



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






Analytics

Video Manager

 Librarians like other heroic characters, New Zealand libraria...



Joe Murphy · 7 videos

 Channel settings

29 views

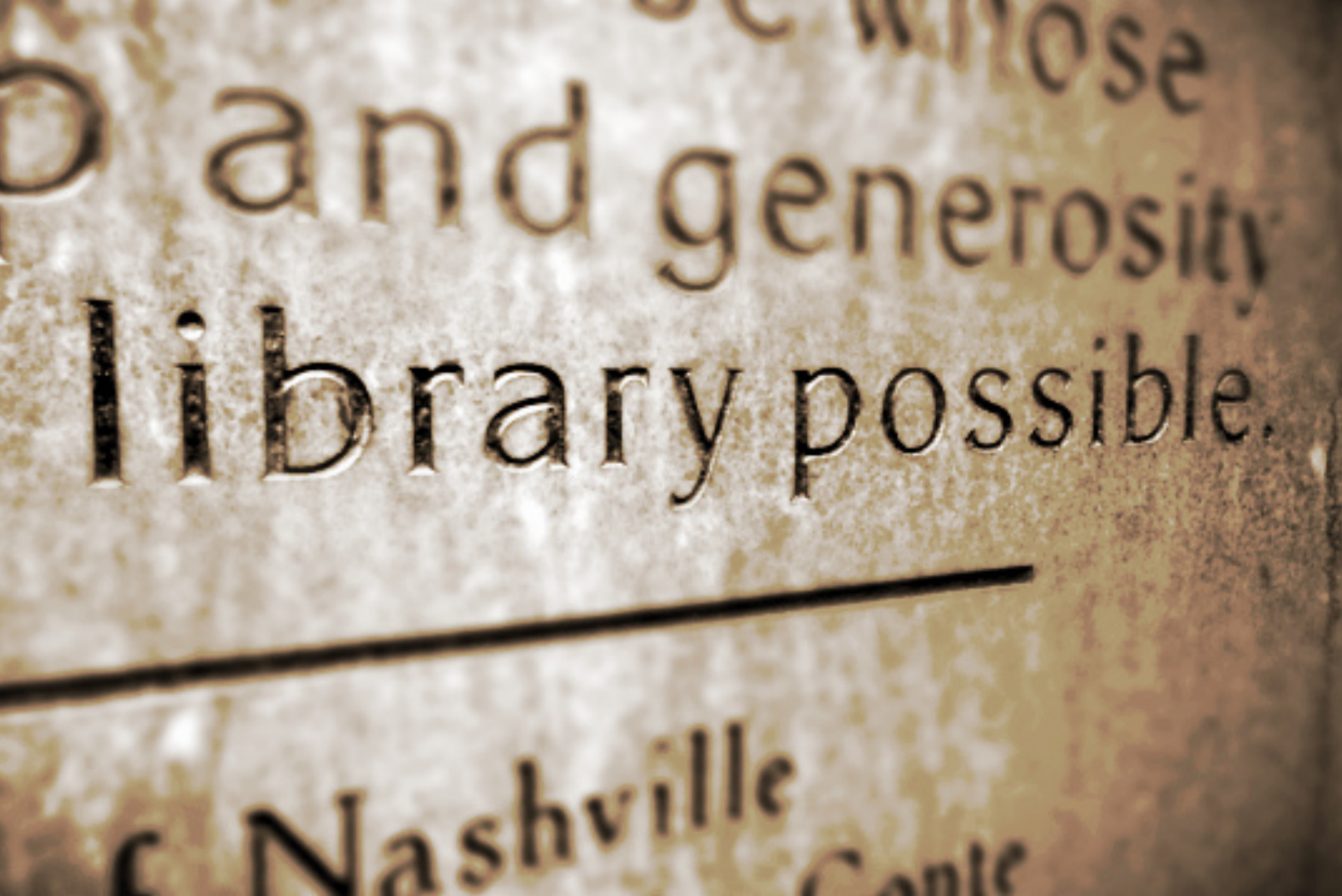
 0  0



6174 - Numberphile
by Numberphile
220,917 views



Susan Cain: The power of introverts
by TED
Recommended for you



<http://bit.ly/mlib14keynote>

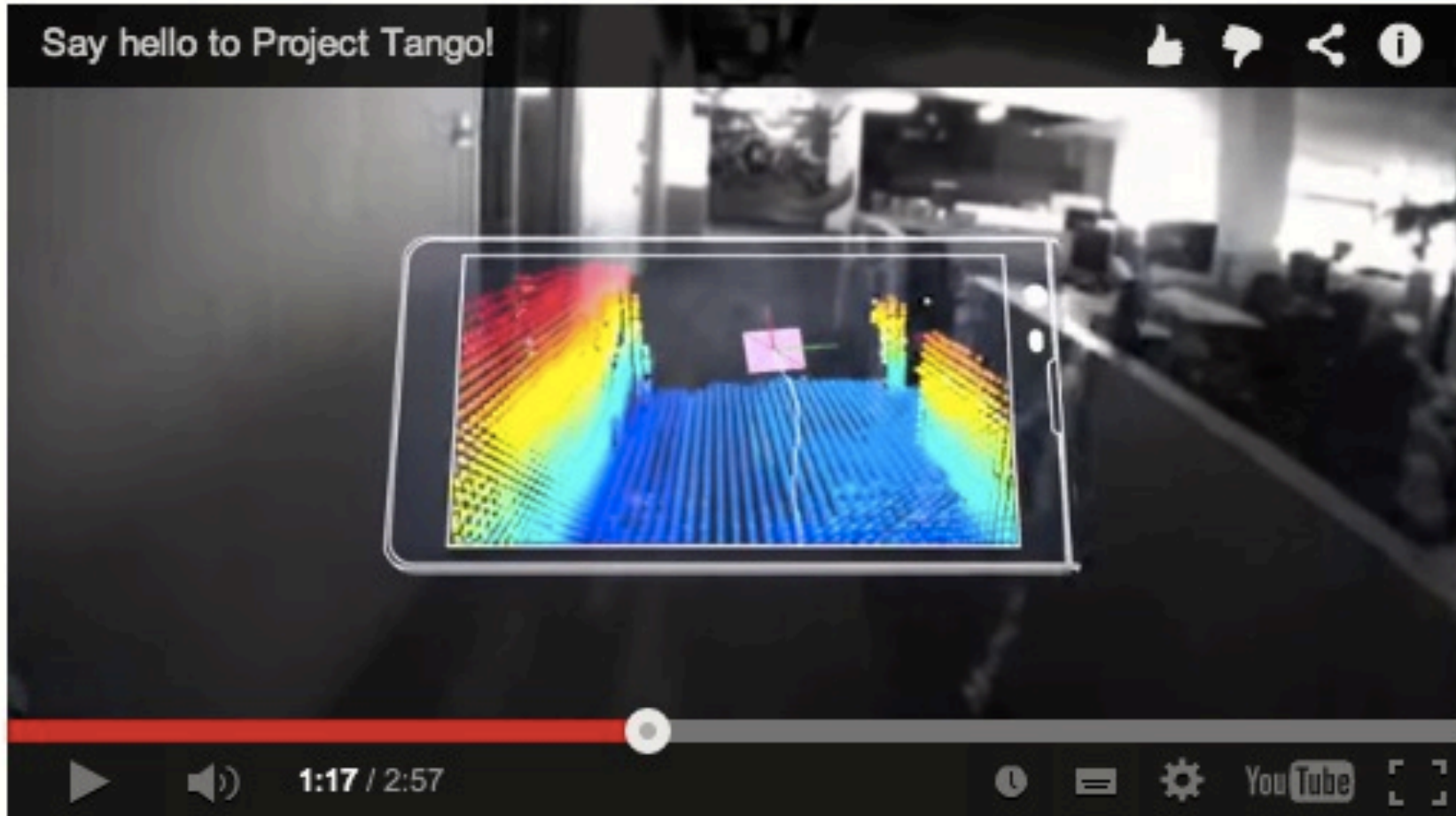
What Does
Opportunity
Look Like?

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

YouTube ^{NZ}   Upload



KIDS REACT TO WALKMANS (Portable Cassette Pla...

 **TheFineBros**  · 584 videos

 **Subscribe** 8,395,784

8,587,015 views

 81,119  4,581

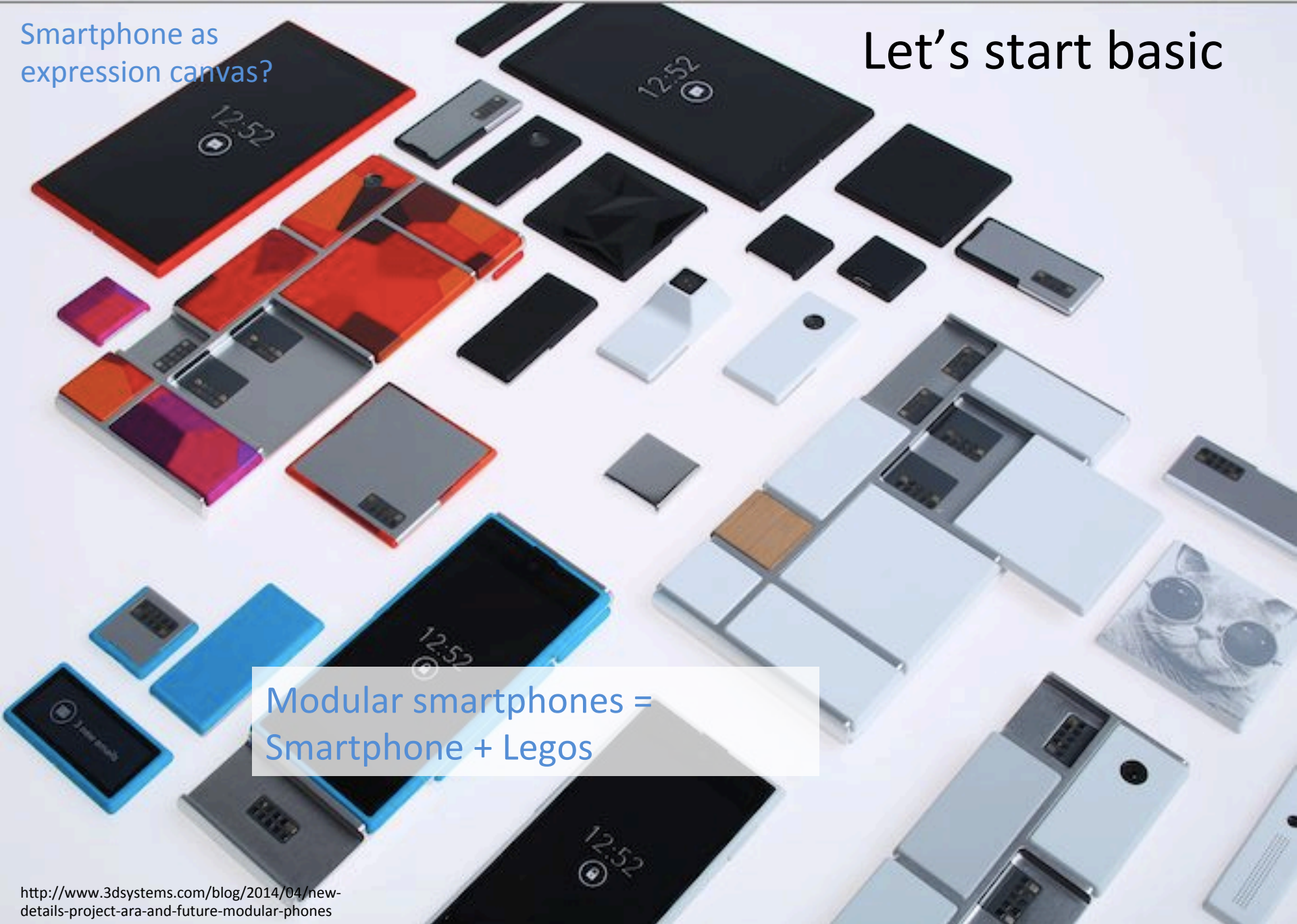
限時優惠 \$59

BALLERINAS BY s.w.k

http://youtu.be/Uk_vV-JRZ6E By Benny and Rafi Fine April 23, 2014

Smartphone as
expression canvas?

