May 2008
Innovative Interfaces Expands Its NYC Presence

Smart Libraries Newsletter

Smart Libraries Newsletter delivers hard data and innovative
insights about the world of library technology, every month.

Contributing Editor
Marshall Breeding
615-343-6094
marshall@breeding.com

Interim Editor
Tom Peters
816-228-6406
tpeters@tapinformation.com

Administrative Assistant
Judy Foley
800-545-2433, ext. 4272
312-280-4272
jfoley@ala.org

TO SUBSCRIBE

To reserve your subscription, contact the Customer
Service Center at **800-545-2433, press 5 for assistance**,
or visit **www.techsource.ala.org**.

The 2008 subscription price is just $85 US.

Innovative Interfaces Expands Its NYC Presence

During this period of uncertainty in the library automation industry, Innovative Interfaces has continued its steady influx of new clients and major contracts. Among the company's successes, two recent awards stand out, that of a unified system for the New York Public Library and another for the New York Art Resources Consortium. These major contracts represent the appeal of Innovative's Millennium system across major public, research, and museum libraries, as well as the company's ability to consistently expand its client base.

NYPL Branch Libraries to Adopt Millennium

The New York Public Library (NYPL) system includes both a set of research libraries that function much like academic libraries, and a system of branch libraries that lend materials and perform other services typical of municipal libraries. The automation needs of these two libraries have, until now, required separate automation systems to support their divergent missions.

The Branch Libraries of NYPL span 86 locations throughout Manhattan, The Bronx, and Staten Island, offering a combined lending collection of 7 million items with annual circulation of 16 million transactions. The Research Libraries catalog includes 6.8 million records. The four facilities constituting the Research Libraries include Humanities and Social Sciences Library on Fifth Avenue at 42nd Street, the New York Public Library for the Performing Arts at Lincoln Center Plaza, the Schomburg Center For Research In Black Culture in Harlem, and the Science, Industry and Business Library on Madison Avenue.

The LEO (Library Entrance Online) catalog, currently based on a SirsiDynix Dynix Classic system, provides access to the collections of the Branch Libraries; CATNYP, based on a Millennium system from Innovative Interfaces, represents the holdings of the Research Libraries. The Research Libraries offer their collections for reference use only; the Branch Libraries comprise a set of lending libraries with one of the highest number of circulation transactions in the United States. Combining these two library systems poses an enormous set of challenges, but offers major benefits to its patrons. Given Innovative's strong position among both public libraries and academic research libraries, it is not surprising that a library organization spanning both library types would be drawn to Millennium. Forty-six of the 132 members (35 percent) of the Urban Libraries Council, which includes libraries serving populations of over 100,000, use Millennium, as do 38 of the 123 members (31 percent) of the Association of Research Libraries.

IN THIS ISSUE

Receive *Smart Libraries* **via e-mail**

Subscribers that would like an e-mailed version of the newsletter each month should forward one e-mail address and all of the mailing label information printed on page 8 of the newsletter to jfoley@ala.org. Type "e-mail my Smart Libraries" into the subject line. In addition to your monthly printed newsletter, you will receive an electronic copy via e-mail (to one address per paid subscription) at no extra charge each month.

In one of the largest contracts for an automation system in the last year, Innovative Interfaces was given the nod by the New York Public Library to implement its Millennium system throughout its operations. NYPL already uses Millennium for its four research libraries. This deal brings in the Branch Libraries which currently use a Dynix Classic system from SirsiDynix.

This contract greatly expands Innovative's existing relationship with NYPL and represents the loss to SirsiDynix of a major client. The Research Libraries have been a long time client of Innovative Interfaces, implementing INNOPAC in 1988 and subsequently upgrading to Millennium. The automation environment of the Research Libraries focused on cataloging, acquisitions, and the public access catalog, and not necessarily on circulation, given that the research collections are primarily used for reference. The Research Libraries contracted with Innovative in 2005 to develop an automated call slip system to allow patrons to request materials from the collections, which mostly reside in stacks closed to the public. The libraries began implementation of Innovative's Electronic Resource Management in 2006.

The configuration of Millennium selected by NYPL includes the ecommerce system, supporting online payments of fines and fees, RSS feeds for automatic notification of new materials, and WebBridge, the company's OpenURL link resolver. NYPL also has elected to implement Encore, Innovative's "discovery services platform."

Once complete, this initiative will mark the first time that the collections of the branch and research libraries of NYPL will reside in a single online catalog. In 2007 NYPL implemented a federated search environment based on software from WebFeat that simultaneously searches the collections of the Research Libraries, the Branch Libraries,

the NYPL Web site, its licensed electronic databases, as well as the over 550,000 images in the NYPL Digital Gallery.

As one of the world's major libraries, the New York Public Library is involved in many major projects and initiatives. The library partnered with Google in 2004, for example, to digitize a portion of its book collection. NYPL's book digitization focuses on works in the public domain.

The renewal of NYPL's automation environment fits within a larger effort. In March 2008 the library announced a $1 billion Transformation Plan to help the library meet its rapidly expanding use. The plan allocates $130 million for "technology, online expansion, collections, education, and staff." While only a small portion will go for the implementation of this new automation system, it is clear that the library recognizes the need to make significant investments in its online presence.

