

THE MOBILE REVOLUTION AND LIBRARIES

A Four-Part Infopeople Webinar Series

Part 3: QR Codes

Thursday, January 17, 2013

Presenters: Susan Kantor-Horning and

Tom Peters

Linking the Physical to Digital

THE QR INVASION
(PHYSICAL AND DIGITAL WORLDS COLLIDE)

QR CODE
[KYOO-AHR KOHD] -NOUN

(QUICK RESPONSE CODE) A 2D MATRIX BAR CODE CAPABLE OF STORING UP TO 4,296 ALPHANUMERIC OR 7,089 NUMERIC CHARACTERS.

1994
DENSO
WAVE

It all began in Japan

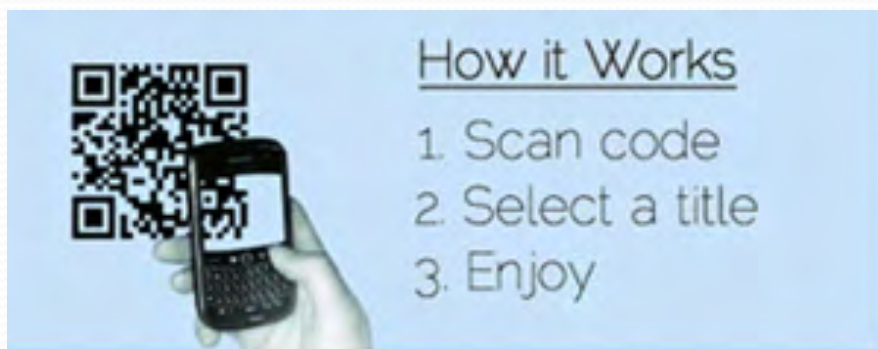
Denso Wave Inc. created QR (quick response) codes for tracking vehicle parts. This was the start of the QR invasion in Japan.

CREATES QR CODES

The infographic features a dinosaur holding a pencil and a QR code, set against a teal background. A large QR code is also displayed in a white circle on the left side.

Source: Jumpscan.com

How QR Codes Work



For additional information visit guides.ccdlib.org/qr

1. Phone with camera and internet access.
2. Download and install a QR Code Reader on your phone. Examples: Zxing, BeeTagg, and NeoReader.
3. Phone's camera acts like a scanner, allowing it to "read" the code.
4. Once scanned by your phone, the codes can provide you with contact information, text message, contents of an eBook, mobile website, etc.

Rise in Popularity of Mobile Tagging



Find maps, phone numbers, directions, discounts and reviews from other users.

QR Code Backlash

Pictures of People Scanning QR-codes

Text February 29, 2012 [442 notes](#)

No posts yet

ABOUT



Source: <http://picturesofpeoplescanningqrcodes.tumblr.com/>

QR Codes & Shopping



Best Buy



RedLaser



John Fluevog



QR Codes in Libraries

- University of Bath added QR codes to catalog records
- Sacramento Public Library's codes load text message reference service
- Topeka & Shawnee County Public Library created a scavenger hunt
- Lawrence University's codes lead to selected music that can play on students' mobile devices
- Library Success: A Best Practices Wiki

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

Contra Costa County Library

SNAP GO



Technology Innovation Grant



Quipu's Mobile Tagger

Mobile Tagger

QR Codes Batch Mode Preferences

Create a QR Code

Size 150 Margin 10 ECLevel L (7% loss)

Any URL:

SMS #:

Item ID: ISBN DocID

Patron ID:

Note: NONE

Copies: 1 Format: None

Clear Form Create Code

© Copyright Quipu Group, LLC 2010

QR Code Generator
Create single code or batch
Set preferences for margin size
Additional text to display

2" code and a mobile website



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HOME SEARCH ACCOUNT

- LOCATIONS & HOURS**
Addresses, phone numbers & directions
- DOWNLOAD AUDIO & eBOOKS**
MP3 Audiobooks & EPUB eBooks
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Android, Apple, Blackberry, Nokia more ...
- 10 SECOND MOBILE SURVEY!**
Tell us what you think

Full site

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SNAPGO



search
place holds
check account
download audiobooks
on your phone

snapngo.ccclib.org

Soft Launch



Library Promotion

Get your Summer Reading QR on your phone from the Contra Costa County Library



Here are some sample working links and graphics for the Library's mobile downloadable audio eBooks and Summer Reading Festival.

With your mobile phone you can scan these QR codes and be directed to their Website, or even download the featured e-Books directly.

If you do not have a scanner app for your phone you can download one for free at www.beetagg.com/downloadreader/


Visit the library's Summer Reading program at guides.ccclib.org/qr

This section contains four QR codes arranged in a 2x2 grid. The top-left QR code is associated with the 'SNARGO' logo and a graphic of an audiobook titled 'THE KING'. Below it is the text 'DOWNLOAD AUDIOBOOKS TO YOUR PHONE!'. The bottom-left QR code is associated with the 'MyInfoQuest' logo and the text 'Ask the librarian? Send a QR text message by scanning the QR code to the right - >'. The other two QR codes are smaller and less distinct.



