

Emerging Tech Trends
Wednesday, December 9, 2015

An Infopeople webinar
with
Laura Solomon
@laurasolomon



Agenda

1. Don't get googly-eyed
2. Mobile matters (maybe) most
3. The hot mess of IoT
4. Social media grows up
5. Changing models
6. The big take-aways

1

**Don't get
googly-eyed**

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Emerging Tech Trends in Libraries – the First in a Series



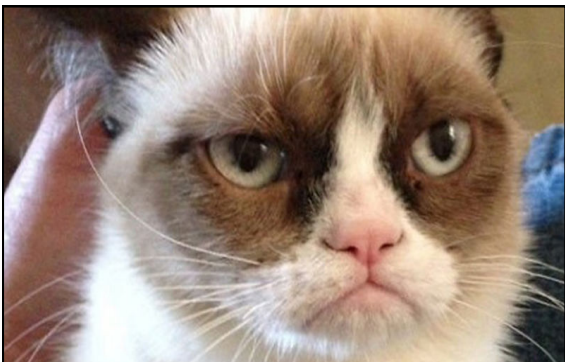
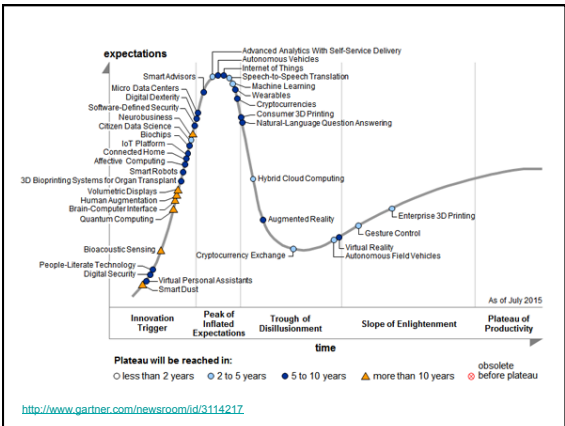


Photo from <http://jezebel.com/grumpy-cat-gets-a-movie-deal-is-still-pissed-510399516>



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digital **humanism**

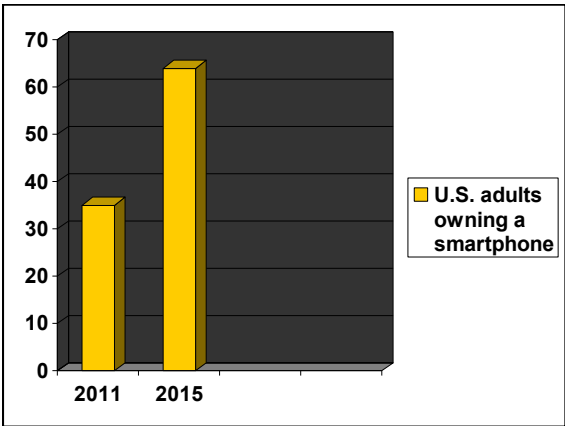


2

Mobile matters
(maybe)
most

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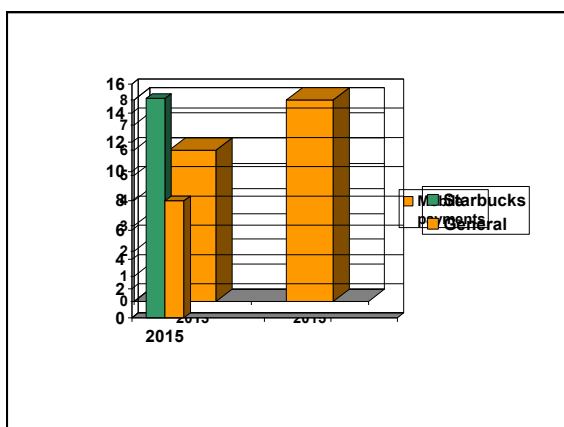




