


Emerging Tech Trends in Libraries – Part 6

2/21/2017



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 6

February 21, 2017

An Infopeople webinar
with
Laura Solomon
@laurasolomon



Agenda

1. The Googly-Eyed Reminder
2. Wearables evolve, too
3. Content gets interactive
4. Everyday AI
5. Realistic take-aways

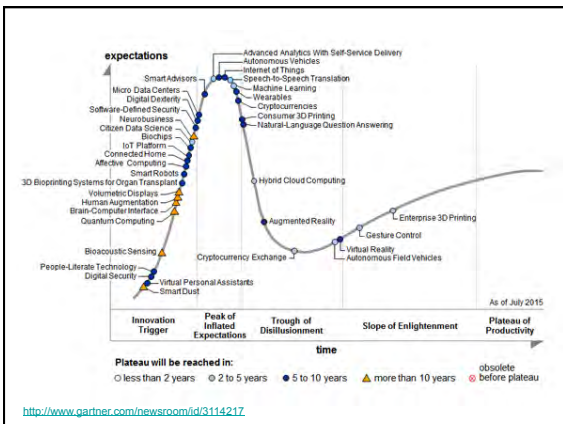
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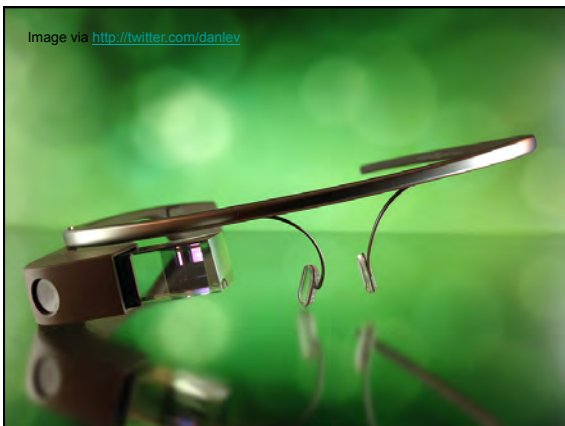
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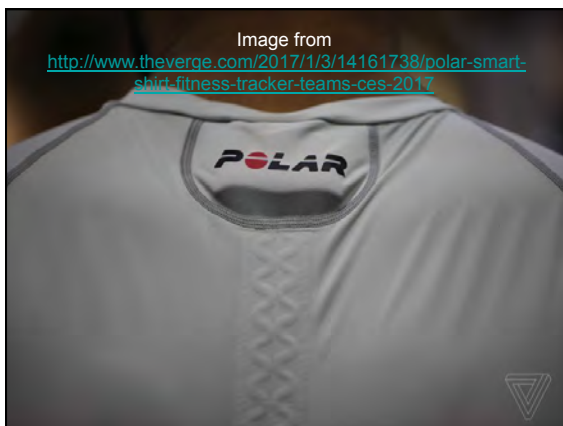
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These can be **wearables**

More common:	Less common:
<ul style="list-style-type: none">• Watches• Glasses• Contact lenses• Contact lenses• E-textiles• Smart fabrics• Headbands• Beanies & caps• Jewelry	<ul style="list-style-type: none">• Microchips• Smart tattoos



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Smart **clothing**





Image from <https://healthinformatics.wikispaces.com/Smart+Clothes>

<https://atap.google.com/jacquard/>



Levi's
COMMUTER

JACQUARD
by Google

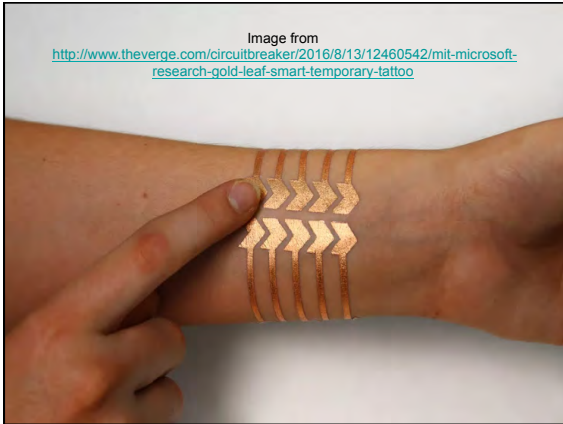
Image from: <http://www.theverge.com/2017/1/9/14215686/digitsole-smart-high-heels-customizable-shoe-ces-2017>

