(m) iReference: Roaming and Flashing
with Mobile Technology

Case Study: point-of-user reference for the School of Art

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Art Librarian
University of Manitoba
Winnipeg, Canada
Overview

- Project Background
- Roaming/roving reference
- Mobile technology and equipment
- Useful apps
- Outreach
- Outcomes
Roaming Reference

- Reference services reach patrons at point-of-need
- Increases the visibility of the library.
- Focus changes from collection based to teaching and training.
- Moving from collection-centered to engagement-centered
"FLASH MOB" AT UTC LIBRARY DISPERSED WITH MACE

Section: news desk

Using text messages and social networks to coordinate, hundreds of students gathered outside of the University of Tennessee at Chattanooga (UTC) Lupton Library April 23 in an attempt to generate an impromptu rave. Police called it a riot.

Students began jumping off the building façade to crowd surf on the arms of students standing below and stormed the library doors, chanting, "Let us in!" Police sprayed mace over the students, and the university said it would be better prepared next time, though some suggested the incident could have been avoided.

By Norman Oder; Andrew Albanese; Lynn Blumenstein and Josh Hadro

Item: 502978641
Optoma Pico
PK 100
<table>
<thead>
<tr>
<th>Specification</th>
<th>Detail</th>
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<tbody>
<tr>
<td>Projection Type</td>
<td>DLP®</td>
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<tr>
<td>Light Source</td>
<td>LED</td>
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<tr>
<td>Light Source Life</td>
<td>Estimated at 20,000 Hours</td>
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<tr>
<td>Contrast Ratio</td>
<td>1000:1</td>
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<tr>
<td>Weight</td>
<td>4 oz (114g) with Battery</td>
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<tr>
<td></td>
<td>2.8 oz (80g) without Battery</td>
</tr>
<tr>
<td>Dimensions (W x H x D)</td>
<td>1.97&quot; x 0.59&quot; x 4.06&quot; (50 x 15 x 103 mm)</td>
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<tr>
<td>Battery</td>
<td>Li-ion Rechargeable (3.7V, 1100 mAh)</td>
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<tr>
<td>Battery Life</td>
<td>Up to 2 Hours</td>
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<tr>
<td>Power Input</td>
<td>Mini USB Connector</td>
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<tr>
<td>AV Input</td>
<td>2.5mm jack AV Input (Composite Video and Stereo Audio-In);</td>
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<td></td>
<td>PAL/NTSC(576i/480)</td>
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<tr>
<td>Throw Ratio</td>
<td>1.9:1 (Distance/Width)</td>
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<tr>
<td>Image Size</td>
<td>6&quot; to 60&quot; (0.15 to 1.5m)</td>
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<tr>
<td>Projection Distance</td>
<td>10&quot; to 102&quot; (0.25 to 2.6m)</td>
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<tr>
<td>Audio</td>
<td>One 0.5-Watt Speaker</td>
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<tr>
<td>Standard Accessories</td>
<td>Power Adaptor, USB Cable, Tripod Adaptor, Battery,</td>
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<td></td>
<td>Standard AV Cable (RCA to Mini-Jack) and Pouch</td>
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<tr>
<td>Optional Accessories</td>
<td>iPod/iPhone Upgrade Kit (Part No. BC-BB1DMJA),</td>
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<td></td>
<td>Mini-Tripod (Part No. BM-1021N) and 2.5 to 3.5mm Cable for</td>
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<tr>
<td></td>
<td>Nokia® Phones (Part No. BC-MJMJXX01N)</td>
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<tr>
<td>Warranty</td>
<td>1 Year Limited Parts and Labor, 90 Days on Battery</td>
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<tr>
<td>UPC</td>
<td>796435 41 161 9</td>
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iPod® is a registered trademark of Apple Inc. iPhone™ is a trademark of Apple Inc.
BC -PK3AVGX $40
Universal cable to VGA projector

BC-PK3AUSX $20
USB Cable
(Type A to micro USB)

SD disk for saving screen shots $40

iPad Lightning to VGA Adapter $50

iPhone Lightning to VGA Adapter $50
PROJECTORS

Benda JS-2
- too complicated!
- no card slot
- need adapter for dock
- not plug & play
- can only play videos from video app?
- long power cable
- bright screen - hard to zoom & focus

Optima ML-300
- bright screen
- no clear select button on remote
- good resolution!
- long power cable
- shows iphones screen image detects automatically what you've connected
- no battery power

Optima PK301
- tiny size - easy navigation
- micro SD slot
- bright screen
- good resolution

Aaxa M2
- takes full-size SD card
- SD card slot finicky
- bright screen
- slow to load images / change images
- focus? resolution? need to use high res photos
http://www.optoma.com/

**Portable**

- PT110
- Pico PK301
- PK301+
- Pico PK320
- ML300
- ML500
- Pico PK120
- TL50W
- TL30W
- GT200

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**Why Buy Optoma?**

We’re The Projector Expert!

