

The Current Landscape of Mobile Devices

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Overview

- Mobile phone stats
- Impact on libraries
- UH Libraries mobile pilot project
- Smartphones and iPods
- Mobile websites, services, and apps
- Examples of e-book readers
- E-book readers in libraries





The mobile
device
landscape
is **HUGE**,
and it's not
going away.




Cellphones are the ***fastest***
growing communications device
in the history of the world.

4.1 billion

It's the number of
cellphone contracts
in the world.

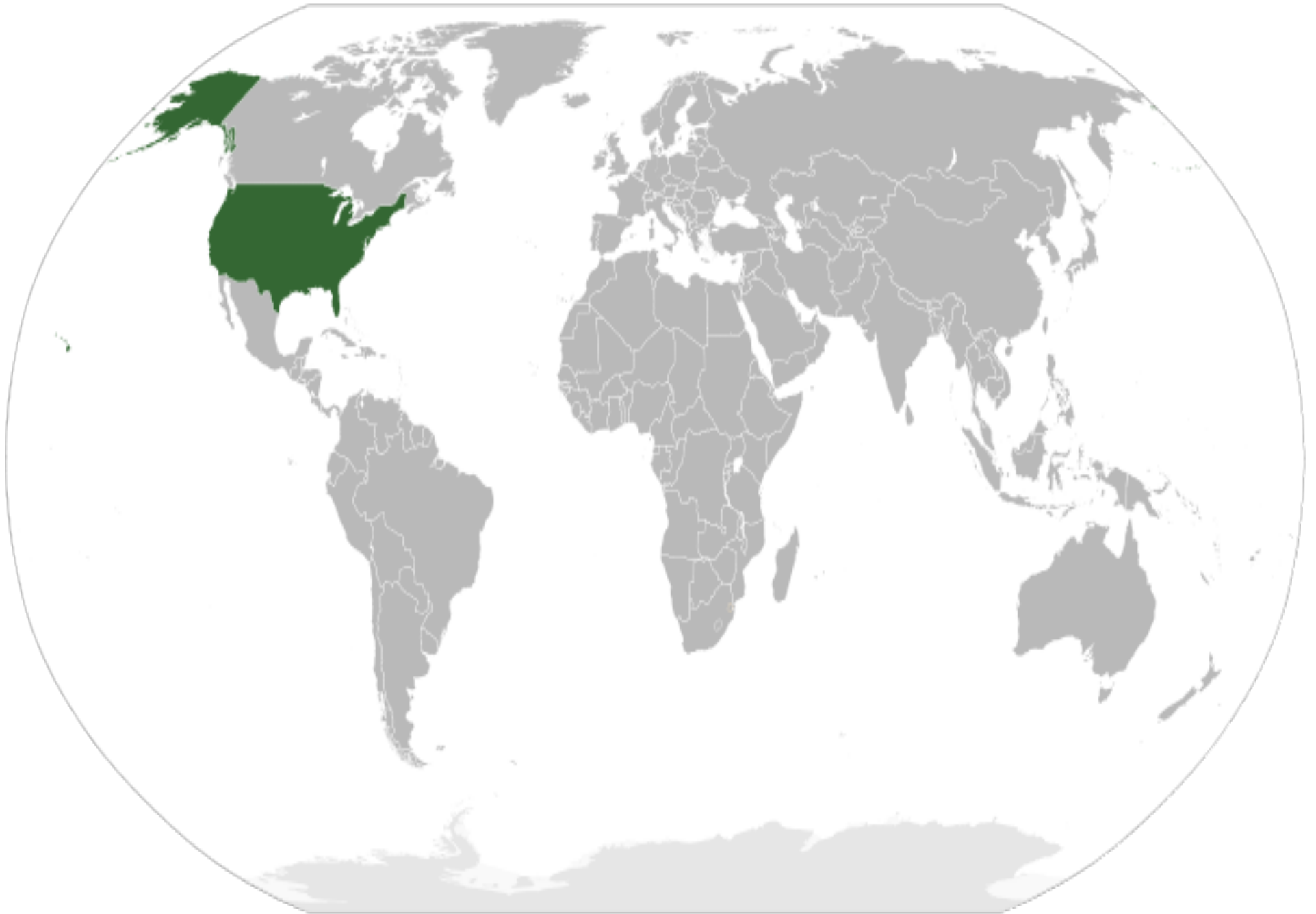
6.8 billion

People on the
planet



50 countries in the world have over a 100% cellphone penetration rate. This means that the **average person has more than one phone.**

The US has a penetration rate of about 78%.



