Mobile Content

Internet Librarian 2010
Megan Fox
mfox@jff.org
Mobile Content

In 2009, for the first time ever, mobile phones were **used more for accessing data** than to make calls

Global Mobile Data Market Update 2009, Chetan Sharma released 4/1/2010

By 2013, **mobile phones will overtake PCs as the most common Web access device worldwide**

Gartner Highlights Key Predictions for IT Organizations and Users in 2010 and Beyond January 13, 2010
Mobile Web Content

If all U.S. Mobile Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?

**Videos/Movies**

1m 12s

*Other

6m 42s

Sports

1m 24s

Weather

1m 42s

Music

1m 54s

Entertainment

2m 00s

News

2m 42s

Search

4m 12s

Social Networks/Blogs

6m 18s

Portals

7m 00s

E-mail

25m 00s

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?

Social Networks/Blogs

13m 36s

Games

6m 06s

Classifieds/Auctions

1m 36s

Multi-category Entertainment

1m 42s

Software Info

2m 00s

Search

2m 06s

**Videos/Movies

2m 18s

Instant Messaging

2m 24s

Portals

5m 00s

*Other

20m 36s

Source: Nielsen NetView, June 2010

*Other refers to 74 remaining online categories visited from PC/laptops

**NetView’s Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Bing Videos, Hulu) and movie-related websites (e.g., IMDB, MSN Movies and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video specific or movie specific websites (e.g., streamed video on sports or news sites).
Mobile App Content

**Fastest-Growing US Mobile Application Categories, April 2009 & April 2010**

<table>
<thead>
<tr>
<th>Category</th>
<th>April 2009</th>
<th>April 2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networking</td>
<td>4,270</td>
<td>14,518</td>
<td>240%</td>
</tr>
<tr>
<td>Weather</td>
<td>8,557</td>
<td>18,063</td>
<td>111%</td>
</tr>
<tr>
<td>News</td>
<td>4,148</td>
<td>9,292</td>
<td>124%</td>
</tr>
<tr>
<td>Sports information</td>
<td>3,598</td>
<td>7,672</td>
<td>113%</td>
</tr>
<tr>
<td>Bank accounts</td>
<td>2,340</td>
<td>4,974</td>
<td>113%</td>
</tr>
<tr>
<td>Maps</td>
<td>8,708</td>
<td>16,773</td>
<td>93%</td>
</tr>
<tr>
<td>Movie information</td>
<td>3,296</td>
<td>6,359</td>
<td>93%</td>
</tr>
<tr>
<td>Online retail</td>
<td>1,416</td>
<td>2,701</td>
<td>91%</td>
</tr>
<tr>
<td>Search</td>
<td>5,434</td>
<td>10,315</td>
<td>90%</td>
</tr>
<tr>
<td>Photo- or video-sharing service</td>
<td>3,131</td>
<td>5,950</td>
<td>90%</td>
</tr>
<tr>
<td><strong>Total application users</strong></td>
<td><strong>54,414</strong></td>
<td><strong>69,639</strong></td>
<td><strong>28%</strong></td>
</tr>
</tbody>
</table>

Note: ages 13+; three-month average for period ending April 2009 and April 2010; *excludes games preloaded on device
Source: comScore MobiLens as cited in press release, June 2, 2010

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**What are the most popular types of apps?**

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Nielsen recent downloaders who have used each category of apps in the past month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>60%</td>
</tr>
<tr>
<td>News/Weather</td>
<td>52%</td>
</tr>
<tr>
<td>Maps/Navigation/Sea...</td>
<td>51%</td>
</tr>
<tr>
<td>Social Networking</td>
<td>47%</td>
</tr>
<tr>
<td>Music</td>
<td>43%</td>
</tr>
<tr>
<td>Entertainment/Food</td>
<td>34%</td>
</tr>
<tr>
<td>Banking/Finance</td>
<td>28%</td>
</tr>
<tr>
<td>Sports</td>
<td>27%</td>
</tr>
<tr>
<td>Productivity</td>
<td>26%</td>
</tr>
<tr>
<td>Shopping/Retail</td>
<td>24%</td>
</tr>
<tr>
<td>Video/Movies</td>
<td>22%</td>
</tr>
<tr>
<td>Communication</td>
<td>21%</td>
</tr>
<tr>
<td>Travel/Lifestyle</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: The Nielsen App Playbook, December 2009. N=3,962 adults who have downloaded an app in the 30 days prior to the survey.
Library Apps

http://musingsaboutlibrarianship.blogspot.com/
Blackboard University Apps

http://musingsaboutlibrarianship.blogspot.com/
Library Mobile Web: Boopsie Sites

http://musingsaboutlibrarianship.blogspot.com/
Library Catalogs
Library Catalogs: Mobilecat (for III)

mobilecat
A mobile library catalog interface

Project Home  Downloads  Wiki  Issues  Source
Summary  |  Updates  |  People

MobileCat

Developed at the Tri-College libraries, MobileCat provides a mobile-ready interface to Ill WebOPACs. It is written in PHP.

