CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 2

MEETING DATE: Thursday, May 27, 2010

AGENDA ITEM #: 8 (par 1)

ITEM: ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS

Commissioners or Library staff may make announcements regarding the Library Commission and Library or Friends group activities of interest to other Library Commission members.

RECOMMENDED ACTION:
• None
SUMMER READING FESTIVAL

EVENTS COUNTYWIDE

FEATURING DAVE EGGERS

MAKE A SPLASH with SUMMER READING

EVENTS COUNTYWIDE, SATURDAY, JUNE 5th.
DAVE EGGERS, LESHER CENTER FOR THE ARTS, SUNDAY, JUNE 6th, 1:00 p.m.

Visit your local library or http://guides.ccclib.org/srf for full schedule and ticket information.

Sponsors:
<table>
<thead>
<tr>
<th><strong>West County</strong></th>
<th><strong>Central County</strong></th>
<th><strong>East County</strong></th>
<th><strong>South County</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, June 5th</strong></td>
<td><strong>Saturday, June 5th</strong></td>
<td><strong>Saturday, June 5th</strong></td>
<td><strong>Thursday, June 3rd</strong></td>
</tr>
<tr>
<td>A Visit from The Whale Bus</td>
<td>Golden Gate Hot Club Swinging</td>
<td>An afternoon of fun &amp; sun for the WHOLE family!</td>
<td>The Significance of Water as an Essential Resource</td>
</tr>
<tr>
<td>Hercules Library</td>
<td>Gypsy Jazz Music</td>
<td>Games, Crafts, Fun for all</td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>11:00 a.m. &amp; 2:00 p.m.</td>
<td>Arts &amp; Crafts, Games &amp; Goodies</td>
<td>Special Appearance by</td>
<td>Danville Library @ 7:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Refreshments</td>
<td>The Wacky, Crazy Clown &amp; Juggler Daffy Dave</td>
<td></td>
</tr>
<tr>
<td>Children's Author, Nora Bollhagen</td>
<td>Martinez Library, Reading Garden,</td>
<td>3:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>El Cerrito Library, 12:00 noon</td>
<td>12:00 noon</td>
<td>*Remember to bring your beach towel, blanket or lawn chair so you can sit back and watch Daffy Dave Make A Splash!</td>
<td></td>
</tr>
<tr>
<td>Captain Jack Spareribs</td>
<td>Balloon Star</td>
<td>Williamson Ranch Park</td>
<td><strong>Friday, June 4th</strong></td>
</tr>
<tr>
<td>Piratical Humor</td>
<td>Teens ~ learn to make your own balloon animal &amp; more</td>
<td>Lone Tree Way/Hillcrest Ave.,</td>
<td>Special Pajama Time</td>
</tr>
<tr>
<td>Dangerous Juggling</td>
<td>Concord Library, 2:00 p.m.</td>
<td>Antioch, 2:00 p.m. – 4:00 p.m.</td>
<td>*A suggested donation of a pair of new warm pajamas and/or a new book is greatly appreciated and will be donated to the Bay Area Chapter of Pajama Program</td>
</tr>
<tr>
<td>A Talking Monkey</td>
<td></td>
<td></td>
<td>San Ramon Library, 6:30 p.m. – 7:30 p.m.</td>
</tr>
<tr>
<td>El Sobrante Library, 1:00 p.m.</td>
<td>Captain Jack Spareribs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storytelling and Music with</td>
<td>Piratical Humor, Dangerous Juggling, A Talking Monkey!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Francie Dillon</td>
<td>Clayton Library, 4:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Cerrito Library, 1:00 p.m.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>River of Words</td>
<td></td>
<td></td>
<td><strong>Saturday, June 5th</strong></td>
</tr>
<tr>
<td>Poetry Reading</td>
<td></td>
<td></td>
<td>The Reading Carnival Returns!</td>
</tr>
<tr>
<td>El Cerrito Library, 2:00 p.m.</td>
<td></td>
<td></td>
<td>Crafts, Games, Activities</td>
</tr>
<tr>
<td>Chiquy Book the Clown</td>
<td></td>
<td></td>
<td>Special Appearance by</td>
</tr>
<tr>
<td>San Pablo Library, 1:00 p.m.</td>
<td></td>
<td></td>
<td>Second Calling Bluegrass Band</td>
</tr>
<tr>
<td>T-Shirt Silk Screening for Teens</td>
<td></td>
<td></td>
<td>Dougherty Station Library</td>
</tr>
<tr>
<td>Hercules Library, 3:00 p.m.</td>
<td></td>
<td></td>
<td>11:00 a.m. – 1:00 p.m.</td>
</tr>
</tbody>
</table>
QR codes in Contra Costa County Library