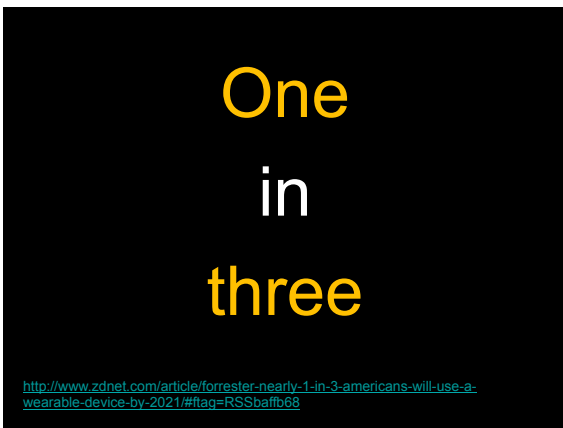


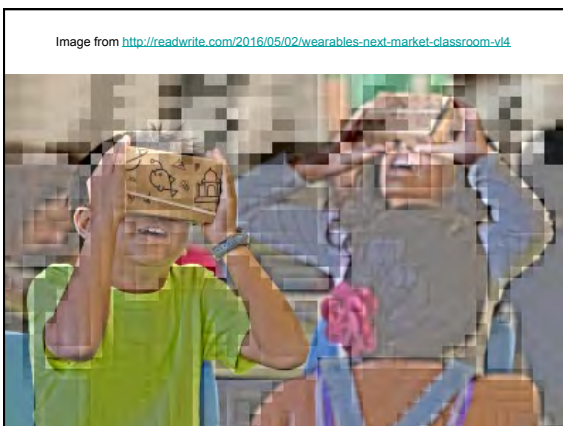
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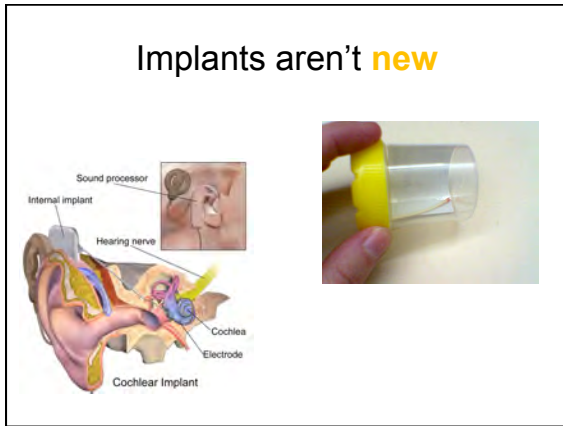


