

Cool tools to help libraries bridge the gap between print and digital environments

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TLA District 8 Conference
October 30, 2010

Outline

- QR Codes
 - Examples
- Augmented Reality
 - Examples
- Discussion

What is a QR code?

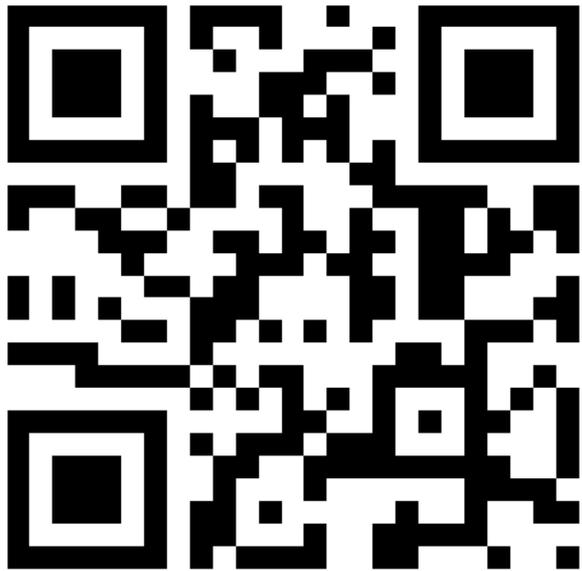
- Quick Response code
- Originated in Japan in 1994
- Denso Wave owns the patent
- 4,296 characters



What do you put in a QR code?

- URLs to web pages, music, video, images
 - Business card info
 - Geo-coordinates
 - Text
-
- Try to keep URLs under 300 characters for less complex code

Simple vs. Complex

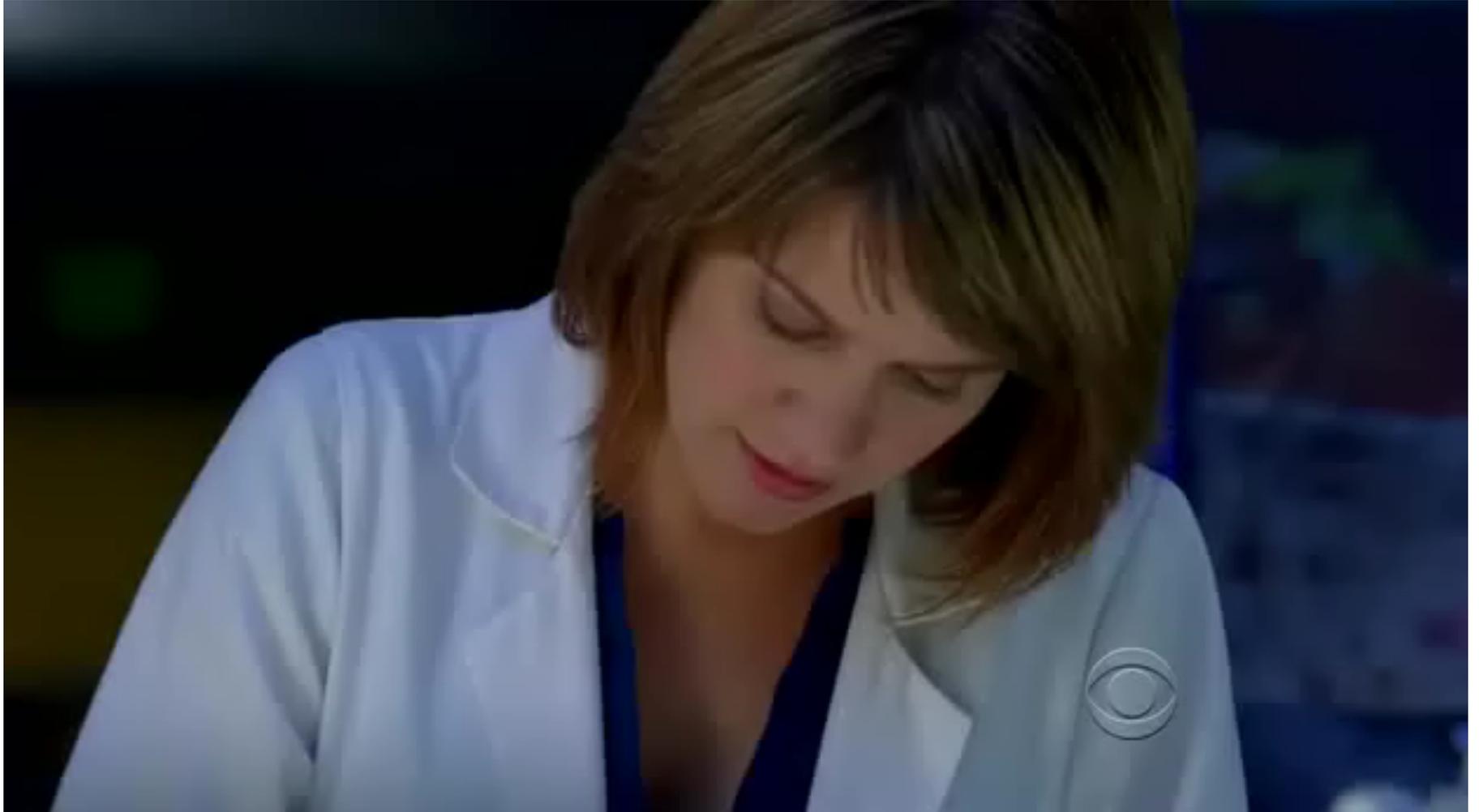


<http://info.lib.uh.edu>



<http://uh.summon.serialssolutions.com/search?s.cmd=addFacetValueFilters%28ContentType,Journal+Article%29&s.fvf=IsFullText,true,&s.pn=1&s.q=qr+codes>

CSI explains QR codes



<http://www.youtube.com/watch?v=43886f2co6l>

How do I generate one?



qr code generator



Search

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About 9,480,000 results (0.23 seconds)

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Houston, TX

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▶ [QR-Code Generator](#) ☆ 🔍 - 5 visits - 7:40pm

QR-Code Generator. Content type: URL Text Phone Number SMS. Content: URL: Size: S, M, L, XL. Version: 1.00 BETA | Non-Commercial Use Only KAYWA ...

