Handheld Librarian
Online Conference

CONCURRENT SESSION:
“OCLC / Boopsie”

with Greg Carpenter

The Handheld Librarian 2009 – An online conference about Mobile Library Services

Now people that ever are using mobile devices for a wide variety of purposes including
communication, email access, text messaging, and entertainment. It is important that libraries
provide services to these devices to use enhanced.

The first ever Handheld Librarian Online on July 30, 2009 is the place to learn about these and
other topics related to using mobiles and handheld devices in your library. The program
sponsored by Alliance Library System, LearningTimes and Boopsie – will include a variety of
sessions, discussions, and interactive sessions. This conference is suitable for all those
who are looking for the latest trends and technology. With the help of live interactive websites, we will have a selection of mobile resources, discussions boards, and access to the recording of all live events for one year after the conference.

Conference Produced by:

LearningTimes

Alliance Library System

My Info Quest
www.myinfoquest.info
Greg Carpenter, CEO, is an aerospace software engineer who is recognized for leading work on the edge of new developments in the distribution of digital content, including pioneering work in mobile applications. Greg held technical and commercial leadership positions at Microsoft, Polo.com, Digital Entertainment Network, RSSHome.com, IMMI, and Espia Corporation. Greg was key for Microsoft's efforts to develop Internet tools and his earlier work at Hughes Aircraft led to the development of SDI software still in use today.

July 30, 2009
Some industry statistics

As of start of 2009, there were:

- ~1 billion PCs (27 years) will double to 2 billion in 5 years (China, India, Brazil)
- 1.6 billion internet users
  (Internet World Stat, March 31, 2009)
- 3.3 billion mobile phones (950 million shipped 2008)
  (Vint Cerf, Google Analyst Day, Oct 07)

US mobile phone market penetration:

- 84% by end of 2007, growing past 100% by 2013
  (SNL Kagan)
- 115 million smartphones shipped; 410 million by 2012
  (ABI Research)
- Mobile internet users will grow 19% by 2012, to 91.7 million users
  (Kelsey Group)
- 80% of teens with phones use text messaging regularly, say “email is for business dealings”
  (news.com)
- One in ten households in the US no longer uses a landline but relies upon a mobile phone
  (Library Journal, Oct 15 08)
Some more stats

Some fun facts:
- Total iPhones + iPod Touches since inception: 44 million
- Total BlackBerry devices since inception: 50 million
- iPhone + BlackBerry market share of worldwide market is 3%
  (Wall Street Journal, July 09)
- Nokia manufactures 50 million phones PER MONTH

App Store info:
- GetJar has delivered over $\frac{1}{2}$ billion downloads
- Apple App Store has delivered over 1 billion downloads (65,000 apps) in 77 countries

Extra facts:
- Average number of words in a Google query have increased from 3 to 4
- Top 1000 US brands 92% have no mobile presence
Some early mobile adopters

American University Libraries
Ball State University Library
Boston University Medical Center Mobile Library
Cal Poly Pomona University Library
Hanover College, Duggan Library
Harvard College Library
University of Illinois Library
New York University Libraries
University of Richmond Library
St. John’s University, College of St. Benedict
University of Virginia Library
On a Pocket PC

1. Launch Pocket Internet Explorer.
3. Press the Go (green arrow) button.

On a BlackBerry 7750

1. Launch the Browser.
2. Press the trackwheel to bring up the browser menu.
3. Scroll to Go To..., and press the trackwheel again.
4. Type http://www.bsu.edu/libraries/mobile/.
5. Scroll to OK and press the trackwheel.

On a Palm Tungsten

1. Launch Palm Web or Palm Web Pro.
2. Tap the Globe icon on the upper right of the screen.
4. Press Go.

In Pocket Internet Explorer

1. Visit the Libraries Mobile home page.
2. Tap the star at the bottom of your screen.
3. In the Favorites page, tap the Add/Delete tab.
4. Tap the Add... button.
5. In the Add Favorite page, tap the Add button.

In the BlackBerry Browser

1. Press the trackwheel to bring up the menu.
2. Scroll to Bookmarks, then press the trackwheel.
3. In the Add Bookmarks box, scroll to the Add button (if you are not already there).
4. Press the trackwheel.

In Palm Web

1. Tap the heart icon on the upper right.
2. In the Web Content screen, tap the Bookmarks button, then the Add... button on the bottom.
3. In the Bookmark URL, tap Done.
4. Tap Go.

In Palm Web Pro

1. Tap the tab and page icon on the upper right.
2. In the Bookmarks screen, tap the Edit button.
3. Edit Edit URL field and tap OK.
Emerging features for a mobilized library

In the mobile library space, the ability to:

• Locate desired library material and determine where it’s located and if it’s available

• Locate the closest library, via GPS or by setting a location; contact that library via a mobile-enabled OPAC or via a phone number; locate it on a map and get directions,

• Look up a specific library and learn its location, get directions and contact the library,

• Place a library item on hold,

• Renew a checked-out item,

• Receive text reminders when books are due or available for pick-up.
The iPhone effect

The emergence of the iPhone has created new innovations:

- Yale University’s Cushing/Whitney Medical Library site
- Michigan’s Ann Arbor District Library
- University of Virginia
- Orange County Library District (FL)
- Duke University
- WorldCat’s iPhone app, powered by Boopsie

More importantly, it has also made consumers aware that data is available on mobile phones
Why mobile for OCLC?

OCLC is a global organization—over half of its 140M records are in non-English languages—and it serves populations around the globe, where mobile usage is very high.

Mobile access spans the spectrum of library users and reaches the emerging library users: the young and the technorati.

Also, ironically, it is preferred access for those who do not have PCs, who live in developing countries and/or who live in rural areas.