Italy's is about 115%.



Hong Kong has the highest cell phone penetration rate in the world at **163%**.



1.2 billion people use
email

2.4 billion people use
texting

2.3 trillion


That's the number of
text messages
sent in 2008.

By 2010, the estimate is that **90%** of the world will be in range of getting cell phone access.



Enough already!



A photograph of a gravel path winding through a dense forest. The path is light-colored and curves to the right in the distance. The forest is filled with tall, slender trees and lush green foliage, creating a serene and natural atmosphere. The text "What does all this mean for libraries?" is overlaid in the lower half of the image.

**What does all this
mean for libraries?**

We need to become **mobile literate!**

- Cell phones
- Smart phones
- Downloadable apps
- Calendars
- Text messaging
- Mobile Websites
- Twitter
- GPS
- Still & Video cameras
- Reference Services
- E-Book Readers
- Current Trends



So how do librarians
interact with this
mobile information
space?

"The most important thing we can do is to ensure that when the technology matures, we are ready to deliver content to it."

- Jason Griffey,

*Head of Library Information Technology,
University of Tennessee at Chattanooga*

and author of Mobile Technologies and Libraries, coming in Jan 2010



Mobile Pilot Project at the University of Houston Libraries



Librarians want to be mobile too!



Keeping up with email



Benefits of mobile at conferences



Keeping current in your field



iPod Touch



Other Popular Smart Phones





What is an app?

