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
Photo from http://jezebel.com/grumpy-cat-gets-a-movie-deal-is-still-pissed-510399516
Augmented reality
Beyond POKÉMON GO
AR versus HUDs

AR versus VR

Tim Cook says augmented reality will be bigger than virtual reality

Scan mailboxes in your neighborhood with the USPS® AR app to view fun animations. You can even take pics and share the experiences with friends on social media.

SCAN THIS MAILBOX TO SEE HOW IT WORKS!
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
World's largest Wine App

Take a photo of any wine label and learn that wine’s rating, review, and average price instantly. All supplied by our 19 million users - the world's largest community of wine drinkers.

https://www.vivino.com/app
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 patent belonging to Amazon: https://www.google.com/patents/US8438084. We believe that ShelvAR is a great idea, but that we are not the right team to deliver it. Any parties interested in acquiring the IP behind ShelvAR, or consulting with the ShelvAR team on commercializing this concept, may contact the Tech Transfer Office at Miami University.
https://www.youtube.com/watch?v=IEscjARYwwg

mythical maze promo video
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?

What does **augmented reality** mean to me?
Social media continues to mutate
Mobile changes huge chunks of the landscape
http://marketingland.com/facebook-usage-accounts-1-5-minutes-spent-mobile-171561
# Millennial generation is dropping the calls

Popularity of contact method, by age

<table>
<thead>
<tr>
<th>Generation</th>
<th>Internet/Web chat</th>
<th>Social media</th>
<th>Electronic messaging*</th>
<th>Smartphone app</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>24%</td>
<td>24%</td>
<td>21%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Born 1981-1999</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generation X</td>
<td>21</td>
<td>12</td>
<td>28</td>
<td>11</td>
<td>29</td>
</tr>
<tr>
<td>1961-1980</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Baby boomers</td>
<td>7</td>
<td>24</td>
<td>64</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>1945-1960</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silent Generation</td>
<td>6</td>
<td></td>
<td>90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before 1945</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

* 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

# in billions

Time to start experimenting?
OUTCOMES
not
OUTPUTS
Brings people back
The Journey

Follow photographer Matt Black to more than 70 cities as he documents impoverished communities on Instagram »
What does social media mutation mean to me?
Bots

They’ve been here
(and are now evolving really fast)
Some bots you **already** know

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.”

Killing of 50 people at nightclub in Orlando is the deadliest mass shooting in U.S. history and other top stories.
Why will bots continue to take off?

- No registration/app download
- Smart phones are everywhere
- Instant messaging
LOW EXPECTATIONS
Meow! Tell me where you need a discount?

Kohl's

You are lucky!

Get extra 30% Off today with this code:

DAYMAKER

Image from http://lifehacker.com/pennycat-is-a-chat-bot-that-delivers-discounts-to-any-s-1785810670
LinkedIn’s bot will sync with your Google Cal and schedule meetings and suggest locations

12:37 PM - 22 Sep 2016
Hi Ariel, I'm Archie Barwick, an Anzac veteran of Gallipoli now in France, 1916.

I'll send you diary updates in real time throughout the day and you can ask me questions to get even more detail.

Ask me a Question to begin - or manage your Preferences:

Get Diary Updates
Ask a Question
STAY CONNECTED & engaged.

Check out all the ways you can

Like · Message · Save · More

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

What do **bots** mean to me?

https://developers.facebook.com/blog/post/2016/04/12/bots-for-messenger/
5
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!

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