[qrcode.kaywa.com/](#) - [Cached](#) - [Similar](#)

[QR Code Generator](#) ☆ 🔍

QR Code Generator from the ZXing Project. ZXing Project Home Page.

[zxing.appspot.com/generator/](#) - [Cached](#) - [Similar](#)

[QR Code Generator - Create Your Own QR Codes - Delivr](#) ☆ 🔍

Create QR Codes with our **QR Code Generator**. A QR Code is a bar code that can be scanned using your camera phone and a QR Code Reader.

[delivr.com/qr-code-generator](#) - [Similar](#)

[QR Stuff: Free Printable QR Code Generator, Creator And Encoder ...](#) ☆ 🔍

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Create a cell phone or mobile phone readable 2D barcode ...

[www.qrstuff.com/](#) - [Cached](#) - [Similar](#)

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Generate mobile barcodes (QR-Codes) with our **QR-Code generator** tool. Encode websites, VCards, messages, phone numbers, text messages and emails with ...

[www.mobile-barcodes.com/qr-code-generator/](#) - [Cached](#) - [Similar](#)

[QR Code Generator and DataMatrix Barcode Generator](#) ☆ 🔍

Use of this **QR Code Generator** and DataMatrix Generator is free. Use the Barcode images for any purpose, including commercial use. ...

[invx.com/](#) - [Cached](#) - [Similar](#)

[QR Code Generator - create QR Codes online \[business card, t-shirt ...](#) ☆

Features of generators

- Support foreign language
- Multiple sizes
- Generates multiple kinds of codes
- Multiple colors
- Can include vCard or iCal info
- Save as png, jpg or even pdf
- May give you the embed code



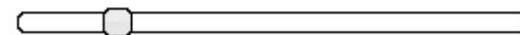
Example of a generator



Text | **URL** | **Call** | **SMS** | **vCard**

First name: <input type="text" value="Rachel"/>	Address: <input type="text" value="114 University Libraries"/>
Last name: <input type="text" value="Vacek"/>	Postal code: <input type="text" value="77204"/>
Phone: <input type="text" value="713-743-5820"/>	City: <input type="text" value="Houston"/>
Email: <input type="text" value="revacek@uh.edu"/>	Organization/company: <input type="text" value="University of Houston L"/>
Website: <input type="text" value="http://info.lib.uh.edu"/>	Position/role: <input type="text" value="Head of Web Services"/>

Note: Most fields are optional. Address will only be stored within the QR Code if "Address", "Postal code" and "City" are filled out.



size: 250x250px

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Why it's better to stick to a URL

- Flexibility
 - QR codes are static, content on web pages is dynamic
- Measurability
 - You can't directly track scans of QR codes, but you can measure resultant page views
- Simplicity
 - More content = more complex code = reduced readability

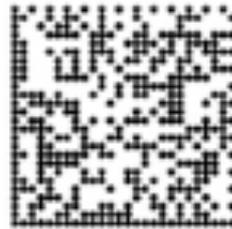
Other 2d codes



QR-Code



DataMatrix



Cool-Data-Matrix



Semacode



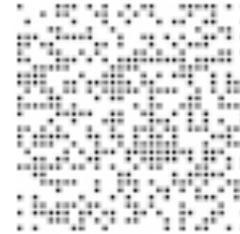
Trillcode



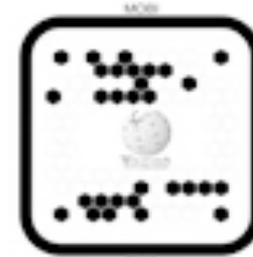
Quickmark



Shotcode



connexto



Beetagg



**CFCHESS
Qode**

Why QR?

- Open and international standard
- Proven technology
- Simple barcode scanners can read them

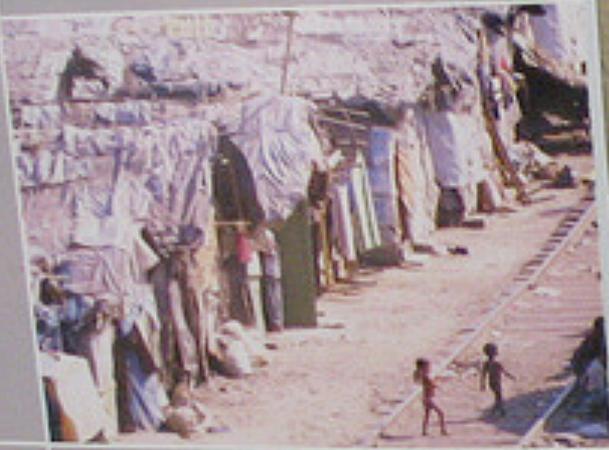
What do you stick it on?



Potential library applications

Marketing signage	To get more event info, schedule, map of location, etc.
Printed handouts	To get more info, get library card, get contact info, etc.
Equipment	To view instructional video on how to use equipment
Shelf ends in the stacks	To get explanation of what's in the row of books, or video on how to read call numbers
Catalog	To get the call number and location info directly on your phone
Research guides / homework guides	To get contact info, instructional video, SMS reference, links to full-text articles, eJournals, eBooks, etc.
Books	To a link to readers' advisory or related books
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Books on homelessness and housing

Engineers' data book

Matthews, Clifford.

Publisher: John Wiley,
Publication date: 2004.
ISBN: 9780470026984

1 copy on the shelves.

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ISBN: 9780470026984 (pbk.)

ISBN: 0470026987 (pbk.) :

Personal Author: Matthews, Clifford.

Title: Engineers' data book / by Clifford Matthews.

Edition: 3rd ed.

Publication info: Chichester : John Wiley, 2004.

Physical descrip: xvii, 268 p. : ill. ; 17 cm.

General Note: Previous ed.: London: Professional Engineering, 2000.

General Note: At head of title: IMechE.

Bibliography note: Includes bibliographical references.

Abstract: Providing concise and up-to-the-minute information for the mechanical engineer, this text covers the basic principles that underpin every engineering issue. It also includes data for conversions and engineering rules and information on risk-based techniques and assesement.

Subject term: Mechanical engineering Tables.