Let's start basic

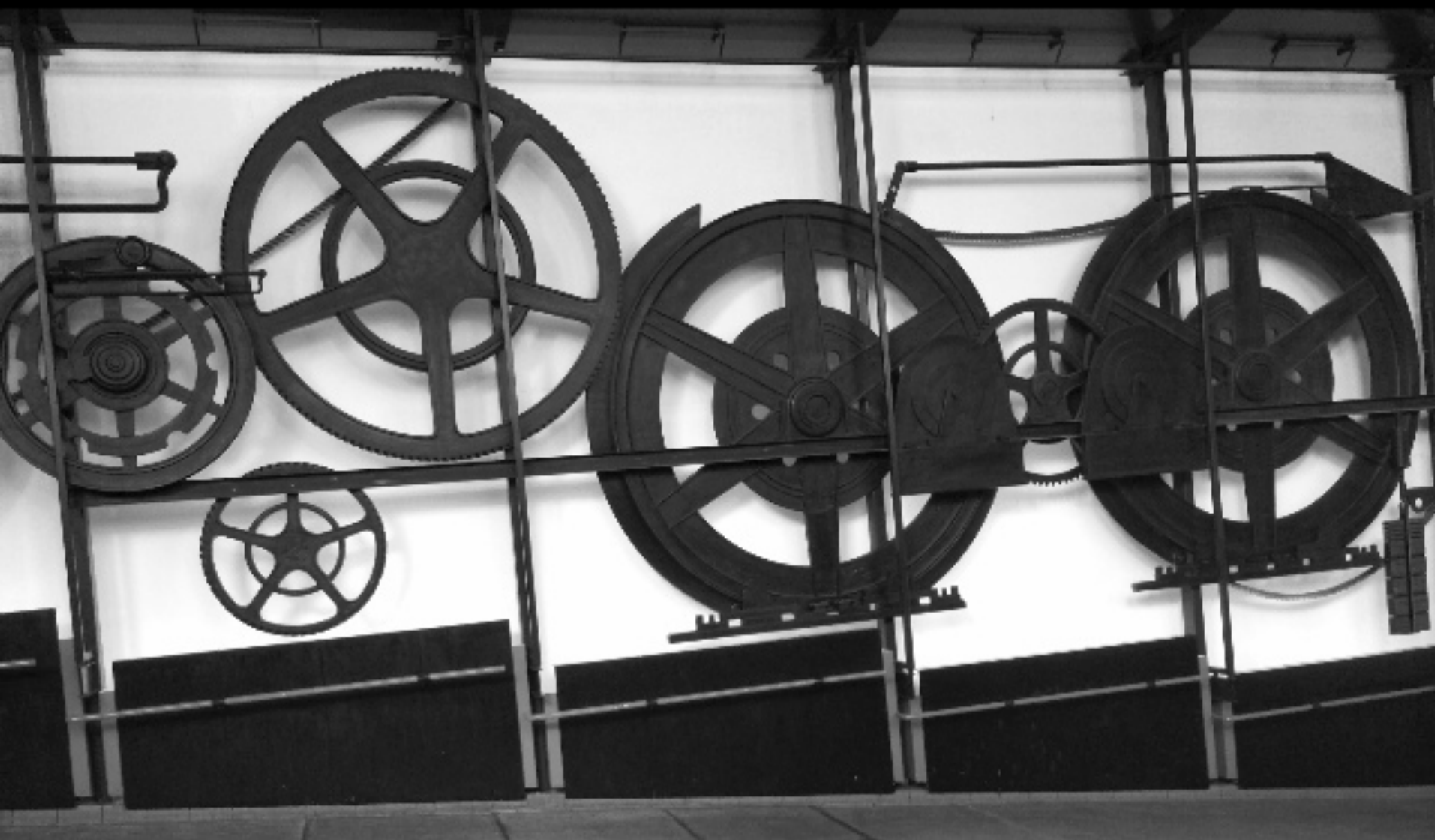


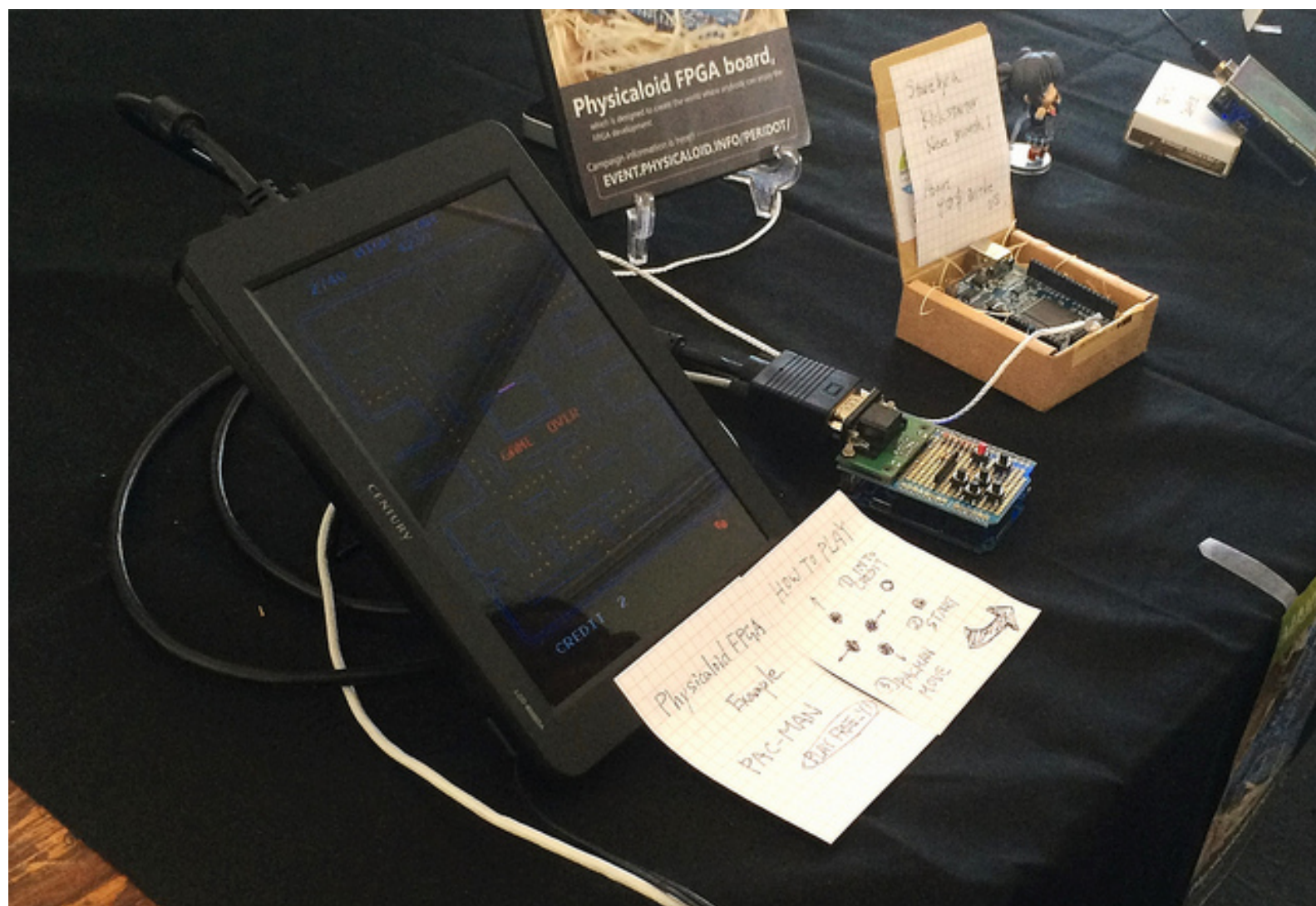
Modular smartphones =
Smartphone + Legos

<http://www.3dsystems.com/blog/2014/04/new-details-project-ara-and-future-modular-phones>

Part of the Maker revolution – taps into higher order satisfaction

CONSIDER
YOUR
OPTIONS







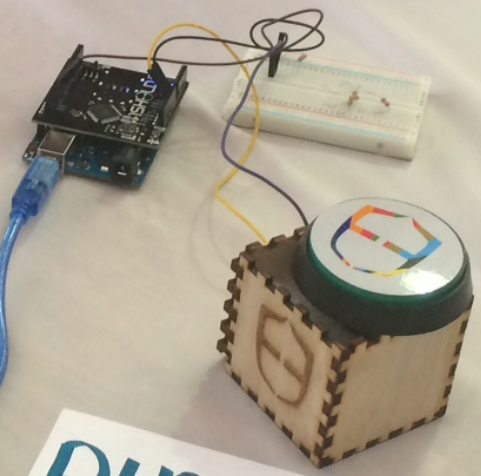
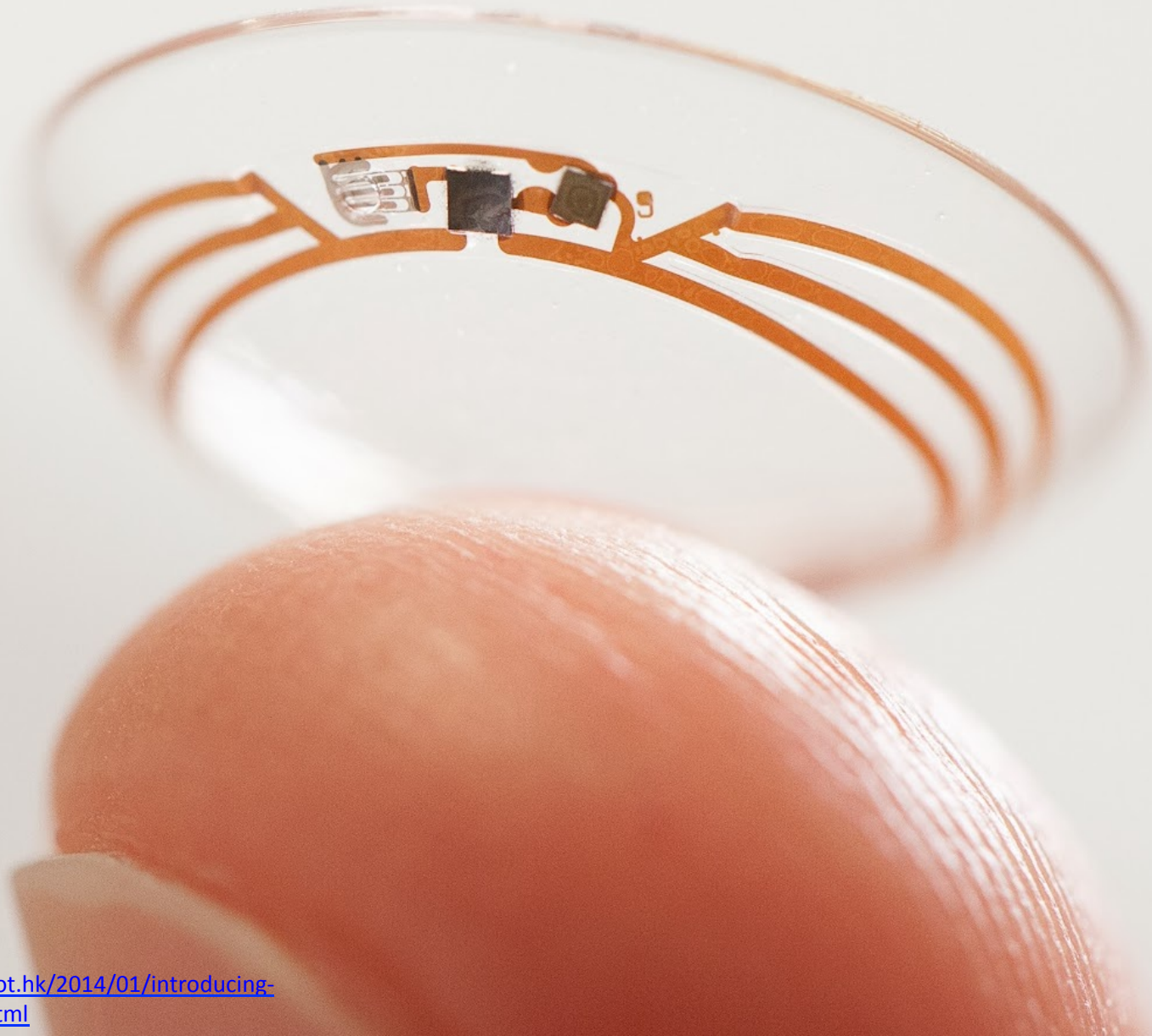