An example of this web application can be viewed at http://im.tri-ceds.brynmawr.edu/

Discuss this project at our new google group: http://groups.google.com/group/mobilecat

Prerequisites

- PHP version >= 5.1.6
  - servers running PHP 5.1.x must also install PECL json extension, included in standard releases after 5.2.
- PECL HTTP: http://pecl.php.net/package/pecl_http (This can be installed via PEAR)
- Simple HTML DOM parser: http://simplehtmldom.sourceforge.net/
- Smarty templates: http://www.smartymb.net/

Download

Download MobileCat version 1.0

Installation

This is the first release of this software to the general public. The following steps should be all that is required to get the software working with your WebOPAC. However, there may be differences in configuration that we did not foresee. Please help us make this software and documentation better if it needs tweaking to work with your WebOPAC installation.

http://code.google.com/p/mobilecat/
Library Catalogs: Library Anywhere
Library Catalogs: Search Apps

WebSearch

- Linc title search
- Linc Keyword
- Jstor
- ScienceDirect
- Google Scholar
- NUS search
- NUS Staff search
- Library website search

Speedy Search

- Google
- Linc Title Search
- Linc Keyword Search
- Google Scholar
- Scopus
- Web of Science
- Google Books
- NUS Search
- Espolit
Library Vendors/Publishers

- American Institute of Physics iResearch iPhone application
- The American Institute of Physics' Journal of Renewable and Sustainable Energy (JRSE)
- arXiview arXiv for the iPhone
- arXiv Browse arXiv for mobile devices
- Encyclopaedia Britannica
- Factiva news database
- Hoover's Mobile company information
- IEEE XPlore
- Lexis/Nexis Get Cases and Shepardize
- PsychiatryOnline
- PubMed for Handhelds medical database
  - PubMed On Tap 3rd party, not official from NIH
  - Mobile Abstracts an iPhone PubMed search engine, not official from NIH
- Scopus for the iPhone
- SciVerse ScienceDirect
- Social Sciences Research Network iSSRN
- Summon (Serials Solutions Web-Scale Discovery)
- Zotero
- Westlaw legal research database

Library Vendors/Publishers

EBSCOhost Mobile

The new EBSCOhost Mobile application is tailor-made for the smaller screens of mobile devices, and offers the most important EBSCOhost features and functionality right in the palm of your hand. To get started on using your mobile device to access your EBSCOhost resources, simply review this FAQ and learn about:

- The many features of EBSCOhost Mobile
- How to access the application
- Which devices are supported

Once your library administrator has created a profile in EBSCOadmin for EBSCOhost Mobile, this new interface will be available to all users who have access to your account.

If you need assistance setting up your new profile for EBSCOhost Mobile, please communicate with EBSCO's Technical Support Representatives online, via EBSCO's Support Form.

EBSCOhost Mobile offers the following features:

- Basic Searching
- HTML and PDF Full Text
- Search Modes
- Limiters
- Image Quick View
- Image Collection (depending on the database that has been selected)
- E-mailing articles
- Preferences
- Multi-database Searching
- Branding
Library Vendors/Publishers

Your library's on the phone.

The AccessMyLibrary College Edition mobile app from Gale. Now, your students can get to the library the same way they do everything else — electronically. Boost usage by encouraging your students to download the AccessMyLibrary College Edition mobile app — now available for iPhone®, iPod Touch® and iPad®. The download is free and so are the marketing materials.

