



Mobilising Library Services for Digital Age Customer Engagement



National Library Board

National Library Board

Mission

Through our libraries, we make knowledge come alive, spark imagination and create possibilities

Vision

Readers for Life, Learning Communities, Knowledgeable Nation

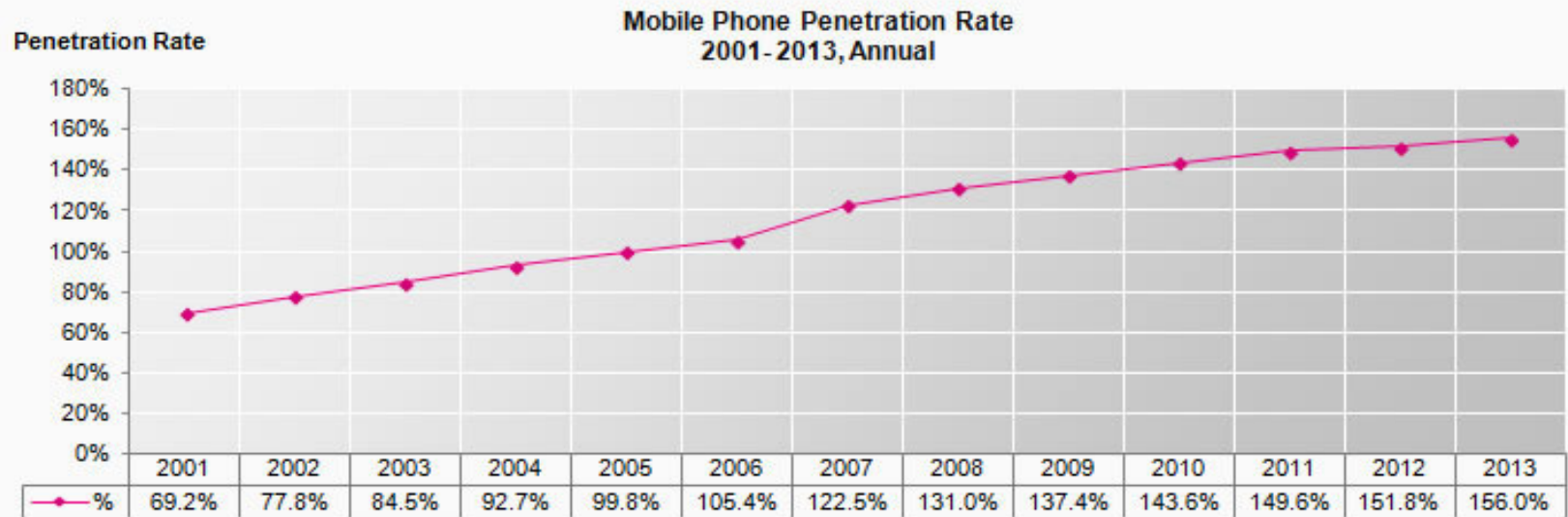


Content, Access and Engagement



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Why mobile?



Source: IDA POI.