QR codes are blurring the boundaries between the physical world and the virtual world and making using your phone simpler. Qr codes are being used everywhere. They are being used to deliver library services and to deliver library services in a way that is more effective.

QR codes are being used to deliver library services and to deliver library services in a way that is more effective. They are being used to deliver library services in a way that is more effective.
What's a QR Code? - All About QR Codes and the Library's Snap & Go Project - Guides

Snap & Go  What's a QR Code?  Smartphones

What's a QR Code?
Quick Response code is a 2D barcode that can store and display lots of information. You use your mobile phone’s barcode scanner or camera to capture an image of the code and your phone completes the encoded action.

The QR code can be programmed to:
- 
- connect you to a website (where you could watch a video, leave a comment, get more info, and so on)
- make a phone call
- send SMS (text messages)
- send email
- download contact information to your phone
- add an event to your calendar
- map an address

Quick Response codes were developed in Japan in 1994 and are in wide-spread use there and in other countries. Check out this video of passersby scanning these Disney posters with QR codes:

http://www.youtube.com/watch?v=my2LX7czq98

Comments (1)

QR Codes in the Wild
Here are just a few examples of how the technology is being used:
- Artist Makes Statement at Rock-Gston Price
  - Michael Ped "shoppedrapped" her work, a blue and yellow QR code.
- City of Long Beach
  - Long Beach provides a QR code tour of the town.
- Columbia Sportswear's A Box Life
  - You can choose a sized box to receive your purchases when you buy online from Columbia Sportswear and then track the life of the box.
- Duny Hunt
  - Toy and apparel company Kidrobot created a QR code scavenger hunt.
- Focus Features Movie Poster
  - The QR code leads users to exclusive video featuring director Tim Burton talking about the animated characters in his film, B.
- Google Fancisco Places
  - In Dec. 2009, Google distributed window decals with QR codes to 100,000 of the most popular businesses in their Local Business Center database.
- QR code news from Mashable
  - news and reviews from "the world's largest blog focused exclusively on Web 2.0 and Social Media news"
- QR codes for libraries
- Street Art Dealer
  - This UK company provides a tool for artists to disseminate information about art in the public domain and allows people to buy artwork using their mobile phones.

Comments (0)

Try It - download and install to your phone
- You need a QR code reader on your phone, download and install one of these so you can Snap & Go, or search the Internet for your phone’s make and model plus the phrase “qr maker.”
- BizTagg QR Code Reader
  - works with lots of phones including Apple, BlackBerry, HTC, LG, Mio, Motorola, Nokia, Palm, Samsung, Siemens, SonyEricsson, SPV, and more
- Nokia QR Code Reader
  - works with Apple, ASUS, BlackBerry, HP, HTC, Motorola, Nokia, D2, Palm, Samsung, Siemens, T-Mobile
- Zxing Reader: Barcode scanner for Android
  - Android users can search for "barcode reader" directly in the android marketplace on your phone to download and install.