Learn more ▸

App

a world-leading publisher within a 10-mile radius of authoritative Gale online

The free AccessMyLibrary App Store℠ for use on the
Library Vendors/Publishers
Mobile Collections

- BBC Audiobooks
- EBL Ebook Library
- Google Books
- Gutenberg ($3.99 for slick app)
- OverDrive ebooks and audiobooks
  - The C/W MARS library network in Massachusetts
  - New York Public Library
- Safari Books Online
- Crouch Fine Arts Library at Baylor University audio streaming databases
- St. Joseph County Public Library audiobooks on iPod
- Thomas Ford Memorial Library public library lends iPod audiobooks
- University of Alaska Fairbanks audiobooks through ListenAlaska web portal
- University of Virginia Library Electronic Text Center

Mobile Collections

http://www.youtube.com/watch?v=iHK3E4N7w6o
Putting It Together

MOBILE RESEARCH
Links to external research resources:

Google Book Search
Google Scholar:
Standard version

EBSCO databases:
Select from the complete list
Major EBSCO resources:
Academic Search Premier
Business Source Complete
ERIC
Historical Abstracts
MLA Int'l Bibliography
PsycINFO

PubMed:
Limited full text

WorldCat
Ready Reference Apps

Mobile library web/app traffic only at about .5% to 1% -

http://musingsaboutlibrarianship.blogspot.com/
Searching and Finding Mobile Content

- SMS/Text vs Data
- Audio/Voice
- Touchscreen
- Accelerometer/Gesture
- GPS/Location
- Camera
- QR/Barcode apps
- Augmented Reality
Search: Texting still matters

Mobile Content Usage

In an average month during the December through February 2010 time period, 64.6% of messaging on their mobile device, up 1.9 percentage points versus three months U.S. mobile subscribers (up 2.4 percentage points), while subscribers who used social networking sites or blogs compared to 18.0 percent of mobile subscribers.

<table>
<thead>
<tr>
<th>Mobile Content Usage</th>
<th>3 Month Avg. Ending Feb. 2010 vs. 3 Month Avg. Ending Nov. 2009</th>
<th>Total U.S. Age 13+</th>
<th>Source: comScore MobiLens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share (%) of U.S. Mobile Subscribers</td>
<td>Nov-09</td>
<td>Feb-10</td>
<td>Point Change</td>
</tr>
<tr>
<td>Total Mobile Subscribers</td>
<td>100.0%</td>
<td>100.0%</td>
<td>N/A</td>
</tr>
<tr>
<td>Sent text message to another phone</td>
<td>62.1%</td>
<td>64.0%</td>
<td>1.9</td>
</tr>
<tr>
<td>Used browser</td>
<td>27.0%</td>
<td>29.4%</td>
<td>2.4</td>
</tr>
<tr>
<td>Used Downloaded Apps</td>
<td>25.7%</td>
<td>27.5%</td>
<td>1.8</td>
</tr>
<tr>
<td>Played games</td>
<td>21.4%</td>
<td>21.9%</td>
<td>0.5</td>
</tr>
<tr>
<td>Accessed Social Networking Site or Blog</td>
<td>15.1%</td>
<td>18.0%</td>
<td>2.9</td>
</tr>
<tr>
<td>Listened to music on mobile phone</td>
<td>11.8%</td>
<td>13.1%</td>
<td>1.3</td>
</tr>
</tbody>
</table>

http://www.comscore.com/
Google Text: 466453
(best answers; use shortcuts)

Yahoo Text: 92466
(fastest)

ChaCha: 242242
(humans, handles hard stuff)