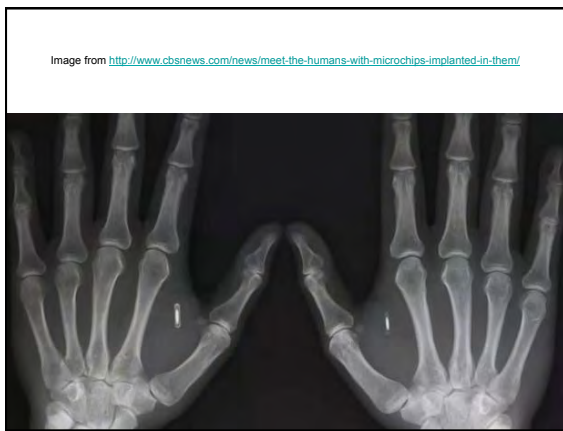


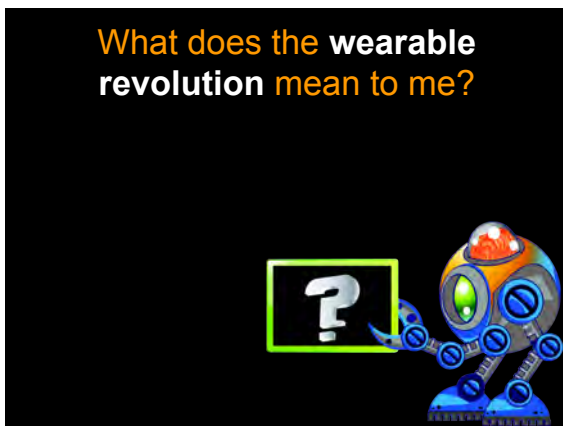
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Content
gets interactive

Snapchat + Facebook = 10 billion video views
DAILY

<http://www.technowetoday.com/2014/snapchat-leads-facebook-with-10-billion-daily-video-views/>

Video engagement
135%
higher than photos

<https://www.singlegrain.com/video-marketing/just-stats-science-video-engagement/>

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Video content is **king**

- Shared 1200% more than text & links COMBINED
- 60% will watch a video before reading ANY text
- 92% of mobile viewers SHARE video

<https://www.singlegrain.com/video-marketing/just-stats-science-video-engagement/>

<https://www.spectacles.com/>

 Spectacles

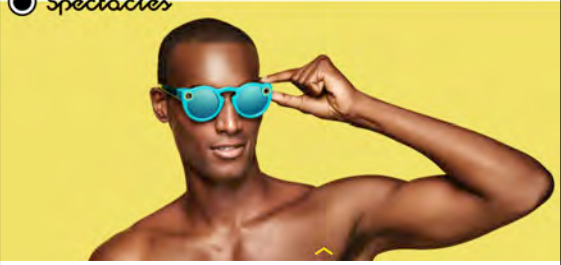
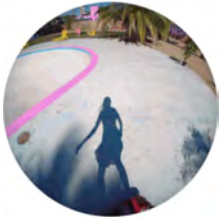


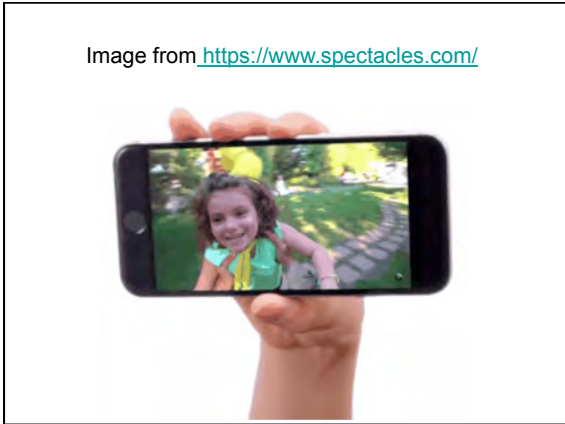
Image from <https://medium.com/twelveam/spectacles-fae0fc2ee743#lg5cr2ua6>

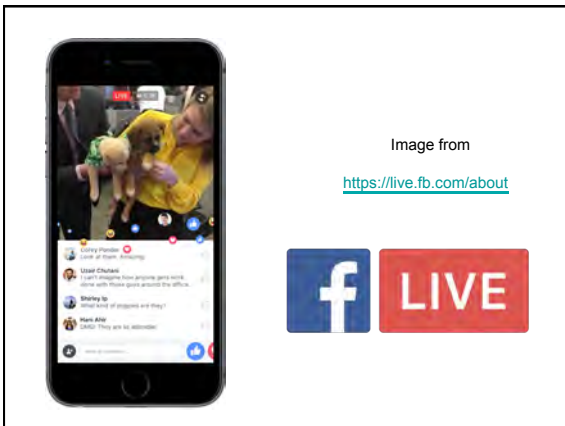


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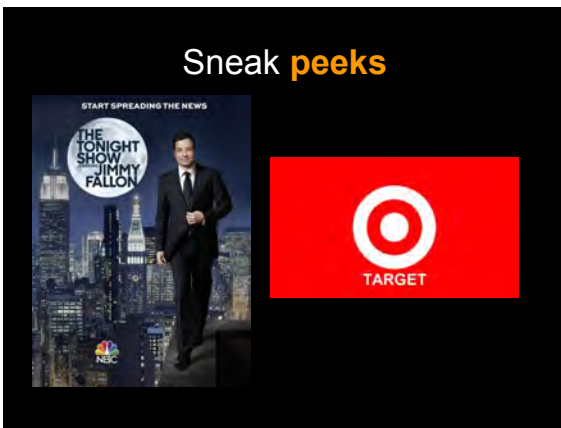


