



## SJRLC Mobile Information Services: Overview and Options

Technology	Service Description	Implementation
<p><b>SMS Text Messaging</b></p> <p><i>As a way to contact library users, text messaging is more cost-effective than postage, has a strong "call to action", and will encourage the younger library users to the library by communicating at their level.</i></p>	<p><b>Reference/Text-a-question services</b></p> <p>Simple to use. User types text message in natural language and sends to library's designated phone number. Library receives message and responds with software that looks like an email program and which automatically splits answer into 160-character SMS text messages (character limit of mobile phone messages).</p>	<p>While the format is new to library services in the U.S., this capability has been developed and implemented by libraries in many countries. Altarama Systems &amp; Services offers a "Reference by SMS" product that is easy to implement and use (<a href="http://www.altarama.com.au/refxsms.htm">http://www.altarama.com.au/refxsms.htm</a>). They put together all the component technologies, including phone number.</p> <p>A DIY solution would simply require a mobile phone (with service plan that includes text messaging), Microsoft Office Outlook email client, and email-to-SMS messaging software like Red Oxygen (<a href="http://www.redoxygen.com">http://www.redoxygen.com</a>).</p>
	<p><b>Library Notifications</b></p> <p>Communicate instantly using text messages instead of print reminders and notices. Some types of notices that can be sent by SMS are reservations and holds, overdue items, recalls, new arrivals, library programs and community events, and special information alerts. (Users can opt-in.)</p>	<p>This capability is still being developed, but it is similar to email notifications. A possible solution is Talkingtech's i-tiva's QuickText for Libraries (<a href="http://www.talkingtech.com/library/index.htm">http://www.talkingtech.com/library/index.htm</a>)</p> <p>Altarama has plans to release an overdue notification product in December 2005. Proquest is offering SMS text notifications of new articles (by selected curriculum topic) in ABI/Inform. The service is called Curriculum Match Checker.</p> <p>Red Oxygen offers a DIY solution, called RedAlert, for sending (automated) text messages to people in a contact list. Libraries could use this application for library and community event reminders.</p>



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<p><b>Wireless (WAP) Web Site/ Web Services</b></p> <p><i>What is WAP? WAP stands for Wireless application Protocol. It is a set of standards for providing interactive Internet services to wireless communication devices. A WAP enabled mobile phone allows the user to view Web pages written in WML (Wireless Markup Language).</i></p>	<p><b>Create library web sites that are optimized for cellphone and PDA access.</b></p> <p>Libraries can focus on providing webpages that provide the basics: library opening hours, directions, phone directory (<i>user can call library by selecting link.</i>)</p> <p>WAP pages can be expanded to include new orders, new arrivals, programs and events (<i>possibly optimized to allow signup by SMS text messae</i>g), local photo collections, games for kids &amp; teens, and eventually electronic texts and training materials.</p>	<p>A wireless web site can be implemented for very little cost. The library web master codes web pages in WML instead of HTML code; web page files can be saved on same web server as the library web site; the library gives out a special URL (web address) to the main page of its WAP site.</p> <p>SJRLC can provide WML tutorials (WML is similar to HTML); WAP site templates; and WAP site hosting options.</p>

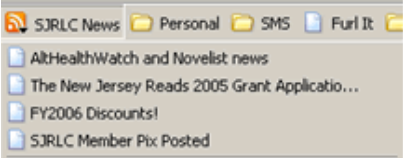


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<p><b>Answer Engine/ Mobile Searches (ie. Google SMS)</b></p>	<p><b>Customer can receive canned or database-driven information to common requests by sending the library an SMS text message using a specialized syntax.</b></p> <p>User queries could be limited to library hours, directions, new arrivals in fiction, etc.</p> <p>For example, a customer could find out the Cherry Hill Public Library's hours by sending the following text message: 'CHPL hours'.</p> <p>The text message is a search command that triggers results from a database. Results will arrive within a minute or less.</p>	<p>A mobile applications (wireless data) developer would have to be located. Mobile applications is a growing IT specialization and the supporting tools and resources are readily available.</p> <p>To see how answer engines for mobile phones work, try Google SMS (<a href="http://www.google.com/sms">http://www.google.com/sms</a>) and 4INFO Mobile Search (<a href="http://www.4info.net">http://www.4info.net</a>). You can retrieve flight updates, sports scores, weather reports, horoscopes, movie locations and times, driving directions, business listings, product prices, and more.</p> <p><u>Sample Google SMS Queries</u></p> <ul style="list-style-type: none"> <li>o <b>Get showtimes and theaters for a particular movie:</b> batman begins 08026</li> <li>o <b>To see residential listings, enter any of the following:</b> first name, last name, city and state</li> <li>o <b>To get business listings:</b> pizza 08033</li> </ul>



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<p><b>RSS Feeds</b></p> <p>What is a RSS?</p> <p>RSS, short for <i>Really Simple Syndication</i>, is an increasingly popular way to stay abreast of new information without having to visit numerous Web sites.</p> <p>Using software called an RSS "reader" or "aggregator," users subscribe to "feeds" of content.</p> <p>Users automatically receive the content of the site whenever it's updated, direct to their RSS reader.</p> <p>Firefox Browser allows you to subscribe to RSS feeds and view them from your toolbar (see image to the right.) Microsoft is building this functionality into IE 7.</p>	<p><b>View library web site RSS feeds anywhere on a mobile device</b></p> <p>Automatically publish (<i>syndicate in RSS parlance</i>) new content to user's mobile devices. Users select the content feeds they want displayed, such as <i>what's new</i> or <i>new arrivals</i> or <i>programming for children</i>.</p> <p><b>Personalized RSS feeds of online catalog information and more</b></p> <p>Library users can track their holds and due dates, new items by subject or author, etc., and their mobile devices.</p> <p>-----</p> 	<p>SJRLC can provide RSS workshops and tutorials. A mobile applications developer would have to be located to support mobile RSS feeds.</p> <p>If the library web site, or portions thereof, are available in RSS format, you can also make the site wirelessly available using an RSS to WML Converter tool such as MetaClient (<a href="http://www.metaclient.com/cgi-bin/rss2wml.cgi">http://www.metaclient.com/cgi-bin/rss2wml.cgi</a>). This tool will convert your RSS document into a WML site, and all you have to do is put it on your web site.</p> <p>Innovative Interfaces and Sirsi offer RSS add-ons that enable RSS feeds of online catalog information and more.</p> <p>Some libraries have created their own RSS feeds solution, e.g., Seattle Public Library (<a href="http://catalog.spl.org/hipres/help/local/rss.html">http://catalog.spl.org/hipres/help/local/rss.html</a>)</p>



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<b>Automatic Voice Services</b>	<b>Access Web services by Voice Commands</b>  User calls a number and issues voice commands to receive certain messages or categories of messages. Users could also receive automated voice messages.	A VoiceXML developer would have to be located to build this application. For more information, see BeVocalCafé at <a href="http://cafe.bevocal.com/index.html">http://cafe.bevocal.com/index.html</a> .
	<b>Library Notifications by Voice Automation</b>  Provide users who cannot text message a voice option for receiving online catalog information.	The major library automation vendors offer this add-on, e.g., Sirsi ( <a href="http://www.sirsi.com/Solutions/Prodserv/Products/sva.html">http://www.sirsi.com/Solutions/Prodserv/Products/sva.html</a> ).