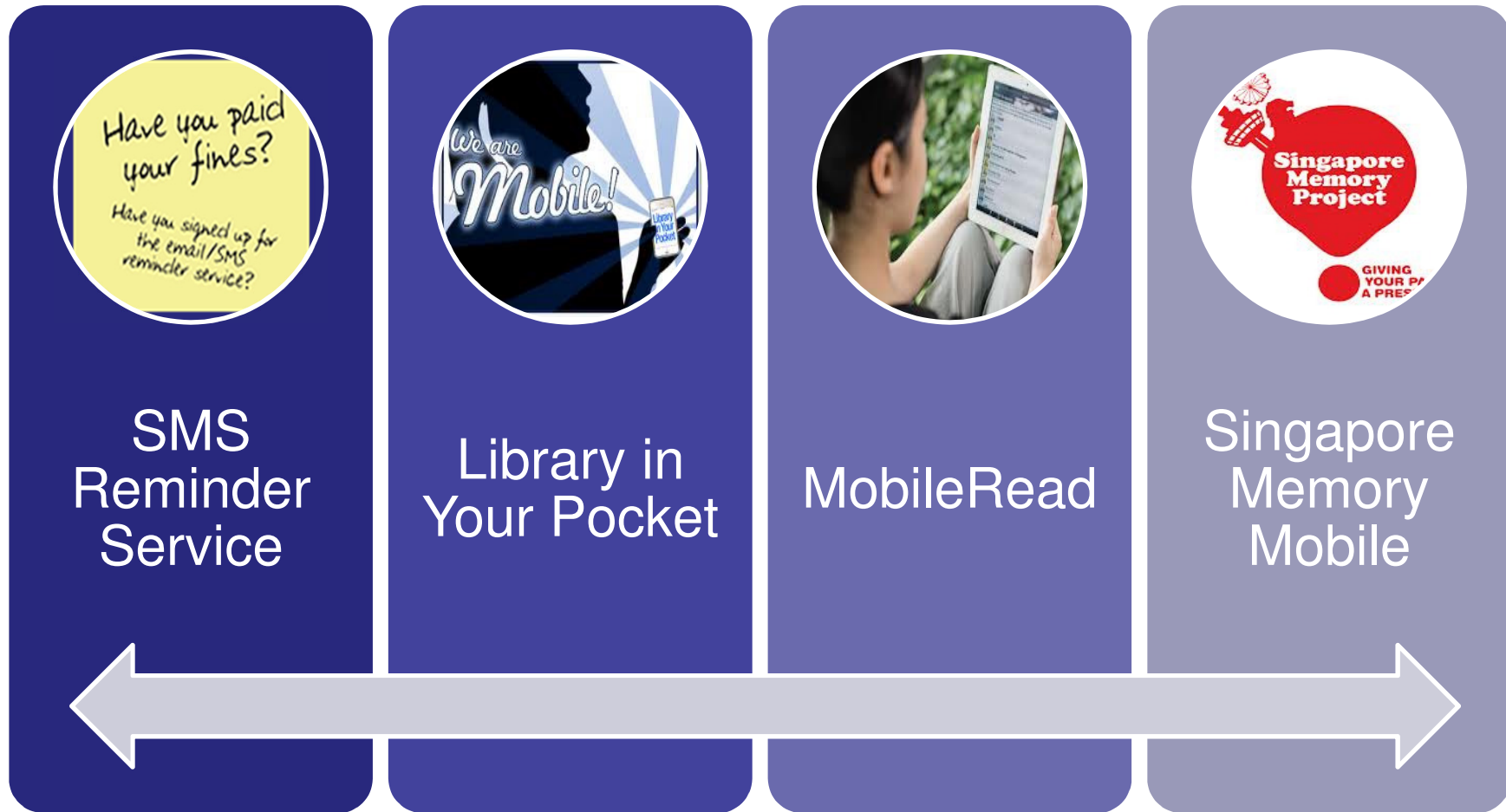
Note: "MobilePhone Penetration" is computed using the total number of mobile subscriptions divided by the total population.

2013
156%



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NLB's Mobile Journey



NLB's Mobile journey begins...

SMS Reminders



This FREE Reminder & Notification Service will:

- ✓ remind you to return borrowed items on time
- ✓ notify you of overdue items 3 & 7 days after the due-date
- ✓ inform you when reserved items are ready for collection
- ✓ notify you on the cost of lost/damaged item/s, if any
- ✓ alert you on the expiry of your premium/foreign membership



Library in Your Pocket



One of the first mobile services from government agencies in 2009, NLB continues to enhance the service and user experience regularly.



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WHAT IS NLB'S MOBILE STRATEGY?



Content Strategy

Create | Collect | Digitise

Singapore content including locally published literary and musical works, newspapers, personal and institutional memories, etc.

singapore **Infopedia**

 **BookSG**

PictureSG
*Digitising Our Past, Capturing Our Present,
Tapping Our Collective Memories*

NewspaperSG

musicSG 

**SINGAPORE
MEMORY**

Subscribe

Comprehensive global e-resources (e.g., e-books, e-journals, e-newspapers, etc.)

