

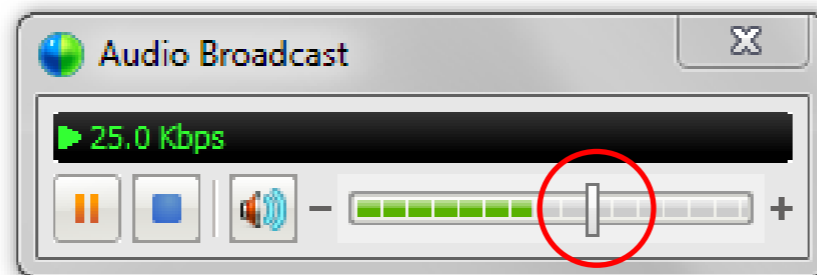
# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**

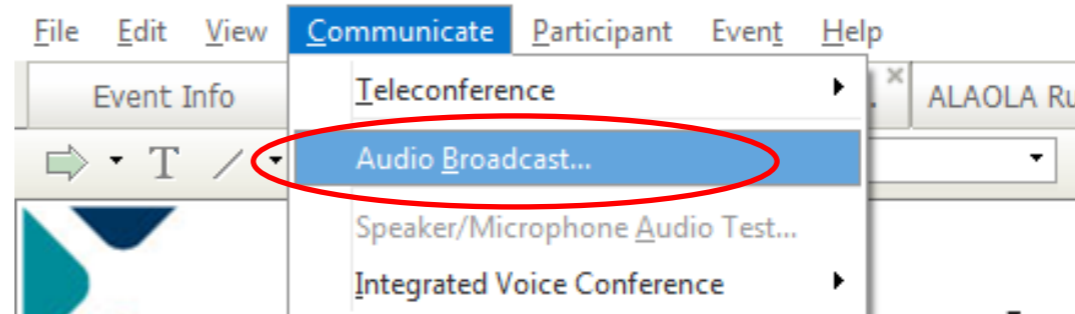
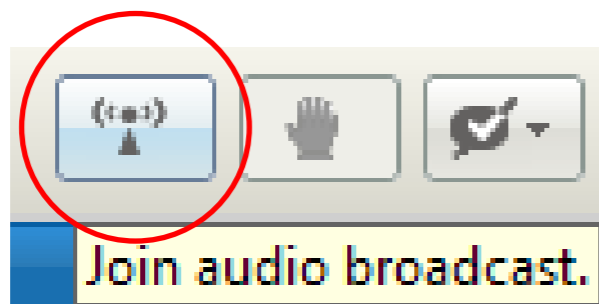
# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:

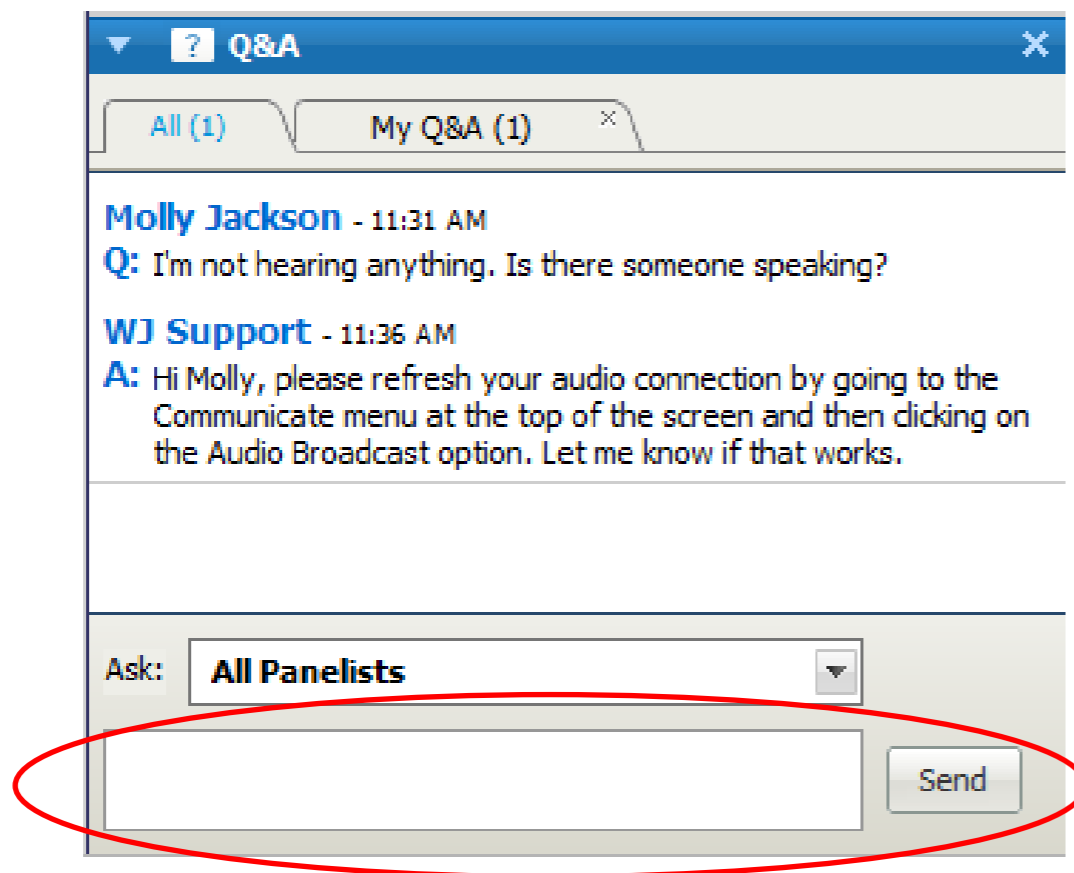


**Lost all sound? Hear an echo?** Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.



# Need Help?

Please post **technical support questions** into the **Q&A Panel**.



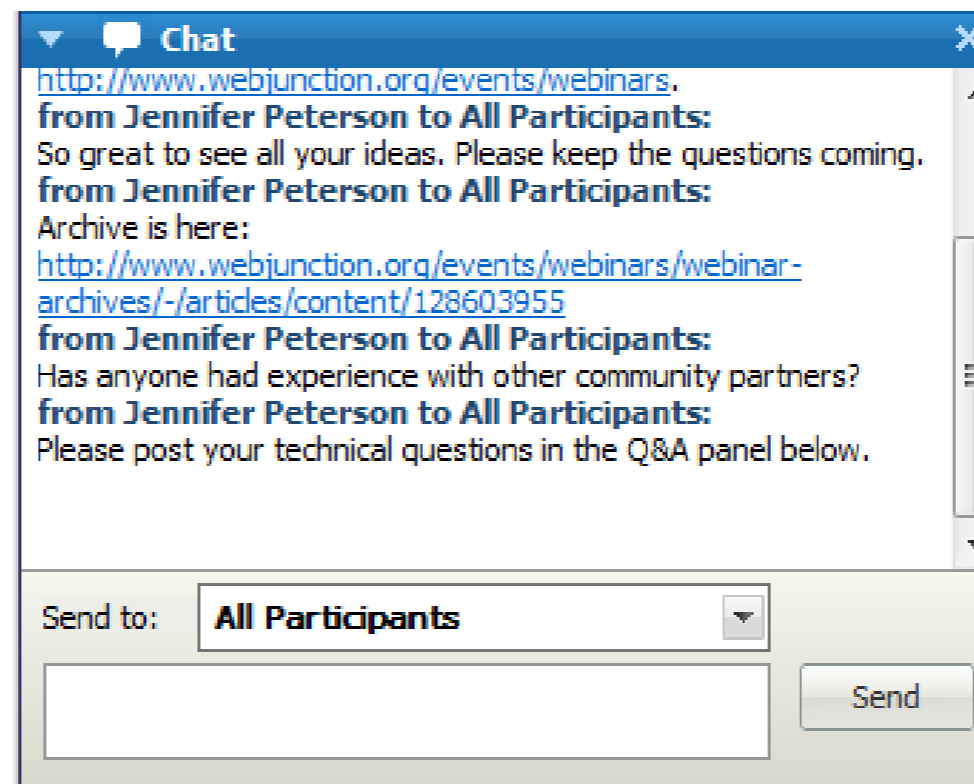
**Step 1:** Type the problem in the **dialog box**.