PHOTO BOOTH



Smart contact lens







Keep going...



We've become used to having sensors on or near our bodies.
The door has been opened ...

Story

Updates 33

Comments 910

Funders 1,613

Gallery 26



4.4k



1,098



470



Email



Embed



Link



Follow

Muse: The Brain Sensing Headband

<https://www.indiegogo.com/projects/muse-the-brain-sensing-headband>

\$287,472 USD

RAISED OF \$150,000 GOAL

192%

0 time left

This campaign started on Oct 19 and closed on December 07, 2012 (11:59pm PT).

Fixed Funding

CAMPAIGN CLOSED

This campaign ended on December 7, 2012

SELECT A PERK

\$10 USD

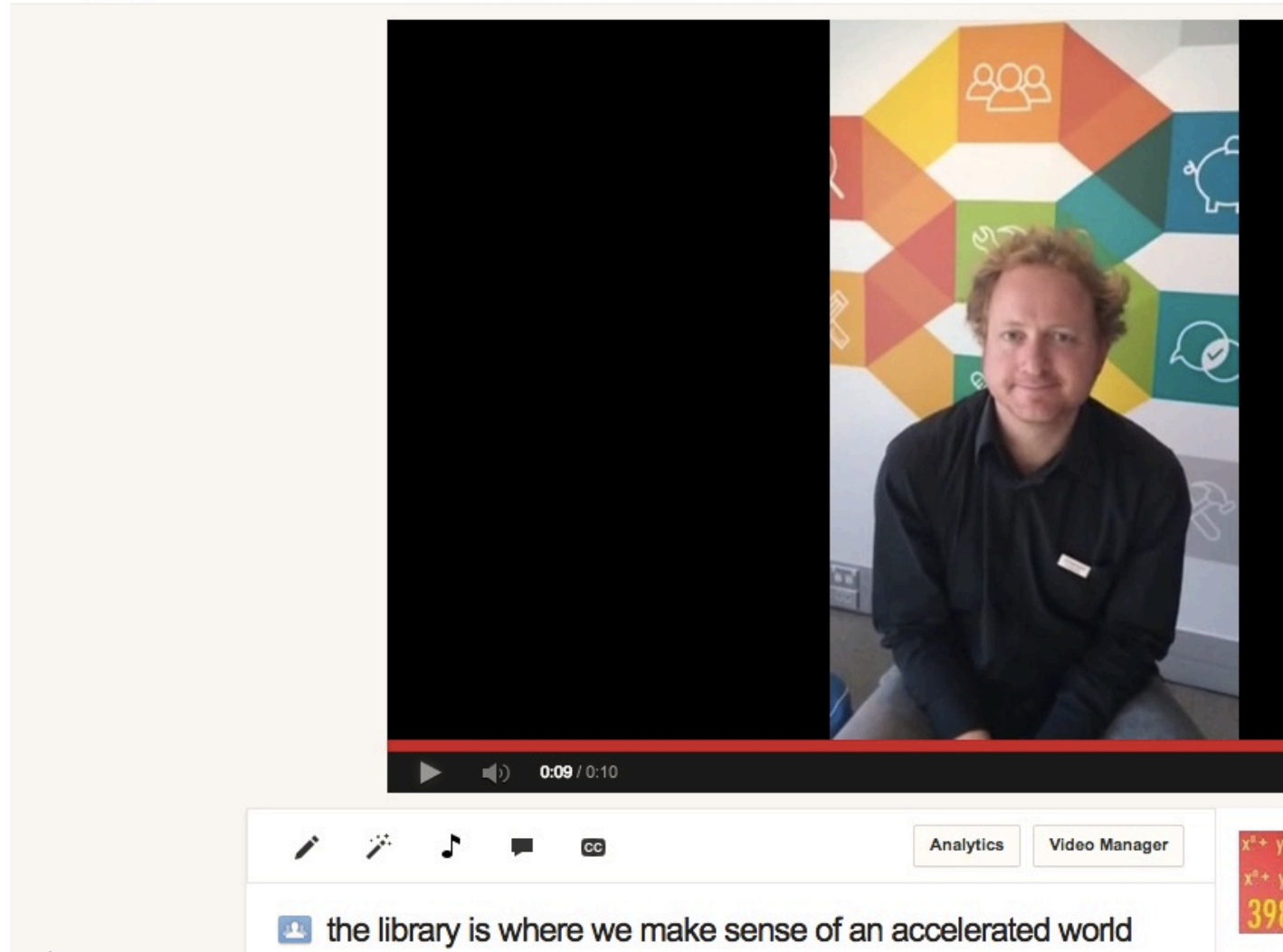
Our eternal gratitude

To show our appreciation, everyone who

“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

YouTube^{NZ}



<http://youtu.be/iprrSgGVkoA>






Tweet



 Mashable retweeted



Pete Pachal 
@petepachal



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

2 RETWEETS 2 FAVORITES



Reply to Pete Pachal, Mashable 118