More than 140 database subscriptions

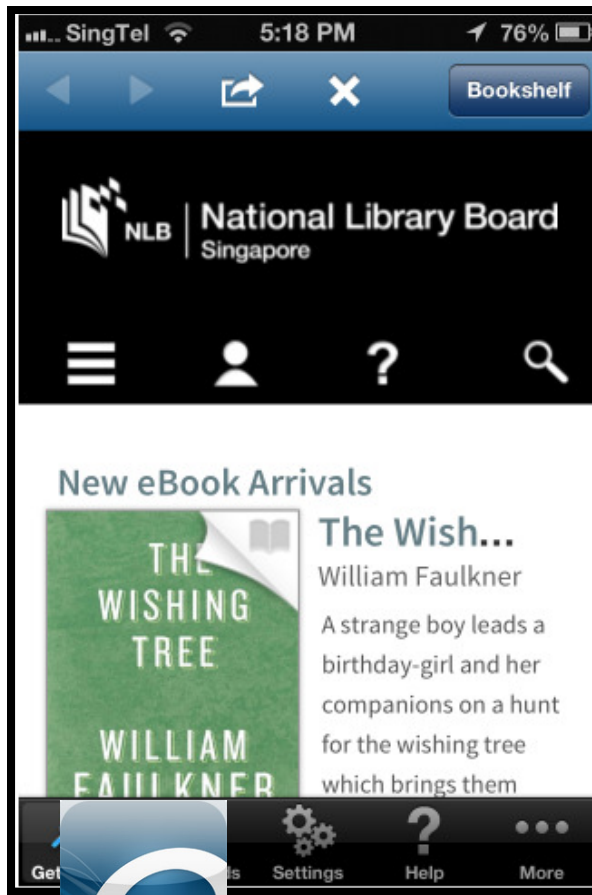
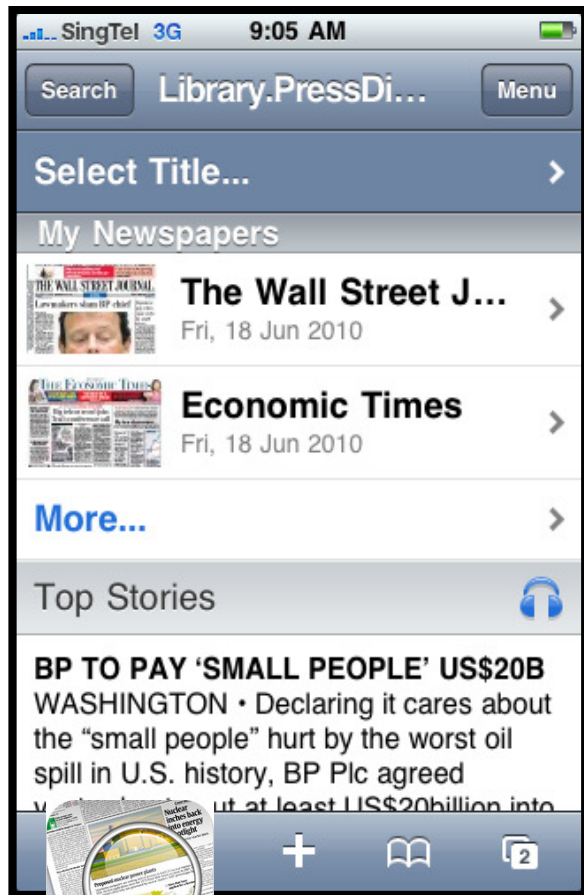
More than 2.2 million eBook titles

More than 2,000 newspaper titles in over 50 languages

More than 210,000 images/photographs

More than 1,000,000 music tracks

E-books & E-Newspapers



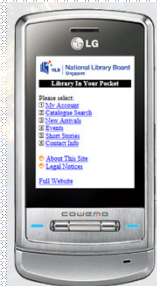
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Access Strategy

Multi-channel Delivery



Library in Your Pocket
m.nlb.gov.sg



Library in Your Pocket



Library in Your Pocket

Library in Your Pocket (LiYP) allows anyone on the move quick, easy and convenient access to popular library services, catalogue, account information, ebooks, etc., on their mobile devices.

How to access the NLB Mobile Services:

- 1.) Launch the web browser on your mobile phone / device,
- 2.) Enter this URL on your web browser
<http://m.nlb.gov.sg>
or *scan the QR code*



Mobile Reading

Pioneering mobile reading on local literature in Singapore, Read! Singapore is a nation-wide reading initiative which aims to make reading part of our culture.

