Welcome to today's Infopeople Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by Creative Commons 4.0 Non-commercial Share Alike license. Any use of this material should credit the funding source.

Emerging Tech Trends
Part 5

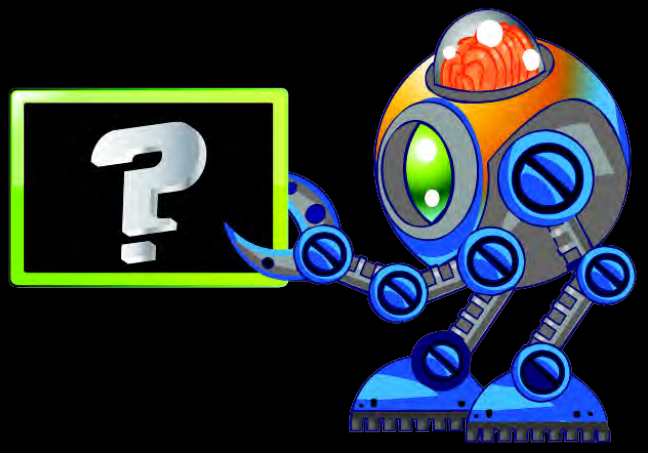
October 25, 2016

An Infopeople webinar

with

Laura Solomon

@laurasolomon



Agenda

1. The Googly-Eyed Reminder
2. Augmented reality
3. Social
4. Bots
5. Realistic take-aways

The Googly-Eyed Reminder

Image from http://www.huffingtonpost.com/impatient-optimists/cookie-monster-the-ultima_b_3103777.html

http://www.gartner.com/newsroom/id/3114217

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

2

Augmented reality

Beyond POKÉMON GO

Image from http://www.redbull.com/en/games/stories/1331809295145/pokemon-go-10-types-of-player

AR versus HUDs

Images from http://readwrite.com/2015/08/04/augmented-reality-virtual-reality-defined/

AR versus VR

Image from http://opticsgamer.com/virtual-reality-headset-options/

VIRTUAL REALITY | APPLE | ENTERTAINMENT

Tim Cook says augmented reality will be bigger than virtual reality

by Jacob Kastrenakes · @jake_k · Sep 14, 2016, 10:12a

SHARE TWEET LINKEDIN PIN

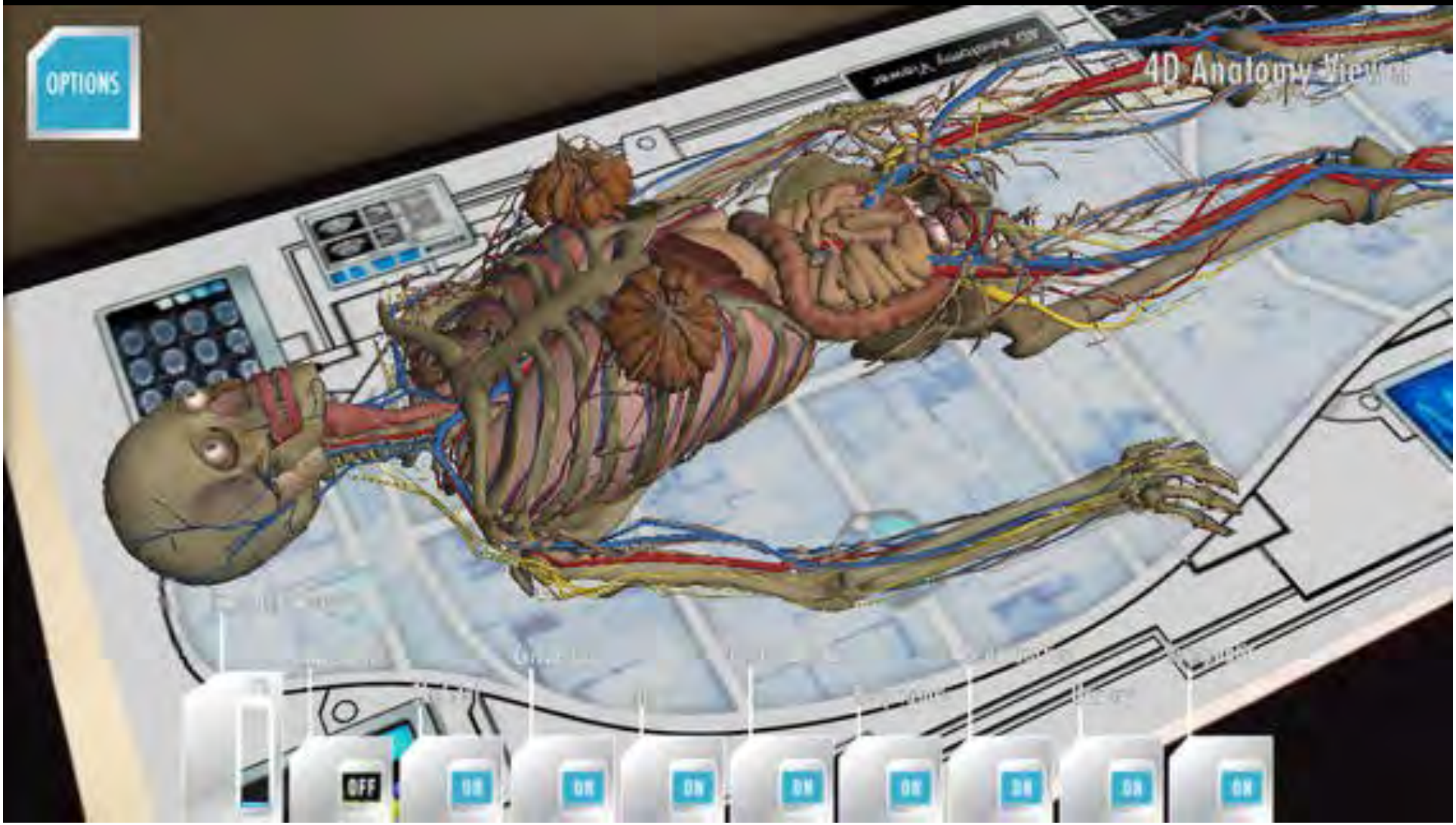
NEW TRENDING STORIES

Feast your eyes on this new batch spectacular photos of Mars

http://www.theverge.com/2016/9/14/12913770/tim-cook-augmented-virtual-reality-apple-comments

Image from http://mashable.com/2015/11/23/peanuts-augment-reality/

https://edshelf.com/tool/anatomy-4d/



http://www.me-ality.com/

A Universal Solution for **Individual Fit**

Me-Ality is the expert of personalized fit; providing businesses with full enterprise solutions to address the complicated issue of size and fit in today's clothing market. Combining our knowledge of body shapes, pattern design, 3D technology and data science, we are changing the way clothes are made and sold - with a focus on fit, flatter, comfort, and performance.

Online Solutions

Simple, fast and accurate.
It's the online shopping experience your customers always wanted.

LEARN MORE

3D Body Scanning

SCAN. FIT. SHOP.
Find the perfect fit in 10 seconds.

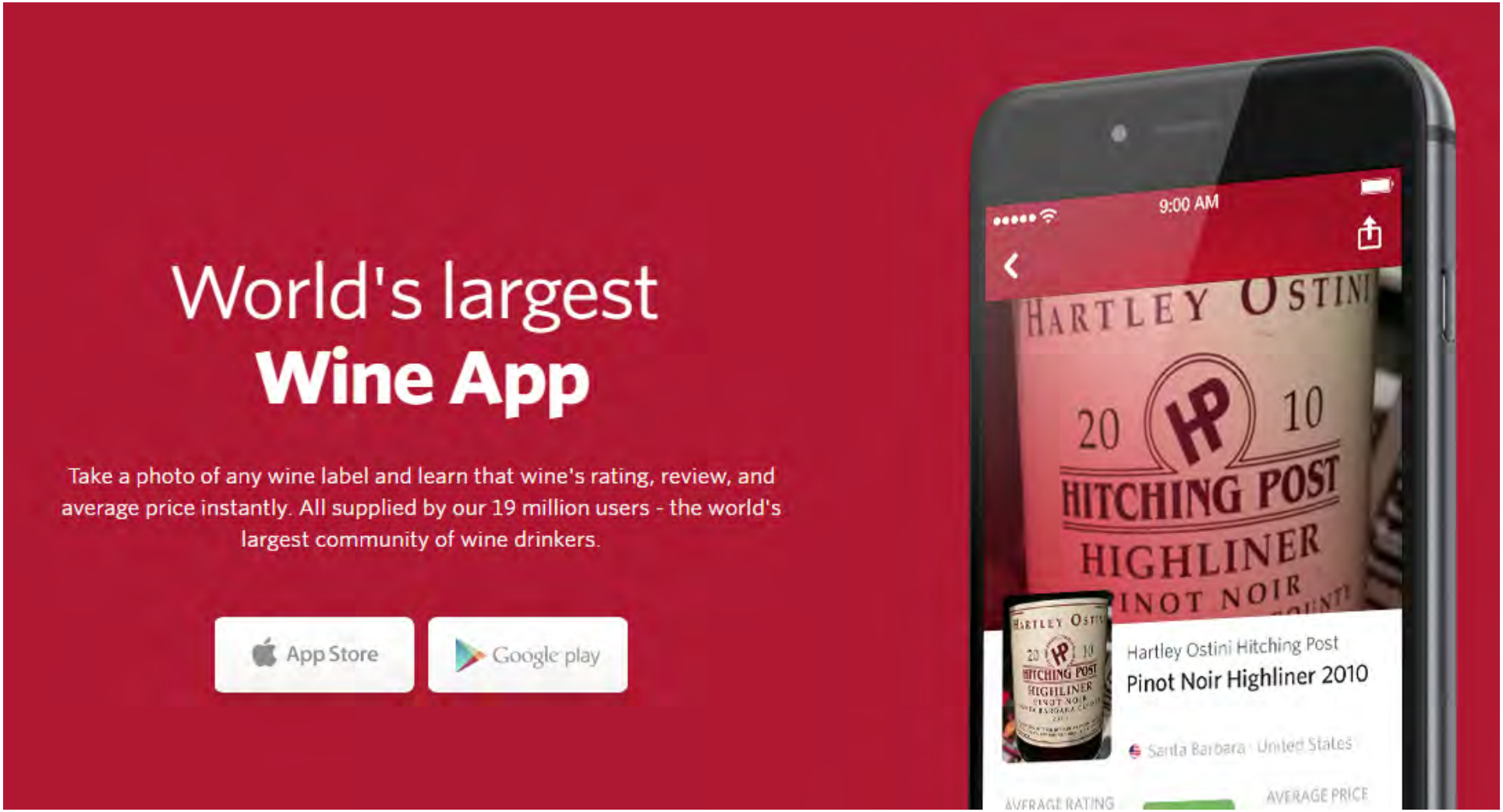
LEARN MORE

Industries We Serve

Me-Ality offers custom fit solutions for a wide range of industries and end-users.