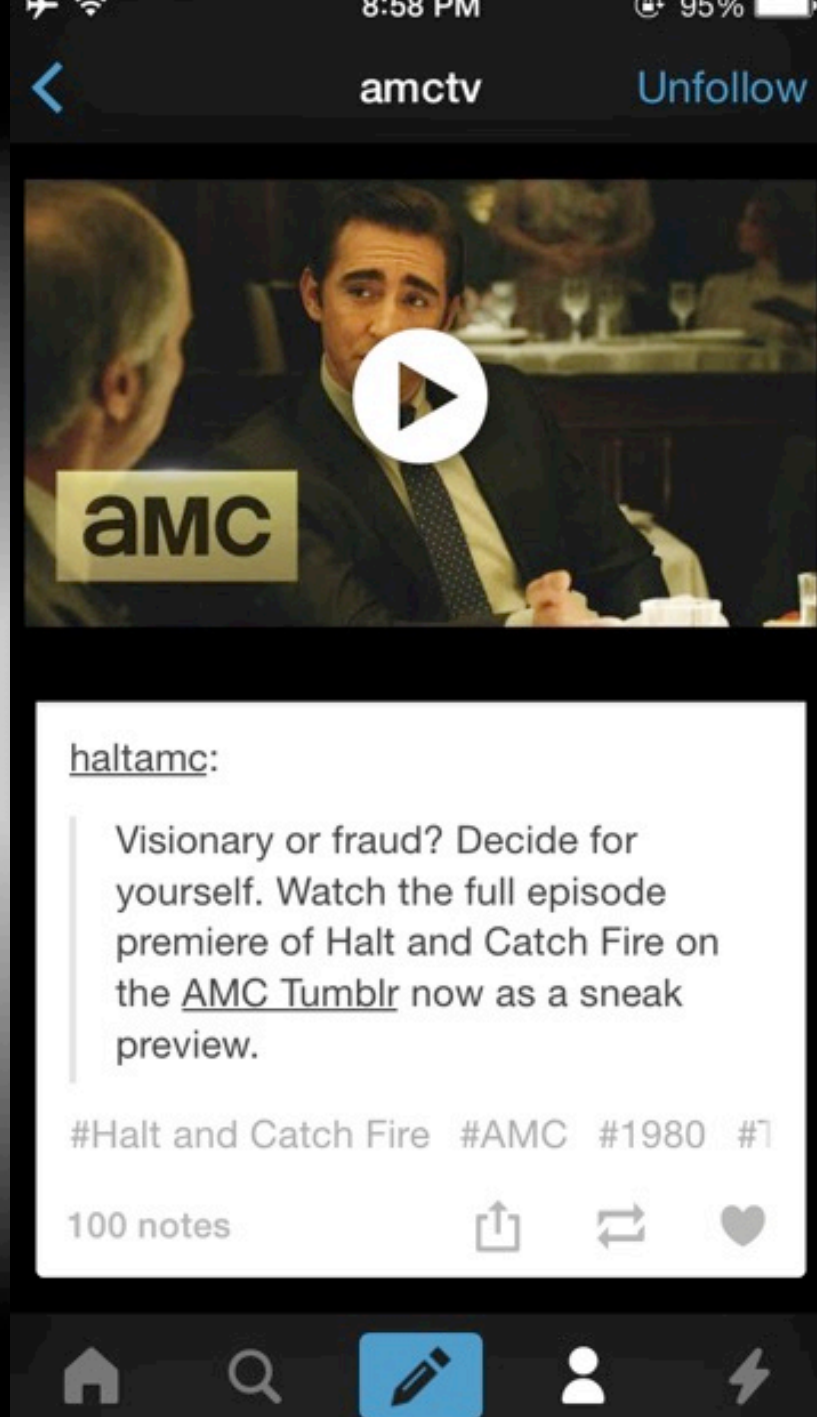
Connectivity as capital



Television premier on Tumblr

creator/curator/consumer

<http://amctv.tumblr.com/>

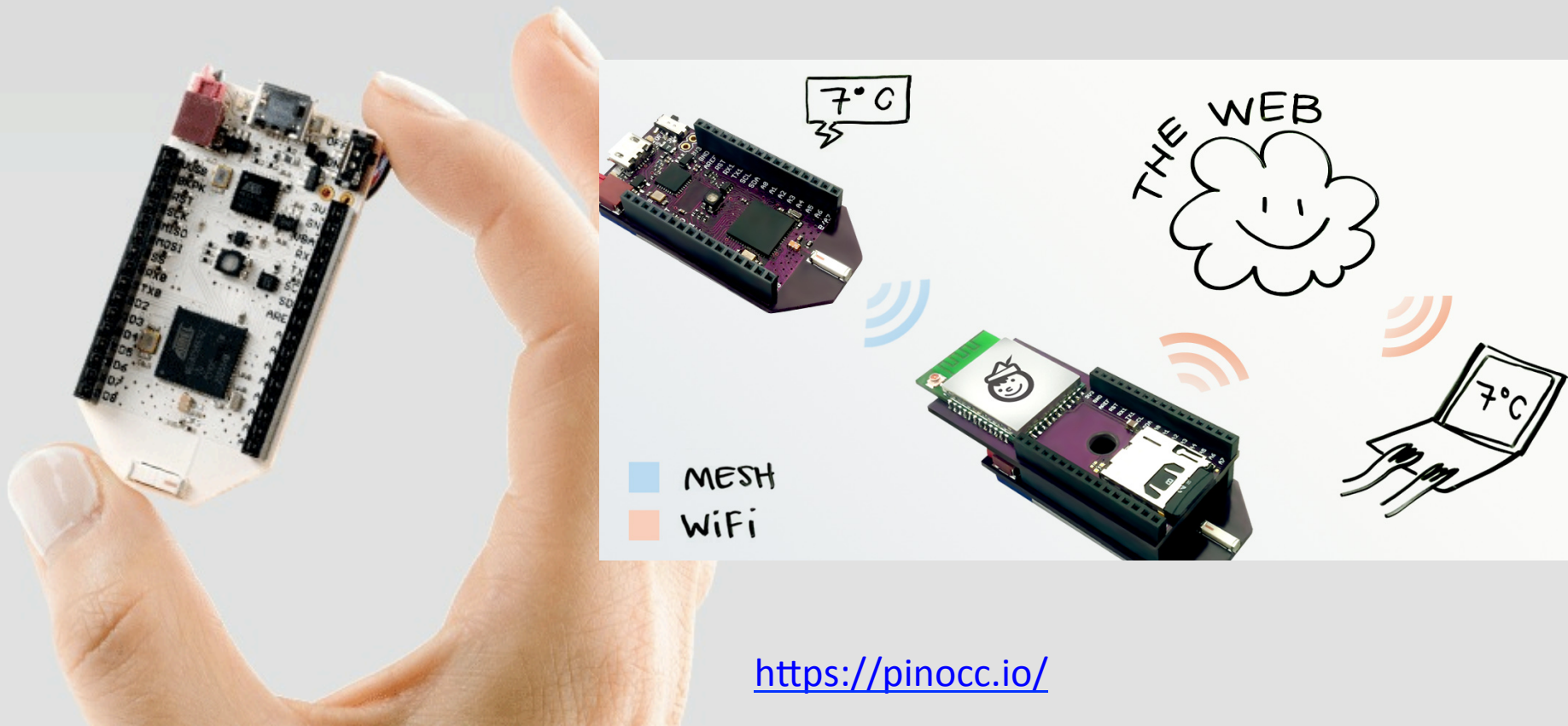




Mesh networks & custom connections



Build wireless, web-enabled projects in minutes.



<https://pinocc.io/>

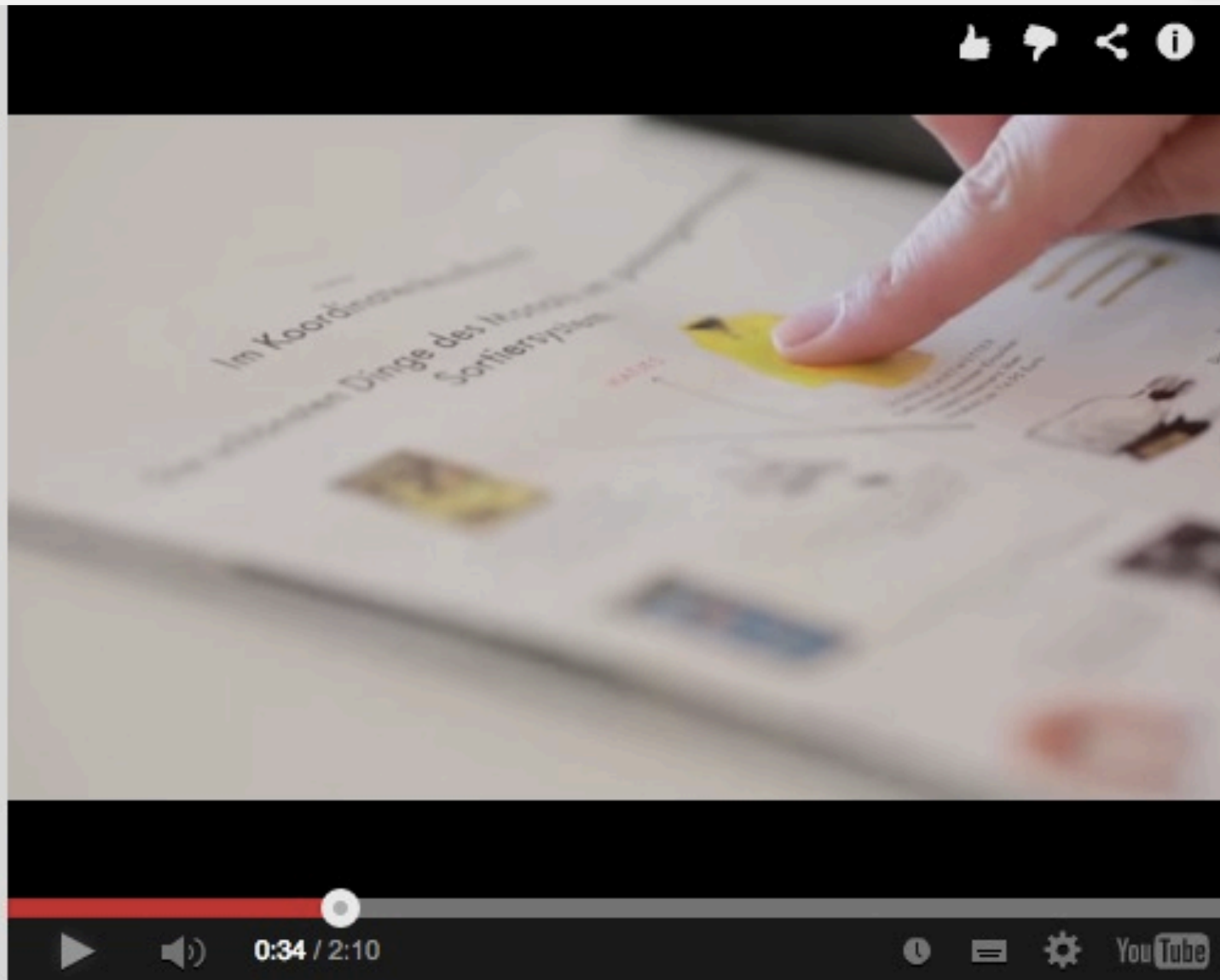



DATA



Mobile extended the screen & input point beyond the desk,
new tools continue extending beyond the device

Close X



 Like 963 people like this. Be the first of your friends.

<http://youtu.be/t1HmYNqp8NM>



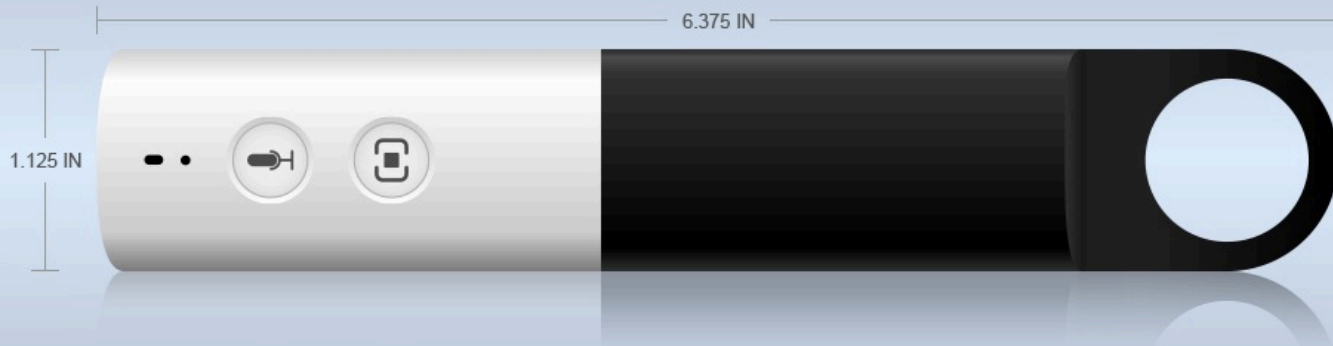
Pop up libraries reflect a similar philosophy to how mobile libraries should be conceived

Amazon Dash & extra-phone mobile

amazonfresh Already an AmazonFresh customer? [Sign in.](#)

amazondash

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

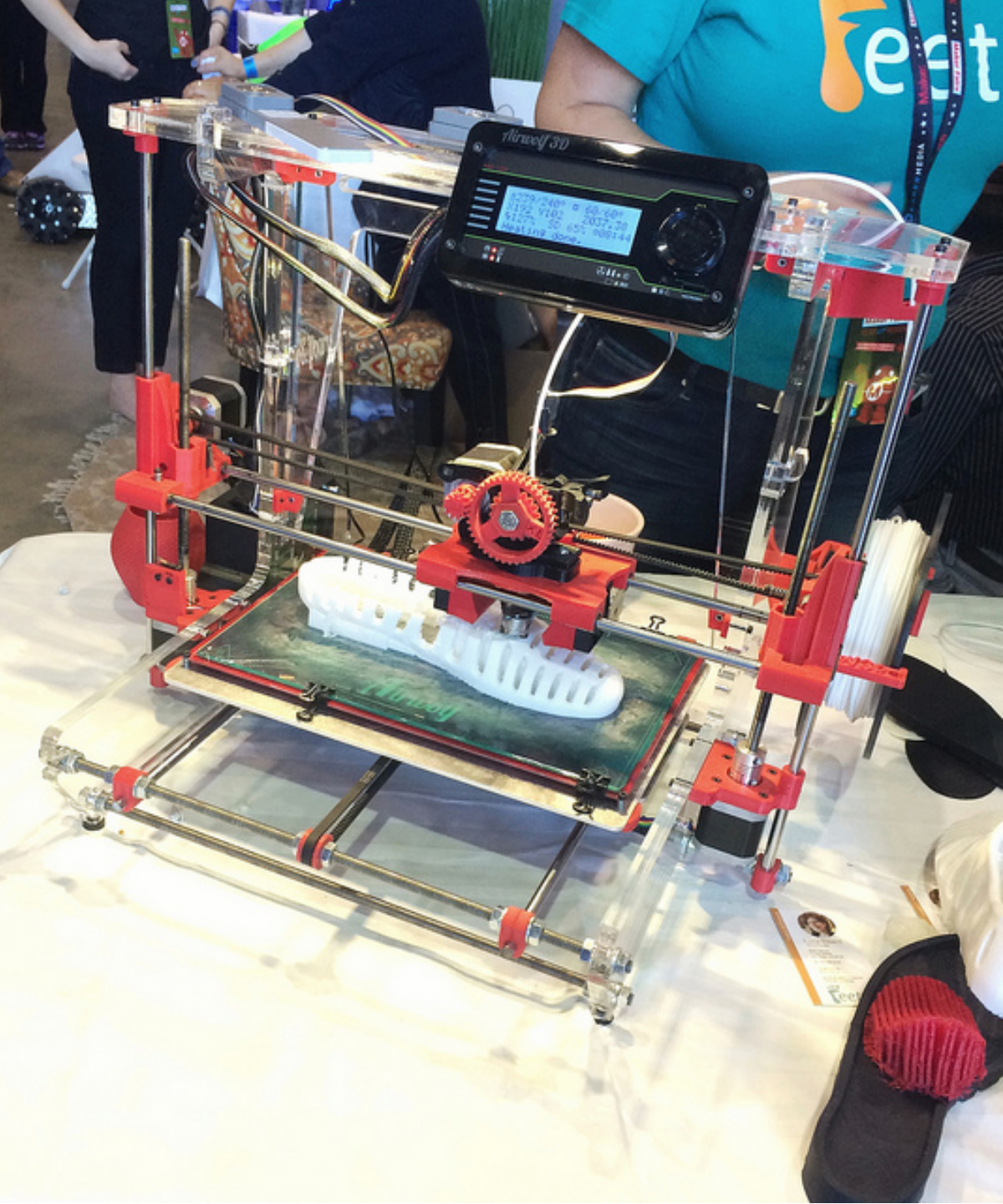
Dash connects to your home's Wi-Fi network with a simple setup.