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Save

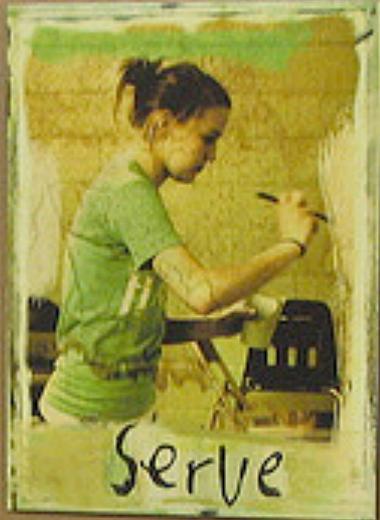
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Jim



Books on homelessness and housing



Cookery



UTS:Library QR Codes

WWW.LIB.UTS.EDU.AU
UTS:LIBRARY

Scan this UTS:Library QR Code using the camera on your mobile phone!

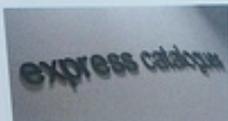
Go on, try it out now!

Not sure how? Check out the instructions at the bottom of the page...



To learn all about...

Express Catalogues



WHAT IS A QR CODE?

- A QR code is a barcode that can hold lots of information.
- It can be scanned by the camera in a mobile device.
- It can lead you to websites, contact details, videos, quizzes, PDFs, demonstrations, slides and more.

GETTING STARTED

- Does your phone have wifi capability and a camera?
- Connect to UTS wireless network for free wifi* access while on campus "UTS-WPA".
- Download a QR code reader.
- Visit <http://iqtags.com/getqr> to see which QR code reader is right for your phone.
- On campus we have access to free wifi but if you're somewhere that doesn't have free wifi beware of data charges from your phone provider.

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The story abo



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Future.

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www.lib.u

http://www.flickr.com/photos/angels_have_the_phone_box/4928432752/

Art

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The field of art encompasses both art history and studio art, as well as related fields such as photography, architecture, graphic design, and interior design. This guide is geared toward those researching a particular artist or artistic movement, and offers a starting point for further study.

- Please give us feedback on the 10/14/10 library session for ART 387: infoguides.sdsu.edu/quiz/quiz.php

Subject guide content

- Book Collections
- Articles
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Research assistance

Laurel Bliss
Fine Arts Librarian
Office: Love Library Addition 1101E
Phone: (619) 594-4446
[lbliss AT rohan DOT sdsu DOT edu](mailto:lbliss@rohan.sdsu.edu)

Reference Desk
General Research Assistance
Location: 1st Floor Library Addition
Phone: (619) 594-6728
[eref AT rohan DOT sdsu DOT edu](mailto:eref@rohan.sdsu.edu)

Special Collections and University Archives
Special Collections Research Assistance
Location: 4th Floor Library Addition

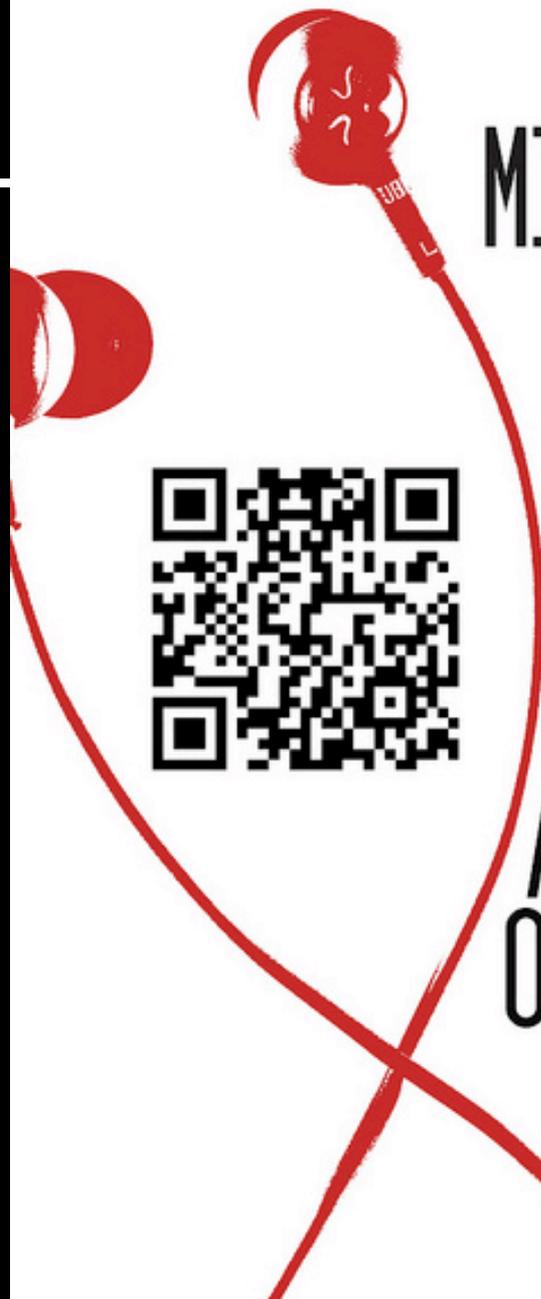
Go Mobile



[About QR Codes](#)

Suggest a resource

<http://www.flickr.com/photos/ryersonlibrary/5039468125/>



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TOUR?
NO PROBLEM!
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Text 4 Answers is our pilot text messaging service that allows you to send us your questions via text message. Normal text message rates apply.



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Text your question and library code "SPL" to: **309-222-7740**

Monday through Friday: 6:00 a.m. - 8:00 p.m.

Saturday: 7:00 a.m. - 3:00 p.m.

Sunday: 10 a.m. - 4 p.m.

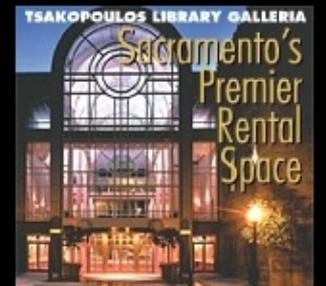
(Use our QR Code to add our text reference service to your phone's contact list. First, download [I-nigma's](#) free QR Code scanner to your mobile device.)