kgb: kgbkgb (542542)
(humans, costs $)
Text Search: TextMarks

TextMark Directory
A sample of public TextMarks, sorted by popularity:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>@REACTEE</td>
<td>Causes a reaction. Shirts that react back.</td>
</tr>
<tr>
<td>@DAILYZEN</td>
<td>Get daily Zen messages right on your phone!</td>
</tr>
<tr>
<td>@SECURENYS</td>
<td>San Francisco Bay Currents</td>
</tr>
<tr>
<td>@MVMUNI</td>
<td>SF MUNI arrival times. Send an intersection to receive arrival times. Example: 3rd and geary</td>
</tr>
<tr>
<td>@TRACKUPS</td>
<td>Send TRACKUPS followed by a UPS tracking number for status</td>
</tr>
<tr>
<td>@PING</td>
<td>Ping a server from your phone.</td>
</tr>
<tr>
<td>@NEXTMUNI</td>
<td>Provides real-time transit arrivals for San Francisco Muni and other transit agencies.</td>
</tr>
<tr>
<td>@BIBLE</td>
<td>Bible verses on your phone.</td>
</tr>
<tr>
<td>@BWIZZLE</td>
<td>Get your information on the go. Create a database, use your phone to access it.</td>
</tr>
<tr>
<td>NIBUS</td>
<td>Provides real-time transit arrivals for San Francisco Muni and other transit agencies.</td>
</tr>
<tr>
<td>UMIBUS</td>
<td>University of Michigan bus times</td>
</tr>
<tr>
<td>OSUTRIP</td>
<td>Transportation Route Information Program (TRIP) - Real Time Arrivals for The Ohio State University &amp; Campus Area Bus Service - Text &quot;OSUTRIP&quot; (stopID) to 41411 for Arrival Times</td>
</tr>
<tr>
<td>ONEBUS</td>
<td>One Bus away Real-Time Bus Arrival</td>
</tr>
<tr>
<td>HANGMAN</td>
<td>Hangman Game</td>
</tr>
<tr>
<td>NEXTMUNI</td>
<td>Provides real-time transit arrivals for San Francisco Muni</td>
</tr>
<tr>
<td>TIG</td>
<td>Get instant updates of upcoming events, specials and more from Things That Glow, Denver CO</td>
</tr>
<tr>
<td>FAKE</td>
<td>Get a new name from the Fake Name Generator</td>
</tr>
<tr>
<td>RUTGER</td>
<td>Provides real-time transit arrivals for Rutgers University</td>
</tr>
<tr>
<td>MOBBLIST</td>
<td>What’s on M88 Radio’s Playlist? Find out here!</td>
</tr>
<tr>
<td>DEFINE</td>
<td>Get an Urban Dictionary definition</td>
</tr>
</tbody>
</table>

Showing: 1 - 20 | Pages: < PREV 1 2 3 4 5 ... 48 49 50 51 NEXT >
Featured Mobile Content

**Celeb Gossip**
SAMPLE MESSAGE
Kirstie Alley may market her own weight-loss plan now that Jenny Craig has axed her

**Flight Status**
SAMPLE MESSAGE
United Airlines #12 InAir-Early
D:SFO-145p A:JFK Est-934p

**Horoscopes**
SAMPLE MESSAGE
Today is the day to get stuff off of your plate! Get out and get going this morning by astrology.com

**Insults**
SAMPLE MESSAGE
When you buy dog food, do they ask you if you want it for here or to go?

**Love Tips**
SAMPLE MESSAGE
Accept that your personal schedules won't always line up. Your partner wants to relax, you want to go out. So go, have

**MLB Players**
SAMPLE MESSAGE
Albert Pujols hit a home run!
3/4, 3RBI, 1HR .322
STL:2 HOU:0 Top 8th

**MLB Scores**
SAMPLE MESSAGE
Game ended. Giants lost.
MLB ARI:4
SF:5

**NBA Scores**
SAMPLE MESSAGE
Bulls won!
NBA
CHI:99 SAC:94 F
Nxt:
WAS@CHI 1/9 830p

**Stock Quotes**
SAMPLE MESSAGE
Apple Computer, Inc. (AAPL)
Last:92.61 +1.60(1.76%)
Hi:93.15
Lo:90.04

**Weather**
SAMPLE MESSAGE
South San Francisco, CA
Now:47F 56/45 Clear
Th:54/43 Rain Chance F:54/41 Clear
Sa:56/43 Clear

---

What is 4INFO?

Love your cell phone? Always on the go? Want to stay in the know? You're in the right place. Get the information you want and need through text messages updates from 4INFO. We've got it all - your text message box can handle - from live sports scores and player statistics, to breaking celebrity gossip news and daily horoscopes, you can be automatically updated on every topic.
## Major Mobile Web Search Providers

<table>
<thead>
<tr>
<th>Search:</th>
<th>Total</th>
<th>% Searchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search: Google</td>
<td>22,363</td>
<td>75%</td>
</tr>
<tr>
<td>Search: Yahoo!</td>
<td>3,202</td>
<td>11%</td>
</tr>
<tr>
<td>Search: MSN / Windows Live / Bing</td>
<td>2,080</td>
<td>7%</td>
</tr>
<tr>
<td>Search: Other</td>
<td>1,984</td>
<td>7%</td>
</tr>
<tr>
<td>Search: Operator</td>
<td>1,749</td>
<td>6%</td>
</tr>
<tr>
<td>Search: Vodafone</td>
<td>1,377</td>
<td>5%</td>
</tr>
<tr>
<td>Search: AOL</td>
<td>621</td>
<td>2%</td>
</tr>
</tbody>
</table>

Text/Web: Google Universal Search, Stars
Voice

For voice search, just bring the phone to your ear and speak.