LEARN MORE

https://www.vivino.com/app



ShelvAR Information

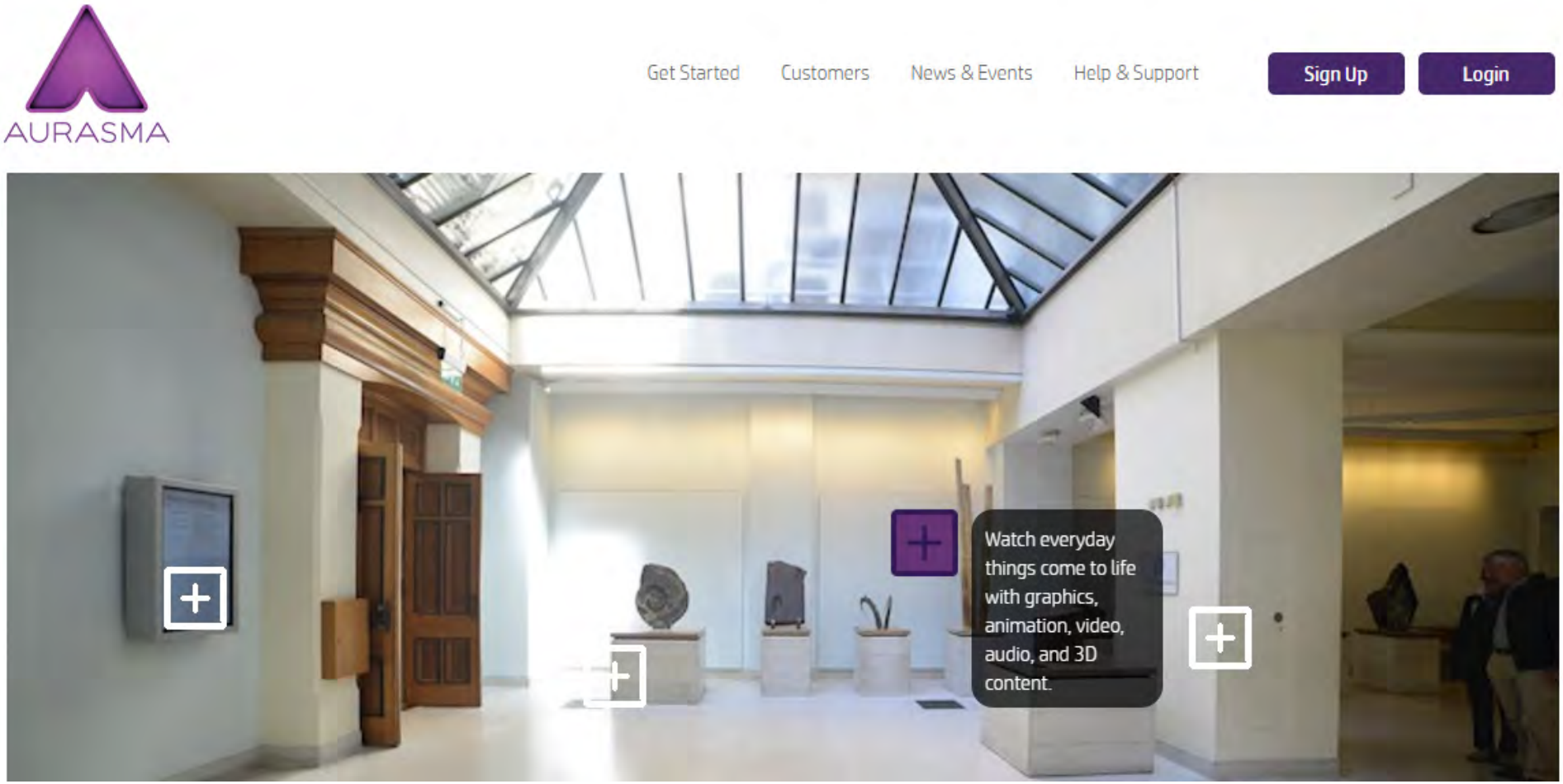
ShelvAR

The Augmented Reality tool for shelf-reading and inventory management in libraries

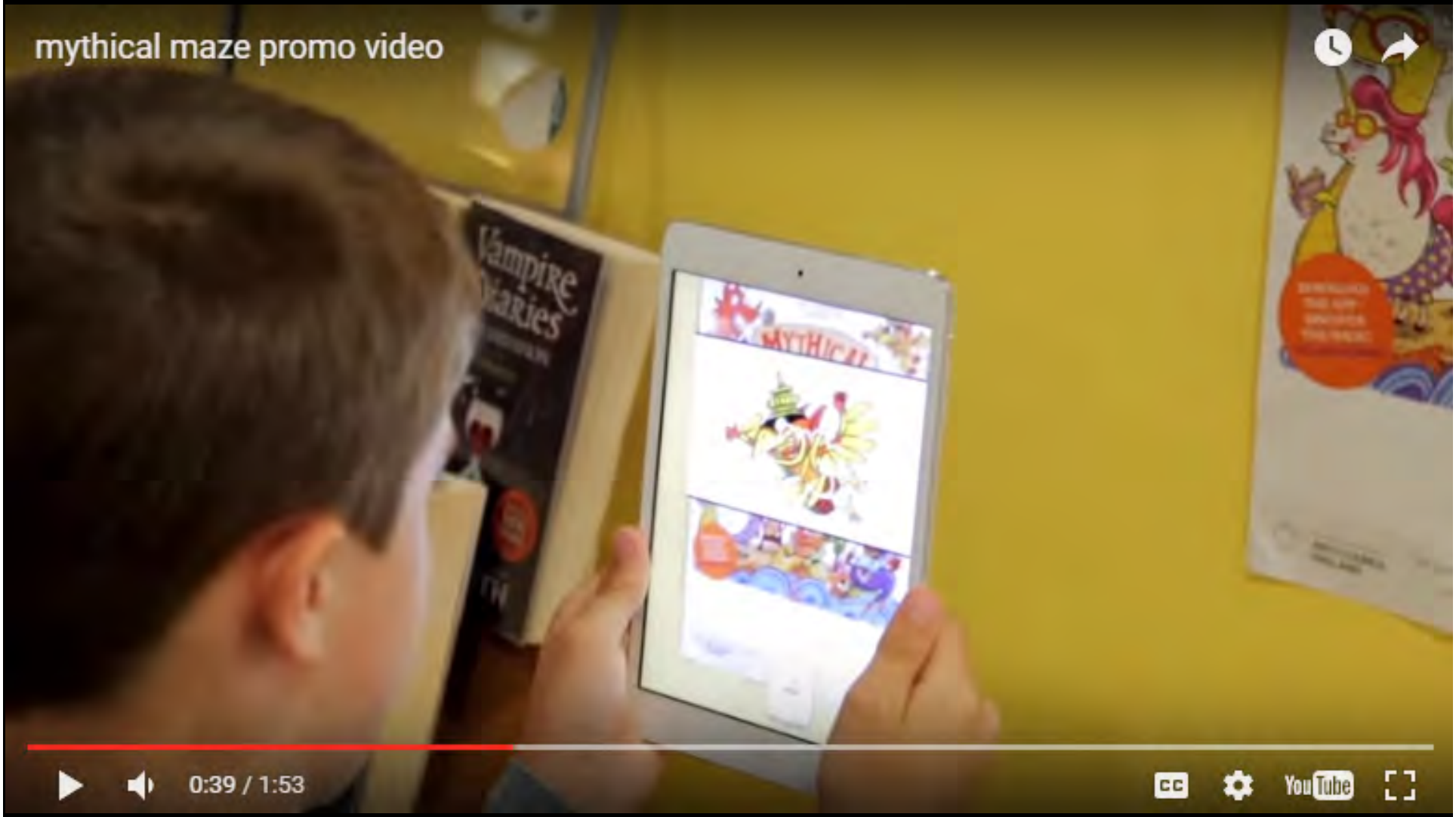
ShelvAR discontinued

We regret to say that we have been unsuccessful in commercializing ShelvAR, due to a pre-existing pate
belonging to Amazon: https://www.google.com/patents/US8438084. We believe that ShelvAR is a great id
but that we are not the right team to deliver it. Any parties interested in acquiring the IP behind ShelvAR,
consulting with the ShelvAR team on commercializing this concept, may contact the Tech Transfer Office
Miami University.

https://www.aurasma.com



https://www.youtube.com/watch?v=IEscjARYwwg



Other library AR applications

- Guide people through the stacks
- Campus tours
- Library orientations
- Bibliographic instruction
- Games & scavenger hunts