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<http://www.nytimes.com/2010/10/26/business/media/26adco.html>

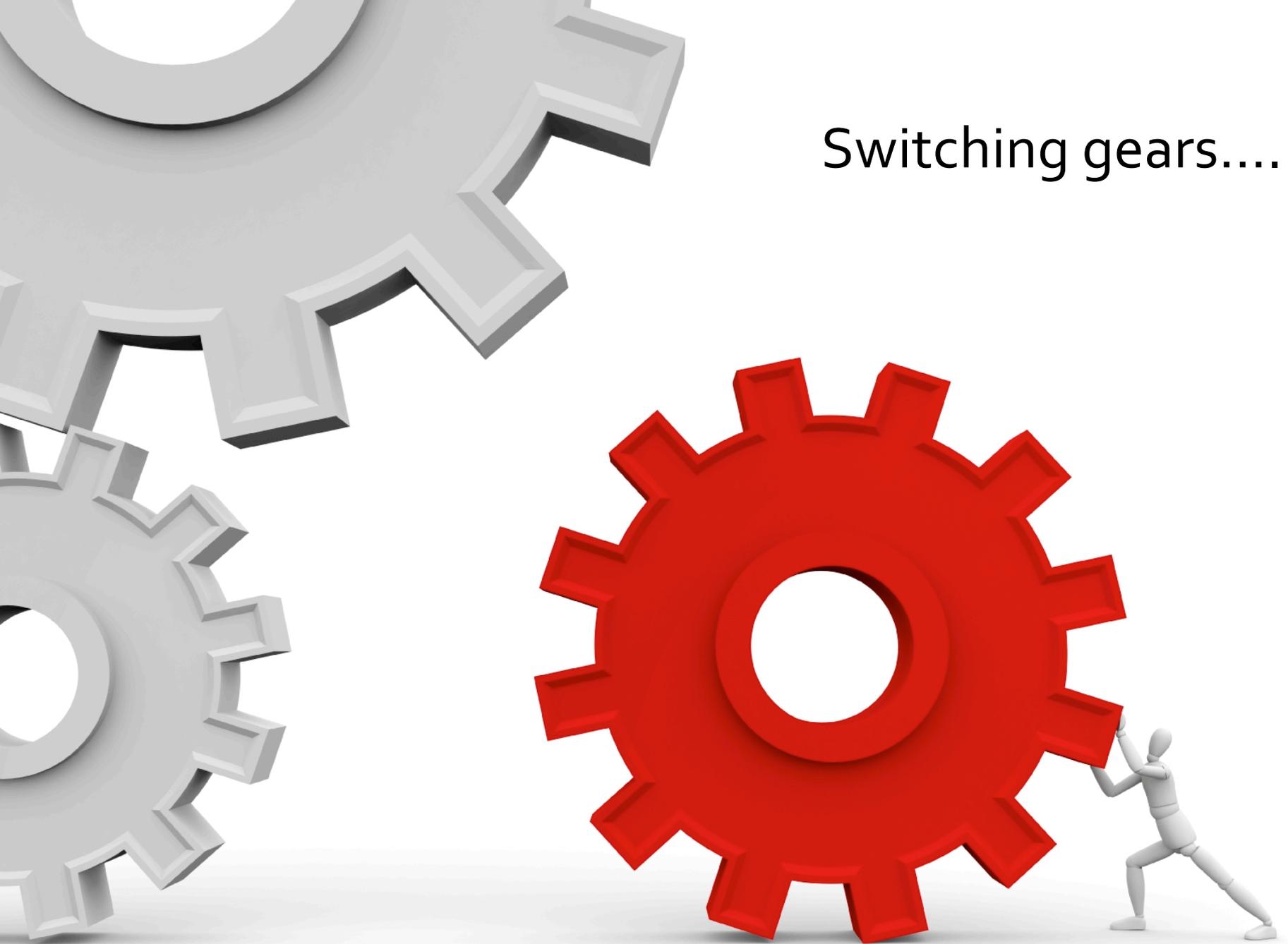
QR code shortcomings

- Tracking
 - Cannot keep stats on who scans, so interaction has to pass through another layer (webpage)
- Limited reach
 - A majority of people are unfamiliar with QR codes and do not know if their phones can read them
- Doesn't work for the visually impaired

How do I scan a QR code?

- Step 1:** Get a smartphone.
- Step 2:** Install a barcode scanner app if you don't already have one.
- Step 3:** Take a picture of the QR code using the barcode scanner app.
- Step 4:** Watch what happens. 😊

Switching gears....



What is augmented reality?

“Augmented reality (AR) is a term for a live direct or indirect view of a physical real-world environment whose elements are *augmented* by virtual computer-generated sensory input such as sound or graphics.”

- Wikipedia

In other words...