Comments (1)

QR Codes in the News
- First Dayton "Scen" Vending Hunt to Introduced QR Code to Miami Valley
  - PR Web (press release)
- Online Shopping on the Run: Best Buy App Review - Macgag (blog)
- A unexpected ways to build your list organically - Hubbl Magazine
- Coming businesses using QR codes - Ember Sales/Gecko
- Apple's iAd Goes VIP, Leaving Google Behind - The Velvet Repes - Fast Company
- Deep Blue Sky sponsor's Spout the xon - Creative Boom (blog)
- Citizen Symposium 2012: The Real-Time Web - CrumblGet (blog)
- LogMeIn Ignition now available for Apple phones - Gadget (blog)
- Opera Shines Flash, Browsers HTML5 - Fast Company
- QR codes make debut in UK's general election - Gobo News

View Website
View RSS Feed

Comments (0)

http:// guides.ccclib.org/content.php?pid=105914&sid=796399

5/6/2010
Press Release

Press Release

For Immediate Release:
Monday, December 14, 2009

Contact:
Cathy Sanford
Deputy Librarian, Support Services
v. (925)468-8423
t. (925)045-6451
e. csanford@ccclib.org

Library wins Innovation grant to develop "Snap & Go" mobile technology

December 14, 2009 — Contra Costa County, CA — Contra Costa County Library has been awarded a $60,000 Bay Area Library and Information Systems (BALIS) Innovation grant to create a mobile platform that will push new and exciting library content and services — literally — into the hands of cell phone users. The "Snap & Go" project will allow Contra Costa County residents with cell phones and a library card to access library materials, enhanced content, and message their accounts without having to visit a library building or gain access to a computer.

The Contra Costa County Library is recognized nationally as a leader in utilizing technology to improve service and reduce costs. This is the second BALIS Innovation Grant received by the library. The previous BALIS grant provided partial funding for the book dispensers the library has installed at the Pittsburg/San Pablo and El Cerrito BART stations as well as the Sandy Cove Shopping Center in Byron/Discovery Bay.

The project will utilize QR (Quick Response) codes, a two-dimensional barcode technology popular in Japan and with point-of-sale companies in the United States, and increasingly found on product labels, billboards, and posters, to encode information and automatically launch web-accessible functions.

The library will develop a Mobile Patron Support System that will link customers with cell phones to library services and information through QR codes attached to library materials including books, DVDs, flyers, posters, library cards, and the catalog. By taking a picture of the barcode, the phone will launch the library's mobile website and provide access to three functional areas: detailed, dynamically generated information on titles sourced including reviews, first chapters, and read-alike information; links to library mobile web pages including hours and location information; and links to patron account functions.

“We are thrilled that BALIS has recognized the potential of our "Snap & Go" project to expand library service to mobile customers,” said County Librarian Ann Cam. "This development will allow our library to serve as a model for others, to bridge the physical, digital, and mobile worlds and provide service beyond library walls and personal computers.”

Contra Costa County is above the national average for owning wireless devices, cellular phones and smart cellular phones according to the 2009 SESLS Lifestyle Market Analyst. Contra Costa County Library serves residents countywide with 25 locations, 3 Library-a-Go-Go book dispensers, and online library services available 24/7 at ccclib.org. Last year almost 4 million people visited the Contra Costa County community libraries and checked out over 8 million items.

The BALIS Innovation program provides funding toward the implementation of ideas or programs that offer a new service model or bring a fresh interpretation to existing library service models.

###

View more press releases.


4/1/2010
All About QR Codes

QR codes blur the boundaries between the physical world and the virtual world.

Information about Smartphones

- **Guide to Smartphone Operating Systems**
  - If you’re thinking about buying a smartphone, find the one that’s right for you.

- **The New Information Ecology**
  - "Trends in internet use, cell phone use...information available...and the way technology affects all types of libraries".

- **Wireless Internet Use**
  - "One-third of Americans (33%) have used a cell phone or smartphone to access the Internet for emailing, instant-messaging, or information-seeking. This level of mobile internet is up by one-third since December 2007."

Comments (0)