OPACs

WorldCat



Library/University Homepage

UNC Mobile



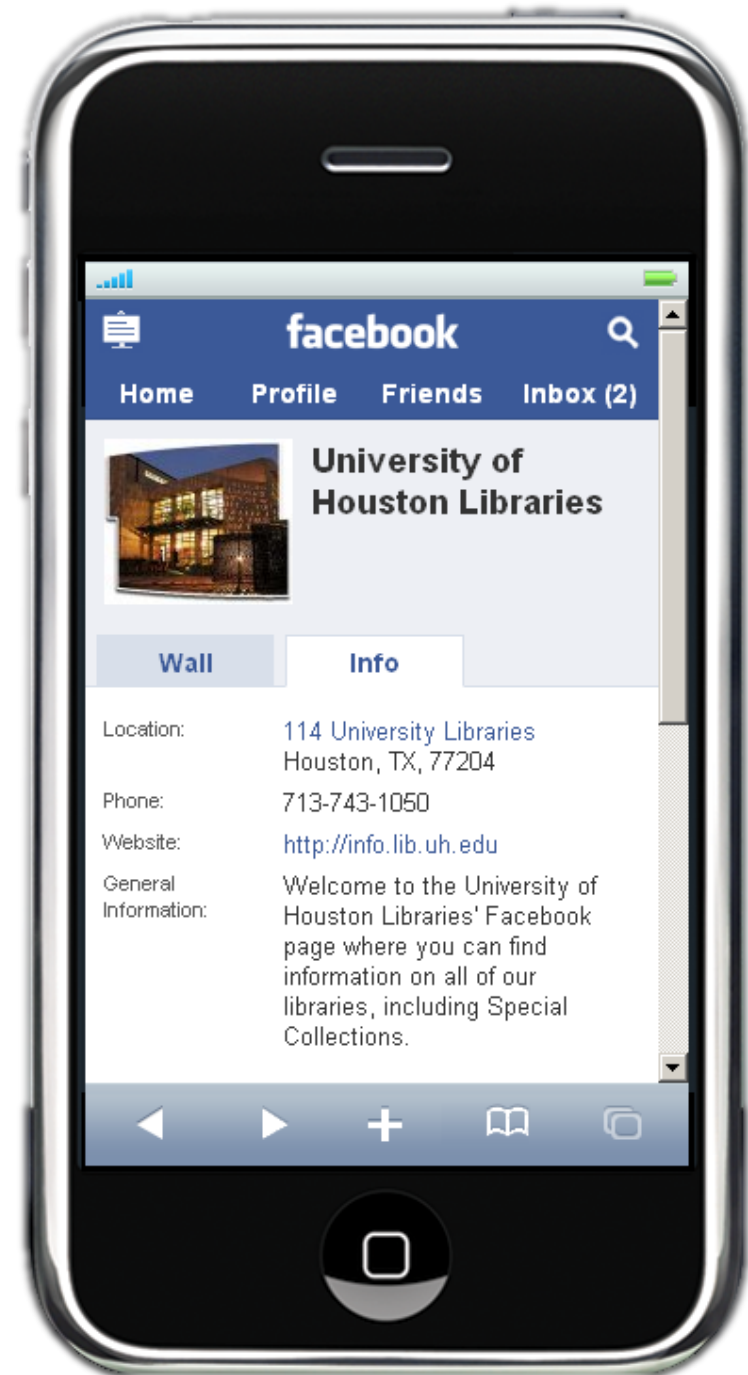
Publishers/Vendors

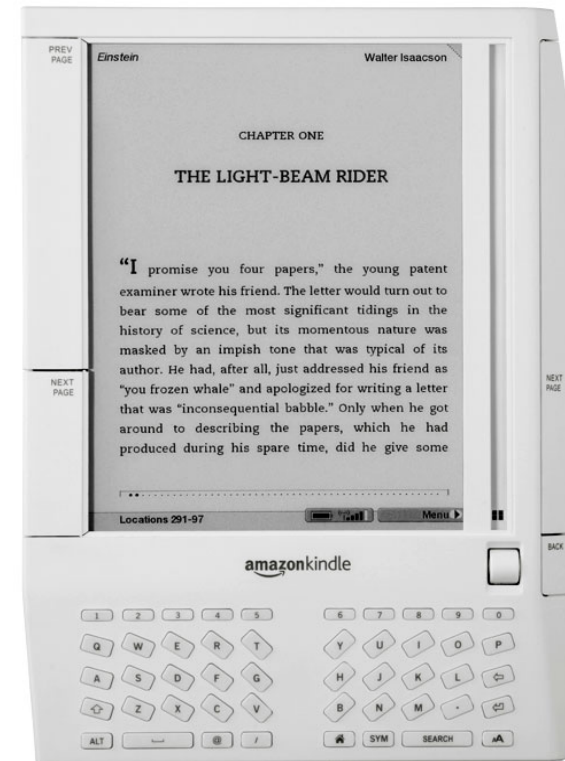
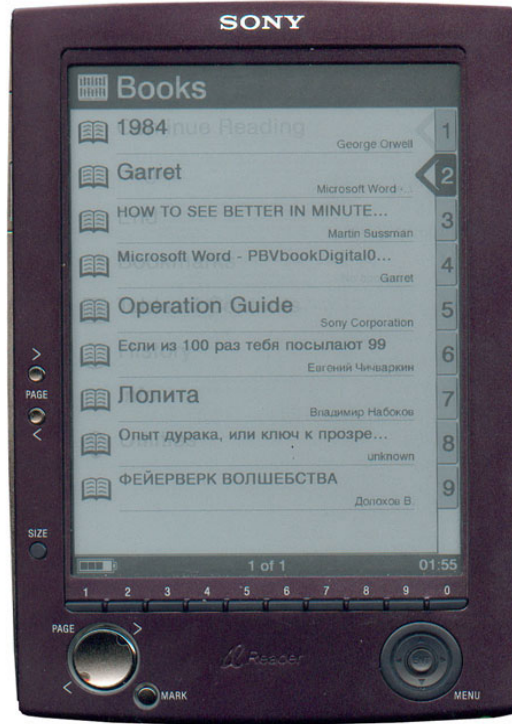
NextBio