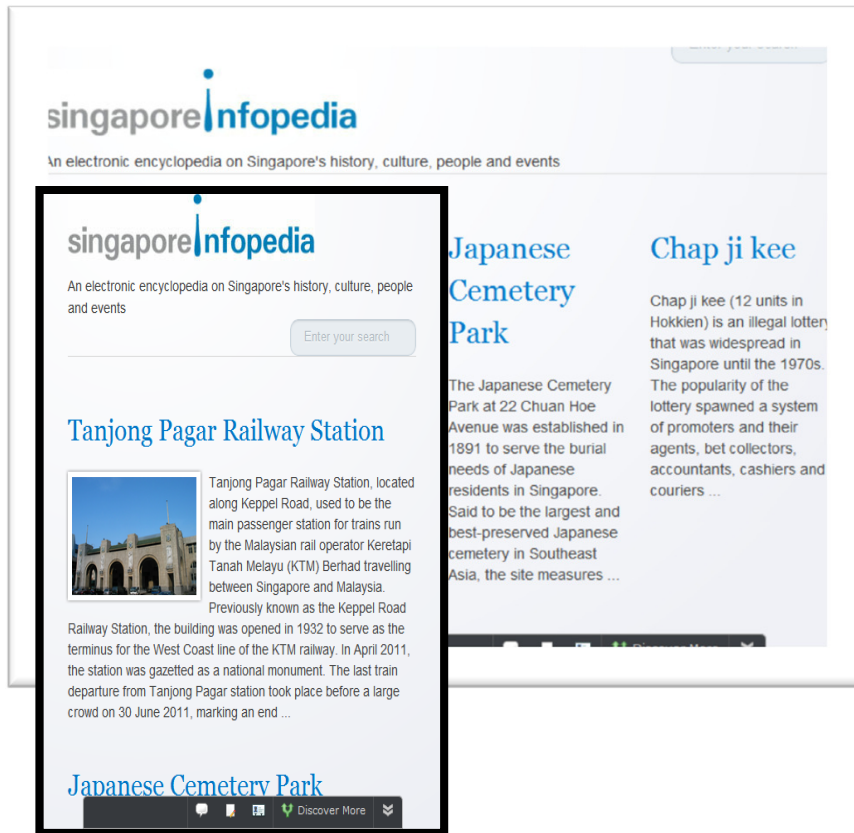


Grab a book and read while on the move!



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Mobilised Websites



Responsive web design optimises the customer viewing experience across a range of devices



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Engagement Strategy

Bridging the digital divide



Personalised experience



Co-creation



Bridging the Digital Divide

You can now borrow E-READERS at these four libraries!

*Read your favourite books on the E-READER
Sign up for one of the following workshops!*

Ang Mo Kio Public Library

Fri 26 Jul 7pm, Fri 23 Aug 7pm,
Fri 27 Sept 7pm

Geylang East Public Library

Fri 12 Jul 7pm, Mon 5 Aug 7pm,
Fri 13 Sept 7pm

Jurong West Public Library

Fri 19 Jul 7pm, Fri 16 Aug 7pm,
Fri 20 Sept 7pm

Toa Payoh Public Library

Fri 2 Aug 7pm, Fri 6 Sep 7pm,
Fri 4 Oct 7pm

Attendance of the workshop is compulsory before the E-READER can be borrowed.

Register at the service counters at any of the above libraries or call 6332 3255. Registration is on a first-come, first-served basis.

Available for Singaporeans and PRs only.

Library members below 18 years require parental consent.

NLB | Public Libraries
Singapore

This service is made possible by the generous donation from the United States Embassy in Singapore



eDevices are available for loan at selected public libraries

- iPads
- Tumblebook playaways
- Amazon kindle eReaders
- Sony ebook readers

All devices were donated to NLB.

Workshops on using iPads are also organised as part of the loan service.