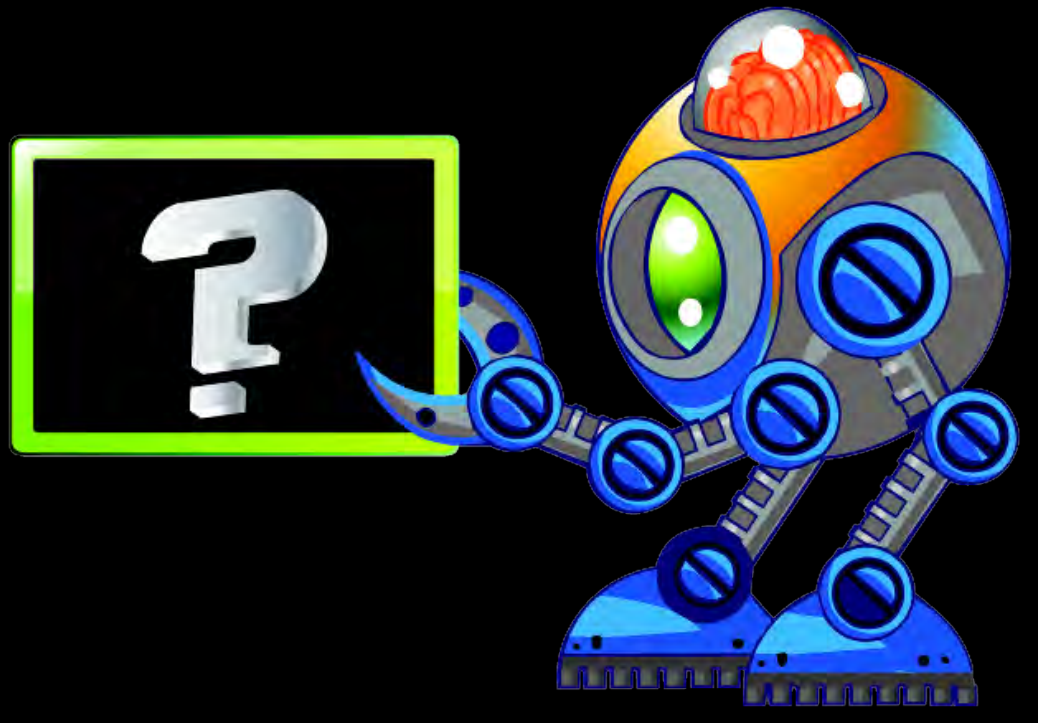
E-Learning and the Academic Library: Essays on Innovative Initiatives (pp. 16-22)

Video at https://vimeo.com/143709971

Is this the future?

http://sploid.gizmodo.com/this-augmented-reality-future-looks-like-a-living-hell-1777595401

What does **augmented reality** mean to me?



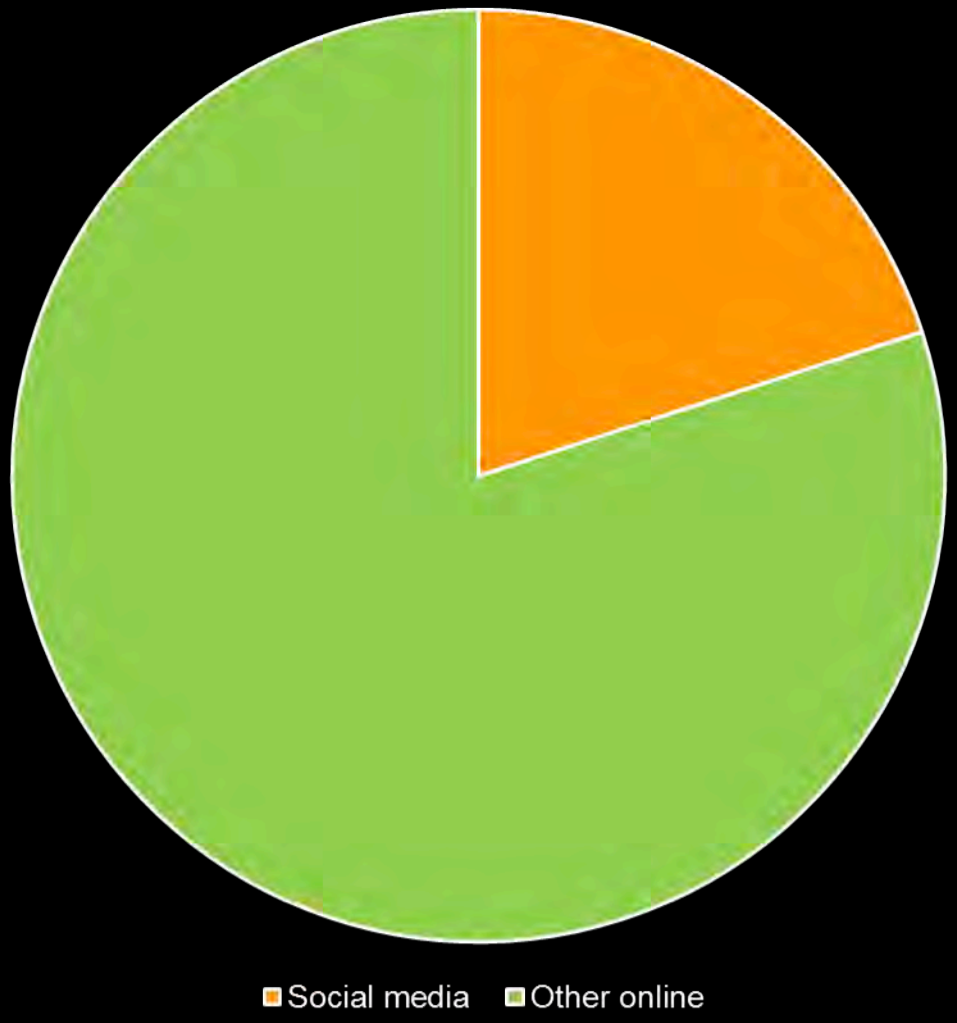
3

Social media

continues to mutate

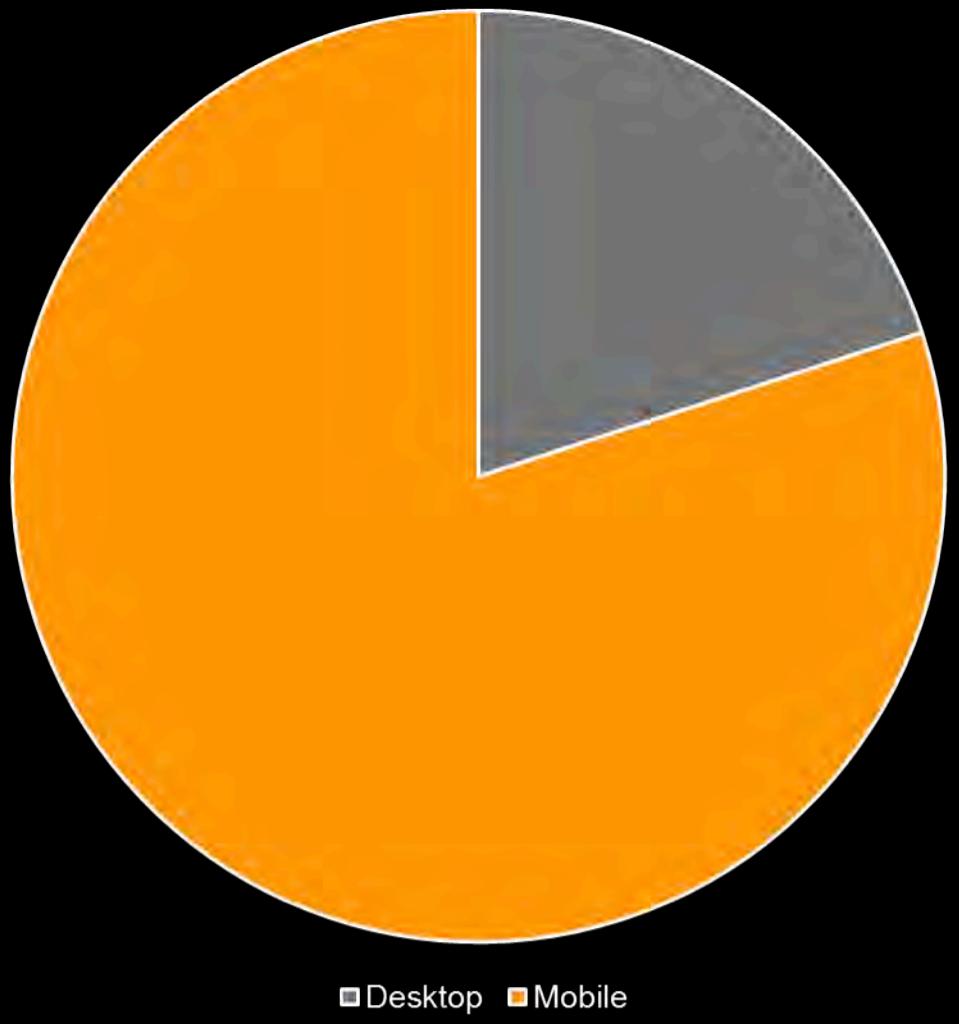
Mobile
changes huge chunks
of the landscape