Web Apps

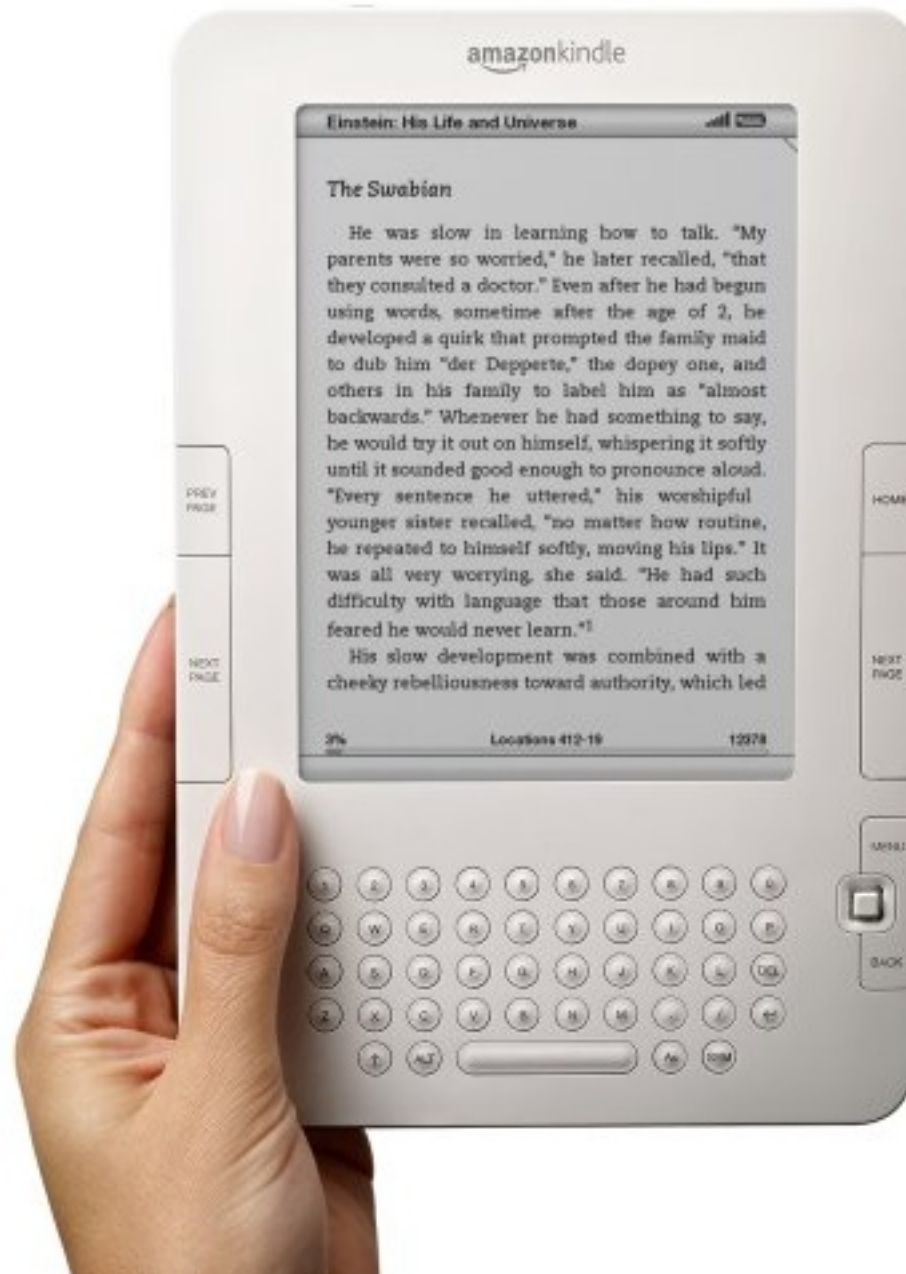
Facebook





Mobile E-Readers

Amazon Kindle



Kindles in Libraries

Academic Library Examples

- [Texas A&M University](#)
- [University of Nebraska](#)
- [North Carolina State University](#)

Kindles in Libraries

Public Library Examples

- [River Forest Public Library - \(River Forest, IL\)](#)
- [Howe Library - \(Hanover, NH\)](#)
- [Mead Public Library - \(Sheboygan, WI\)](#)