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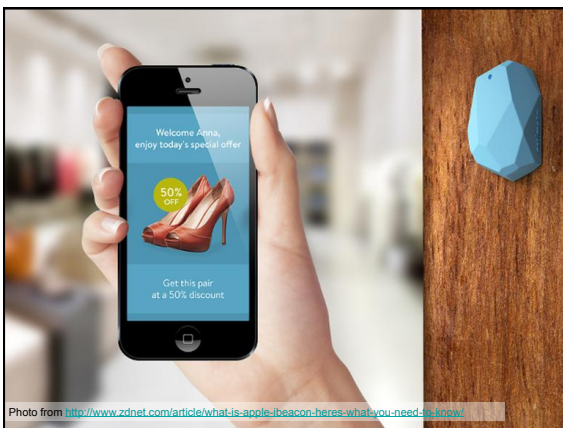


Photo from <http://www.zdnet.com/article/what-is-apple-ibeacon-heres-what-you-need-to-know/>



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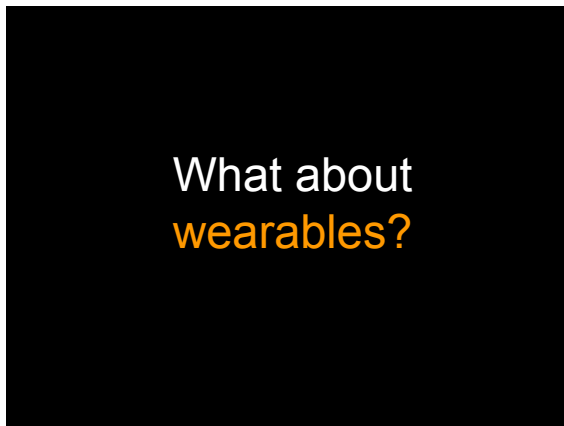
iBeacon Library App Integration

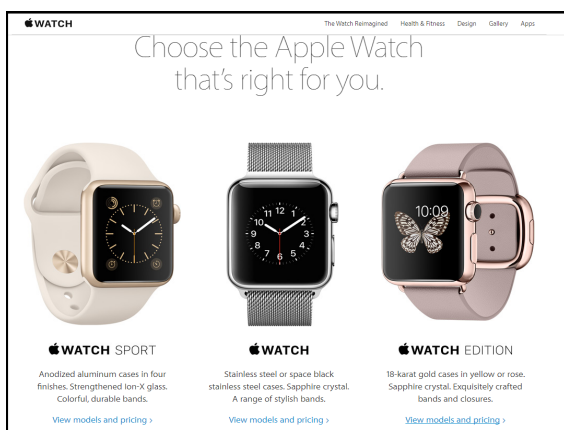


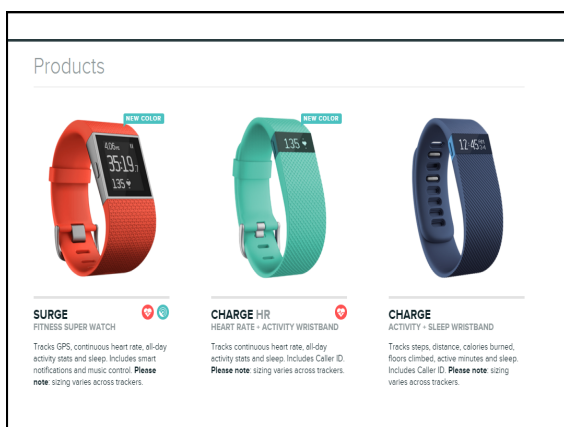
WWW.CAPIRATECH.COM/IBEACON
Available January 2015

Connect with your patrons like never before! Beacon Integration allows libraries with CapiraMobile Apps to interact with their patrons using indoor micro location services over Bluetooth. iBeacons are currently used in many retail locations to interact with customers, but are now being brought to libraries. iBeacons are small battery powered devices that broadcast wireless messages, with adjustable ranges as small as 1 foot and as large as 250 feet. Libraries can control the placement, range, and desired functionality of each iBeacon. iBeacons can be used in conjunction with the library app so that patrons can be reminded about account notices the moment they enter the library, be notified about upcoming events when entering a specific branch or section, and also allows the library to identify and analyze traffic throughout the areas where beacons are placed.