Digital Media Use



http://marketingland.com/facebook-usage-accounts-1-5-minutes-spent-mobile-171561

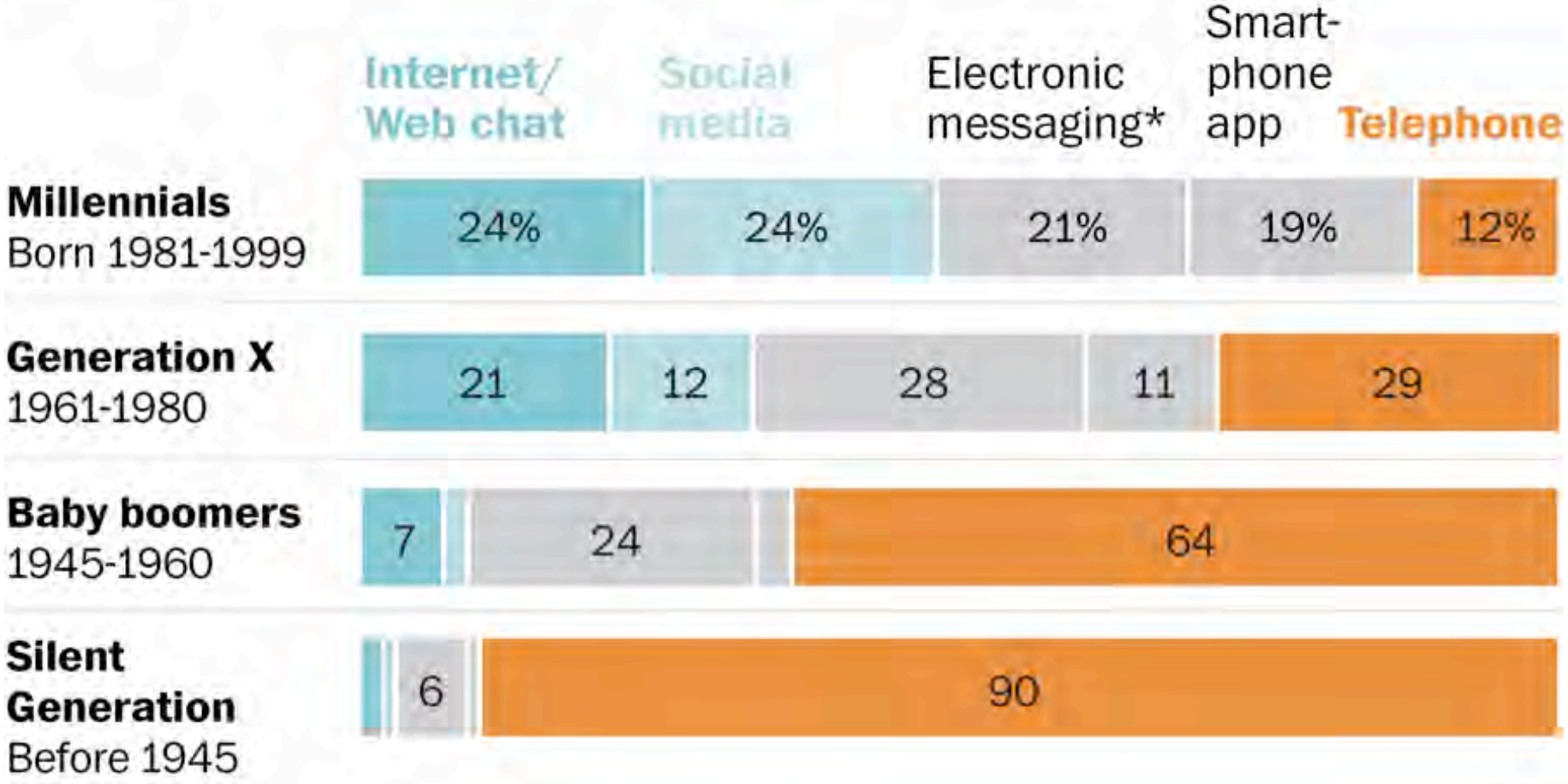
Social Media Access



http://marketingland.com/facebook-usage-accounts-1-5-minutes-spent-mobile-171561

Millennial generation is dropping the calls

Popularity of contact method, by age



* Includes email and text messages

Note: Percentages may not add to 100 because of rounding.

Source: KPCB Internet Trends, 2016

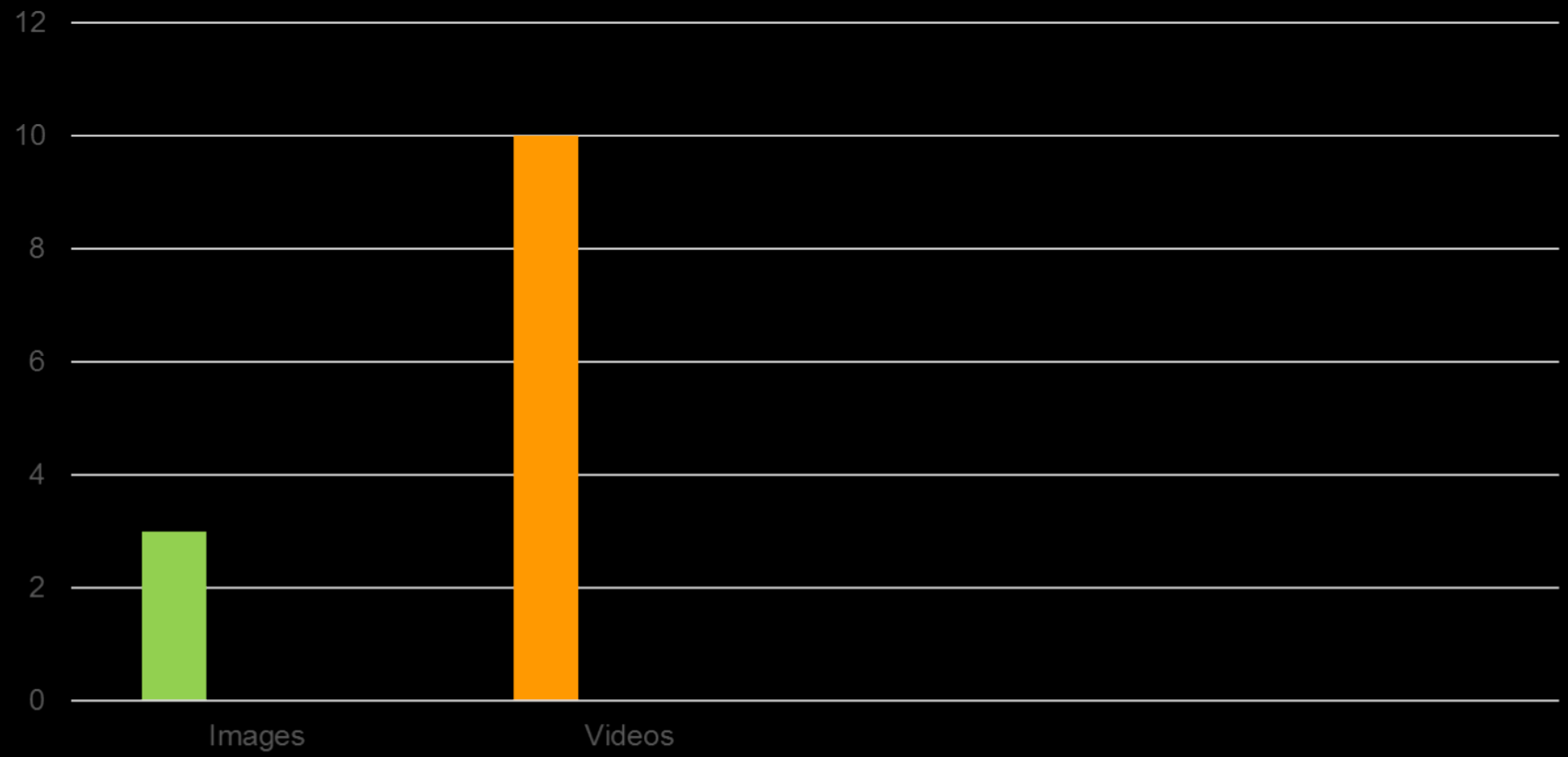
THE WASHINGTON POST

Will we need
websites
any more?

Visual is king,
streaming is

emperor

Posted daily



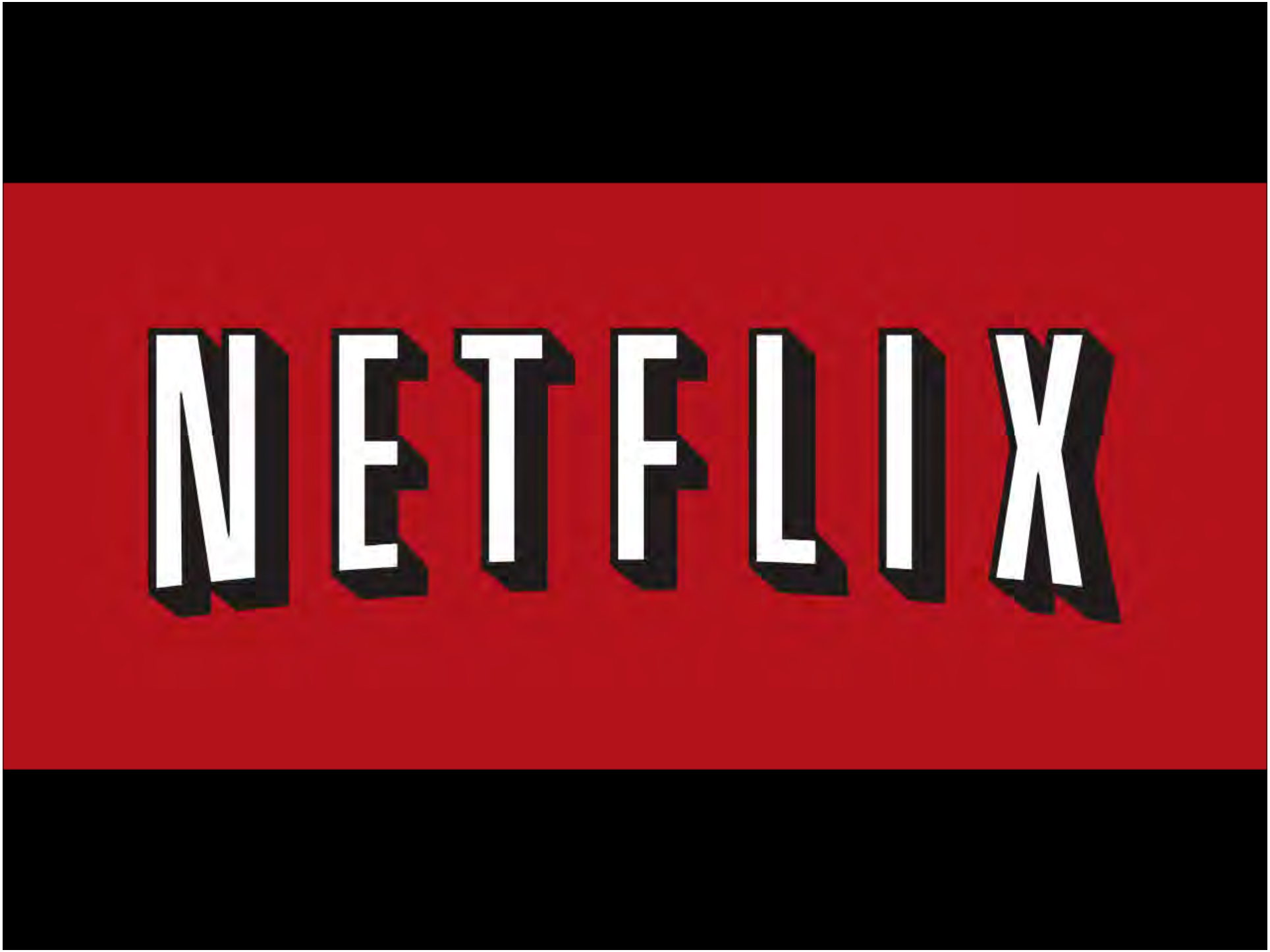
http://qz.com/697050/mary-meekers-2016-internet-trends-report-all-the-slides-plus-highlights/

Time to start experimenting?