**Step 2:** Click **Send**.

# Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

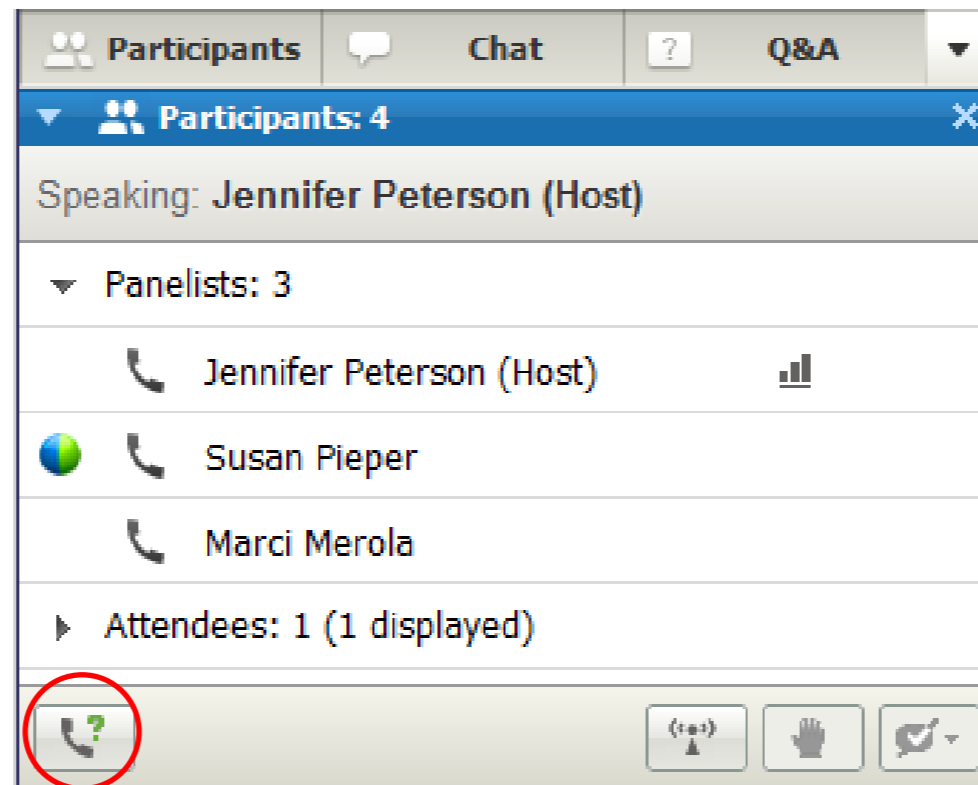
Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**

# Telephone Access

If you not able to listen via your computer, you may join by phone.



**Step 1:** Click on **Phone Icon** under the Participants list.

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** and **Attendee ID** provided.

# Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

The screenshot displays a webinar control interface with three main panels: Participants, Chat, and Q&A. The Participants panel is expanded, showing a list of participants including Jennifer Peterson (Host), Susan Pieper, and Marci Merola. The Chat panel is also expanded, showing a message from WJ Support to All Participants. The Q&A panel is collapsed. A red arrow points to the 'X' icon on the Participants panel header, and another red arrow points to the right edge of the Chat panel.



Remember to post to **Q&A panel**  
if you need technical assistance.

Other Technical problems?

**Contact WebEx support**

**Event Number: 716 535 564**

**Phone: 1-866-229-3239**



Co-Produced by:

**Jennifer Peterson**

WebJunction Community  
Manager

Produced by:

**Zola Maddison**

WebJunction  
Project Coordinator





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# Today's Presenter



**Andromeda Yelton**

[andromedayelton.com](http://andromedayelton.com),

boundary spanner,  
member of founding  
team, [Gluejar](#) and  
[Unglue.it](#)

# Bridging the Digital Divide with Mobile Services


Andromeda Yelton  
25 July 2012

- the demographics of mobile internet users, and why this matters to libraries' mission
- real-life examples of online library services aimed at diverse populations
- mobile friendly steps you can take even with limited time, budget, or expertise.

further resources:

<http://andromedayelton.com/wjevent>

you

The background of the image is a dense field of out-of-focus lights, creating a bokeh effect. The colors are primarily warm, ranging from deep reds and oranges to bright yellows and whites, set against a dark, almost black background. The lights vary in size and intensity, giving the impression of a starry night sky or a festive light display. In the center of the image, there is a semi-transparent white rectangular box containing the text "who? why?".

who? why?