Really, no buttons required!

Watch a video to learn more.

See results for: deep dish pizza recipe
Voice

“Search for anything you like”

“Search for American Airlines Flight 197”
Voice: Dragon Search App
Gesture: Touchscreen

Yahoo Sketch-A-Search
Gesture: Bump

http://bu.mp/videos
Gesture: Bump

http://bu.mp/videos
Mobile Apps

We love our mobile devices just as much as you, which is why we wanted to bring some of the great services from OCLS to your pocket. Below is a list of a few great apps, made by OCLS and a few of our trusted vendors, that we think you should check out!

OCLS Shake It!
By Orange County Library System

Find something to read, watch, or listen to with OCLS Shake It! Give your iPhone or iPod Touch a shake, and OCLS Shake It! will find a title for you in our catalog. Discover a whole world of audiobooks, movies, novels, biographies, and more! Want a different suggestion? Give it another shake!

Features:

- Filter by audience, genre, or format
- Lock down choices to narrow results
- Browse title details right from the app or send it to Safari

Available on the App Store

What’s this?
Location: Public Library Finder App

Ever been out and about and wished you knew where the closet library was to entertain your kids for a while? Well now you can find them with Library. Library will find the closest public library to your current location with a simple tap. Upon opening the application, your iPhone will ask for your permission to obtain your current location via GPS. Once it's located you, Library will locate the closest public library to that location. Never be without knowing where your closest library is again!
Location: AAA Discounts
Location: Enhances Google Suggestions

Suggestions in Boston

Google

Muse

- museum of science boston
- museum of fine arts boston
- museum of modern art
- museums in boston
- ...seum of science harry p...
- ...seum of science boston...

Suggestions in San Francisco

Google

Muse

- museums in san francisco
- museum of natural history
- muse lyrics
- muse band
- museum of modern art
- ...seum of science and in...

Last location: San Francisco, CA update
Location: Google Near Me Now
Location: Google In stock nearby
Location: Google Maps: Bikes!

Bicycling directions are in beta. Use caution and please report unmapped bike routes, streets that aren't suited for cycling, and other problems here.

Bicycling directions to Squirrel Hill Cafe

- Penn Ave: 14 mins, 2.2 mi
- Wilkins Ave: 15 mins, 2.1 mi
- Aylesboro Ave: 15 mins, 1.9 mi

1. Head southeast on Penn Ave toward Carnegie Pl.
Location: Next Train Home
Visual: Google Goggles

Google Goggles in action

Click the icons below to see the different kinds of objects and places you can search for using Google Goggles.
Visual: Google Goggles
Visual: Google Goggles
Visual: Google Goggles
Integrating translation into Google Goggles

Wednesday, February 17, 2010 11:59 AM
(cross-posted with Google Translate Blog)

Yesterday, at the Mobile World Congress in Barcelona, Eric Schmidt and I demonstrated a prototype version of Google Goggles that showcases the potential of integrating Google’s machine translation and image recognition technologies. In the video below, you’ll see how we use Goggles to take a picture of a German menu and instantly translate the text into English:

You may wonder what’s happening in the background. On the simplest level, this prototype connects the phone’s camera to an optical character recognition (OCR) engine, recognizes the image as text and then translates that text into English with Google Translate.
Visual: oMoby

Mobile Visual Search
If you can see it, we can find it.

Using your mobile phone's camera, point at any product to retrieve detailed information, reviews, prices, and purchase links. This makes searching for product information effortless and fast. Powered by IQ Engines - putting the power of visual intelligence in your hands.

Mr Show" David Cross
Animation Studios
Sony Hd Bloggie
Visual: Barcode Readers

- A couple tips to get you started:
  - Center the barcode you want to scan between the orange arrows with the red line across the widest part.
  - If there are two barcodes, center the larger one between the arrows as shown below.

Amazon

Shop Saavy

Harry Potter

- Web (60) $1.01
- Local (19) $8.99
- Reviews
- Save to Wish List
Visual: Barcodes RedLaser WorldCat

Did you know RedLaser can search any website by barcode number? Once you have RedLaser installed, just tap one of the custom apps below to add them to your homescreen. Or build your own.