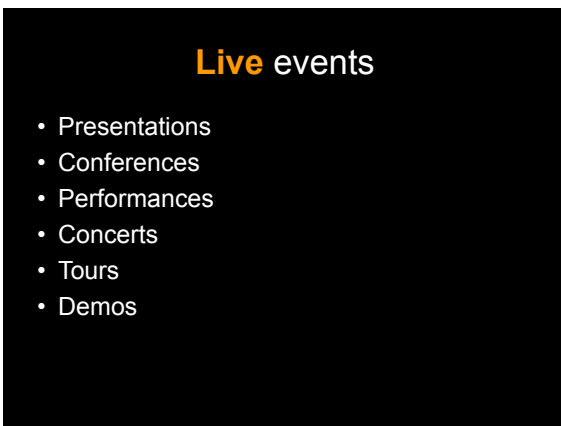
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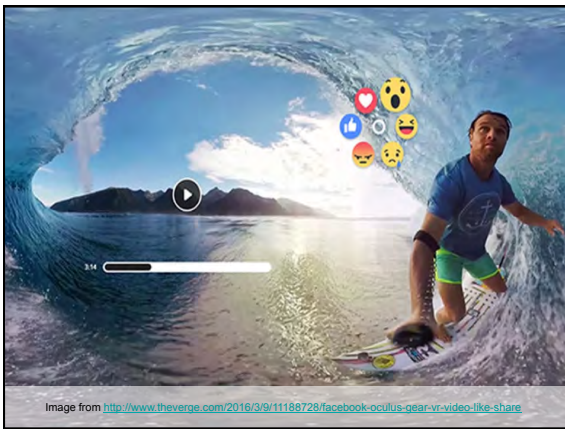


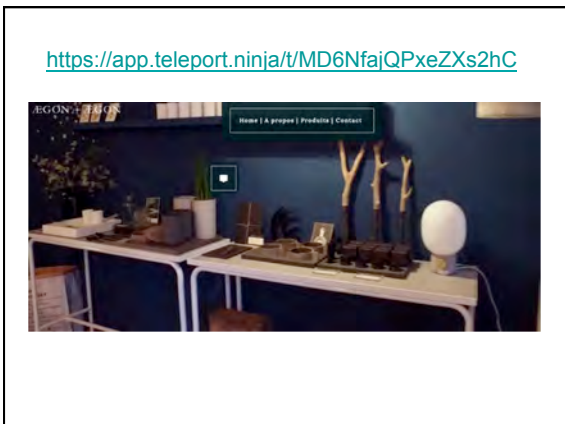
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“Social video will be viewed as the required gateway drug for all brands that want to move into AR/VR in the next three years.”
Brian Fanzo