STURDY DESIGN

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







Karynne Summars
@Karynne_Summars



#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...

[View on web](#)

Reply to Karynne Summars

123



Timelines



Notifications



Messages

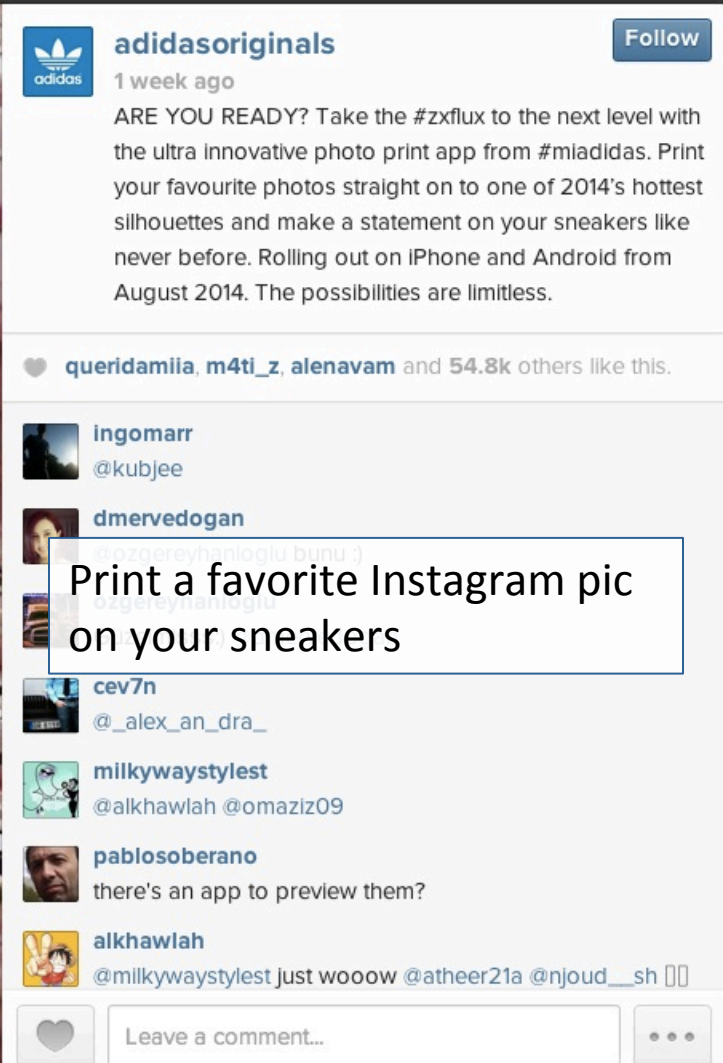


Me

#amazoncart
& social / ecommerce
confluence

Tweets for action

The library as development platform

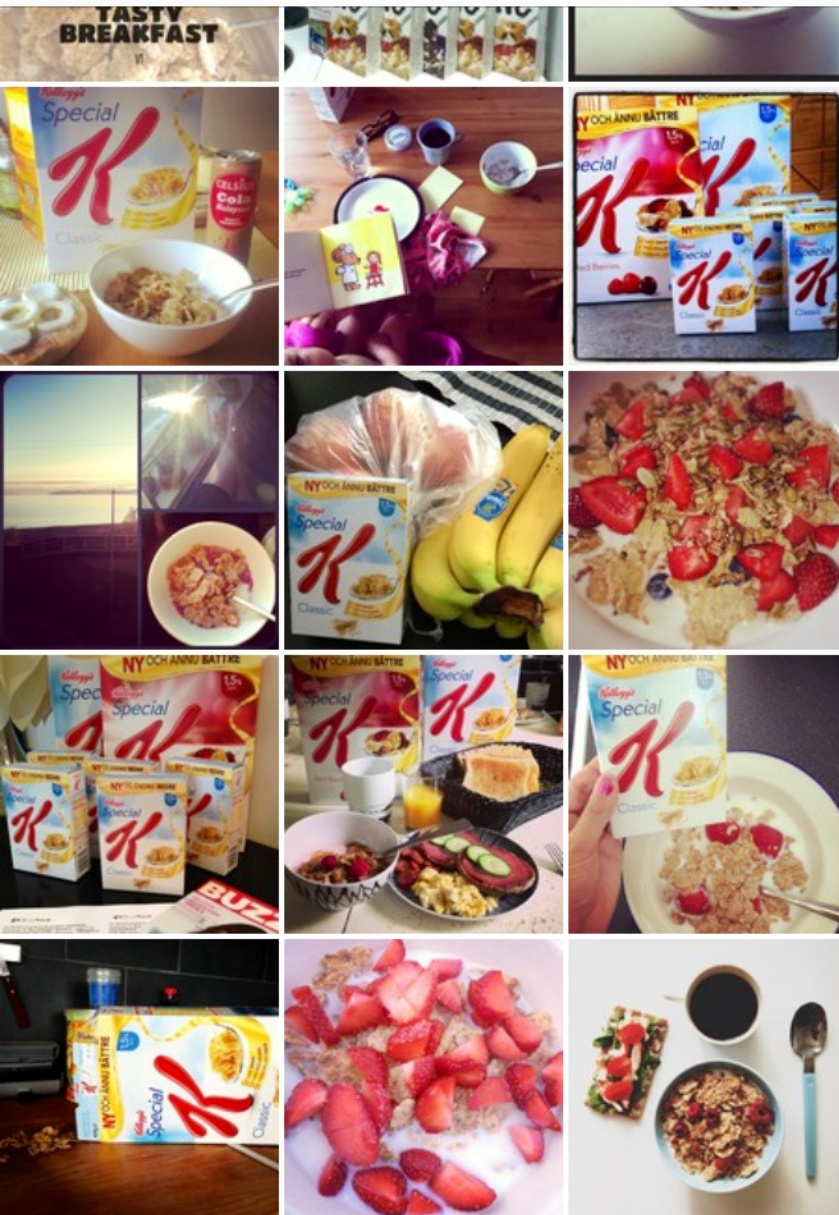


the product as the platform for connecting social expression to real objects

If only we could extend the power of images in
conversation
to images as action ...



#NYASPECIALK



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





Image as ecommerce



sheeps_sell

للبيع طليان وتمائم نعيم وتيوس عوارض وتوصيل لجميع مناطق الكويت مع الذبح تلفون: ٩٩٤٥٣٨٧٢ حاليا متوقف عن البيع