- It's a technology that enhances your current perception of reality

Augmented Reality

- combines real and virtual
- is interactive in real time
- is registered in 3D

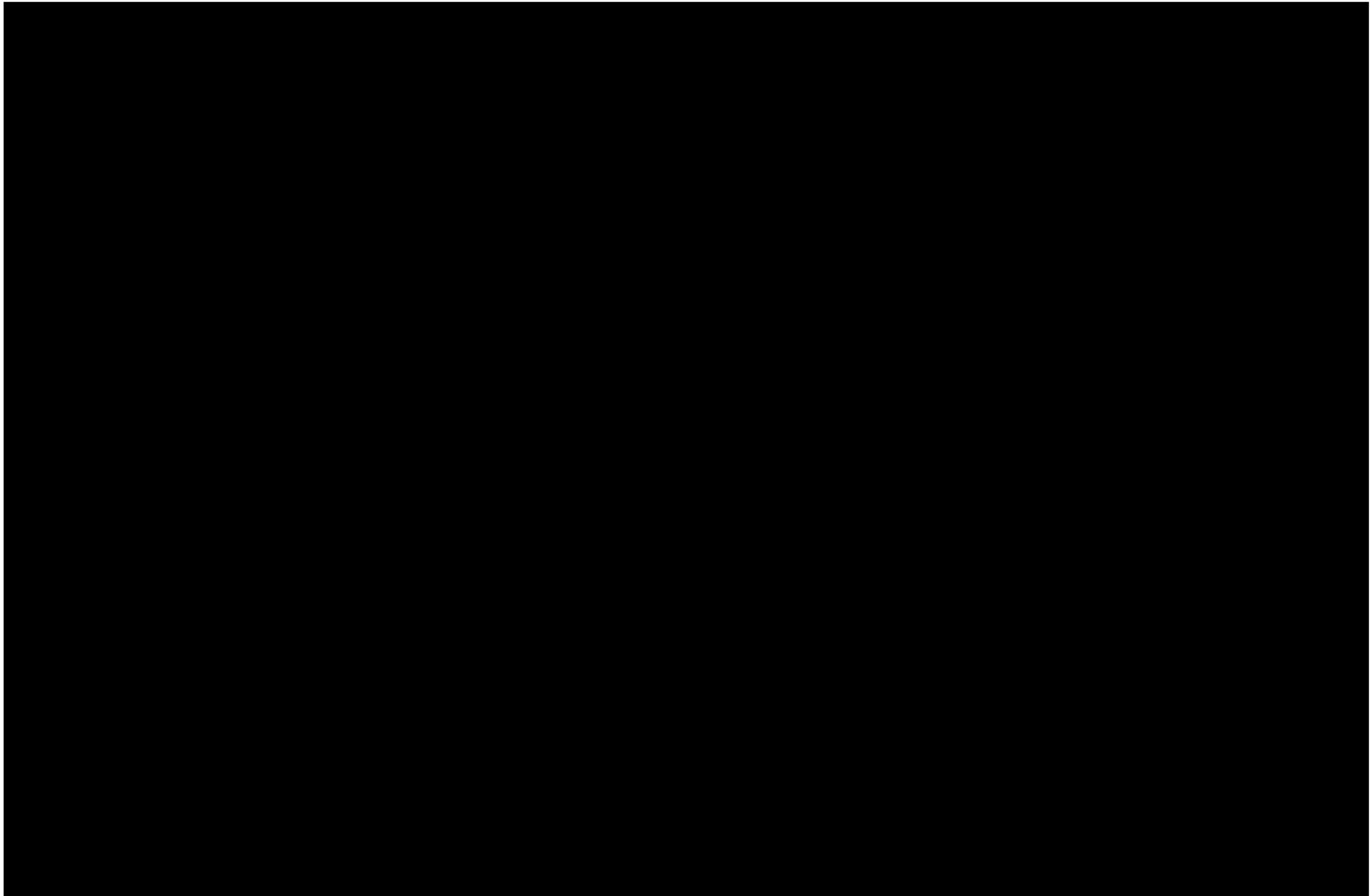
What is augmented reality?

[http://commoncraft.com/
augmented-reality-video](http://commoncraft.com/augmented-reality-video)

