saturated countries like Japan for some time. As a result, an educational campaign will be required to inform patrons about these crossword puzzle-looking images. Still, "the public is becoming more savvy about these things," Cathy Sanford, Contra Costa deputy county librarian, told LJ. She also pointed to the recent rollout by Google to place QR codes in nearly 200,000 local businesses across the country, as well as pioneering library QR code service pilot projects such as the one from the Sacramento Public Library, CA, that sends users to text message chat info when they scan a code on the library's blog.

Once the CCCL project is in full swing, QR codes will be embedded across the range of services the library offers. Sanford said that popular collections will have barcodes that link directly to readers' advisory materials online, including read-alikes patrons are encouraged to check out. The library will also embed QR barcodes in its promotional and marketing materials, linking patrons directly to pages with location information, schedules, and related events.

Finally, QR codes will be attached to all materials served up by another of CCCL's partially BALIS-funded technology innovations: its Library-a-Go-Go automated materials vending system (see LJ 8/09, p. 16). QR codes at these unstaffed locations will link patrons to the library's text message (SMS) and chat reference services, as well as any other

**MORE ON MOBILE**

Gale has debuted its AccessMyLibrary (AML) mobile app for the iPhone. This follows shortly after the announcement of custom mobile interfaces for EBSCOhost resources and the Summon discovery platform from Serials Solutions (see InfoTech, LJ 12/09, p. 24). AML, however, differs from the others in that it is a dedicated app for a single platform rather than a mobile-optimized web interface. By default, it shows a map view of subscribing libraries through which a patron can access Gale content. Also of note, AML authenticates users via geolocation, meaning users don't necessarily need to be cardholders as long as they're within a ten-mile radius of a subscribing institution.

On the mobile audio front, OverDrive has released an app for the Android mobile platform that mirrors the functionality of its recent Windows Mobile OverDrive Media Console, allowing users to access and download audiobooks wirelessly. Hoping for further mobile adoption of digital materials via its platform, OverDrive director of marketing David Burleigh said, "We are committed to providing a complete download experience on mobile devices, with audiobook apps for the iPhone and BlackBerry expected in 2010."

Finally, LibraryThing has worked up one of libraryland's first augmented reality applications. The result is actually a mashup of LibraryThing Local map data and a visualization app for the iPhone and Android platforms called Layar, which projects added information onto real-time camera displays. Tap the application, call up the LibraryThing map data layer, and watch local libraries, bookstores, and more show up on top of the camera view, complete with distance and directional indicators (compass-equipped phone required). Touch the location icons, and you'll be connected to LibraryThing Local listings for more info, including address, phone number, Wi-Fi availability, and upcoming events.
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