

The 411 on smartphones, apps, downloads and QR codes



Patrons, students and general researchers who have smartphones are using apps and QR codes every day. Your library can benefit from this enthusiasm when you promote the fact that your online resources are mobile.

What makes a SMARTPHONE smart?

In contrast to cell phones that mainly place calls and send texts, smartphones receive email, access the Internet, shoot videos, manage documents and more. Well-known names include Apple's iPhone®; and DROID, which runs on Google's Android platform.

What's the deal with all these apps?

A mobile application ("app") is a program designed for smartphones and other mobile devices. Thousands of apps offer games, podcasts, music, news, TV, social networking and much more. Some charge a nominal fee to download; others, like *AccessMyLibrary*, are FREE.



What's that blob?

It's a QR (Quick Response) code. Like the supermarket scanner that reads prices, the QR code reads URLs. Using a barcode reader, a smartphone scans the code, which opens instantly to a web page — no more typing in addresses!

The QR code above opens to Gale's *AccessMyLibrary* download page at iTunes. **Grab a smartphone and try it!**

How do I get an app?

Apps are marketed through the manufacturers of the platforms that run them. Owners of iPhone, iPod touch® or iPad® go to Apple's iTunes Store. DROID owners go to Google's Android Market™.

Using an iPhone as an example:

- Touch the App Store icon to access the store
- Enter search terms or click through the menu of categories
- Click on an app's icon
- Click "download" or other prompt. The process takes only one or two minutes

After the app downloads, its icon will appear on the iPhone. After that, you need only touch the icon to open and run the app.

Any apps just for my library?

AccessMyLibrary is a unique app that gives your patrons and students free access to your Gale online resources. Learn more about it at gale.cengage.com/webinar/brainshark.



Boost usage!

Promote *AccessMyLibrary*, a free app that puts your resources into users' hands. Learn more at gale.cengage.com/apps.

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