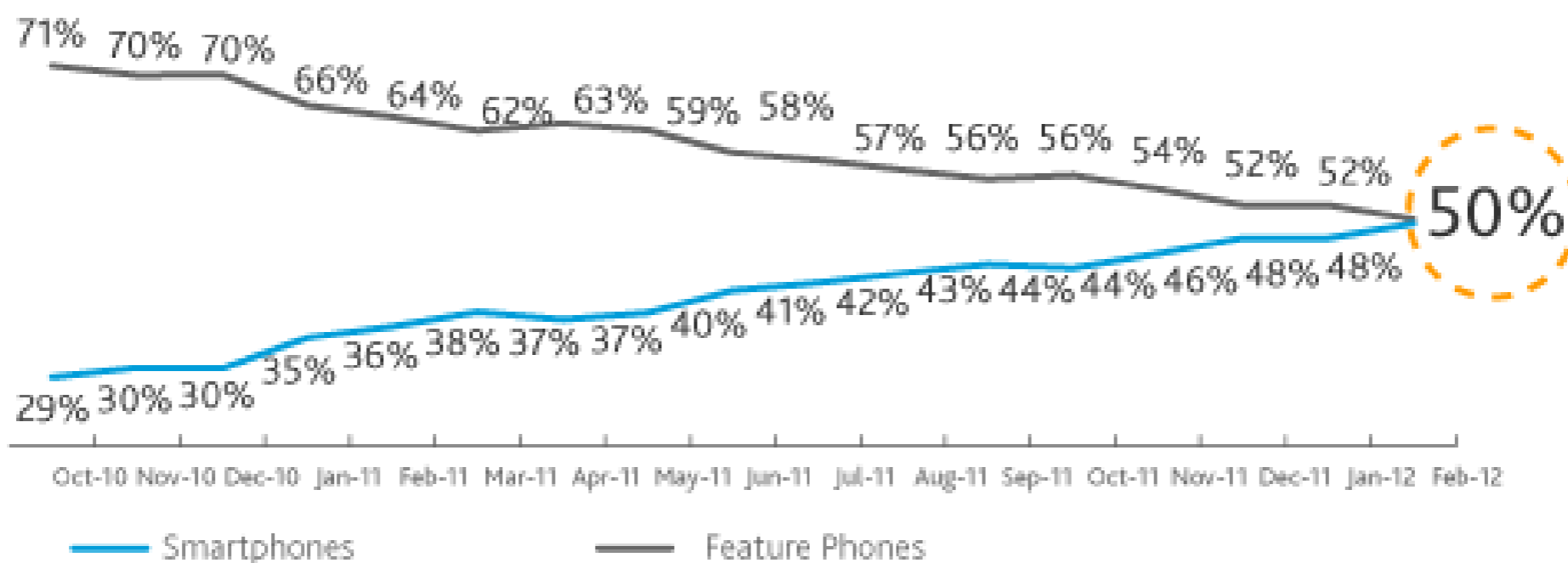


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## U.S. Smartphone Penetration

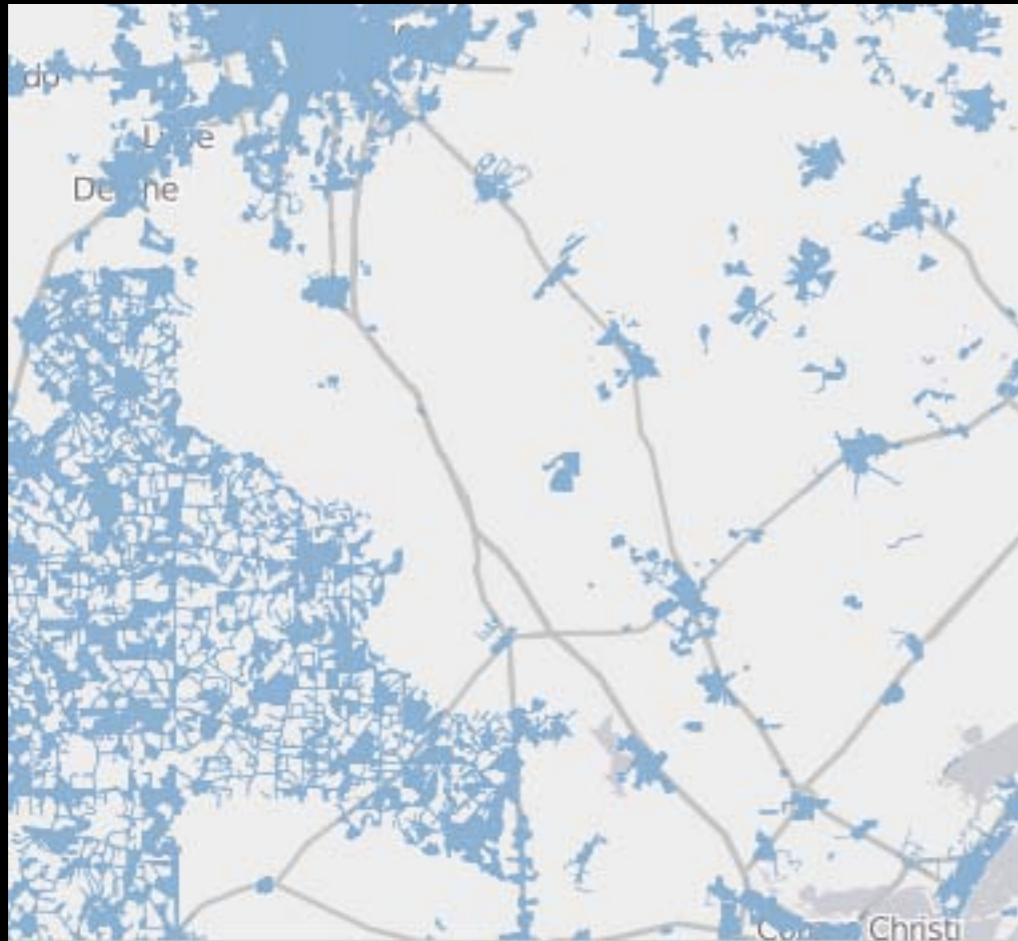
February 2012, Nielsen Mobile Insights



Read as: During February 2012, 50 percent of US mobile subscribers owned a smartphone