Augmented football



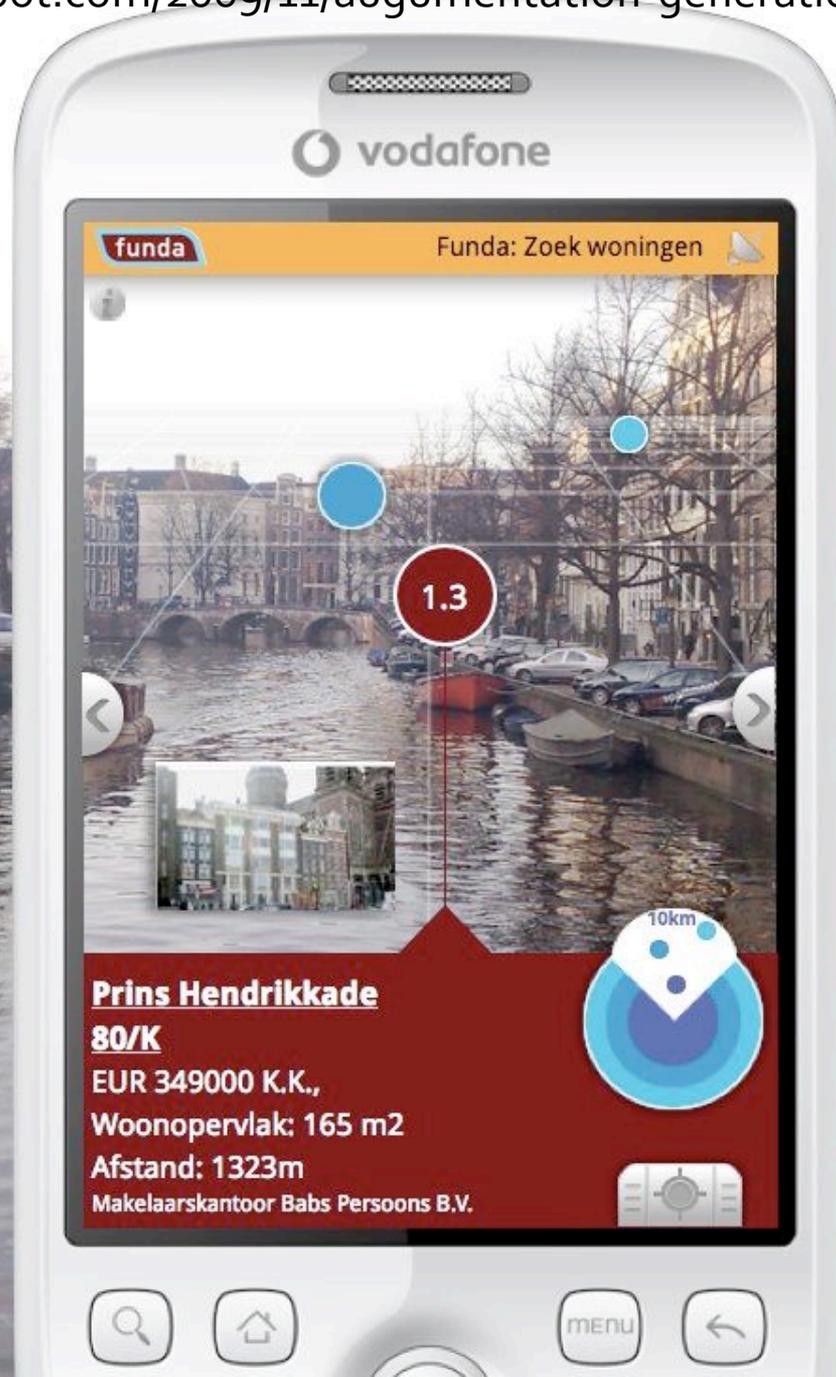
Augmented baseball cards



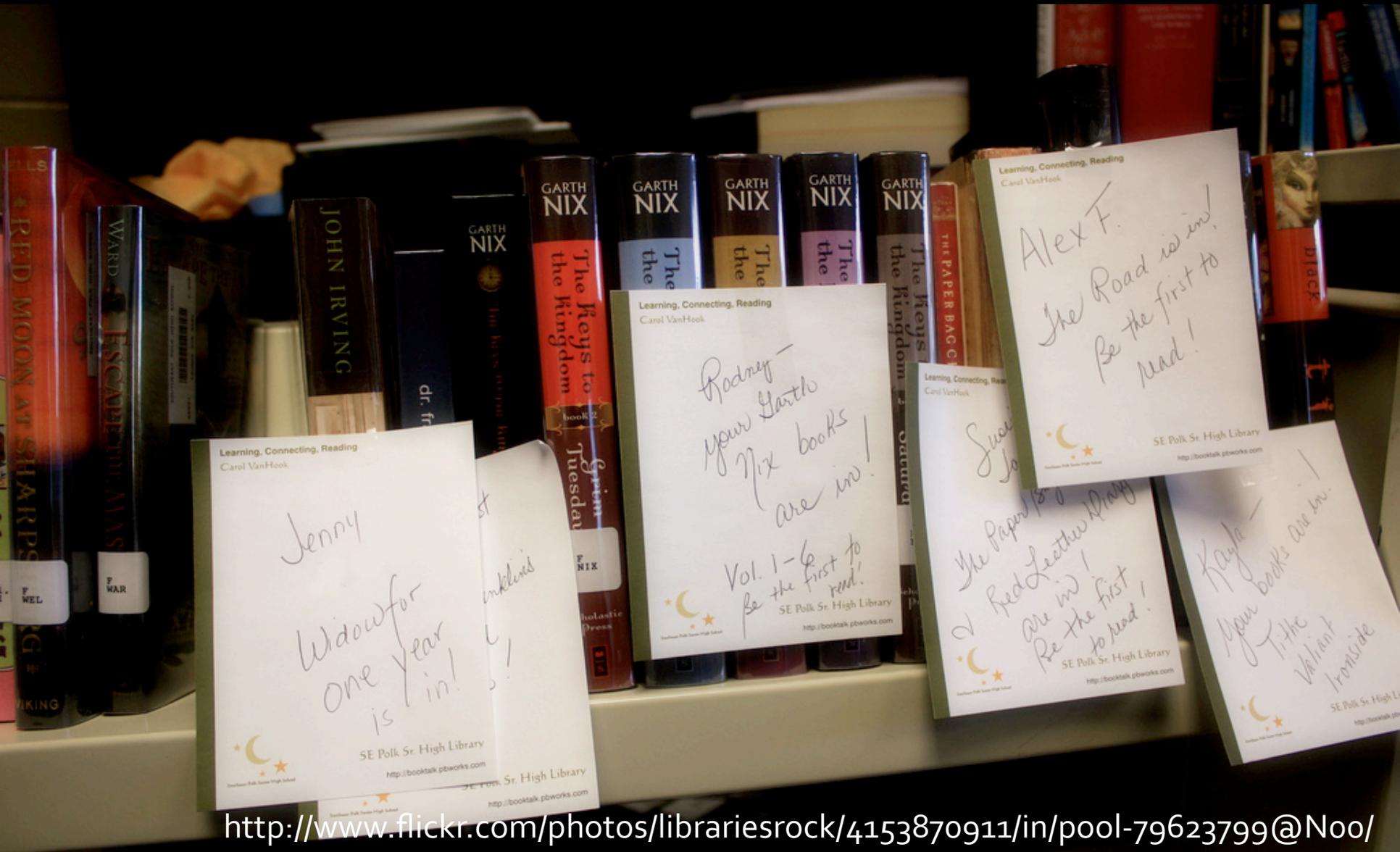
<http://www.youtube.com/watch?v=YDpCcrF6yFI>



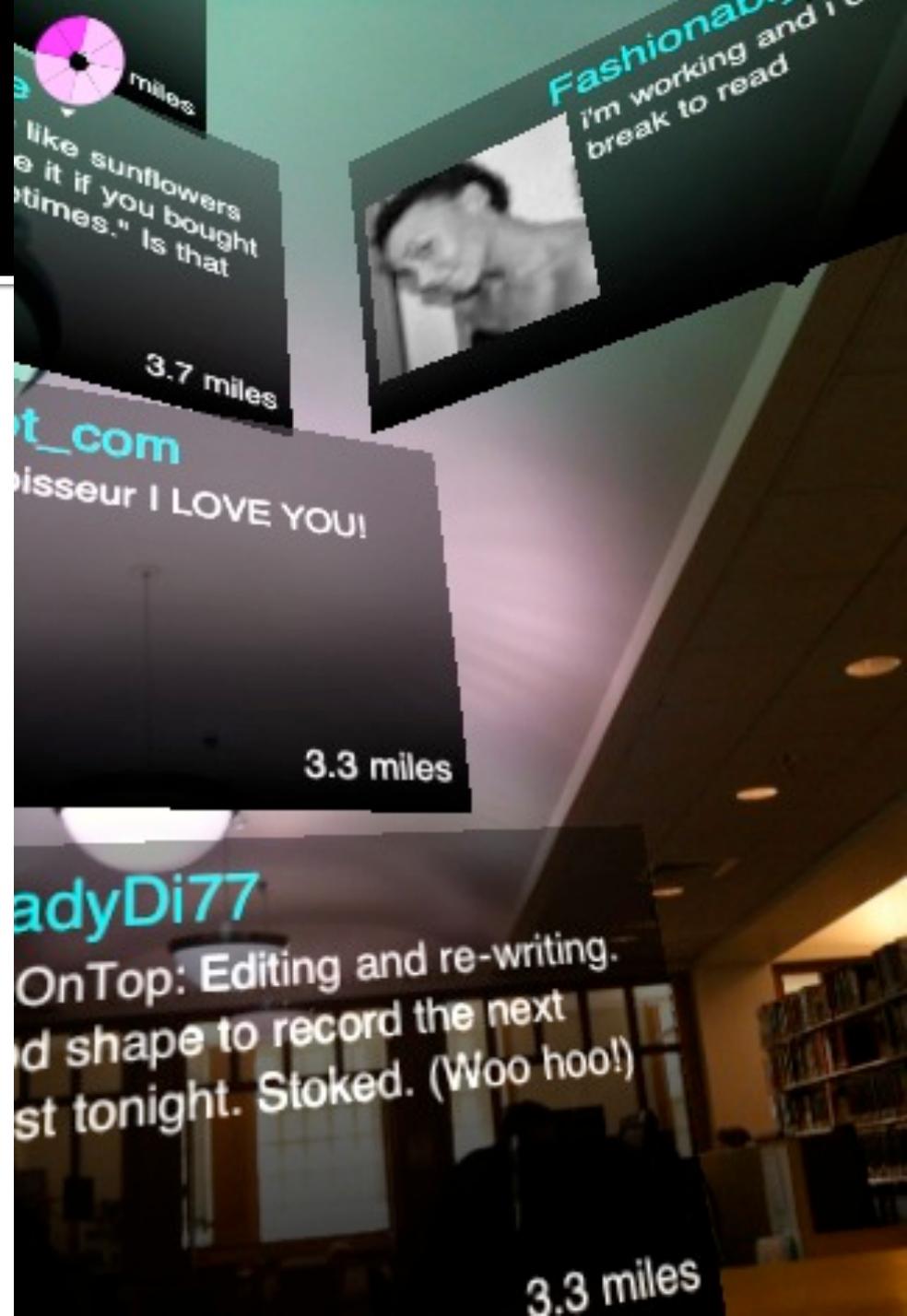
<http://en.wikipedia.org/wiki/File:Wikitude.jpg>