37
posts

2,723
followers

2,241
following

September 2013

July 2013

June 2013

Instagram being used by independent
ecommerce sellers in Kuwait

Don't be afraid of new tech.
Try it out and ramp it up

→ ↻ <https://www.youtube.com/watch?v=dEx6AotyzAM>

YouTube^{NZ}



0:11 / 0:14

Analytics Video Manager

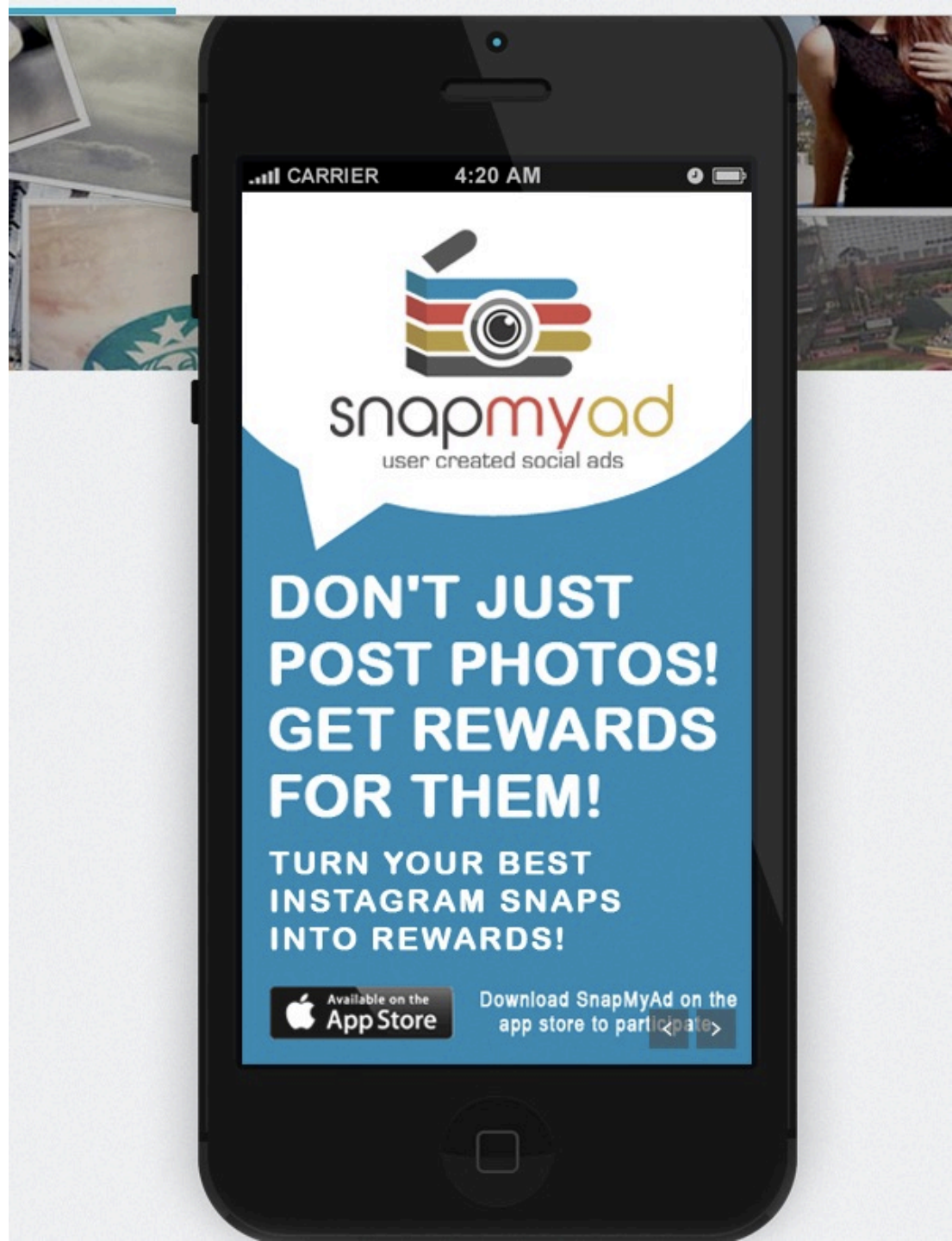
David Lee King at CILDC about New Techs

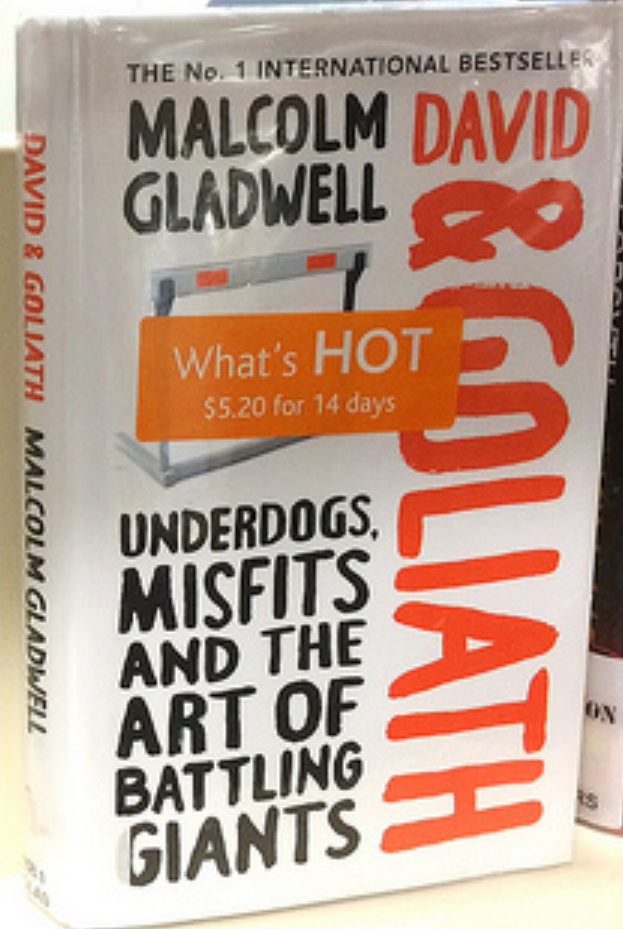
<http://youtu.be/dEx6AotyzAM>

3 3 is everywhere - Numberphile
by Numberphile
759,925 views

Loyalty, gaming, perks, ...
premium

<http://www.snapmyad.com/>





Mashup of ecommerce delivery, home shopping, maker essence, mobile as action piece, and photo for action

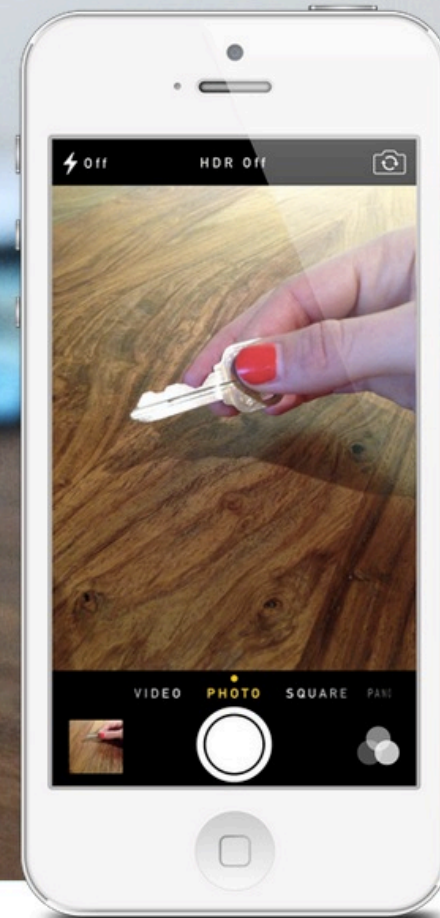


BUSINESS API SECURITY

Copy your house keys with your phone

No time for the hardware store?
Get your keys delivered to you

Get Started

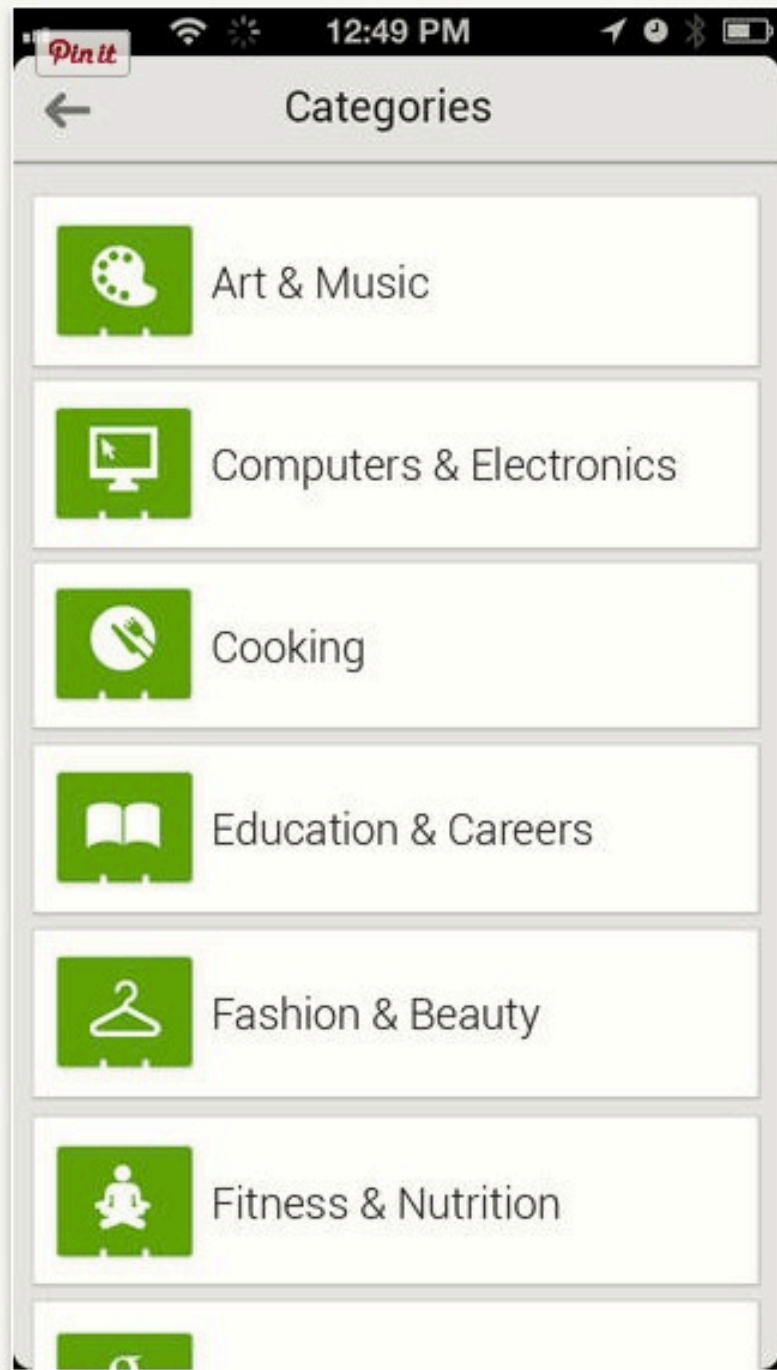
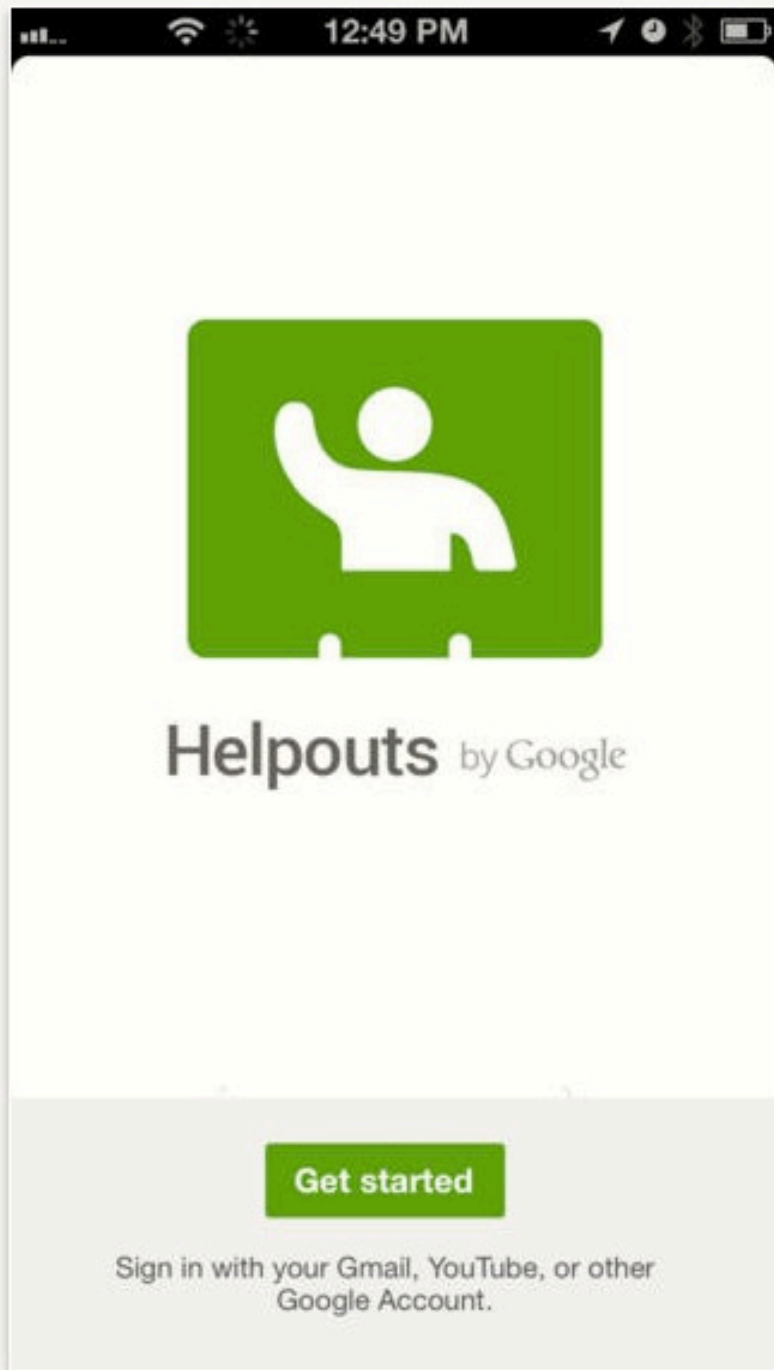




LOCAL • FRESH • DELI

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 syrup, yeast, honey, soybean oil, salt, wheat gluten, malt syrup)