OUTCOMES

not

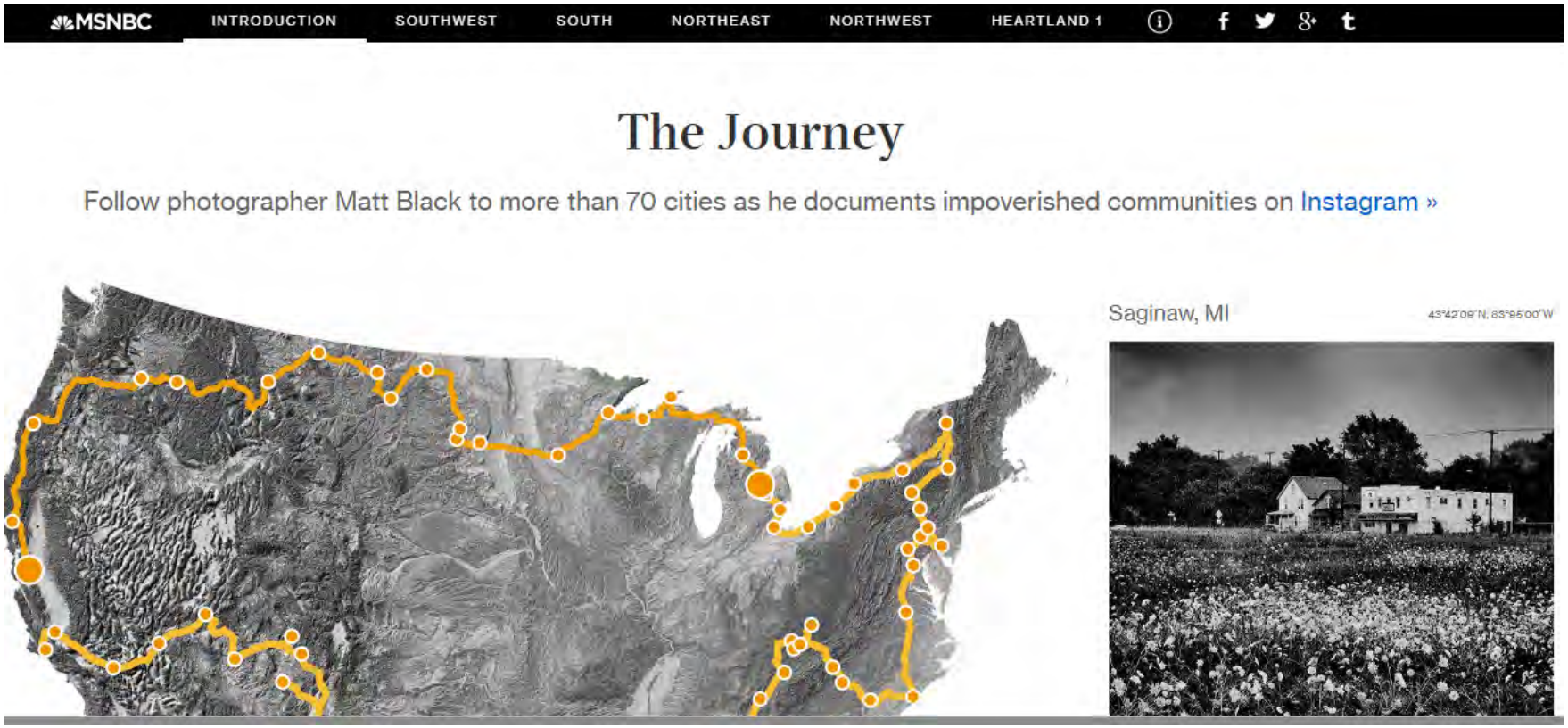
OUTPUTS


NETFLIX

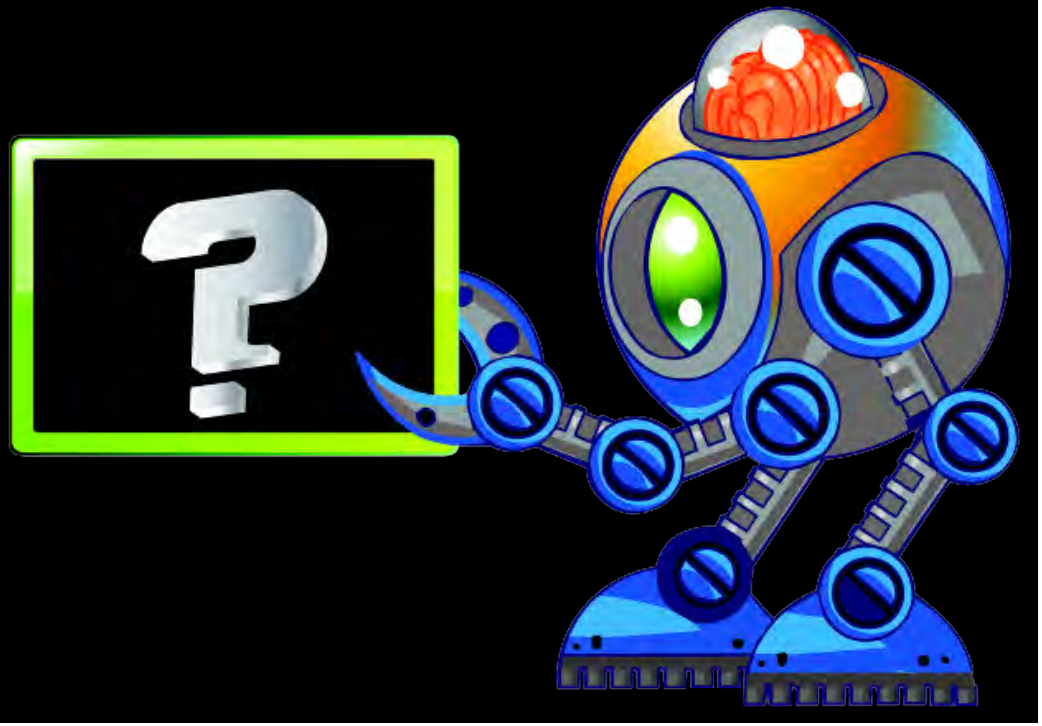
Brings people back

https://www.youtube.com/watch?v=rPhHTP2q-VQ

http://www.msnbc.com/interactives/geography-of-poverty/index.html



What does **social media mutation** mean to me?