Source: Nielsen

nielsen



broadband



mobile



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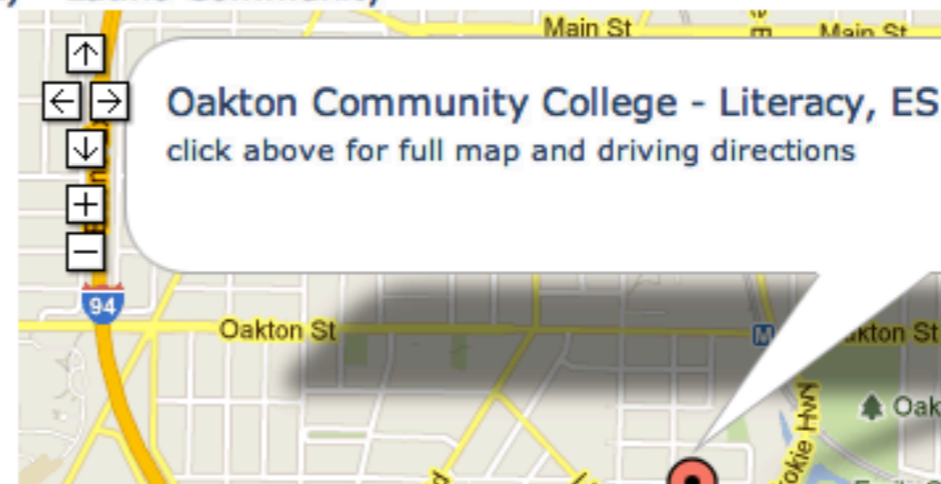
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# SkokieNet New Immigrant Portal

<http://www.skokienet.org/community/newimmigrant>

# Andromeda Yelton

Across Divided Networks

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## my talk at #cildc

March 27th, 2012 · Uncategorized

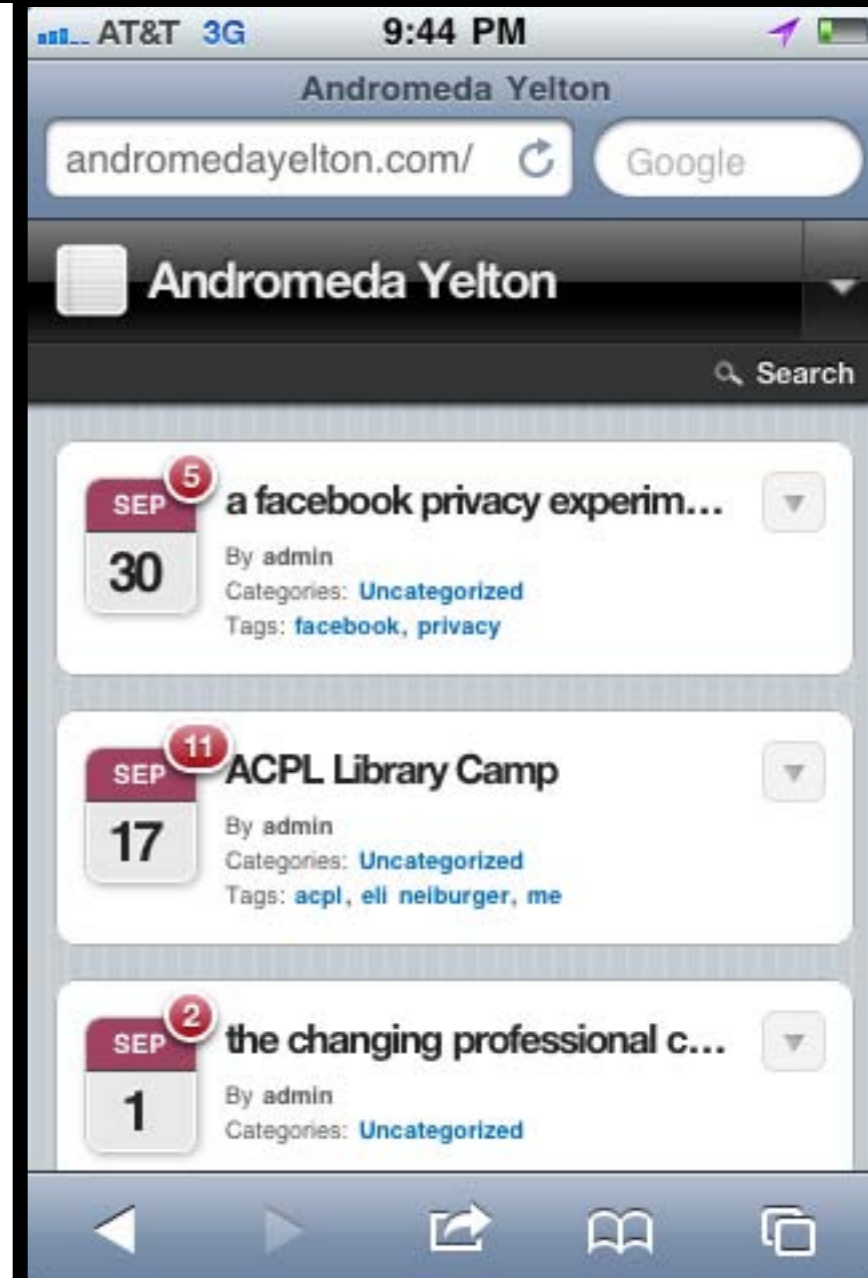
I was on a panel of vendors at [Computers in Libraries](#) last week, talking about the future of ebooks. It was [streamed](#) by the fine folks at [This Week in Libraries](#) (I got to have lunch with Erik and Jaap! yay!), and my talk is at the beginning of that stream but the first minute or two is cut off — they may be putting up an HD version and I'll tell you if that happens. (ETA: [here you go!](#))