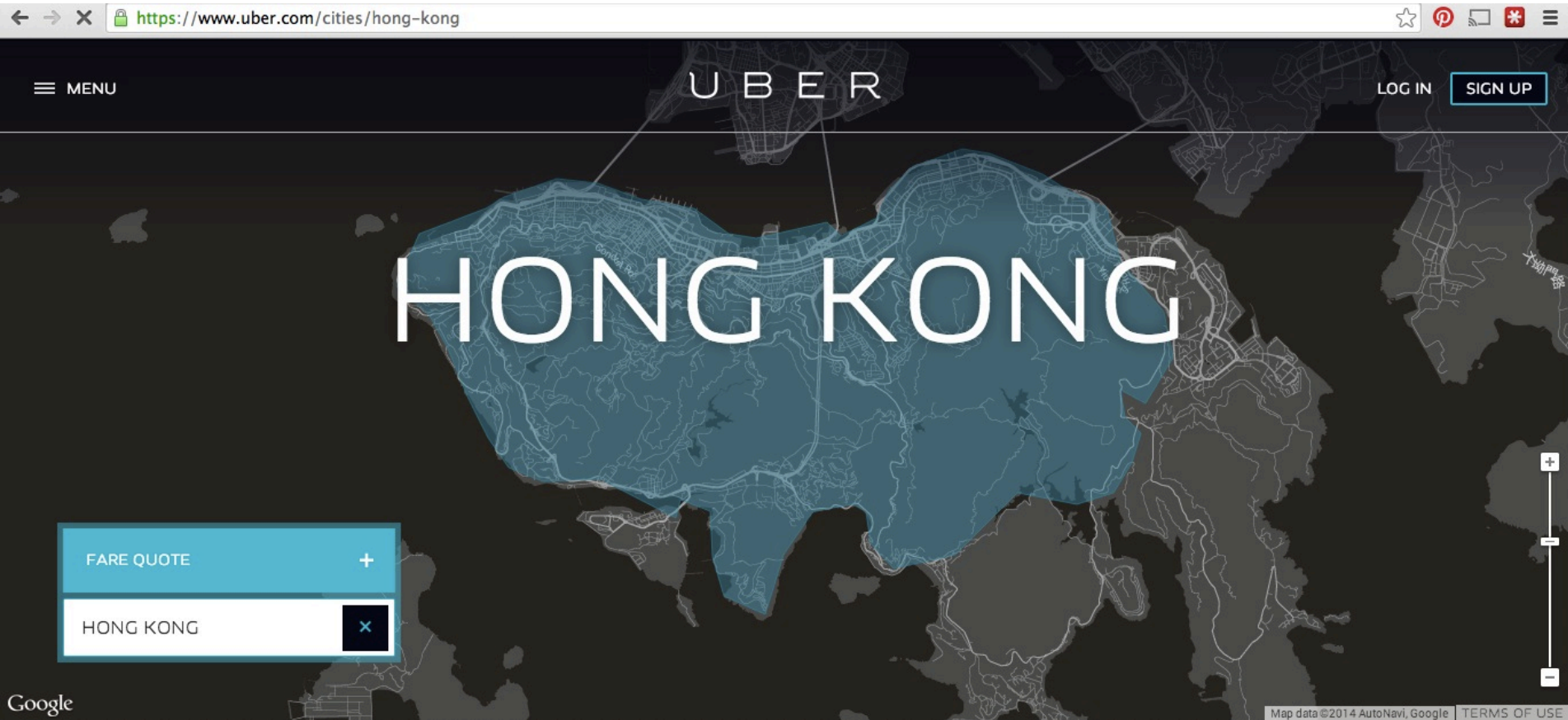


Bitcoin –
Digital
currencies &
digital
lifeflows

relax

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?



Google Maps

Version 3.0.1, 13.4 MB

May 14, 2014



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



THANNTM

orange & tangerine
HAND WASH

It seems that a digital representation is not necessary



Ollie

Sphero

Games

Edu

ONE SMART BALL. INFINITE WAYS TO PLAY.

SPHERO \$99 SUMMER SPECIAL

Meet Sphero 2.0

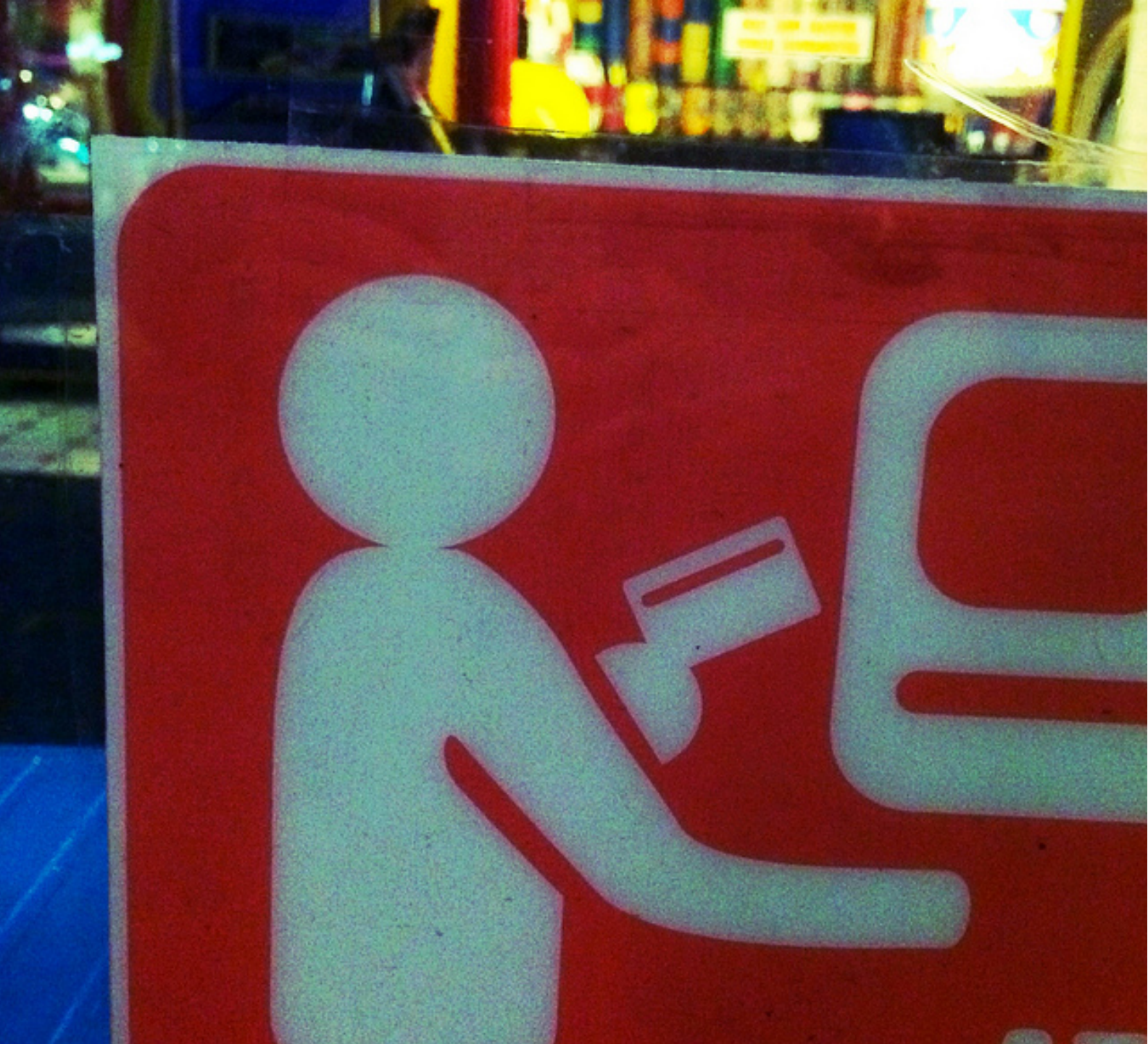


0:56 / 2:38



YouTube







Tweet

**Kurt Wagner** ✓

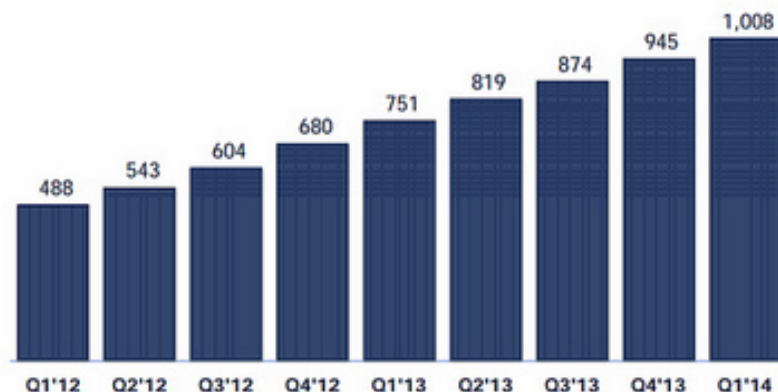
@KurtWagner8



Facebook has more than 1 billion monthly active users -- on mobile. That's pretty nuts.

Mobile Monthly Active Users (Mobile MAUs)

In Millions



Please see Facebook's most recent quarterly or annual report filed with the SEC for definitions of user activity used to determine the number of our DAUs, mobile DAUs, MAUs, and mobile MAUs. The number of DAUs, mobile DAUs, MAUs, and mobile MAUs do not include Instagram users unless they would otherwise qualify as such users, respectively, based on their activity on Facebook.

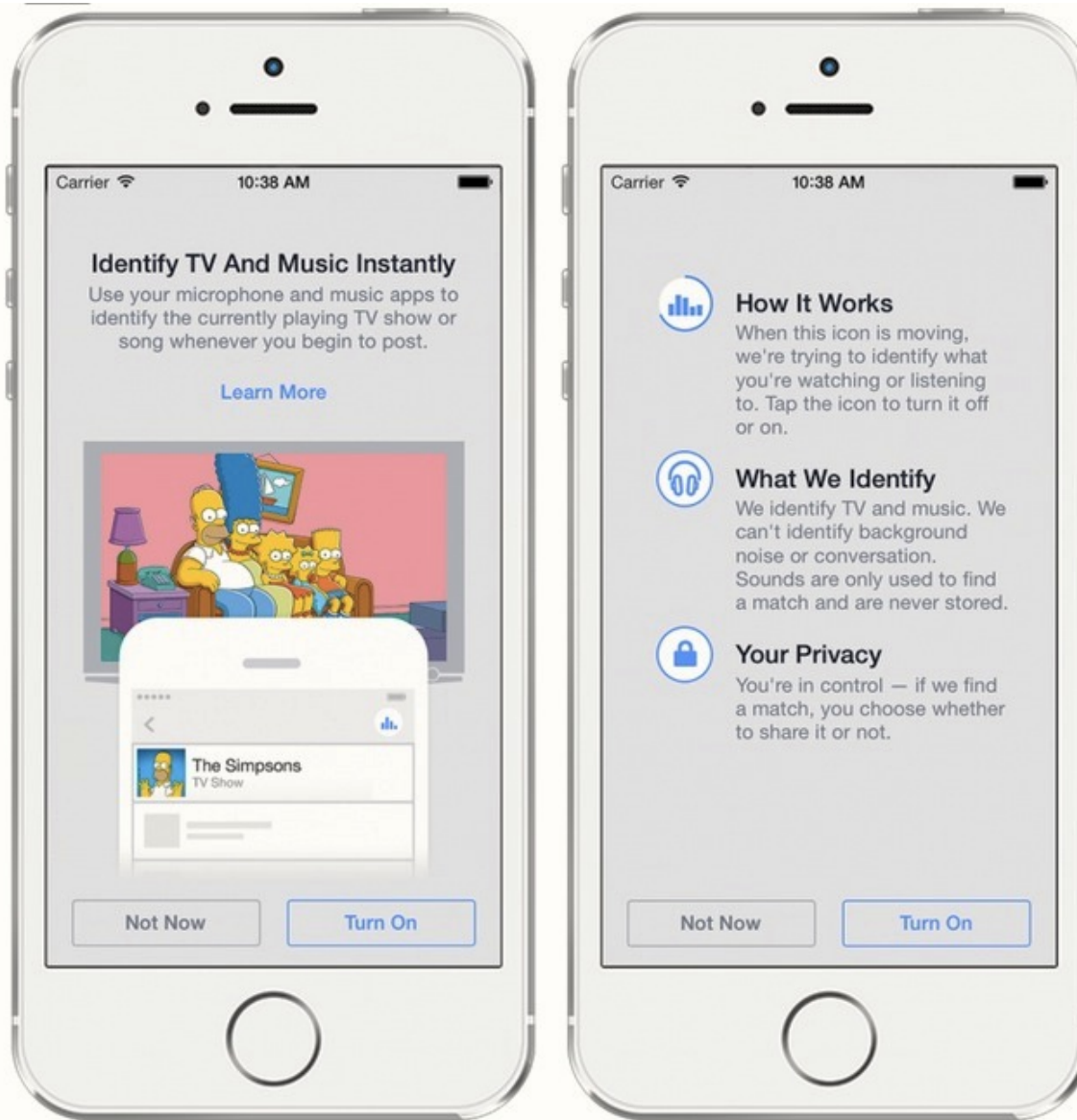
facebook

4/23/14, 1:20 PM

Reply to Kurt Wagner, Mashable

117

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

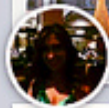
Hang Out With Friends

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

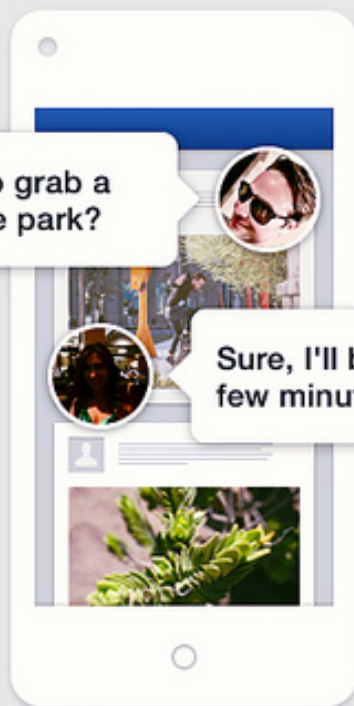


You have friends nearby.

