QR Codes & Augmented Reality for Mobile Library Users

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QR Codes & Augmented Reality For Mobile Library Users

Robin M. Ashford, MSLIS
Handheld Librarian IV, February 23, 2011
Why Focus On Mobile Users?

http://www.youtube.com/watch?v=6mCkbrYKQyl
QR Codes - Overview

- What are QR codes - How do they work
- QR codes in libraries
- Generating QR codes & tracking
- Creating digital profiles
- Proprietary codes and code readers
- Successful QR code campaigns - creativity
- QR code challenges & the future
What are QR (Quick Response) Codes?

• A QR code is a matrix barcode readable by smartphones & mobile devices with cameras (incl new iPod Touch)
• Typically seen as white squares with black geometric shapes
• Information such as text, a URL or other data can be easily encoded using a QR Code generator
• Users point their device, scan, and are quickly taken to the encoded data
QR Codes

Tags: 2d_code, ar, augmented_reality, barcode, phones, qr, qr_codes, qrcode, smartphones, web_browsing

Read all about QR Codes! What they are, how they work, and how you can create your own.

Last update: Feb 20th, 2011 | URL: http://guides.boisestate.edu/QRcodes | Print Guide | RSS Updates | SHARE

What is a QR Code? Create QR codes | Code scanner apps | QR Code Basics | QR code & AR links | Library QR Code on Twitter

Library QR Codes in Blog | Library QR Code in Google Maps

What is a QR Code?

Quick Response Code

http://guides.boisestate.edu/content.php?pid=141622&sid=1207621
QR Codes
This guide offers information on QR Codes and how they can be used within an educational environment.

Last update: May 8th, 2010  URL: http://providence.libguides.com/QR  Print Guide  RSS Updates

Welcome About QR QR in the Library QR Programs & Software Resources

Say Hello to QR

The following video does not have audio.

"Say Hello to QR" Libguide Animation

scan a QR code with your phone and it can

Chris Landry

Contact Info:
Access Services & ILL Office
Room 108
T: 401 855 1994
Send Email

Links:
Profile & Guides

Subjects:
Technology

http://providence.libguides.com/content.php?pid=76255&sid=564750
QR Codes @ CLC - Creative Library Video

http://www.youtube.com/watch?v=O6Jk1bfobXA
QR Code Apps: Free, easy, quick

Note: In most cases any app will work, but there are exceptions – query your app store for QR or barcode reader - or text the word SCAN to 43588 (standard data rates apply)
Examples: QR Codes GFU Libraries

Film trailers

Art shows & exhibits

Room reservations

Magazines & Journal areas

QR Code to Library Tutorials

GFU Library Website Videos

GFUlibraries - 5 videos - This playlist contains videos from the GFU Library Website designed to assist the GFU community with basic functions and features of our online library.

An Introduction To The GFU Library Website by GFUlibraries 108 views

How To Find DVDs And Videos At GFU by GFUlibraries 19 views

How To Find And Request Books by GFUlibraries
Ambient findability
Morville, Peter.
Publisher: O'Reilly,
Publication date: c2005.
ISBN: 0596007655
1 copy on the shelves.

Copy details
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Catalogue record
ISBN: 0596007655 (pbk.):
Personal Author: Morville, Peter.
Title: Ambient findability / Peter Morville.
Publication info: Beijing ; Farnham : O'Reilly, c2005.
Physical descrip: 188 p. ; 24 cm.
Subject term: Database design.
Subject term: Database searching.
Subject term: Information and retrieval systems--Design.
Bulletin heading: COMP
Bulletin heading: GEN

This code provides text of the title, author, floor level and call no.
No writing necessary, info is on the users device and can be available for future reference

Library Vendors & QR Codes

Search Results

Your search for "Natalie Cole" found 6 results.