E-Devices Loan Services at our libraries

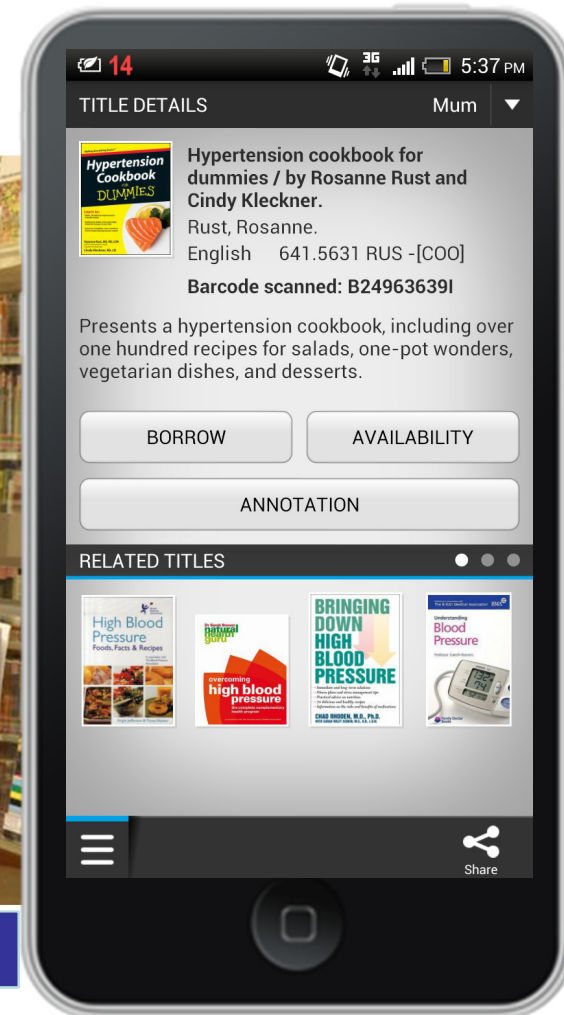


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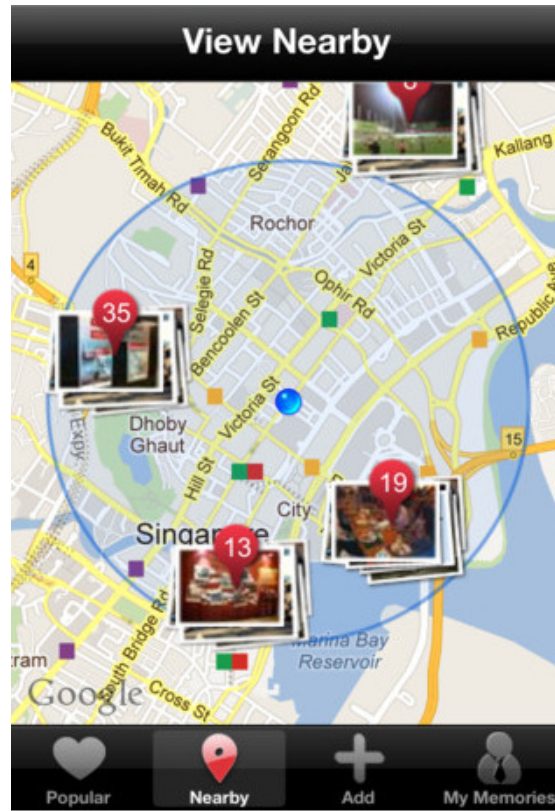
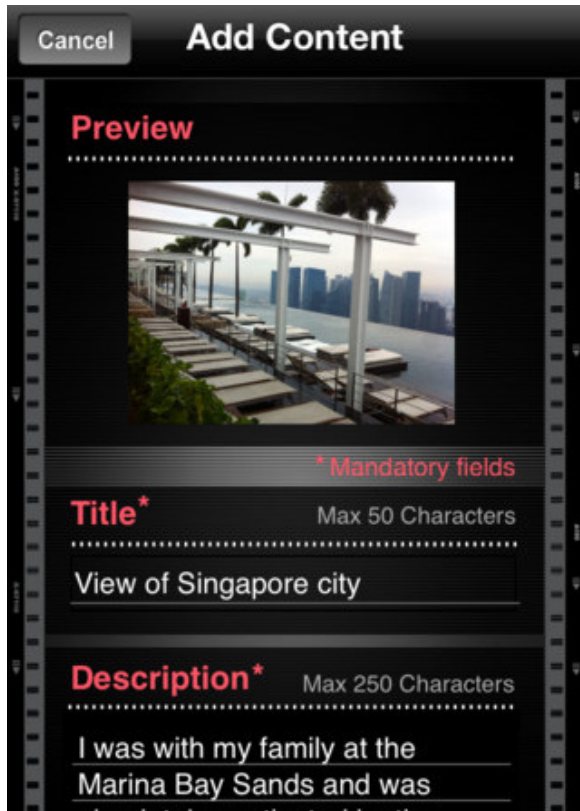
Personalise your library experience