Potential library applications



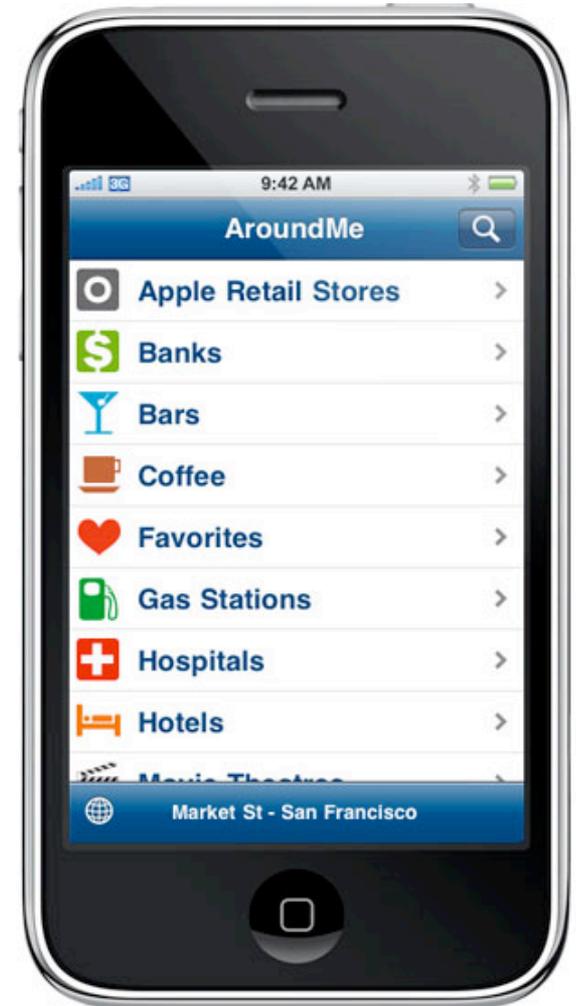
Tweets in the library



http://www.flickr.com/photos/lauren_pressley/4287888853/

Tools and examples

- Zillow
 - Real estate
- AAA Discounts
 - Find discounts on services
- Yelp
- Layar AR browser
- Around Me
 - ATMs, bars, coffee, gas stations, etc



Imagine it in a library...

Augmented reality can
make a connection between
the **physical library** surrounding you
and the **virtual library** on the web

NCSU's WolfWalk

WolfWalk

Explore NC State history right on your phone

WolfWalk allows you to explore North Carolina State University's campus history on your phone. WolfWalk has information on 90 different sites on campus, with images that trace the site's history, courtesy of the [NCSU Libraries Special Collections Research Center](#). WolfWalk will also show you information about the sites closest to you, depending on the capabilities of your phone.



Send WolfWalk to my phone

Select provider...

We will not store or share your number. Sending messages is free, but your mobile provider may charge you to receive messages. Please check with your provider for details.

Need support? Have a suggestion for us?

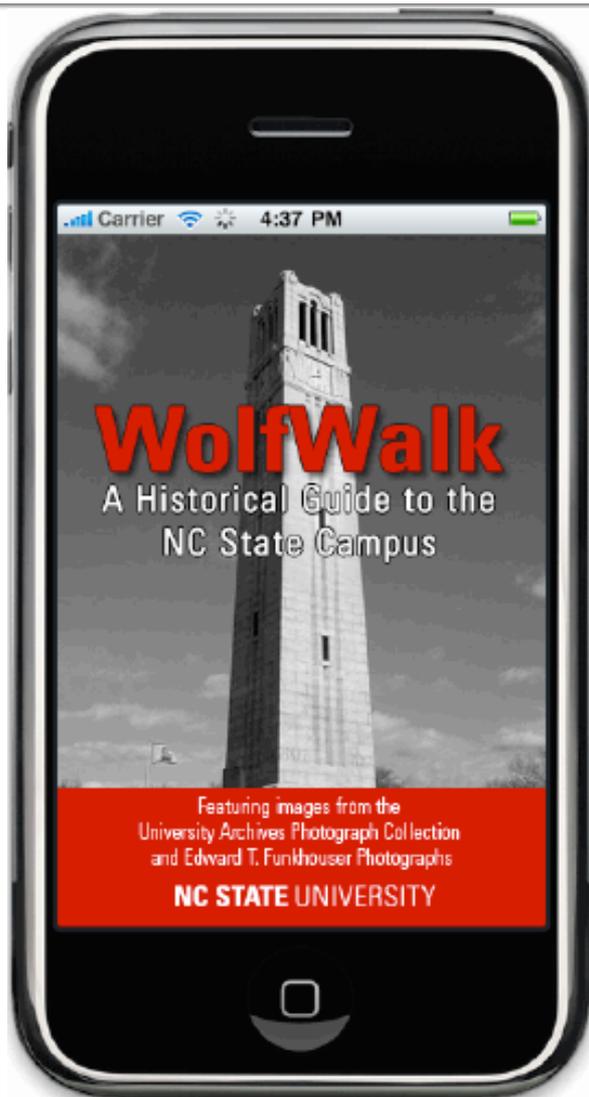
If you have any questions about WolfWalk or have suggestions for us, send a message to wolfwalk@lists.ncsu.edu.