Popular Custom Apps

- GoodGuide
- UPC Database
- Google
- Amazon
- MySupermarket.co.uk
- BookFinder

iPhone App Provides Access To Local Libraries

iPhone App Provides Access To Local Libraries
iPhone/iPod Touch = Library Card

Your Oak Park Public Library card can be digitized on your iPhone/iPod Touch using CardStar. CardStar is an application that allows you to consolidate your reward cards and club cards from grocery stores, video rental stores, and others in one convenient place on your iPhone/iPod Touch. It can also store your Oak Park Public Library card information for use at our self checkouts. CardStar is entirely free and can be set up in minutes! Never worry about leaving your library card at home again.

1) Install CardStar from the App Store or [download from iTunes](#).
2) Open CardStar and touch [+] to add a new barcode.
3) Choose "Advanced"
4) Touch "Merchant" and select "Library," then select "Other Library"
5) Touch "Number" and type your Oak Park Public Library card number which begins with 21132
6) Choose a name for your barcode
7) Touch "Symbology" and choose "Codabar"
8) Touch "Start Code" and choose "B"
9) Touch "Stop Code" and choose "C"
10) Save your library card. You can now use your stored Oak Park Public Library card at our self checkouts.
Tired of having to carry around all those pesky membership and reward cards on your keychain or in your wallet?

Leave those bulky plastic "reward cards" and "club cards" at home! CardStar lets you easily store, manage and quickly retrieve your reward, club, and loyalty cards on your smart phone, where they can be scanned directly from your screen at most merchants.

Learn More

It’s completely FREE download now

Available on the iPhone App Store — coming soon —

Android — coming soon —

BlackBerry — coming soon —
Visual: Barcode Readers

Visual: QR
Visual: QR
Visual: QR

Contra Costa County Library

ready, set, snap & go! scavenger hunt

Visit your Community Library to play. Use your smartphone to snap the QR code and unlock the clue. Decipher the clue to find more hidden QR codes. The final QR code tells you how to enter the contest drawing to win one of two prizes, a $75 Amazon gift certificate or a Kodak EasyShare digital camera.

The game runs from 10/17/2010 through 10/31/2010 and the winners will be contacted in the beginning of November.

ready, set..

Snap this QR code to see the first clue and start playing the game.

& go!

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

Decipher the clues to find more QR codes; enter for a chance to win when you find and snap the final QR code.

http://m.ccclib.org/?pg=lp&f=kt
Take Your Library For a Walk


Works on most mobile phones and devices with internet access
Visual: Barcode Readers
Visual: barcode payment
Visual: QR URL shortener

Goog.gl
Visual: Augmented Reality
Visual: Augmented Reality

Find Your Favorite Brands

 Wikitude
 DRIVE
Exploratory Search: Discovery/Recommendation

• Evolution of mobile users – not just the quick ready reference any more

• The casual browser, time killer, relaxed “sofa searcher”, snacking...

• Don’t know their information need: back to browsing, serendipity, “incidental” search

• Constantly changing environment and context; personalized facets

• Relies on social “searching” and discovery
Search Is Third...

Incidental Search: Discovery

Aloqa connects local vendors with their customers

1. Get overview
2. Make choice
3. Make Reservation

More than simple search results!

Georg Treu, Aloqa, Discover, Don’t Search
Social Augmented Reality

Socialight

Augmented ID
Mobile Content: Artificial Intelligence

- Augmented Reality
- Reality Mining
- Augmented Humanity
- Personalized Precision Search

[Logo: ExpertMaker]
Next possible standards may relate to:
– Media ontology
– Delivery Context Ontology
– *Memento to add time to the Web*
– Metadata format for Web applications to ease discovery
– Attention Profile Markup Language (APML)
– Augmented Reality Markup Language (ARML)
– More device APIs (e.g. speech input tag)
– Interactions with social networks
– Best practices to write context-aware mobile Web content
– Speech synthesis
– Gestures
Watch These:

http://www.youtube.com/watch?v=oQ1ZjStKny0
http://www.youtube.com/watch?v=-ygOBpAY7WA
http://www.youtube.com/watch?v=I4J7_yGZOFE
http://www.youtube.com/watch?v=Rn4Zlt8Lx-k
http://www.youtube.com/watch?v=m4svtrR-MQE
Clearly, the mobile phone is the iconic device of the moment, and we're encouraging a **new rule**: **Mobile First**. When we announce new services for desktop computers, such as real-time search, we will debut an equally powerful mobile version. We will take advantage of this new class of smartphone, which is more sensory, acts as an extension of you, is aware of location, and can hear you, speak to you, take pictures and return information in a matter of seconds.