 31/1/2014**



Group Company	No. of Subscribers	Market Share (GSM+CDMA)
Airtel (GSM)	20,08,39,755	22.422%
Vodafone (GSM)	16,21,88,296	18.107%
IDEA(GSM)	13,02,17,704	14.538%
Reliance (CDMA + GSM)	11,76,48,911	13.135%
BSNL(GSM)	9,71,72,146	10.849%
Aircel(GSM)	6,84,44,071	7.641%
Tata (CDMA)	6,31,85,062	7.054%
Telewings (GSM)	3,39,16,364	3.787%
MTS (CDMA)	94,50,027	1.055%
Videocon (GSM)	42,33,154	0.473%
MTNL(GSM)	33,67,341	0.376%
Loop Mobile(GSM)	30,28,539	0.338%
QUADRANT (CDMA)	20,23,743	0.226%
<b>Total (All India)</b>	<b>89,57,15,113</b>	

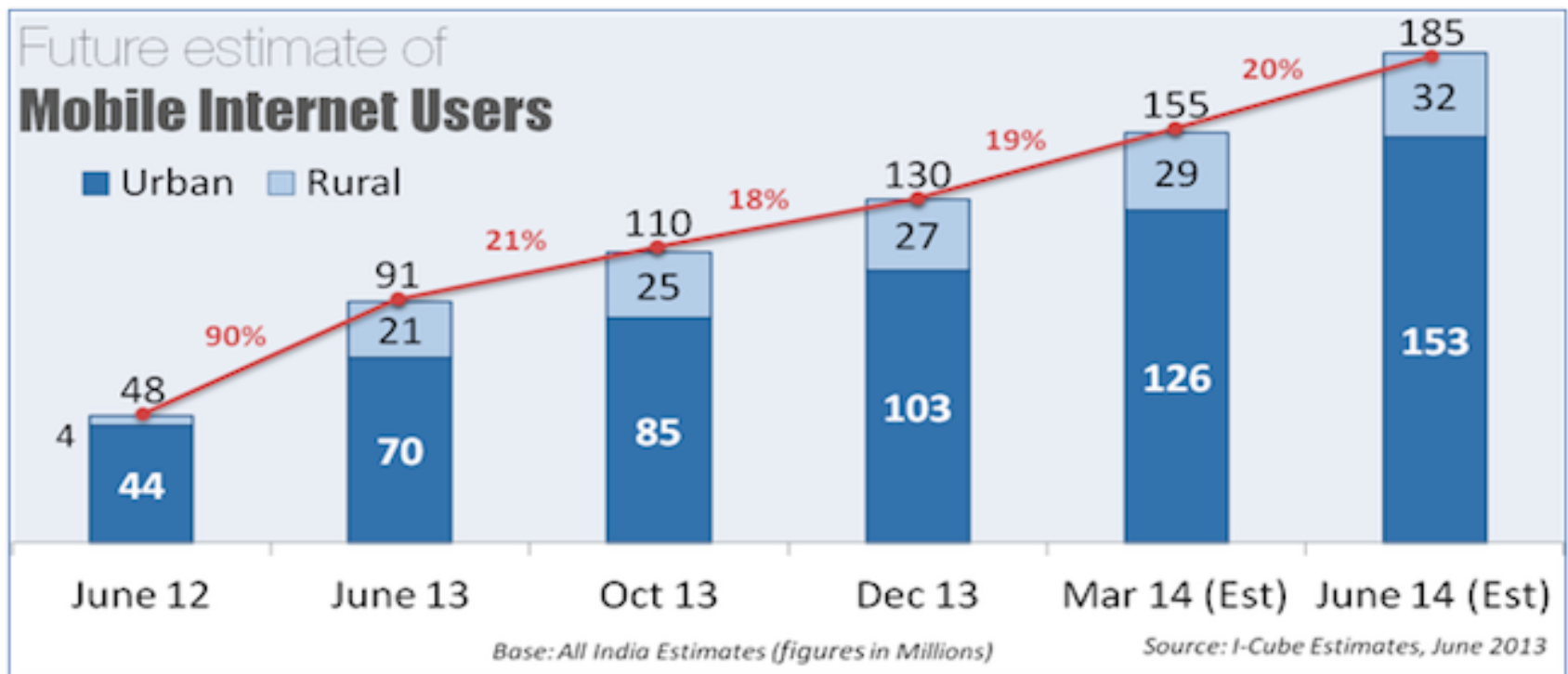
Data source: COAI, AUSPI

*Presented by India-Cellular.com*



# Mobile Clicks in India

India will have 185M mobile internet users by June 2014



# Mobile Clicks in Indian Libraries LMS



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..](#)



My Library Name  
Search the Library Catalog

- Enter some words (author, title...) and press the "Run Search" button
- Use "\*" for right truncation

[More Info](#)

[Reset](#) [Run Search](#)

Koha Mobile by pusc.it

Version 0.13d

# 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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