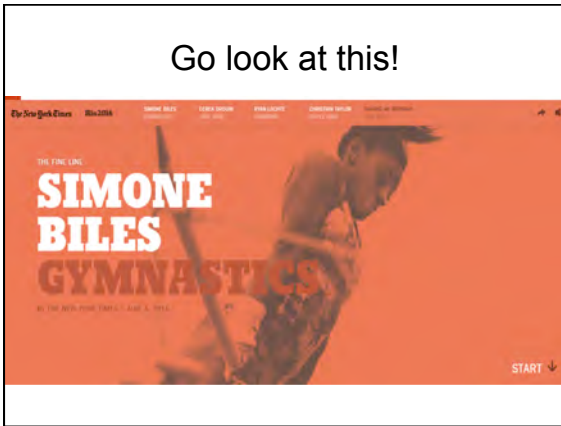


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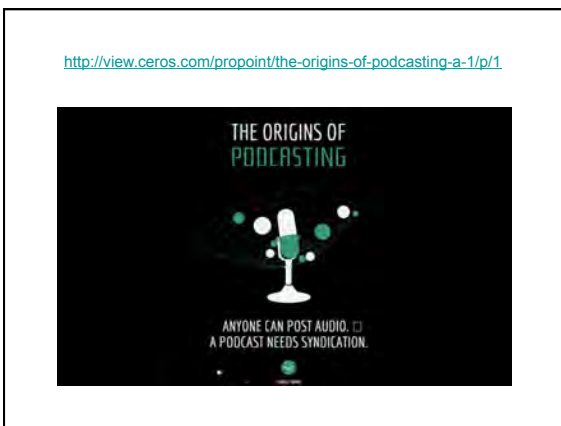
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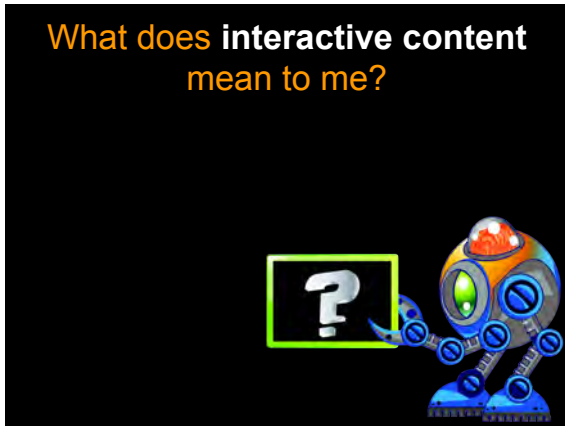
Go look at this!

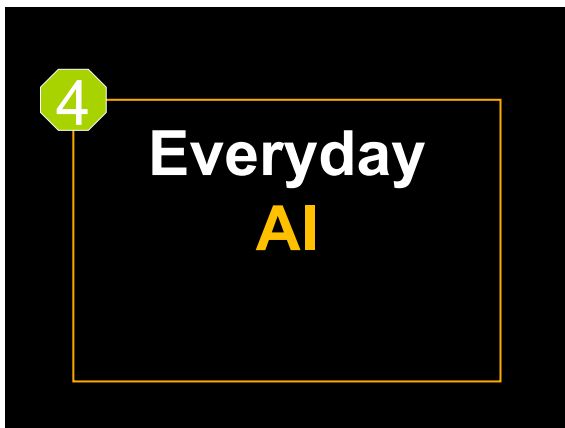


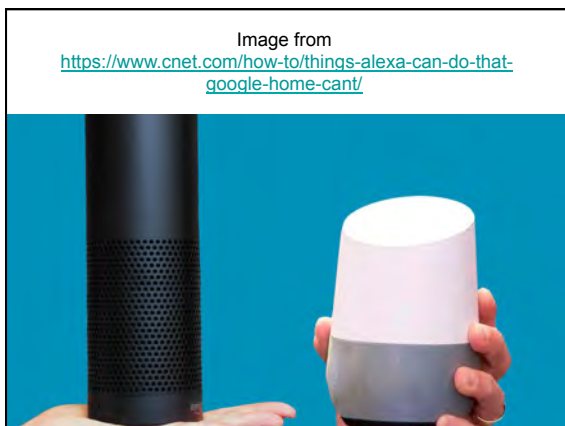




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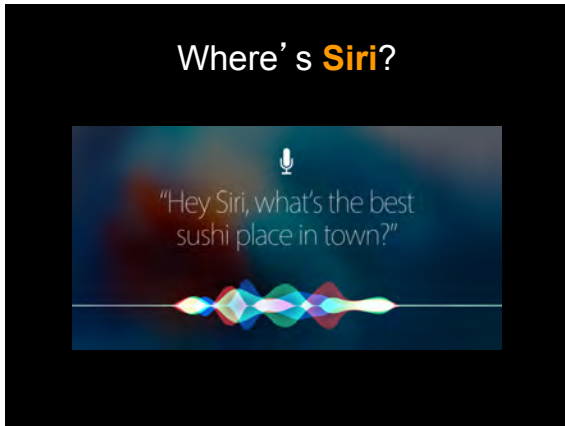