Mobile Checkout



Co-creation (Content)



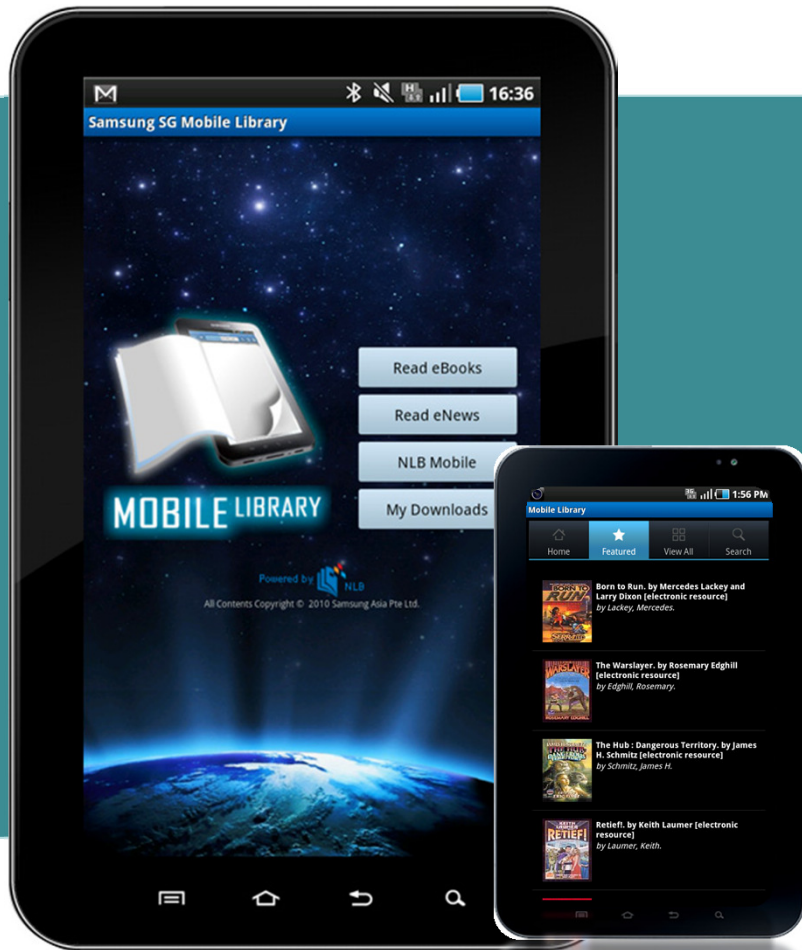
Leveraging smart phone features

- Explore memories contributed to the Singapore Memory Project.
- Capture and contribute memories as it happens and share your stories with others.



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Co-creation (Service)



Open platform enabling partners to integrate NLB content/services and develop innovative services for their customers

