QR Codes
Using Smart Phones to Deliver Information

When: Wednesday, November 17, 2010
Time: 12:05pm to 1:00pm
Where: Health Sciences Education Building, Room 2110
Who: Anne Morrow, Nancy Lombardo, and Justin Barbour
What: Library and Information Technology Forum

Program Description
The University of Utah Libraries have embraced QR ('quick response') codes as a means of delivering additional information to patrons via their mobile device. QR codes are two dimensional codes that can be scanned with a mobile device's camera and a reader application to link to various resources such as a URL, application, or video. This presentation will introduce QR codes and explore how they can allow libraries to connect faculty, students and visitors to the information they want at the point of need. The libraries on campus are currently using them to link to Web sites, access digital learning objects, promote classes, and guide users to specific library locations. Come learn about the next generation bar codes and see how they can be useful to you!

Presenters
Anne Morrow is the Digital Initiatives Librarian at J. Willard Marriott Library. Anne has a background in digital collection management, institutional repositories, metadata and MARC cataloging.

Nancy Lombardo is the Information Technology Librarian at the Spencer S. Eccles Health Sciences Library. Nancy manages the library's IT department, coordinates the library's digital collections, digital media services and Web services, and teaches classes relating to technology.

Justin Barbour is the Education and Information Technology Teams Assistant at the Spencer S. Eccles Health Sciences Library. Justin assists the Education and Information Technology Teams with class information development, digital collections, and various technology initiatives within the library.

Light refreshments will be served!
Co-sponsored by the Spencer S. Eccles Health Sciences Library
And the Media-On-Demand Committee

For more information, contact Jeanne Le Ber at 801-585-6744 or jeanne.leber@utah.edu
http://library.med.utah.edu/or/lift/lift.php