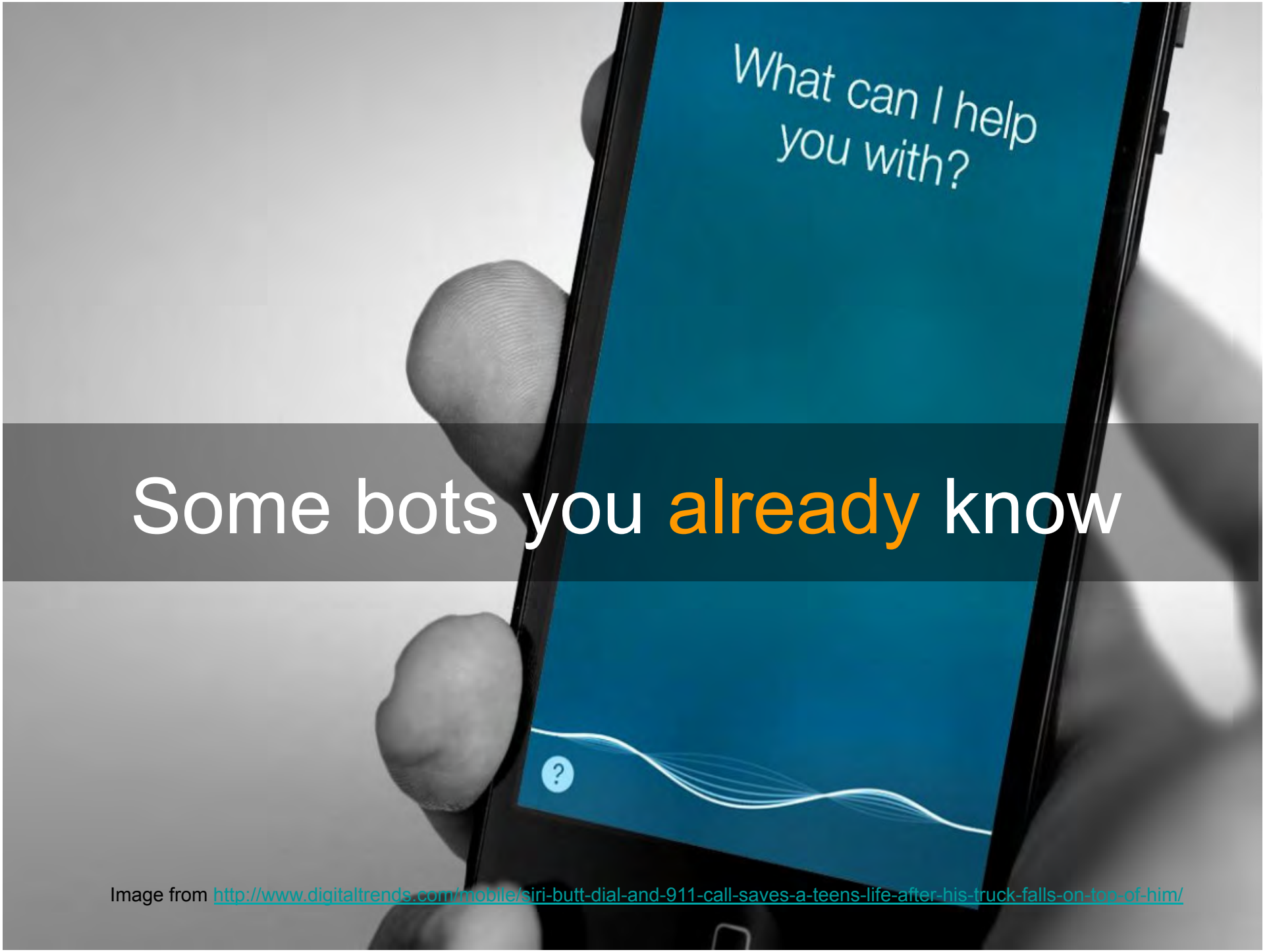


4

Bots

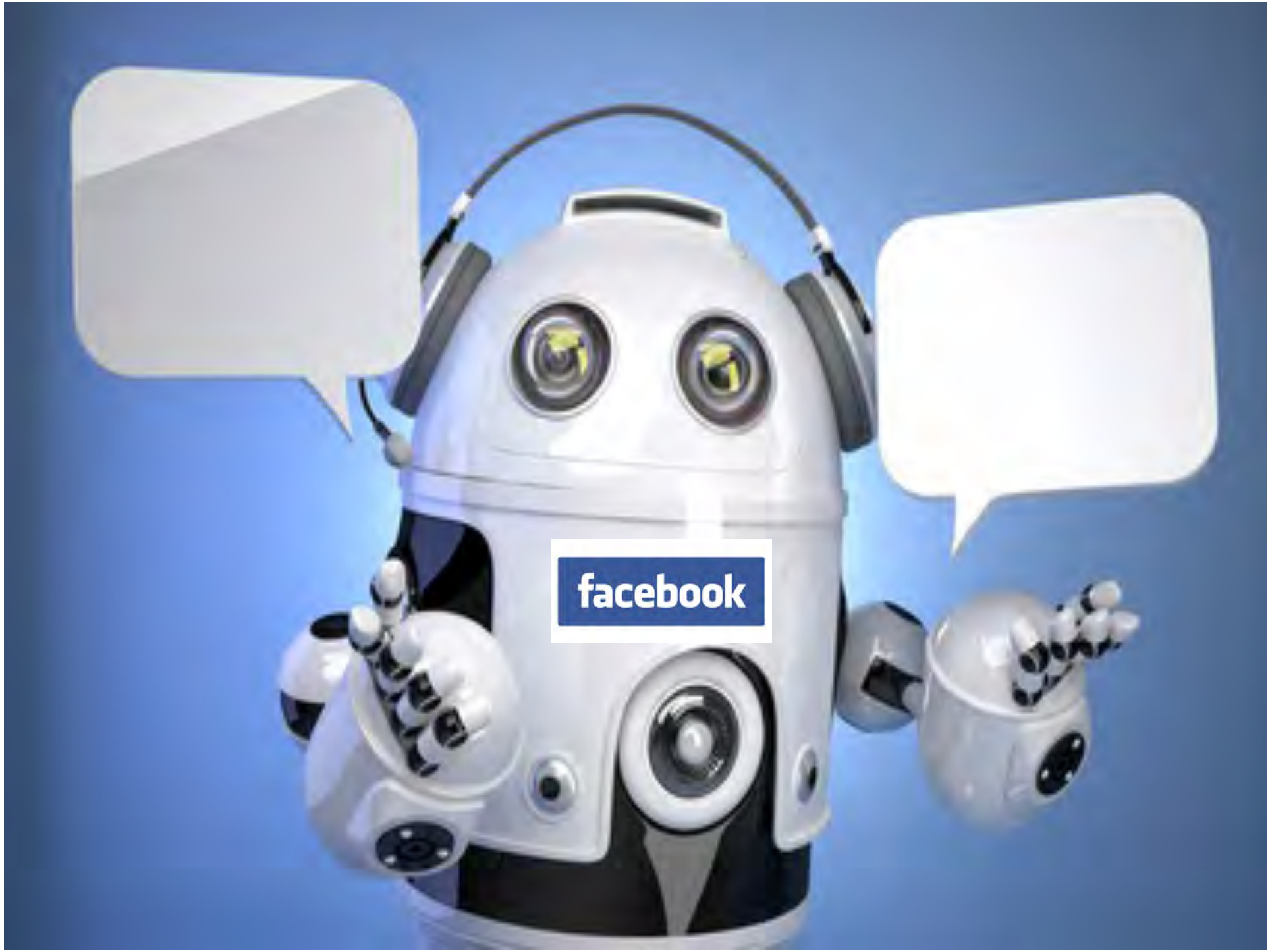
They've been here

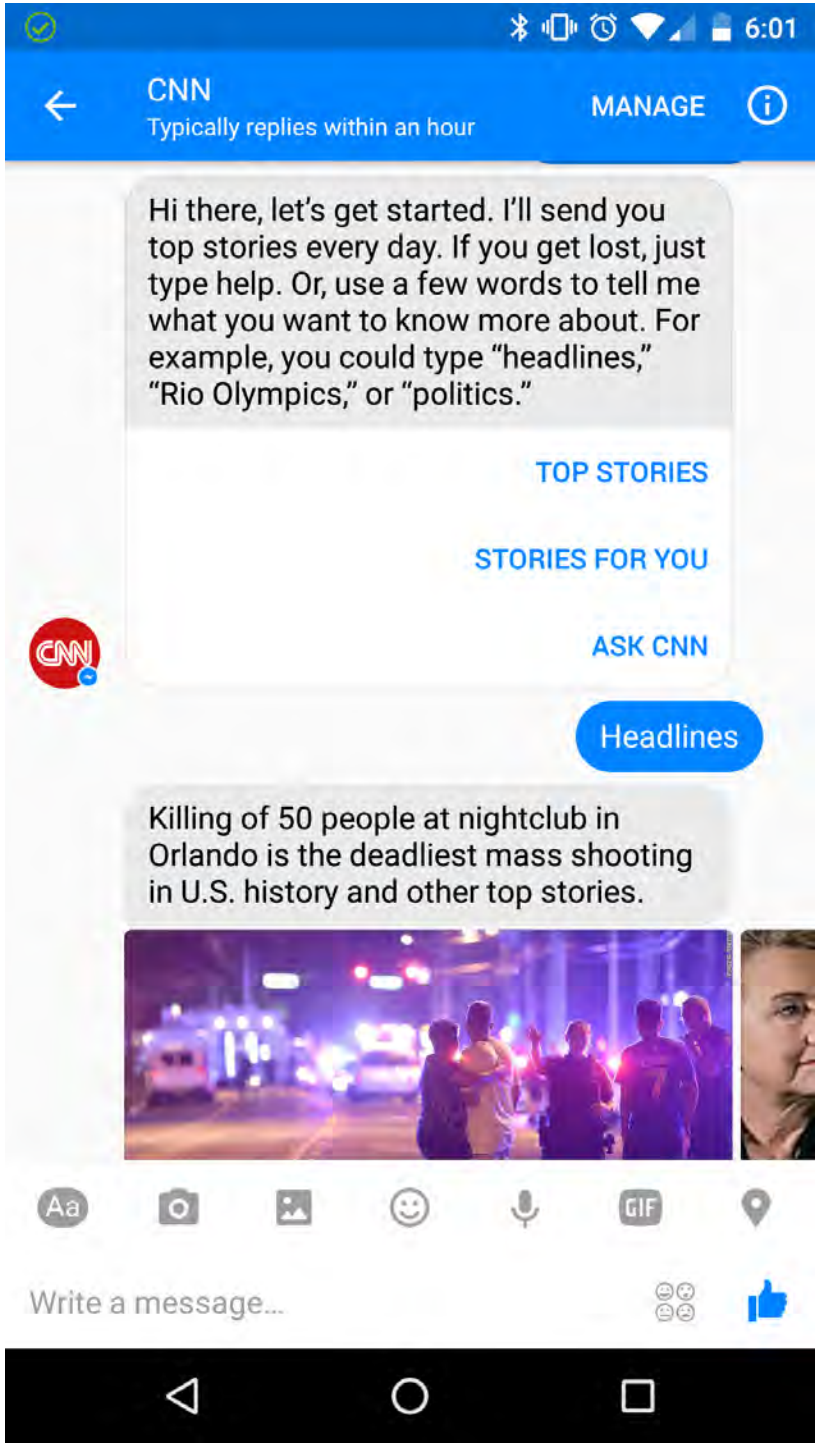
(and are now evolving really fast)