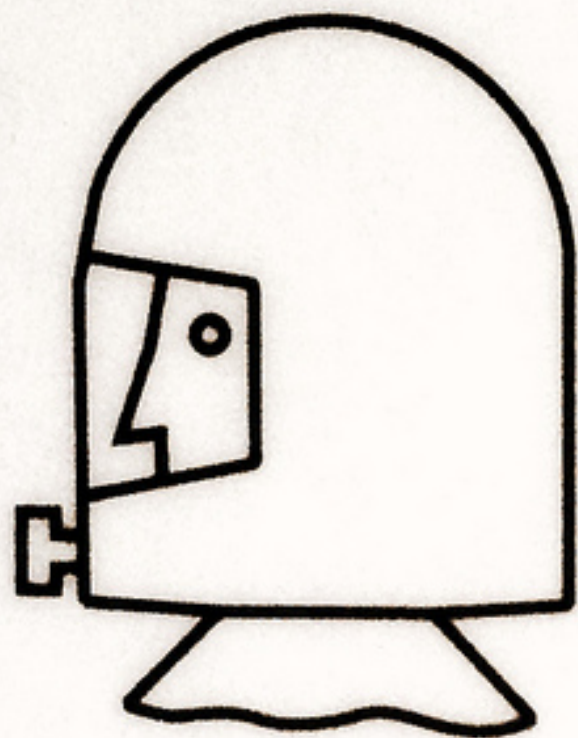
Hey, want to grab a coffee at the park?



Sure, I'll be there in a few minutes.



A LIBRARY



CDPL563-3







joelibraryfuture

Follow

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, tararadniecki and 12 others like this.



joelibraryfuture

#Cildc #libraries



asiajane

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

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

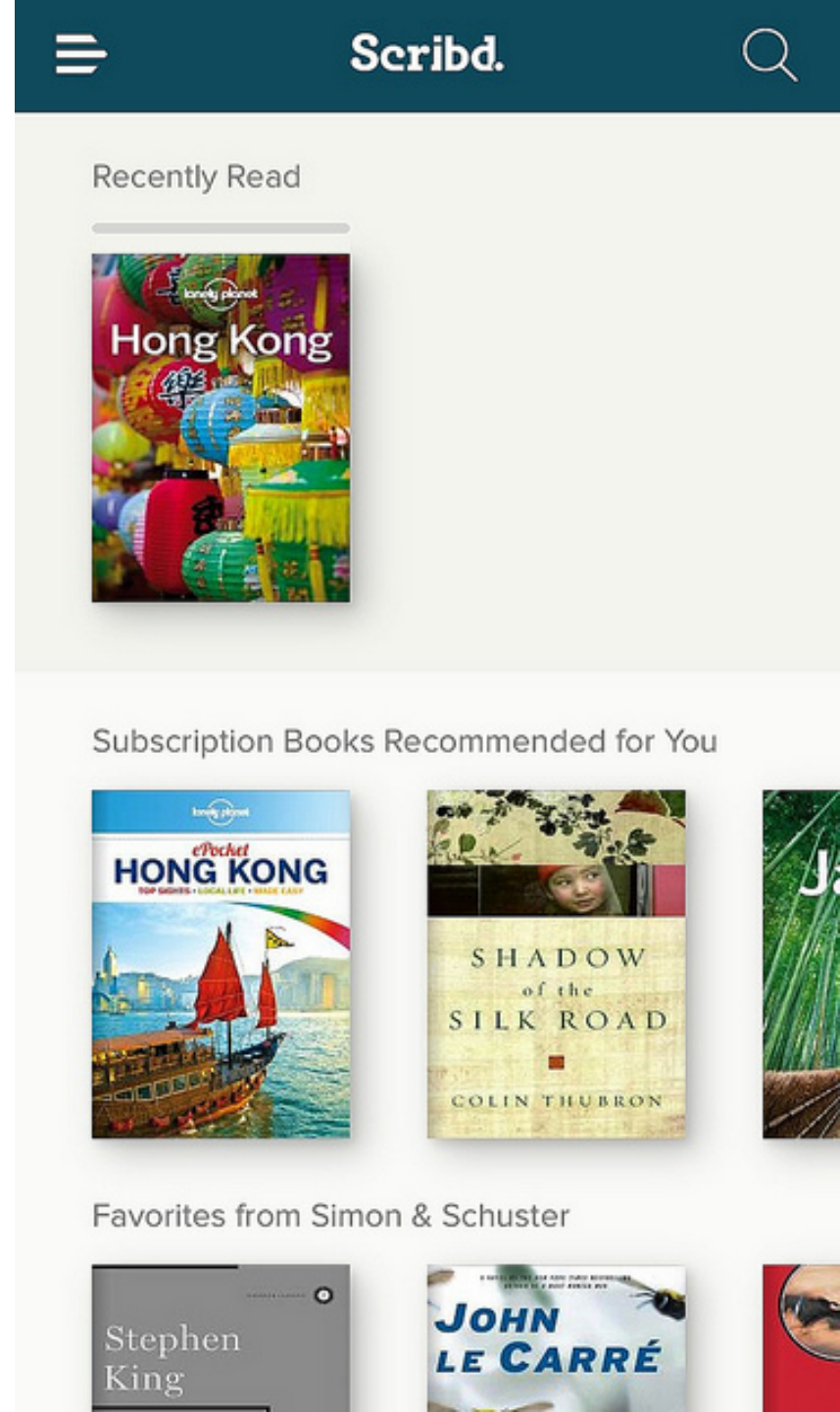


Leave a comment...



Scribd

When partnerships make a purchase attractive



Scan Book Feature

AT&T

5:28 PM

38%



GREENFIELD LIBRARY



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



SCAN BOOK



SRIRACHA HOT CHILI SAUCE
SAUCE AUX PIMENT ROUGE SRIRACHA ÉPICÉE
Sriracha
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NET 28 OZ. (794g) 400ml

AT&T 9:18 PM 98%

News



CNN



AllThingsD



NPR News



NBC News



Stitcher



AP Mobile



TWC



HuffPost



USA TODAY





USE EXTREME CAUTION

NARROW PASSAGEWAY

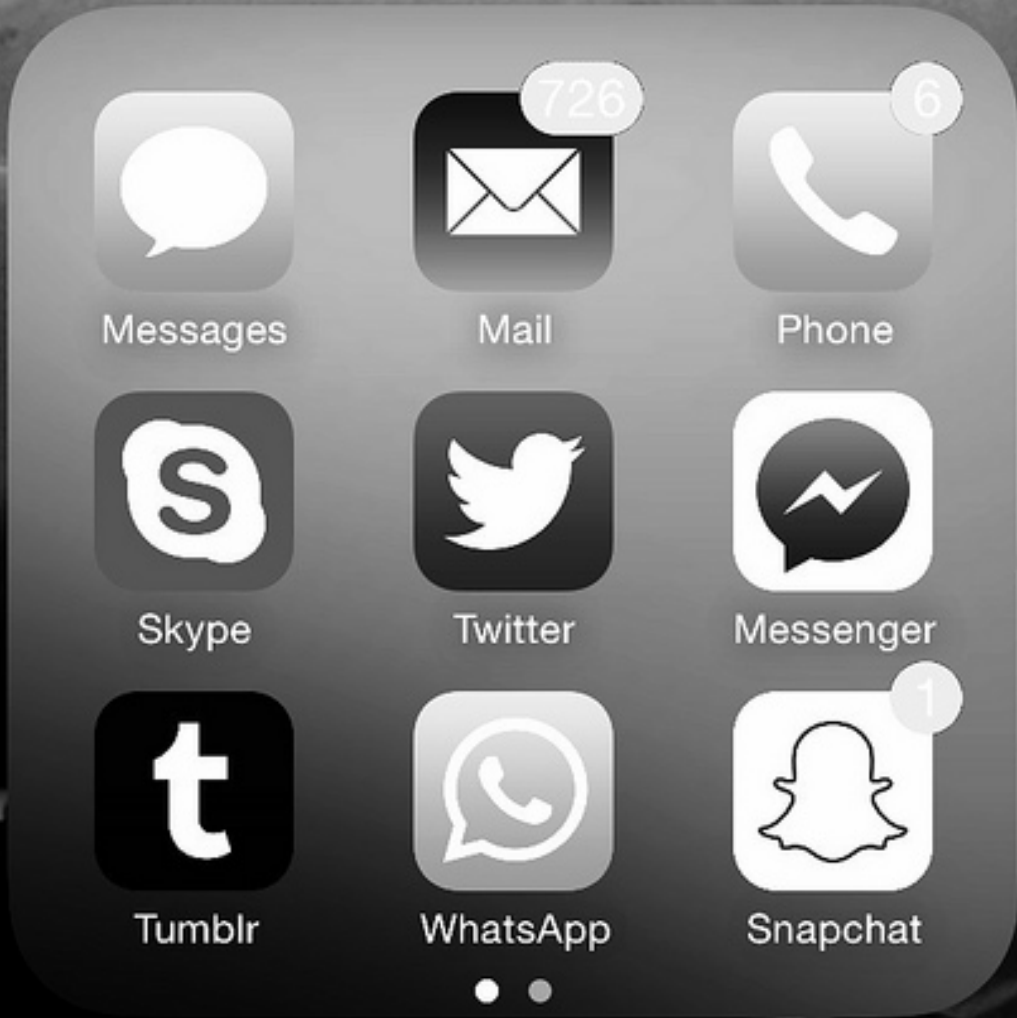
DON'T GET KILLED :
BY FRANK!!

*Winner
was this is
my home
person*





Get the Message out



Mobile Messaging

Bringing
communication
back to phones



Director, Library Futures



Joe Murphy

Twitter @libraryfuture

libraryfuture@gmail.com

[www.linkedin.com/in/
joemurphylibraryfuture](http://www.linkedin.com/in/joemurphylibraryfuture)

<http://libraryfuture.com>