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**Optoma #1 DLP Projector Brand Americas**

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**ML500**

Incredible Power and Efficiency in a Compact Package

- Truly portable at under 2.5 pounds
- 500 Lumens - Project large widescreen images of up to 180° diagonal
- DLP imaging - 3000:1 contrast ratio for detailed images
- LED light source lasts over 20,000 hours while producing excellent color

- Add to Compare

---

**Pico PK120**

Share Life with Pico

- Truly portable – Palm-sized, lightweight and rechargeable
- Project large widescreen images of up to 70-inch diagonal
- 2000:1 contrast ratio for detailed images
- LED light source lasts over 20,000 hours while producing excellent color

- Add to Compare

---

**Pico PK301**

Portable Power, Big Impact

- Truly portable – palm-sized, lightweight and rechargeable
- MicroSD card slot allows for memory expansion up to 32 GB
- Project large widescreen images of up to 120” diagonal
- LED light source lasts over 20,000 hours while producing excellent color

- Add to Compare

---

**Pico PK320**

Small Size, Big Potential

- Truly portable – Palm-sized, lightweight, and rechargeable
- MicroSD card slot allows for memory expansion
- 100 Lumens - Project large widescreen images of up to 150° diagonal
- LED light source lasts over 20,000 hours while producing excellent color

- Add to Compare

---

**GT200**

Seize Gaming Freedom

- Bring gaming excitement alive with quick connection to leading gaming systems
- Excellent sound and big screen display create an entrancing viewing experience
- Environmentally friendly LED technology requires no maintenance
- Connect to the broadest possible array of devices including iPhones, game consoles, Blu-ray players and more

- Add to Compare

---

**ML300**

Innovation Delivers Mobile Projection at Incredible Value

- Enjoy colorful entertainment with maintenance-free, long-life LED
- Share documents without a PC with MS Office Viewer and onboard memory, SD card or USB drive
- Connect easily with laptops and tablets
- Unlock content from Blu-ray players and gaming systems with HDMI

- Add to Compare
Environmental Scan

Reference Services:
0 Reference Desk: 1:30- 5:00 daily
0 Virtual Reference - One hour shift every 10 days

Patrons:
0 Faculty of Architecture: 500 (BED, M Arch, MLA, MID, MCP + 250/term University One)
0 School of Art: 328 (Art History and Fine Arts, BFA, MFA)
Checklist

- Wireless access and passwords
- Bookmark popular pages, add shortcuts, library mobile apps.

**Appendix 2.1: iPad Core Competencies.**
Library “apps” to take with you

- UManitoba
- UML
- ARTstor Mobil
- RefWorks
- EBSCOhost
- BrowZine
- MyiLibrary
- MLA guide
- UM wireless
- Trillian
- FirstSearch:
ARTstor Mobile

ARTstor is now accessible to registered users and users who are on-site at their licensed institution on compatible mobile operating systems. The mobile site for Apple devices and mobile app for Android devices allows users to search, browse, and view previously created image groups.
What is BrowZine™?
BrowZine delivers thousands of academic journals across many disciplines to your iPad!