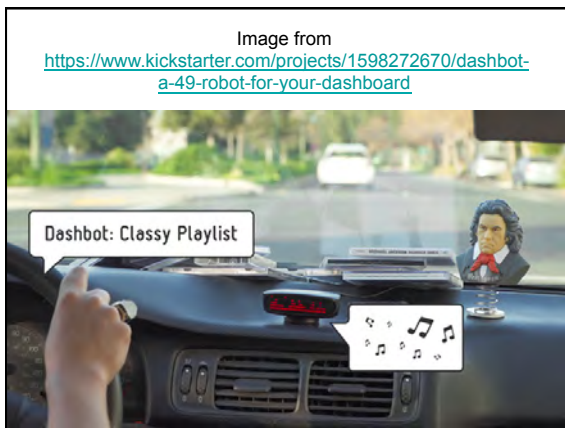


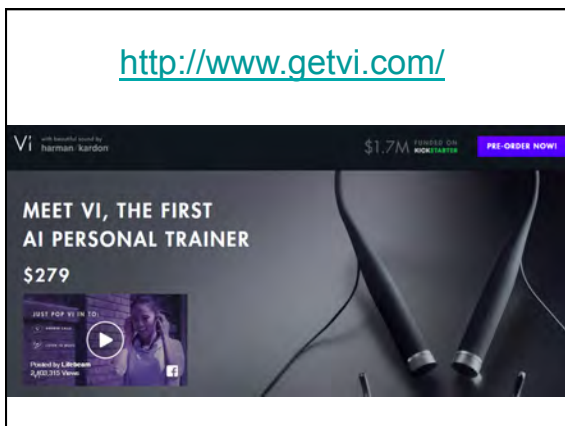


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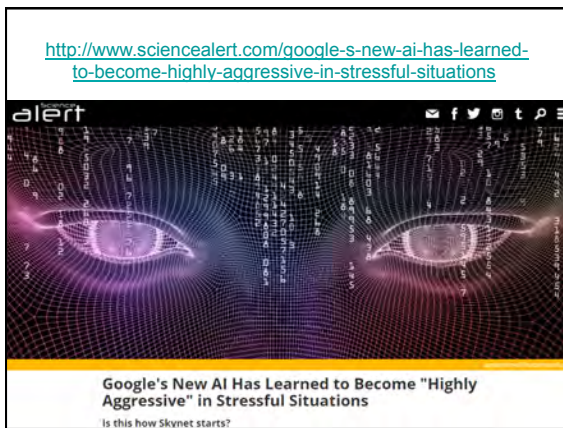


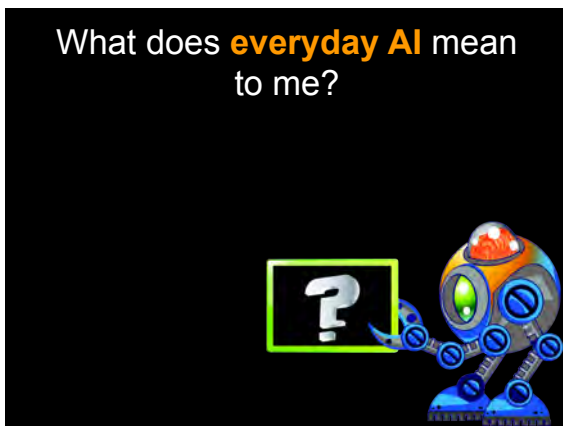
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**Realistic
takeaways**

- **Wearables** are evolving fast and may bring up security or safety issues in time
- Time to start doing **live video** and **interactive content**
- I, for one, welcome our new **AI overlords**
- (Just kidding!) Keep an eye on **AI**, but nothing for libraries to do...yet

Thanks for listening!

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