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3

The hot mess of the
Internet of Things
(IoT)

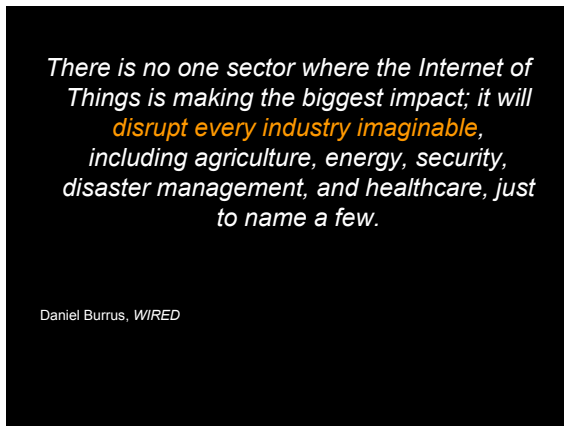
*By 2020, our planet will be home to 30 billion things with embedded intelligence combined with nearly 8 billion smart devices. That means by 2020, there will be a ratio of approximately **six intelligent devices/things for every human** on the planet.*

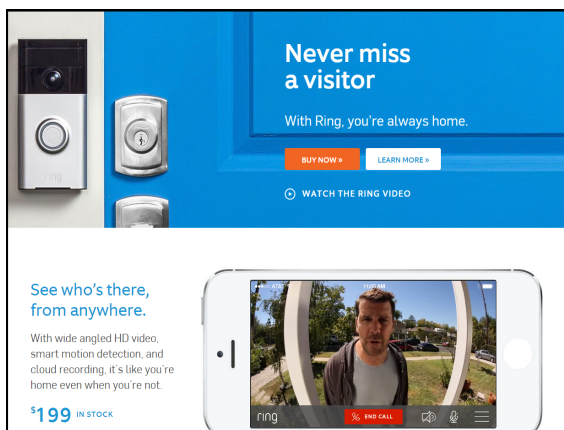
<http://www.gartner.com/smarterwithgartner/embracing-digital-humanism/>

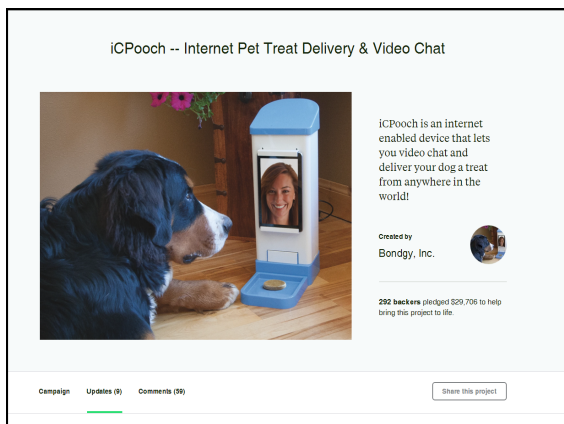
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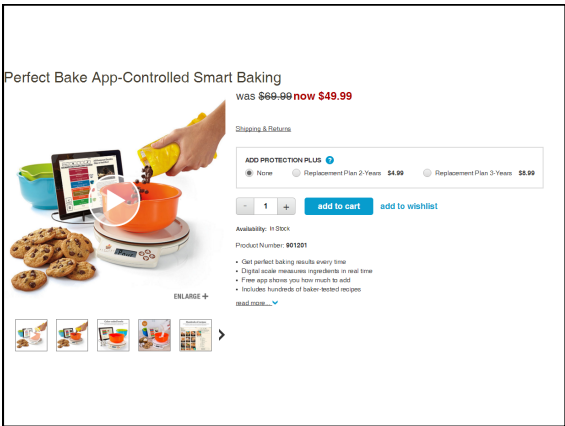