The Concordian Community Newspaper

Snap & Go - Subject Guide

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Snap & Go Tags: [local](#), [news](#), [qr](#), [technology](#)


QR codes blur the boundaries between the physical world and the virtual world and make using your phone simpler.

Last Updated: Nov 9, 2012 | URL: <http://guides.ccclib.org/qr> | [Print Guide](#) | [RSS Updates](#) | [SHARE](#) [f](#) [t](#) [e](#)


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Photos - Snap & Go in action!




Use the Mobile Website:
<http://m.ccclib.org>




scan the QR code to download a shortcut to your Android phone
(or read a QR code book)

Billboard @ BART

The Library recently engaged in an advertising campaign featuring a billboard with a colorful word cloud and a large QR code at BART stations along the Pittsburg- Bay Point line. The ad appeared at track level and at many stations starting at MacArthur station moving into Contra Costa County stops.



Snap & Go is a project of The Contra Costa County Library, bringing library services to your mobile phone.



Relevant Service Access Points

Introducing Contra Costa County Library's Newest Bookmobile



**LISTEN TO OVER 500 AUDIOBOOKS ON
TRI DELTA TRANSIT BUSES WITH SNAP & GO!**

Download eBooks on the Bus



Enroute Entertainment

Snap & Go QR Technology: Presented by WestCAT and the Contra Costa County Library.

Get access to over 600 audiobooks...Instantly!

It's your personal HOV lane
through the Library



With WestCAT's new "Enroute Entertainment" you can now listen to over 600 audiobook titles here on the bus with the Contra Costa County Library's Snap & Go mobile Library access. Wirelessly Download Audiobooks directly to your cell phone for FREE. It is a great way to pass the time on the bus.

Just snap and go!



Initiate User Action

TEXT-A-LIBRARIAN

Text "ccc" and
your question to

66746



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COUNTY LIBRARY

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cclib.org

Engage the Early Adopters



SNAP GO
10.17.2010 - 10.31.2010
SCAVENGER HUNT

READY
Download a QR Code reader to your phone at guides.ccclib.org/qr

SNAP
Snap this code with your phone to start playing the game

GO
Decipher the clues and find the QR codes to enter & win!



<http://m.ccclib.org/?pg=lp&f=ktx>


ccclib.org
CONTRA COSTA COUNTY LIBRARY
Fremont, Pacific and Moss Landing

Play to win an Amazon gift certificate or Kodak EasyShare digital camera!

Teens' Top 10



Readers' Advisory



Introducing ... *If you like*

Read-alikes for popular titles

Scan the QR code on the book (or type in the url)
to find hand-picked suggestions from library staff

Read-alike lists also available on the Library website.

(Tell me more about QR codes)

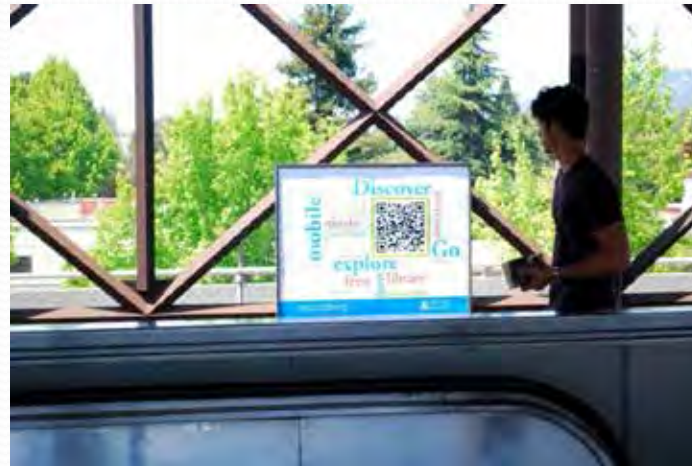
The Library Comes to You

mobile **discover** **go** **explore** **free** **now** **library** **museum** **music** **movies** **art** **science** **family** **live** **download** **passes** **comedy** **history** **sculpture** **drama** **theater** **smart** **fun** **play** **ebooks** **culture** **crafts** **wildlife**

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Every Week and Every Where
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Snap & Go...On Your Commute



Encrypt Patron Information



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Family Pass

Free admission for 2 adults and all children under 12



Asian

Asian Art Museum
Pass for: SUSAN KANTOR-HORNING
For Use ONLY on: 12/23/2012
Pass: P-65059-20121223-CCCL

Location:
200 Larkin Street
San Francisco, CA 94102

Hours:
Tuesday through Sunday 10:00 am to 5:00 pm. Extended evening hours on Thursdays until 9:00 pm, from January through October.
The museum is closed on Mondays, New Year's Day, Thanksgiving, and Christmas Day.
Best efforts have been made to accommodate blackout days and holidays; please consult the venue website to verify open days and hours.



The pass is for use only by the person named and only on the date specified. No photocopies allowed.
Valid ID is required.



Feedback and Findings

- Analytics
- Format and availability of eContent
- Staff time
- Another great use for the codes, but difficult to implement
- Other technologies



Thank You for your Time and Attention

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