I also have an export of me rehearsing this in Keynote you can have a look at (as it's a preliminary version please forgive the minor errors). (ETA: now, embedded! Thanks, Vimeo.)

To search, type and hit enter

### COMMENTS

- Aaron Dobbs on LITA Presidential Candidate Interviews: Aaron Dobbs
- Bohyun on LITA Presidential Candidate Interviews: Aaron Dobbs
- admin on Newbery, Caldecott, and knives to a knife fight
- Lauren Pressley on In which I comment on the LITA board and transparency.
- Lauren Pressley on In which I comment on the LITA board and

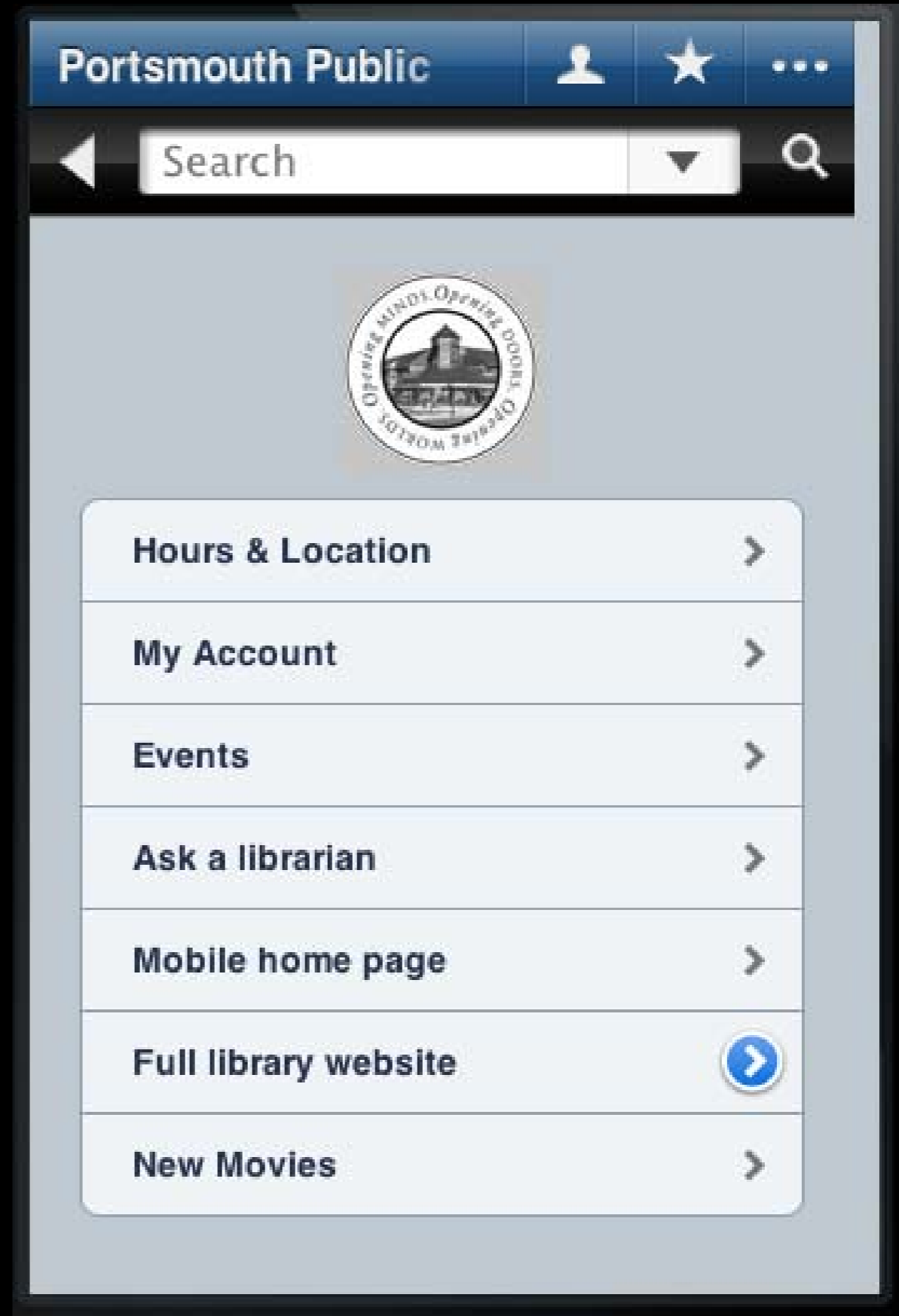


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WordPress + WPTouch  
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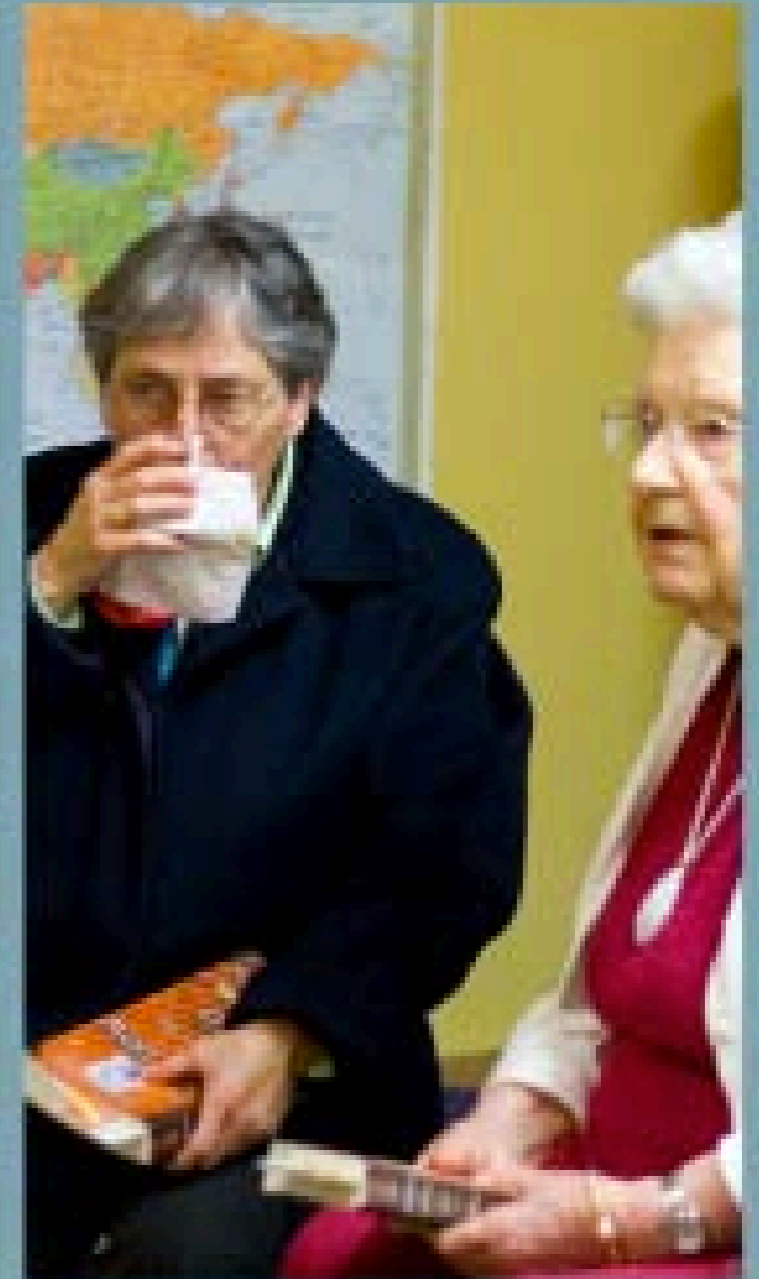
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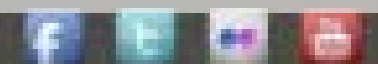


Open today: 10-9

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hello@nicevillelibrary.org

<http://influx.us/onepager/>





tools and stories: beyond the web site

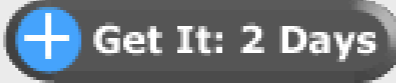





Little Priest Tribal College  
Winnebago, Nebraska

# The five laws of library science,

## Holdings Information

Location: MAIN COLLECTION  
Call Number: [Z670 .R22 1964](#)  
Number of Items: 1  
Status: Available 

## More About This Item

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The following information will be sent via a text message:

Location  
main collection  
Call Number  
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Title  
The five laws of library science,

Your Cell # *(required)*   
*10-digits, include area code, no hyphens, no spaces*

Provider *(required)*

Optional: If you would like a short note, fill in the following:

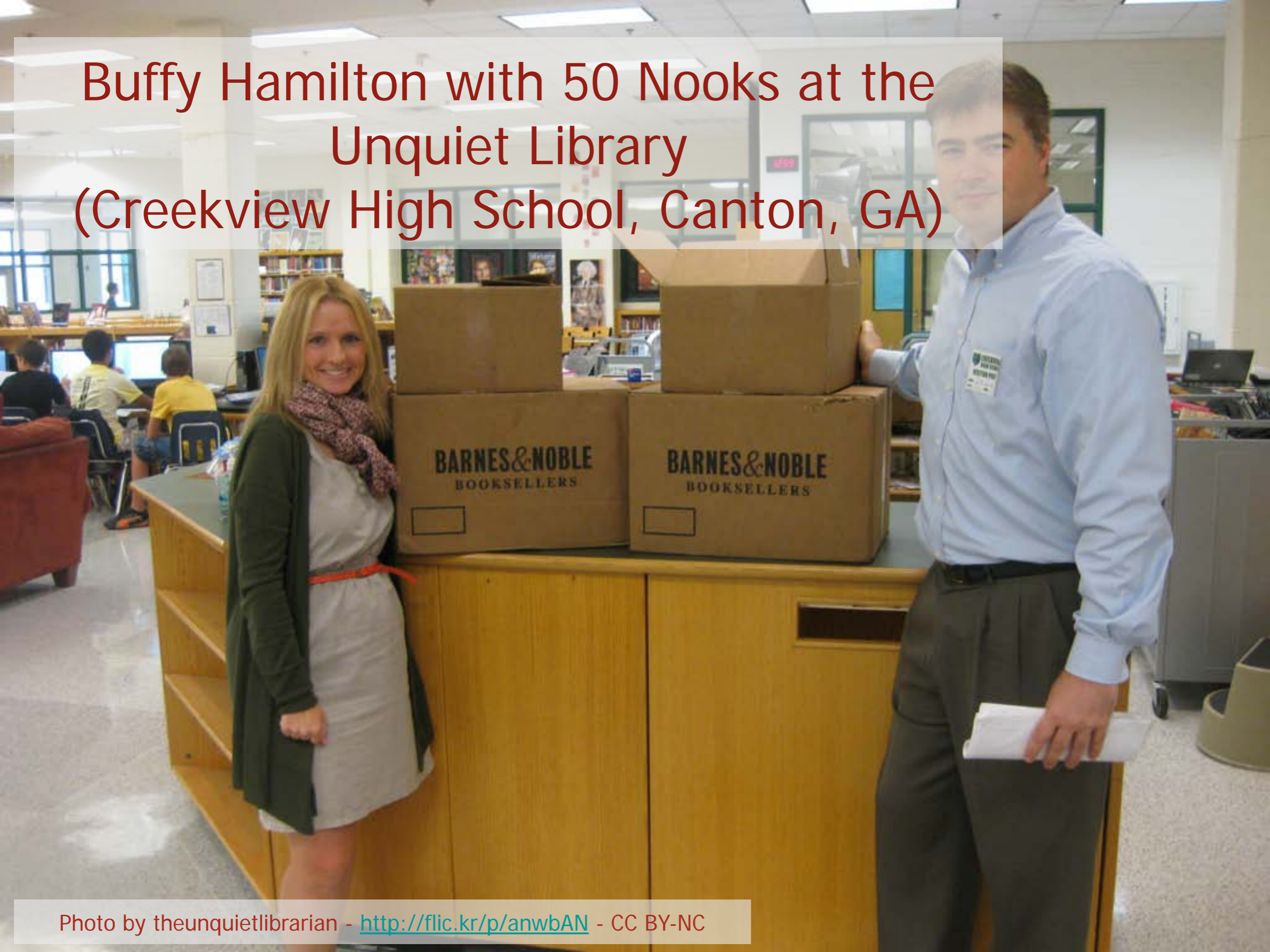
Note:

Email to SMS  
(Eastern  
Kentucky  
University)

Skokie Public Library (Skokie, IL):  
holds, overdues, courtesy notices

Lupton Library (U of Tennessee -  
Chattanooga) & Auraria Library (U of  
Colorado - Denver):  
text reference

# Buffy Hamilton with 50 Nooks at the Unquiet Library (Creekview High School, Canton, GA)



SOLVE  
CUSTOMER  
PROBLEMS

FEATURES  
ARE NOT  
BENEFITS


## your story

1) Who's your population? What tech do they have (and not have)?

2) What's at least one problem you can solve for them with mobile technology?

3) What skills do you need? Which do you have? How can you get the rest?

4) What three things will you do next?

The background of the image is a dense field of out-of-focus, glowing bokeh lights. The colors are primarily deep reds and oranges, with some lighter, golden-yellow highlights scattered throughout. The lights vary in size and intensity, creating a shimmering, magical atmosphere. In the center of the image, there is a semi-transparent white rectangular box containing the word "magic" in a simple, lowercase, sans-serif font.

magic



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