The Post-Mobile Library

The mobile revolution has happened. So where are we now? What does the landscape look like and where can libraries add value now that a "mobile world" is redundant and change is evolutionary instead of revolutionary?

The future is not more mobile it's different mobile. Screens are moving to our faces, our wrists, our cars, our clothes. This keynote explores where libraries could be instead of where we are, the technology directions impacting and guiding opportunities, and the pressures from new and next mobile arenas.

Attendees will learn about the current state of mobile technology and its context in the cloud, social, communication, and information. Joe Murphy (Director, library Futures) will discuss how the new killer app for mobile will be remarkably close to the killer app (or golden calf) for libraries.

The mobile world is not a prediction but a fact, the shift is big and it is impactful. Everything developed now is "mobile." So we ask where does that put libraries and what opportunities does that provide? Are some libraries still avoiding mobile or are we ready to be mobile actualized with mobile messaging for reference, mobile library staff, and mobile as a service philosophy?

This keynote is about futures and challenges as growth opportunity in a time when libraries can play a significant role in a mobile world and create opportunities with partnerships and more.

The library after the mobile revolution innovates differently when the past is not as much of a guide for our future as is our creativity. Libraries can be at the crest instead of in the trough of these waves of mobile change.

Joe Murphy