Some bots you already know

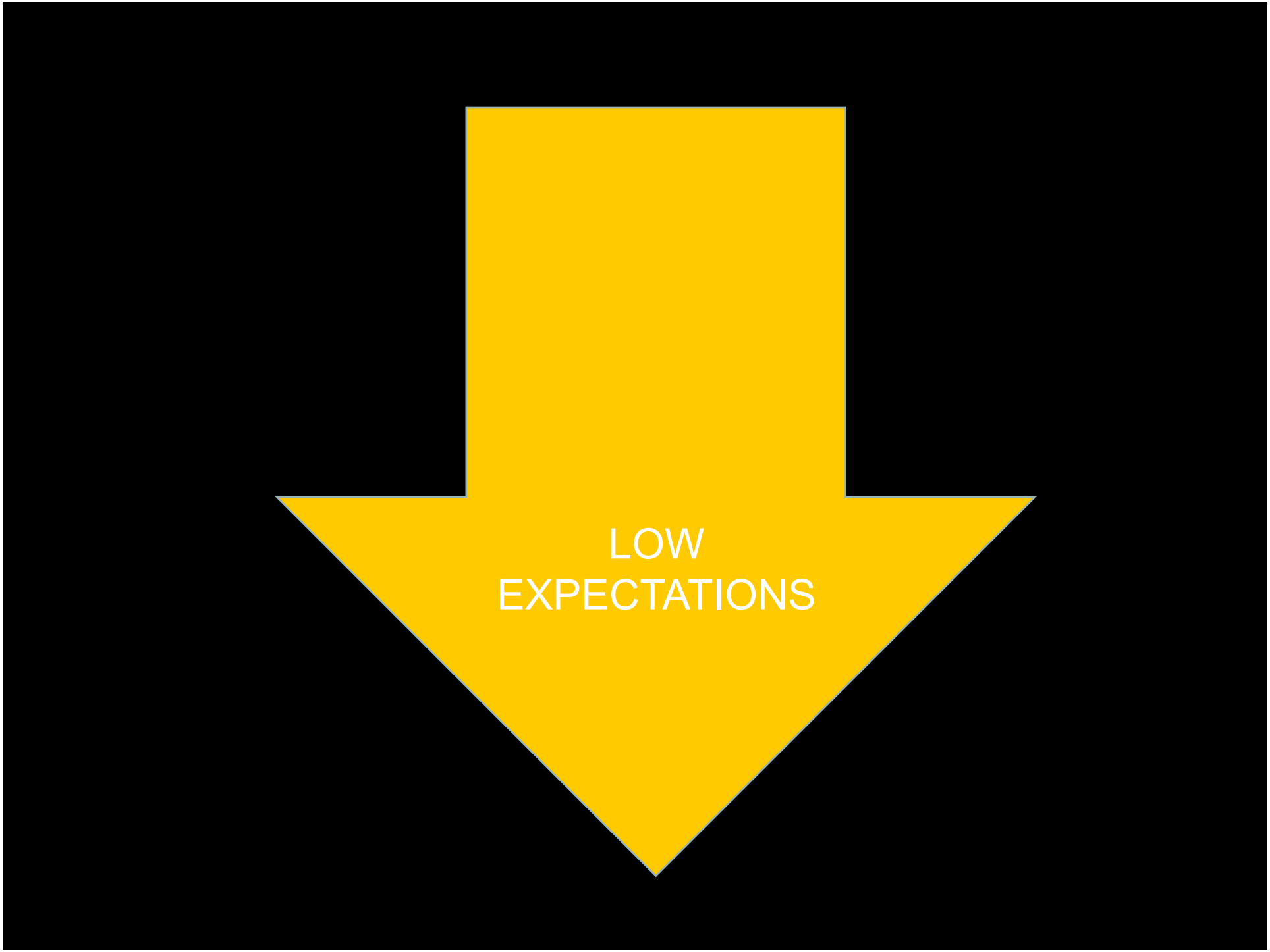
Image from http://www.digitaltrends.com/mobile/siri-butt-dial-and-911-call-saves-a-teens-life-after-his-truck-falls-on-top-of-him/


facebook


6:01
CNN
Typically replies within an hour
MANAGE
Hi there, let's get started. I'll send you top stories every day. If you get lost, just type help. Or, use a few words to tell me what you want to know more about. For example, you could type "headlines," "Rio Olympics," or "politics."
TOP STORIES
STORIES FOR YOU
ASK CNN
Headlines
Killing of 50 people at nightclub in Orlando is the deadliest mass shooting in U.S. history and other top stories.
Write a message...

Why will bots continue to take off?

- No registration/app download
- Smart phones are everywhere
- Instant messaging


LOW
EXPECTATIONS

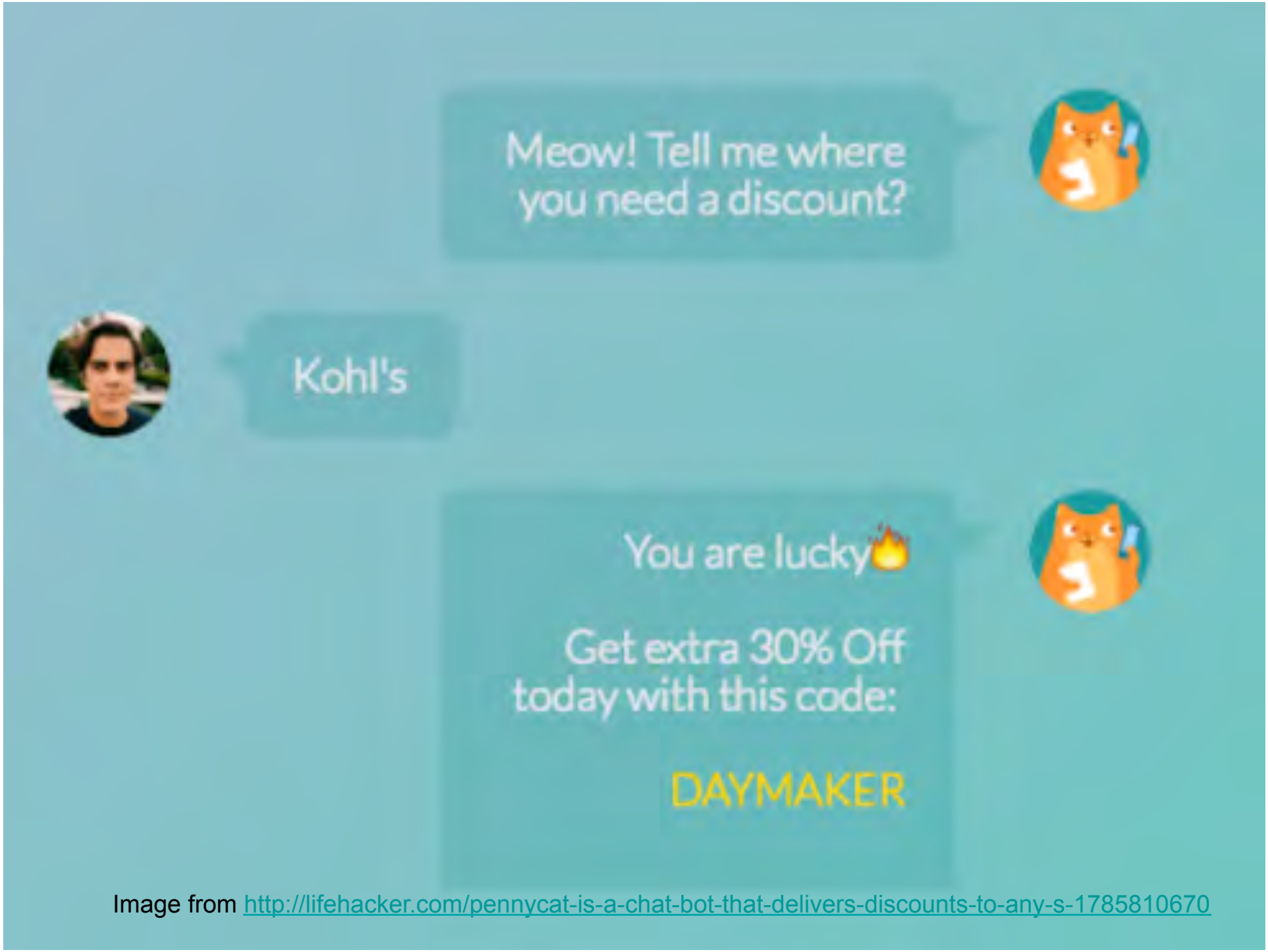
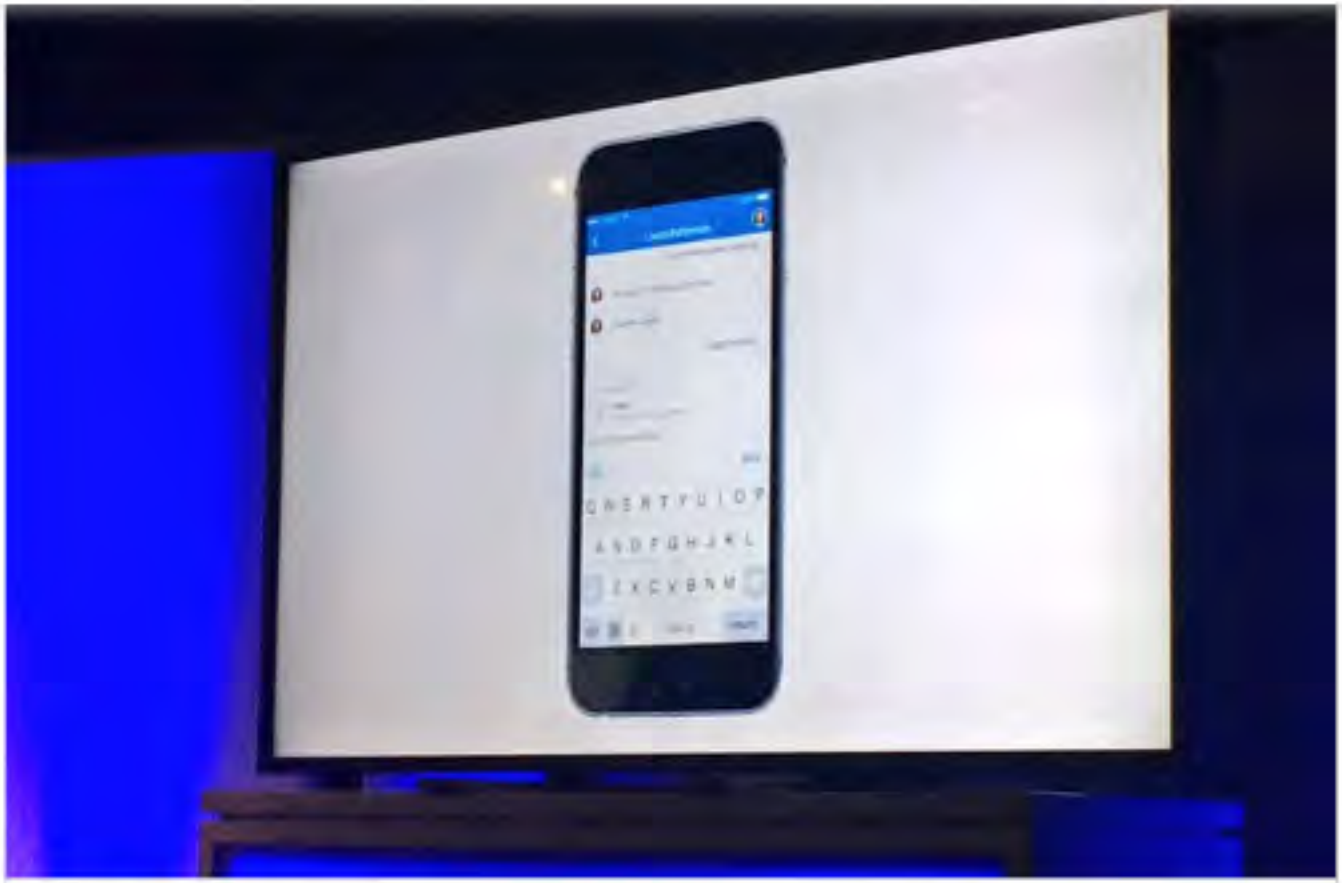