OCLC strives to offer web-scale solutions that help libraries and library users, and as a research organization wants to stay out front, helping libraries explore the latest solutions.
Why mobile for libraries/universities?

Demographics:

- First generation of students that have grown up with mobile phone
- Students lose their car keys before they lose their phone.
- Students are demanding mobile access to information.

Some requirements:

- Need a platform that delivers to all phones and carriers to serve a diverse population.
- Mobilizing library access gives quick access when/where needed.
- Location aware required.
- Flexibility to add additional data sources.
- Twitter, RSS, YouTube, etc.
- Single resource for students.
Why Boopsie?

Mobile platform to support enterprise solutions

Winner of the 2009 AT&T Fast Pitch Platinum Award in the Enterprise Category

Started working with Pepperdine and had a working mobile platform for libraries up and running

Could guarantee quick implementation, full support for troubleshooting and adjustments/innovations

Could support international installations and huge data sets in multiple language codes

Novel approach to search and mobilization

All handsets and carriers
What do I need to mobilize my library?

Needed:
- MARC records
- List of library names and locations
- Icon
- 1 day
WorldCat Libraries Search
[Books]

Start typing an author, title, or
category like "book"

- Set Location
- Find a library

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

123 space Done

WorldCat Libraries Search
[Books]

Books

All the King's Men.
by Lacey Savage
Elloras Cave Pub Inc 2009.
Book: English

All the king's horses
by Michèle Bernstein, John, Kelsey
Los Angeles : Cambridge, Mass. :
Semiotext(e) ; Distributed by the MIT
Book: Fiction; English

All the killers gathered.
by D. Alexander Holiday
[St.1]: Xlibris Corp, 2008
Book: English

All The King's Animals The Return of
Endangered Wildlife to Swaziland.
by Cristina Kessler; King of Swaziland

WorldCat Detail (216538305)

All the king's horses
Michelle Bernstein ; introduction by John
Kelsey ; afterword by Osile Pissot ;
translated by John Kelsey.
Los Angeles : Semiotext(e) ; Cambridge,
Book: Fiction; English

Libraries
map all libraries >>

- (10 mi) University of California, Irvine
  ARL Library
  Univ Of California Irvine, Business Office,
  Irvine, CA 92697-3445
APA

CHICAGO

HARVARD

MLA
Bernstein, Michele, and John Kelsey. "All the king's horses". Semiotext(e) native agents series. Los Angeles: Semiotext(e), 2008.

TURABIAN
Bernstein, Michele, and John Kelsey. "All the king's horses". Semiotext(e) native agents series. Los Angeles: Semiotext(e), 2008.
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<td>Laguna Beach, CA 92651</td>
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<td>School Library, 625 Park Ave.</td>
<td>Laguna Beach, CA 92651</td>
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<td>Academic Library, 2222 Laguna Canyon Road.</td>
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(5.2 mi) Recorded Books
Corporate or Special Library
376 White Cap LN, Newport Coast, CA 92657
OCLC Progress so far

Launched US January 19, 2009 with 125M WorldCat records

July, 2009 - Version 2 launched, with over 135M records

Approximately 10K downloads distributed across 8 platforms

UK, Germany, France, Netherlands - June 2009

Australia, NZ, South Africa - August 2009

Support for cover art, click to call, view on map, directions, find in nearest library
What we’ve learned

• Mobile phones are used in 30 second periods - if you can’t return the answer quickly, repeat use is greatly diminished

• Mobilizing is not about shrinking the screen real estate—*although that has to happen*

• Searching online follows the mobile culture of text-speak: short fragments, fewer key strokes. Best for known item searching

• Utilizing best of mobile—GPS positioning to understand a user’s preferences, present maps and closest results in appropriate language preferences

• Offer quick sort options—especially with a large data set you need to get the user to his/her answer quickly

• Scrolling in a mobile environment is not desirable—better to give results quickly and allow for a second pass (filtering, sorting re-searching with additional information)
INDIANA UNIVERSITY

KNOWLEDGE BASE

At IU, how do I make an IPsec VPN connection with my iPhone?

Note: Apple uses the term iPhone to refer to the software and configuration of both the iPhone and iPod touch. This document uses iPhone to describe both devices.

At Indiana University Bloomington and IUPUI, UITS strongly recommends you use the IU Secure wireless network, which does not require VPN. For instructions, see At IU, how can I make a connection to the IU Secure network with my iPhone or iPod touch?

At other IU campuses, to access web sites and...
IU Libraries Catalog

(0.4 mi) Absolute power
by "David. Limbaugh"
KF5107 .L56 2001 (B- Wells _UGLIB)

(0.6 mi) Absolute power
by "David G. Baldacci"
BALD (BH-FOSTER _RPSFICT)

(0.8 mi) Absolute power
by "David G. Baldacci"
Baldacci Absolute power 1996 (BH- BRISCOE BROWSING)

(46 mi) Absolute power
by "David Baldacci"
832953-4442-503-1996-9 UU048P
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More about what we’ve learned

Most libraries and universities do not have the resources to support all handset manufacturers and operating systems - many man years.

Choosing an iPhone only platform limits access to a small subset of most library populations.

Mobile is all about time and location - use is completely different than desktop use.

Search is the main driver for information applications.

It’s important to repeat this: Mobile phones are used in 30 second time periods? *Keep that in mind*
How to learn more

To Mobilize your Library or University

Contact info@boopsie.com

Go to www.boopsie.com

YouTube: www.youtube.com/boopsieinc

For OCLC/WorldCat

Go to www.worldcat.org and click to learn how to download the mobile app.

E-mail feedback: worldcatmobilepilot@oclc.org