1. Album: Leavin' performed by Natalie Cole
2. Album: Day Dreaming performed by Natalie Cole
3. Album: Ask A Woman Who Knows performed by Natalie Cole
4. Album: We All Love Ella: Celebrate Jazz Queen performed by Chaka Khan, Linda Ronstadt, Lizz Wright, Dianne Reeves, Rob Mounsey
5. Album: The Ultimate Diva Collection performed by Ella Fitzgerald, O'Day, Carmen McRae, Gloria Lynne, Gilberto Gil, Shirley Valentine, Maskelle

To send Leavin' to your mobile device, use one of the available options:

OPTION 1 ::
To send this to your device via email or SMS, enter addresses or phone numbers below:

Note: For INTL Numbers, please begin with +(country code)

OPTION 2 ::
Enter this short link directly into your device's web browser:

http://goasp.it/ffl

OPTION 3 ::
Scan this QR Code with a compatible device:

Add Field

SEND

If you'd like to know more about using this product in a mobile device, see our help page.

What's This?
Promotional Cards/Posters to Library Mobile Websites

A QR (Quick Response) code can contain different types of information: a website link, a phone number, a photo gallery, map directions, a video link, and more.

Most web-enabled phones can scan QR codes via a scanner app.


Questions? Ask at the reference desk!

How do I scan a QR code?
1. Start the scanner application.
2. Point the phone’s camera to the QR code.
3. The phone will read the code and display its information.
Kaywa – Simple QR Code Generator

http://qrcode.kaywa.com/
How to track QR codes in Google Analytics

http://bit.ly/i1W7Yc

How to create a QR Code and Track with Bit.ly

http://bit.ly/g17Dt1

Contact Information – Business Cards – Digital Profiles

Jumpscan - All-In-One QR Code
http://youtu.be/iAux63XNcgc

Creating a Contact Code with ScanLife
http://youtu.be/TZdWnvCNZ9Q

Create QR-Code Business Cards for Free
http://youtu.be/jJPBuWFEpel
Proprietary Codes and Readers - Microsoft tag

http://youtu.be/OuDTIDfAbWU
Visual Search - Google Goggles & QR Codes
Scan Objects & QR Codes

Here comes everybody: the power...
Book

here comes everybody
Similar Image

HERE COMES EVERYBODY CLAY...
Text

http://m.delicious.com/rashford/A...
Barcode

College & Research Libraries
Text
LASERS Preview!

http://youtu.be/R0eYxi9MPPY

STANDARD PACK

CD $13.00 ORDER NOW
Digital $11.00 ORDER NOW

All orders include an immediate download of "The Show Goes On" and "Words I Never Said" sent at 11:00 EST on 2/8
VMFA Picasso Exhibit
QR Codes & Augmented Reality
Picasso Augmented Reality Exhibits

“Ads sporting QR codes will soon go up in 33 Starbucks locations in Richmond. Go inside and you can see augmented reality visions of Picasso’s art on the walls using a Layar (AR) browser. Fans in Philadelphia will also be able to see the exhibit via AR at an empty store space on South Street. (Below is a mock-up of how the Philadelphia exhibit is supposed to look.)”

http://mashable.com/2011/02/10/qr-codes-picasso/
QR Code Challenges

• Not everyone owns an internet enabled device (many still do not)
• Websites not yet mobilized
• Poor implementation of QR codes
• Not the prettiest (barcode graffiti)
• Need for education and promotion
• Privacy issues
• Overuse
Future?

Will QR codes mainstream in North America? In the UK? Other regions? Does it matter?

How long will QR codes stick around?
What is Augmented Reality

AR overlays virtual data with what you see in the real world

• AR is interactive combining the real and virtual, and can also be displayed in 3D

• The technology functions by enhancing one’s current perception of reality

• The term “augmented reality” has been around since the 1990s

http://en.wikipedia.org/wiki/Augmented_reality
Augmented Reality: The Future of Education

Concept Video

http://vimeo.com/groups/gpm/videos/2341387
Augmented Reality Explained by Common Craft

http://www.youtube.com/watch?v=D-A14Jn6EY
http://www.commoncraft.com/augmented-reality-video
Location-Based Augmented Reality Tours / Scavenger Hunts & More

• Tagwhat Social Augmented Reality Network
  http://www.youtube.com/watch?v=DNtpWm_6Dqk