Image from http://lifehacker.com/pennycat-is-a-chat-bot-that-delivers-discounts-to-any-s-1785810670



Karissa Bell
@karissabe

Follow

LinkedIn's bot will sync with your Google Cal and schedule meetings and suggest locations

12:37 PM - 22 Sep 2016

5 9

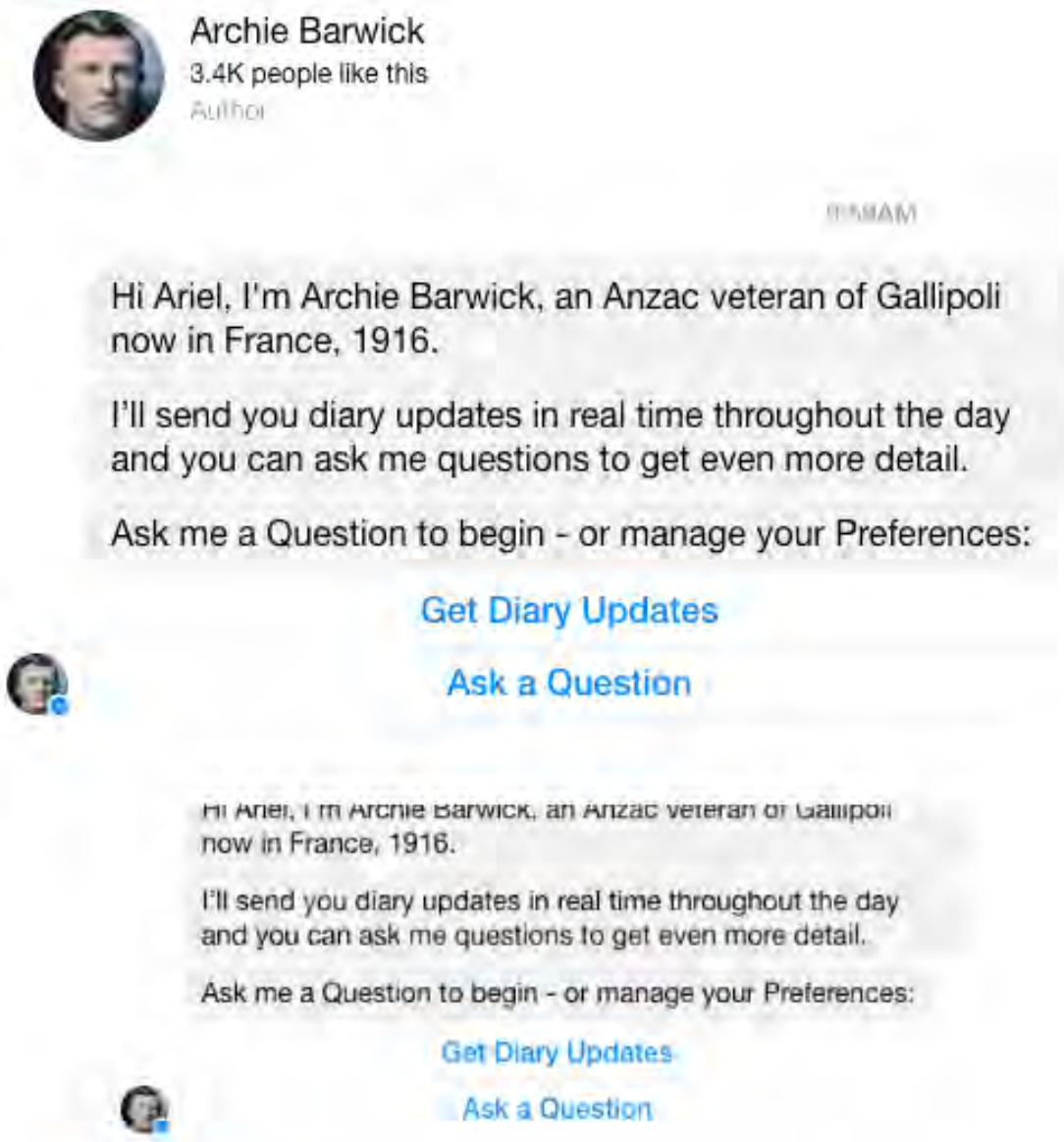


Image from http://mashable.com/2016/07/20/ww1-chatbot-australia/

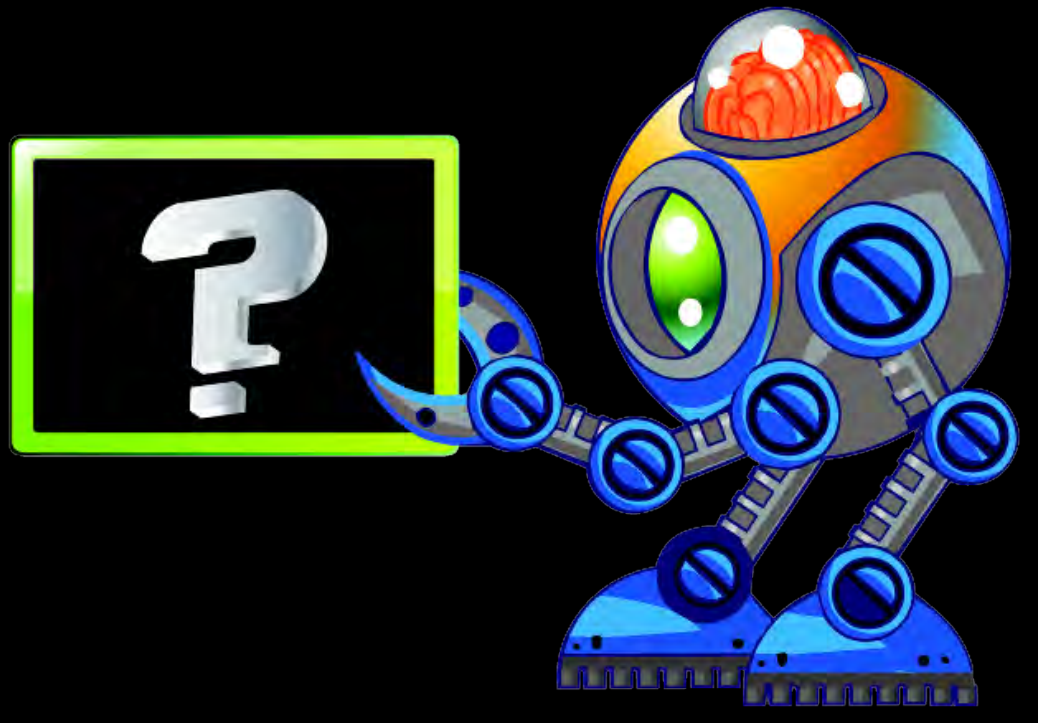
The White House
Laura
Home 20+
The White House
@WhiteHouse
Home
About
Photos
Videos
Welcome
Engage
YouTube
Like
Message
Save
More
STAY CONNECT
& enga
The White House
7:42AM
Hi! It's great to hear from you —and we're excited to learn what's on your mind.
(Fun fact: the President reads ten of these messages every night.)
Ready to get started?
Let's go!
Type a message...

Healthcare will be disrupted

Image from http://www.digitaltrends.com/cool-tech/artificial-intelligence-chatbots-are-revolutionizing-healthcare/

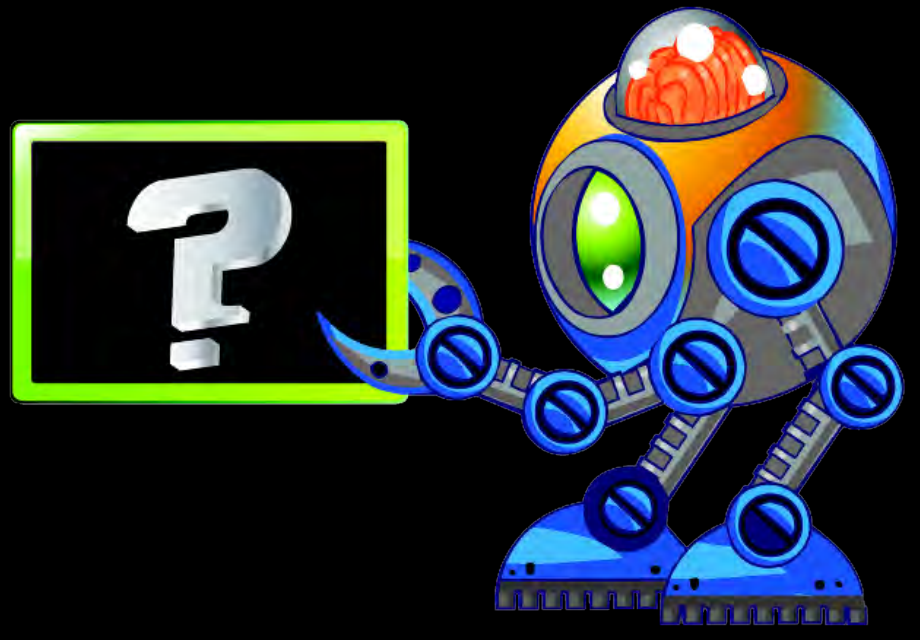
What do **bots** mean to me?

https://developers.facebook.com/blog/post/2016/04/12/bots-for-messenger/



Realistic takeaways

- **Augmented reality** is beginning to be a realistic option for some library services
- Time to ditch apps and start thinking about a **bot**
- **Start experimenting with video, live streaming and episodic content**

Thanks for listening!

Laura Solomon
@laurasolomon
laura@designforthelittleguy.com
Meanlaura.com