Explore more NC State history

To find out more about NC State's history, visit [Historical State](#). Historical State is the home of our comprehensive catalog of historical images of NC State, and contains all of the images used in WolfWalk. Historical State also features course catalogs, and a near-complete run of the *Agromeck*, NC State's yearbook.



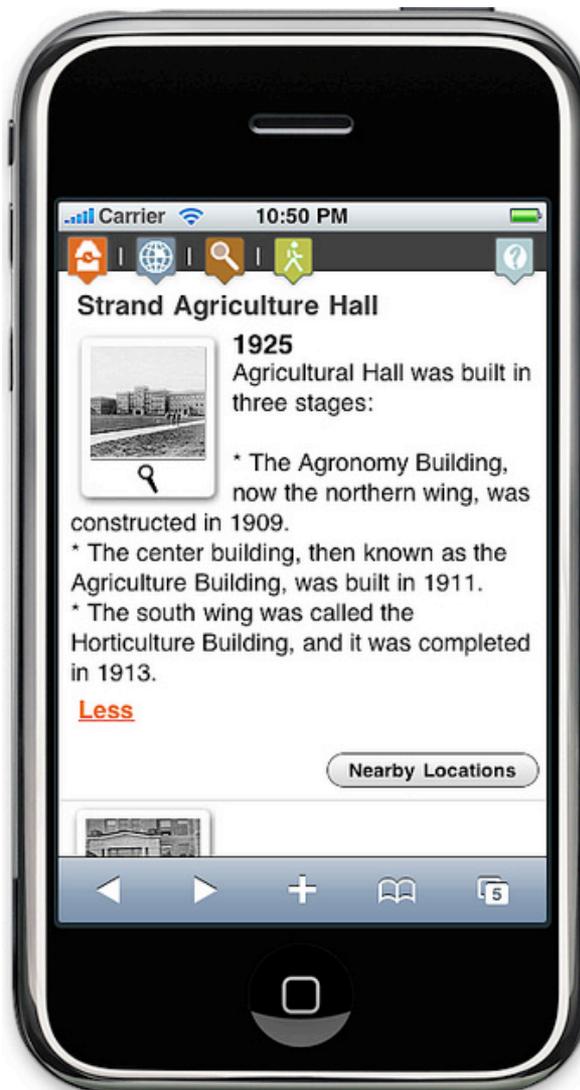
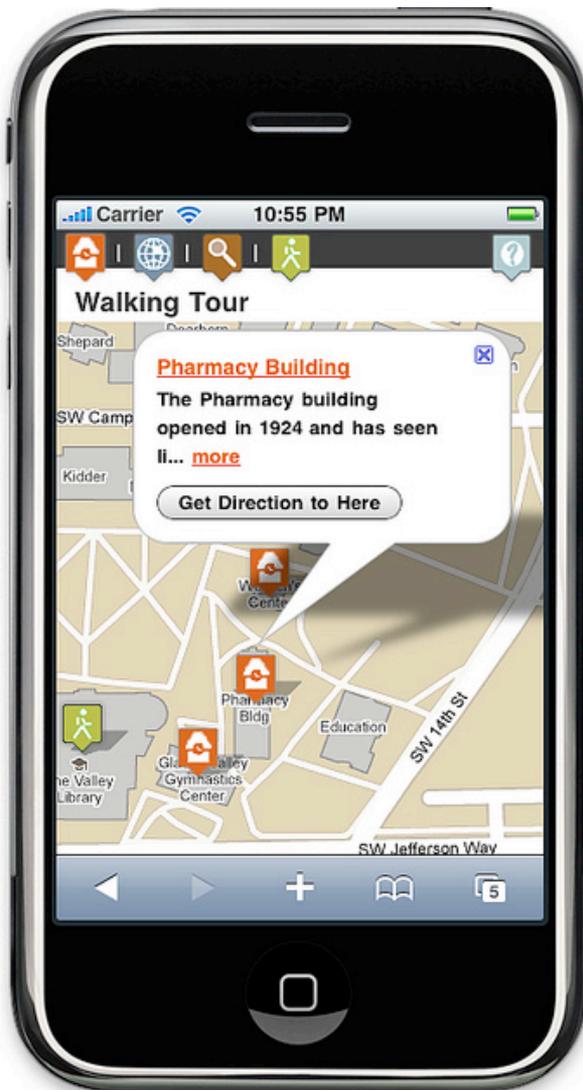
Screenshots from WolfWalk



OSU's BeaverTracks

- BeaverTracks is an interactive mobile guide and walking tour of Oregon State University's historical locations.
- At each of the 22 locations, you get a brief history and can browse a catalog of historic images.
- Depending on your mobile device you can also take a walking tour of the historic sites.

Screenshots from BeaverTracks



Discussion

Think about how your patrons use your library and interact with you and the services you provide.

- How might you use QR codes in your library?
- How might you use augmented reality in your library?

Additional Resources

Library Success Wiki

- http://www.libsuccess.org/index.php?title=QR_Code

Wikipedia overviews

- http://en.wikipedia.org/wiki/QR_Code
- http://en.wikipedia.org/wiki/Augmented_reality

Thank you!

Rachel Vacek

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University of Houston Libraries

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Social: [vacekrae](#)

(gtalk, yahoo, twitter, flickr, delicious, etc.)

Friend me on Facebook!

Presentation available online:

slideshare.net/vacekrae