Search for “BrowZine” in the App Store and download the app for free; when initially launching BrowZine, select University of Manitoba from the drop down list.
iLibrarian App Toolkit

libguides.lib.siu.edu/iPads
(Megan Lotts and Stephanie Graves, “Using the iPad for reference services: librarians go mobile,” ACRL TechConnect, (April 2011.)

libguides.lib.umanitoba.ca/mobileapps
(handout)
iLibrarian Toolkit

Scanning
- QM Classic
- RL Classic

Social
- Twitter
- TweetDeck
- Skype
- SoundCloud
- Crosswalk
- Trillian
- JabberB
How to find apps

- Google it:
  - “best iPad apps 2013”
  - “library apps”
- http://www.makeuseof.com/ (Hidden features of iOS 5 & 6)
- http://www.pcmag.com/
- Crosswalk?
- Librarians
Latest articles

Circles, Everywhere: Streamline Networking With Lists
February 25, 2013

Friends’ lists on Facebook, Twitter, and other social networks are a great way to not only interact with the ones they matter most, but also a great way to cut down on the noise. It’s easy to lose track of who you’re connected with, so organize your friends and follow lists carefully. Keep prioritizing the ones you want to stay close to, so you don’t have to deal with after all without disproving any expectations.

Keep Reading »

Posted by: Saikat Basu

FACEBOOK & TWITTER
The Best iPad Apps

On this page, you will find the **best 108 iPad apps** for all your needs. We’ve taken the effort to categorize the apps and picked only those we believe to be the best ones and which will most likely be useful to you.

Use these quick links to jump to each section:

Movies | Audio | Browsers & Internet | Drawing | Photography | Finance | News & Reading | Educational | Productivity | Remote Control & Access | Social | Travel | Health | Games | Other

**Movies**

- **iMovie**
  Don't just consume - create! Includes all new magical 'trailer' style productions
  Download $4.99 | Review

- **4oD**
  Catch up on all the latest from Channel 4 (UK only).
  Download

- **Netflix**
  The best movie streaming and rental service out there - UK service is streaming only
  Download | Review

- **TED**
  Truly inspiration talks with the power to change the world.

- **Sky News**
  Innovative way to stream the latest news reports. (UK-only, -pea)
  Download

- **IMDb Movies & TV**
  Movie info at your fingertips.
  Download
Mobile Apps

Find a Mobile App

Price
- Free
- $0.99 - $10
- $10 - $20
- $20 - $30
- $30 - $40
- More Than $40

SEE ALL PRICES >

Company
- Microsoft
- Opera
- Gameloft
- Electronic Arts
- Apple
- Google

SEE ALL COMPANIES >

Type
- iPad Apps
- iPhone Apps
- Android Apps
- BlackBerry Apps
- Windows Mobile Apps
- Palm Apps

SEE ALL TYPES >

10 Windows Phone 7.5 Apps That Showcase Mango's Muscle

Want to know what all the...

The 75 Best Android Apps

A lot of garbage lands in the Android Market, thanks to a relatively low barrier to entry. We've...

The 100 Best iPhone Apps

What's an iPhone without apps? Here are 100 of the best apps of all time, apps that every iPhone owner...

The 100 Best iPad Apps

The iTunes App Store is packed to the brim with dozens upon dozens of quality apps. We'll help...

Mobile Apps Deal

Top Rated

Spotlight
Adobe Photoshop Express 2.0

EDITOR RATING: GOOD

0 COMMENTS

MSRP
$0.00
Timing is important!
Social I.Q.

- Establish a rapport with the students.
- Cannot be shy - must put yourself “out there.”
- Be approachable and open.
- Think about your body language.
- Have questions ready: library services, products, research and technology.
Questions for engaging students and faculty: ideas for screen shots

0 Where can I find information on my research topic? Subject guides
0 How do I get started with my research? One stop Search
0 How do I find a journal article? List and links to pertinent databases
0 How do I request a research consultation? List of Liaison Librarians
0 How do I obtain items not at the U of M Libraries? Document Delivery
0 How can I use other area libraries? Access to non-U of M Libraries in the city and province.
0 How to search for a thesis and where are they? Find a thesis, on campus and beyond.
0 How can I suggest a book or journal? http://umanitoba.ca/libraries/services/recommend.php
Outcomes
(Psychological aspects)

- Human interaction
- Opportunities – act of being present.
- Happenings/Surprises
Well-timed interpretation
Outcomes/Opportunities

- Marketing
- Social Interaction
- Relationship Building (building partnerships)
- Opportunities for teaching, reference
- Outreach
- Research support
- Emerging technologies
- Public service role
- Libguide.
Conclusions

• Increases the visibility of the library
• Plan – content, hours, location, staffing.
• With or without Projector?
• Promote the Service: branding and marketing.
• Experiment with location – some are good and bad.
• Document the service and tie to strategic plan.
Just do it!
References


http://libguides.lib.siu.edu/iPads