Collaborate with us at
<http://www.nlb.gov.sg/labs>

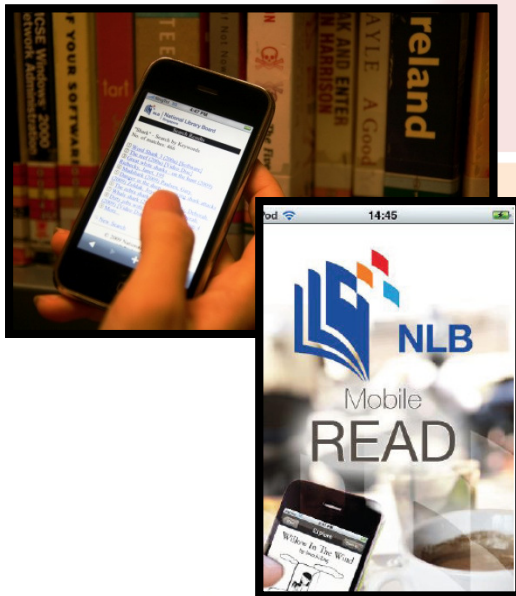
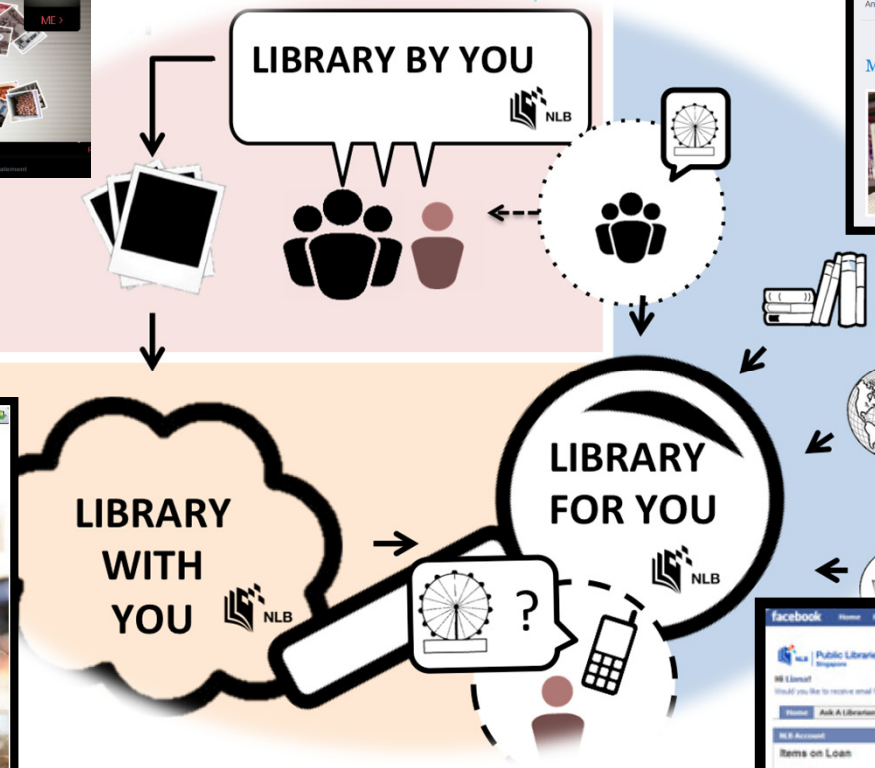
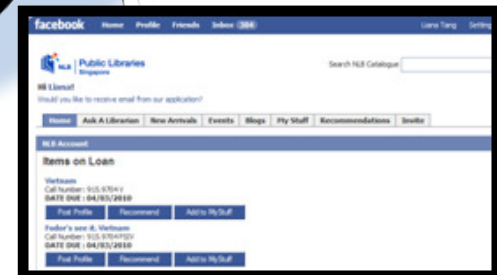
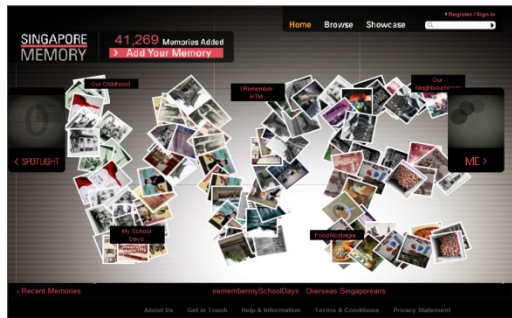


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NLB Digital Services

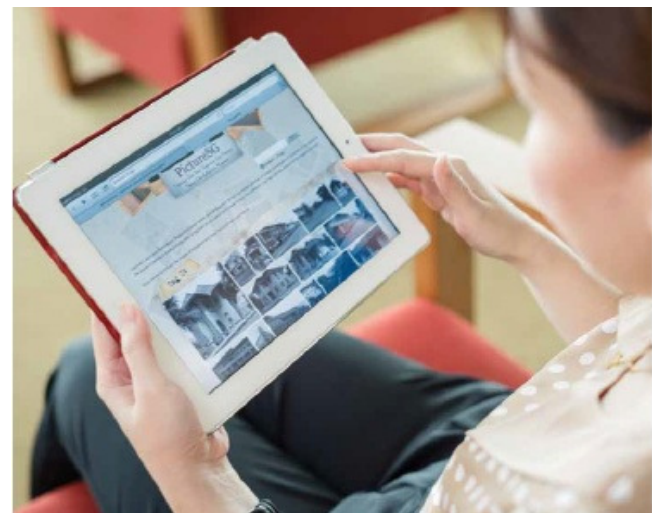
**World Summit
Award 2013
winner
(m-Gov)**

**SiTF
e-Gov (2012)
Gold winner**



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Accessible NLB services and resources, regardless of size...



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