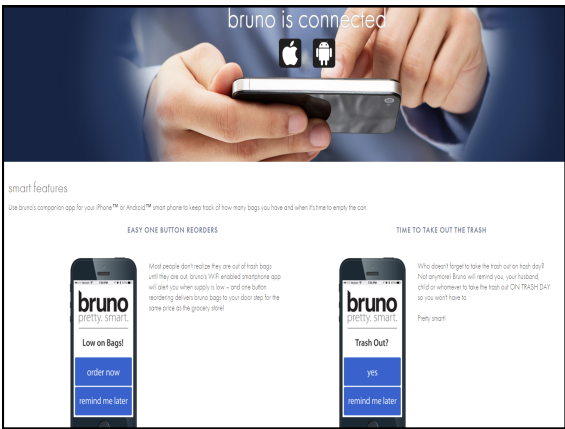


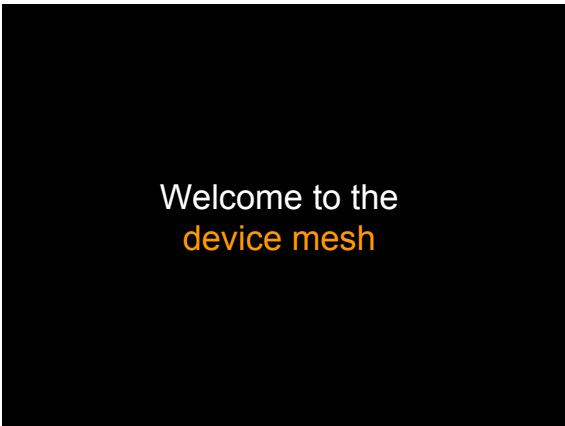


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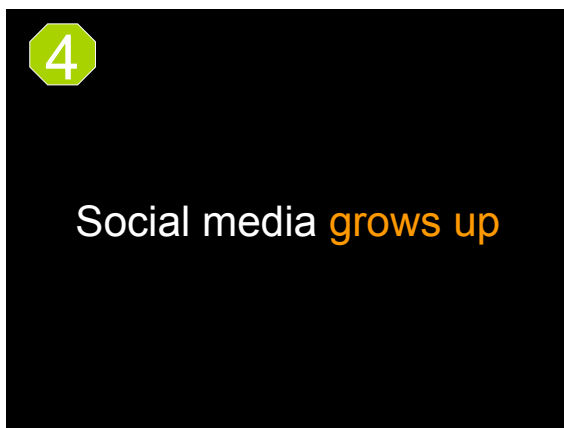






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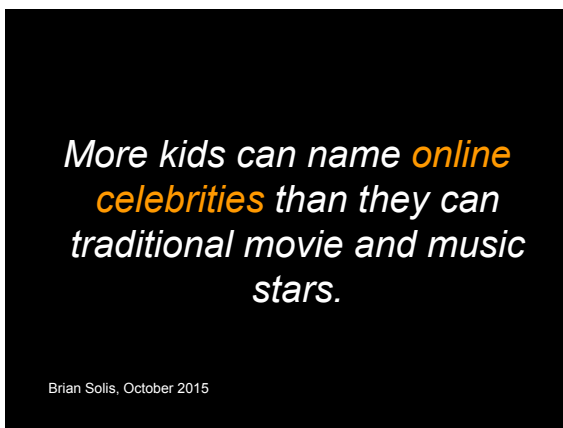


