The Post-Mobile Library

mLibraries Conference
Hong Kong
Joe Murphy
Director Library Futures
Innovative Interfaces
@libraryfuture
The library in a post-mobile world is a technology test kitchen
library possible.
What Does Opportunity Look Like?
From Google’s Advanced Technology and Projects group -

The future is awesome. Let’s build it together.

-- Johnny Lee, and the ATAP Project Tango team

Project Tango – 3D Indoor Mapping
Not for the mobile but with the mobile

http://youtu.be/Qe10ExwzCqk?t=20s
Kids react to Walkmans

Let’s start basic

Modular smartphones = Smartphone + Legos

Smartphone as expression canvas?

Part of the Maker revolution – taps into higher order satisfaction

http://www.3dsystems.com/blog/2014/04/new-details-project-ara-and-future-modular-phones
Consider your options
Keep going...
We’ve become used to having sensors on or near our bodies. The door has been opened...


Muse: The Brain Sensing Headband
“the library is a virtual, a social, and a physical space where we make sense of an accelerated world”

- Andrew Cowie of the National Library of New Zealand’s Learning Futures team

http://youtu.be/iprrSgGVkoA
iPod sales dropped almost 50% year over year. Looks like parents have turned to buying their kids iPad minis. #AppleEarnings
4/23/14, 2:05 PM
Connectivity as capital
Television premier on Tumblr

creator/curator/consumer

http://amctv.tumblr.com/
Mesh networks & custom connections

Build wireless, web-enabled projects in minutes.

https://pinocc.io/
Mobile extended the screen & input point beyond the desk, new tools continue extending beyond the device
Pop up libraries reflect a similar philosophy to how mobile libraries should be conceived.
Amazon Dash & extra-phone mobile

Key Features

SAY IT
Say what you want and Dash finds it for you. Just press and hold the voice button to speak into the microphone. It's voice search that actually works.

SCAN IT
Point at what you want and Dash adds it to your list. Scan a week's worth of groceries in minutes. Dash recognizes millions of items available on AmazonFresh and Amazon.com.

EASY SETUP
Dash connects to your home's Wi-Fi network with a simple setup.

STURDY DESIGN
Dash is made to withstand busy households, so go ahead and grab it with flour on your hands to order more supplies.

https://fresh.amazon.com/dash/
#AmazonCart ift.tt/1iSxcl5 5Stars unique Romance/Finance Thriller. Love, Passion, Obsession, Secrets & Danger.

Kindle Team

Desperate Pursuit in Venice

When New York Private Equity partner Kataryna Taylor pursues the acquisition of a successful Italian biomedical company, s...

Tweets for action
The library as development platform

The product as the platform for connecting social expression to real objects

http://instagram.com/p/oDw5k6LiRz/
If only we could extend the power of images in conversation
to images as action ...
Pay for a box of cereal in Sweden by Instagramming the product and adding the tag #nyaspecialk (Swedish for new Special K)
- Image as currency
Instagram being used by independent e-commerce sellers in Kuwait

http://instagram.com/sheeps_sell
Don’t be afraid of new tech.
Try it out and ramp it up
Loyalty, gaming, perks, ... premium

http://www.snapmyad.com/
Mashup of ecommerce delivery, home shopping, maker essence, mobile as action piece, and photo for action

Copy your house keys with your phone
No time for the hardware store?
Get your keys delivered to you

Get Started
The Sandwich Factory

Peanut Butter, Jelly and Granola Sandwich

INGREDIENTS: Wheat Berry Bread (bleached enriched flour, wheat flour, malted barley flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folate), water, coarse cracked wheat, high fructose corn syrup, yeast, honey, soybean oil, salt, wheat gluten, malt syrup.
Helpouts by Google

Get started

Sign in with your Gmail, YouTube, or other Google Account.

Categories

- Art & Music
- Computers & Electronics
- Cooking
- Education & Careers
- Fashion & Beauty
- Fitness & Nutrition

https://itunes.apple.com/app/id720377541
Bitcoin – Digital currencies & digital lifeflows
Impact of Uber is how it is disrupting.

A model for reactions to its disruptions.

Are competitors wrong to focus on the mobile aspect of Uber for its success?

https://www.uber.com/cities/hong-kong
New features

- Turn-by-turn navigation now gives lane guidance and quick access to route overview
- View travel time, distance, and estimated arrival all at once in navigation mode
- Save offline maps to a custom list for when you’re traveling or have a slow connection
- Transit results now display total walking time of your trip and the next scheduled bus or train
- Filter search results for restaurants, bars and hotels by rating, price, opening hours, and more
- Sign in to see your “Places to review” list from recently saved or searched-for places
- If you have the Uber app installed, open it right from Google Maps when comparing route options
It seems that a digital representation is not necessary.
Facebook has more than 1 billion monthly active users -- on mobile. That's pretty nuts.
Automatic Content Recognition comes (directly) to social mobile

Combines mobile gadget, your experience context, content, social – content as point for interaction.

reveals our content related behaviors
Hang Out With Friends

See who's nearby and who's on the go.

You have friends nearby.

Hey, want to grab a coffee at the park?

Sure, I'll be there in a few minutes.
LIBRARY
joelibraryfuture
2 months ago · Washington Hilton
Libraries are all about stories. Erik Boekesteijn, International library innovation guru reminds us of an optimistic future based on libraries' value.

dana_krydick, mamasly1118, taraRajiecK and 12 others like this.

Joelibraryfuture
#Clidc #libraries

asijane
Yes!!

preprint
Yes! ... And it is super fun working with teens creating animation stories in libraries. Final session today and I hope more are on the way.

preprint
Tori Morrison, in an interview, said that storying is what humans are all about (paraphrased here) and it resonates as a truth.

http://instagram.com/p/mIHBsvpAiy/
When partnerships make a purchase attractive
Scan Book Feature

Welcome to Greenfield Library!

- SCAN BOOK
- SELF CHECKOUT
- SEARCH CATALOG
- MY ACCOUNT
- LIBRARY INFO
- SOCIAL MEDIA

Feed
Here’s Why You Should Be Fighting to Save Libraries #NLW14 http://www.huffingtonpost.com/barbara-k-... Saturday Mar 03 17:06:03
USE EXTREME CAUTION

NARROW PASSAGEWAY
DON'T GET KILLED BY FRANK!!
Mobile Messaging

Bringing communication back to phones
Director, Library Futures

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http://libraryfuture.com