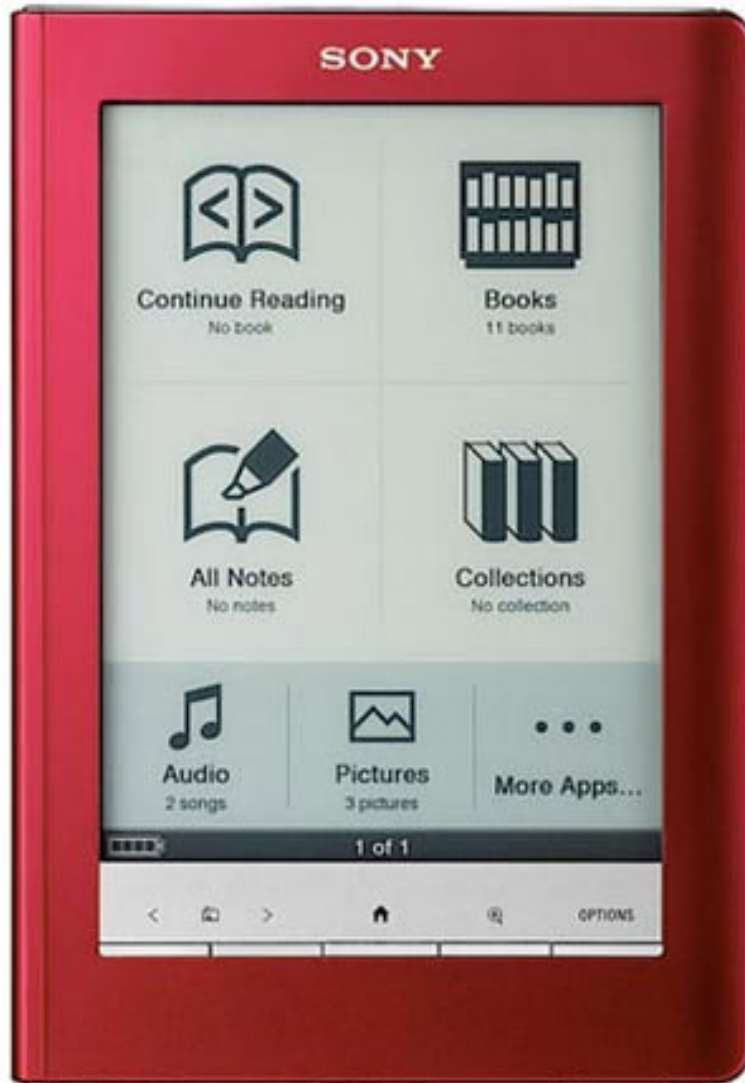
Kindle App on the iPhone



iTouches/iPods in Libraries

- [University of Houston](#)
- [Rancho Mirage Public Library](#)

Sony Readers



Touch Edition



Pocket Edition

Sony Readers in Libraries



+



Sony Reader Mobile Collections
for Libraries

Things to come....



Electronic Textbooks



Resources Consulted

- http://www.readwriteweb.com/archives/libraries_ebooks_and_the_mobile_web_a_long_ways_to_go.php
- http://blogs.broughtturner.com/2006/10/mobile_networks.html
- http://news.cnet.com/Gartner-A-billion-cell-phones-by-2009/2100-1039_3-5795100.html
- <http://www.hiddenpeanuts.com/archives/2009/08/30/unc-libraries-mobile-site/>
- http://en.wikipedia.org/wiki/List_of_countries_by_number_of_mobile_phones_in_use
- <http://www.allbusiness.com/marketing/market-research/273545-1.html>
- <http://www.prlog.org/10305450-the-worlds-best-selling-mobile-phone.html>
- <http://www.pewinternet.org/Reports/2008/Mobile-Access-to-Data-and-Information.aspx>
- <http://metrics.admob.com/2009/05/april-2009-mobile-metrics-report-mobile-web-vs-html/>
- <http://www.libraryjournal.com/article/CA6599046.html>
- <http://mashable.com/2009/10/07/ctia-wireless-survey/>
- <http://etechlib.wordpress.com/2009/05/11/mobile-izing-the-library/>
- <http://www.gartner.com/it/page.jsp?id=565124>
- <http://www.guardian.co.uk/technology/2009/mar/03/mobile-phones1>
- http://www.flickr.com/photos/users_lib/sets/72157606400611761/
- http://www.fiercewireless.com/ctialive/story/u-s-wireless-subscribers-top-270-million/2009-04-01?utm_medium=nl&utm_source=internal&cmp-id=EMC-NL-FW&dest=FMC
- <http://www.davidleeking.com/2009/04/01/cil2009-handhelds-mobile/>
- <http://www.libsuccess.org/index.php?title=M-Libraries>
- <http://www.library.yale.edu/science/textmsg.html>
- <http://ask.metafilter.com/111634/How-many-iPhones-in-the-world>
- <http://www.email-marketing-reports.com/metrics/email-statistics.htm>
- http://www.core77.com/blog/technology/4_billion_mobile_phone_users_by_the_end_of_2008_11266.asp
- and more...

Thank you!

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Presentation available online at:
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