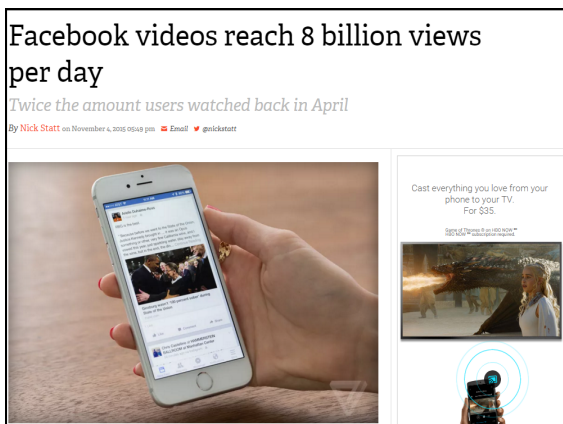
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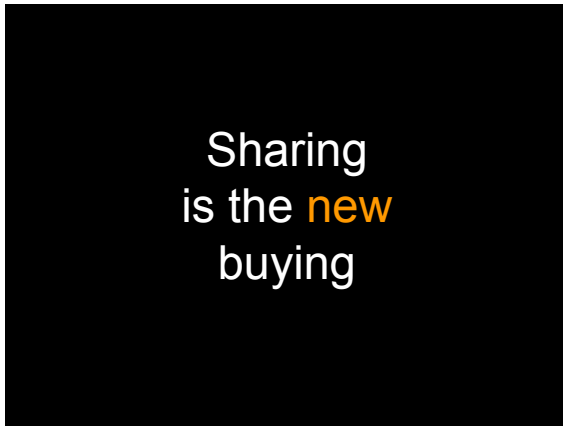
69% of online consumers agree that the quality, timing, or relevance of a company's message **influences their perception** of a brand.

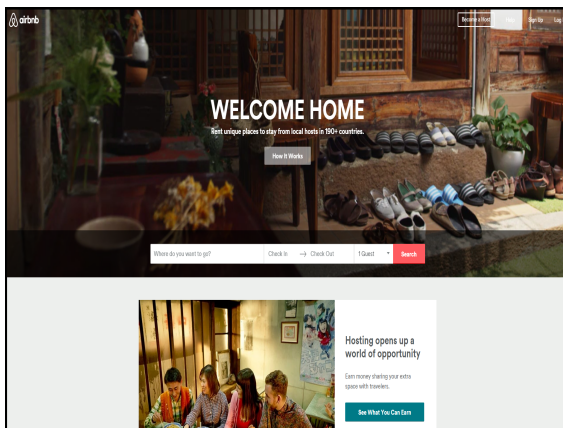
Google/Ipsos, "Consumers in the Micro-Moment," March 2015

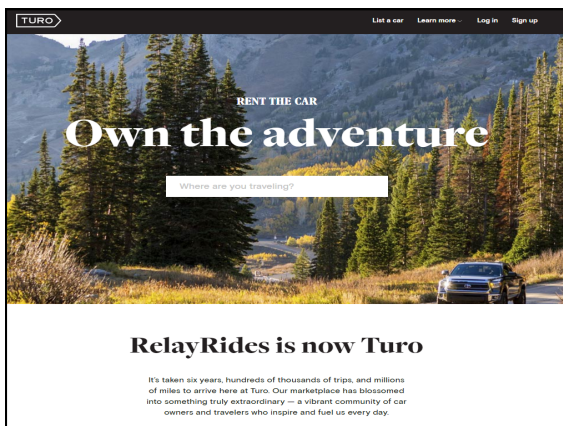
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Changing models

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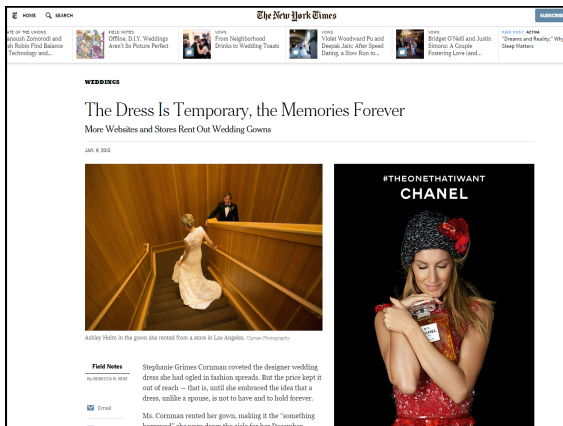