• Junaio AR– Showreel 2010
  http://www.youtube.com/watch?v=kaIUfaJC4DM

• Layar-worlds first mobile Augmented Reality browser
  http://www.youtube.com/watch?v=b64_16K2e08
  Hoppala Augmentation Screencast
  http://www.youtube.com/watch?v=88L3ds7t8Ws
Location-Based Augmented Reality Apps

- junaio app with wikipedia info
- Layar app with Google info
Location-Based Augmented Reality

Tag Places – Create campus & library tours

Use existing information or create your own story
Augmented Reality – 3D

• Augmented Reality: See How It Works
  http://www.youtube.com/watch?v=NK59Beq0Sew

• Esquire's Augmented Reality Issue: A Tour
  http://youtu.be/LGwHQwgBzSI
Augmented Reality - 3D Moves to Mobile

Junaio AR Browser with Image Recognition and Tracking for the iPhone - Lego mobile

http://youtu.be/8jG5Qeh1qlE

- Metaio presents: next gen augmented reality browsing – mobile 3D AR
  http://youtu.be/Tz-lYtzKpTo
Augmented Reality - Mobile

• The world's first mobile Augmented Reality Special Magazine Edition (Junaio AR App)

http://youtu.be/LRceOYbrVzc
Practical Augmented Reality

• Word Lens – Translate Spanish / English Signs
  
  ![Image of Word Lens app translating signs]

  http://youtu.be/h2OfQdYrHRs

• Augmented M-Commerce Trying on Glasses App with Face Tracking for iPhone 4
  
  http://www.youtube.com/watch?v=agwFbTwg9HA
Making Life Easier with Augmented Reality

http://www.youtube.com/watch?v=_6FMABGBMjY
The Future – Mixed Realities?

- Nokia Research Center redefines nanotechnology
- CO₂ levels drop to preIndustrial levels
- Economy in EU begins to stabilise
- Wind power surpasses wave power

Capacity now up to 700,000 MW
Wind power has now surpassed wave power as the renewable energy source of choice. The total global installed capacity has reached a record 700,000 MW. Offshore sites have been the trend in the last decade. In Europe, offshore now counts for about 25% of all wind power capacity, compared to less than 5% 10 years ago.

- Britney beamed to Mars for farewell gig

http://www.youtube.com/watch?v=CGwvZW+yLiBU

- A Day Made of Glass...Made possible by Corning
  http://www.youtube.com/watch?v=6Cf7IL_eZ38
Augmented Reality

Still early – 2010 Horizon Report: 2-3 years out, but definite educational potential

Challenges:
• Specific and proprietary apps
• Smart mobile devices must have GPS and compass
• Not widely accessible & knowing when available
• Mainly entertainment and business marketing at this time
On the horizon – potential game changers:

“NFC is perhaps best known for its role in enabling mobile payments, but its applications go far beyond that.”

– Franco Bernabe, GSMA

http://bit.ly/eGI46K

“Geoloqi is a private, real-time mobile & web platform for securely sharing location data, with features such as Geonotes, proximal notification, and sharing real-time GPS maps with friends”.

http://geoloqi.com
Additional Links

- QR Codes and Simple Augmented Reality in Academic Libraries

- QR Codes and Academic Libraries: Reaching Mobile Users
  http://crln.acrl.org/content/71/10/526.full.pdf+html

YouTube Playlists

- QR Code Presentation Playlist
  http://www.youtube.com/view_play_list?p=74AFDF9783D0DD69

- Augmented Reality Presentation Playlist
  http://www.youtube.com/view_play_list?p=B793503A1C5995A4
Library related QR code Links

• Project Gutenberg E-Books via QR Codes
  http://www.gutenberg.org/wiki/Main_Page

• Alexander Street Press Music Online Database
  http://alexanderstreet.com/pressroom/releases/10.0715.mobile.htm
  http://www.flickr.com/photos/25095603@N07/4786138594/

• Gale QR Codes to Database Apps
  http://www.gale.cengage.com/apps/aml/CollegeLibrary/
  http://www.gale.cengage.com/apps/aml/PublicLibrary/

• Library Success: A Best Practices Wiki - QR Code Uses
  http://www.libsuccess.org/index.php?title=QR_Codes