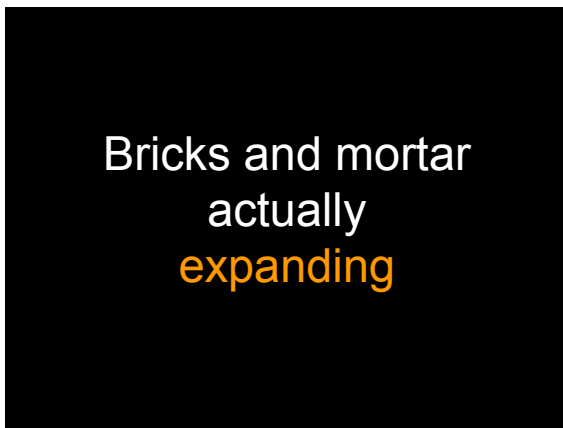


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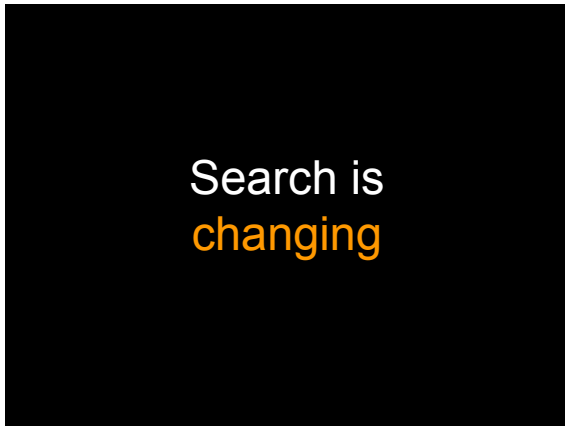
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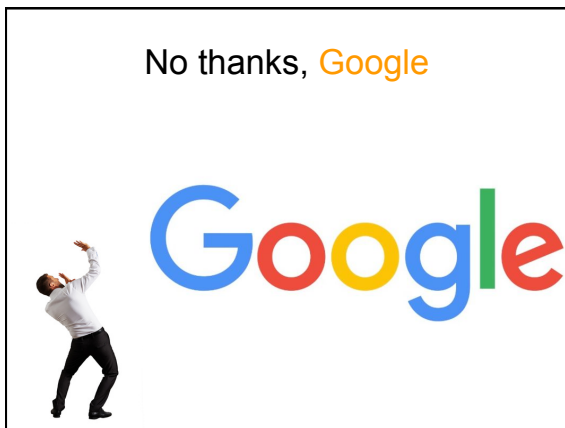






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Innovation
is
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6

The big
takeaways

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- Don't get **stuck**
- Is *everything* ready for **mobile**?
- Video** is your next step
- Focus on **micromoments**

Thanks for listening!

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Emerging Tech Trends

The Series Continues

Part 2: Tuesday, February 2, 2016
David Lee King

Part 3: Tuesday, March 2, 2016
David Lee King

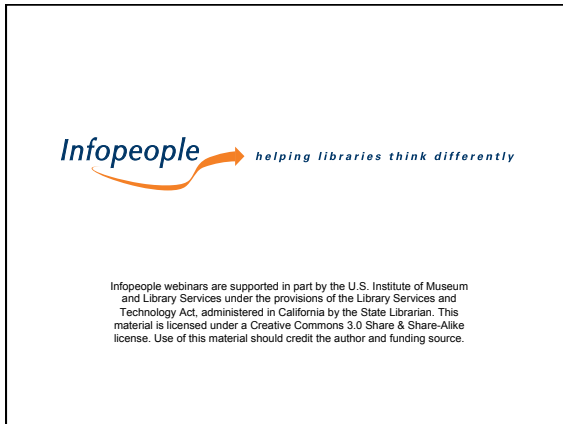
Part 4: Wednesday, June 15, 2016
Laura Solomon

Infopeople  helping libraries think differently

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