A Long History of Library Automation

As one of the nation's largest and most complex libraries, NYPL took an early interest in library automation. In the early to mid-1970's the New York Public Library developed its own automation system, primarily functioning as a cataloging system. (See Malinconconico, Michael S. and Rizzolo, James A, "The New York Public Library automated book catalog subsystem" Journal of Library Automation. March 1973). Since that time, both the Branch and Research Libraries have cycled through a number of commercial products, averaging a new system each decade.

In 1984 the Branch Libraries selected a DataPhase system as part of the TriLi consortium that also included the Queens Borough Public Library and the Brooklyn Public Library. The Branch Libraries implemented the Libs100 system from

CLSI in 1986, which it operated until 1994 when it migrated to Dynix in a $9 million project. At that time the Branch Libraries had 1.8 million registered users, a collection of 10.5 million items and had annual circulation of over 10 million. The implementation of the Dynix system represented the first time that the NYPL catalog was available through the Internet.

The Research Libraries implemented the TOMUS system from Carlyle Systems, Inc., in 1984. This system was somewhat short lived. In 1988 the Research Libraries replaced TOMUS with INNOPAC, which has subsequently been upgraded to Millennium.

Public Library Automation in NYC

Of the five boroughs of New York City, Manhattan, The Bronx, and Staten Island are served by the New York Public Library. Brooklyn and Queens each are served by independent library systems. Innovative's Millennium has been selected to support library patrons in four out of the five NYC boroughs. Brooklyn Public Library joined Innovative's fold in 2002 when it selected Millennium to replace its Geac PLUS system.

The Queens Borough Public Library currently uses DRA Classic from Sirsi-Dynix. The library selected Horizon 8.0, but has not gone forward with its implementation given the withdrawal of that product by SirsiDynix in 2007. Queens has implemented AquaBrowser as its interface. Queens claims the position as the public library in the United States with the largest circulation, with over 21 million transactions per year.

Millennium Selected for New Consortium of NYC Museums

New York City hosts some of the world's greatest museums. The libraries asso-

> ## "In today's technological environment, problems of scale have diminished and pressures to gain efficiencies through consolidation and to create more expansive systems prevail."

ciated with three of these museums, the Frick Art Reference Library and the libraries of the Brooklyn Museum and the Museum of Modern Art, recently elected to participate in a shared library automation system, and have selected Millennium from Innovative Interfaces as its platform.

In April 2007 the libraries of these three museums formed the New York Art Resources Consortium, following the recommendations that came out of a planning grant funded by the Andrew W. Mellon Foundation. One of the key goals of the consortium will involve the implementation of a shared automation system that will provide the ability for researchers to simultaneously search the collections of the libraries associated with these major museums. The NYARC consortium will also use WebBridge and Electronic Resource Management system from Millennium. The Andrew W. Mellon Foundation provided $669,000 to fund the implementation of the shared automation system for the three libraries.

The Frick Art Reference Library will host and administer the system on behalf of the consortium, which has been an Innovative client since 1987. The Brooklyn Museum of Art and the Museum of Modern Art will both migrate from Voyager systems. Once implemented, researchers will have the option to search the combined catalog or to search the individual collections. Building on the efficiencies offered by the shared ILS, the members of the consortium will also work toward joint efforts in cataloging, acquisitions, serials management, and licensing of electronic content.

The Metropolitan Museum of Art is also a founding member of the con-

sortium, but will not participate in the shared ILS. The Metropolitan Museum of Art implemented INNOPAC in 1995 and upgraded to Millennium in 2003. Though part of the NYARC consortium, it will continue to operate its separate Millennium system. The shared system will provide access to 750,000 records, representing a wide variety of materials across the collections of the three museums, including books, serials, exhibition catalogs, photographs, and archival materials.

Strength in Numbers

While both the NYPL and the NYARC contracts highlight Innovative's expanding business in New York City, they also represent an important trend in library automation: improving services through consolidated search environments. In earlier phases of automation, many library organizations elected to offer separate systems, both out of concerns over whether current hardware and software platforms were appropriate for consolidated implementations and in the interest of creating specialized, collection-specific interfaces. In today's technological environment, problems of scale have diminished and pressures to gain efficiencies through consolidation and to create more expansive sys-

tems prevail. As users become acclimated to searching ever larger bodies of information on the Web, libraries find it less attractive to continue to maintain separate information silos and seek out opportunities to cooperate and consolidate.

–Marshall Breeding

More Info. @:

Innovative Press Release About NYPL Contract:
http://www.iii.com/news/pr_template.php?id=371

NYPL Press Release About Its Transformation Plan:
http://www.nypl.org/press/releases/?article_id=86

Innovative Press Release About NYARC Contract:
http://www.iii.com/news/pr_template.php?id=372

3

Have Fun

Earlier this year some colleagues and I were discussing via email a professional activity. (Oh, Prufrock, do not ask "What is it?") In the course of the email exchanges, I included a comment that I thought the activity being discussed was both fun and informative. A colleague responded to my comment by stating that value and importance of the professional activity we were discussing extended far beyond being merely fun and informative. Although my colleague did not overtly state it, I think it was the "fun" part of my comment, rather than the "informative" part, that prompted the corrective response.

Up until about a year ago, I would have accepted this correction without any qualms and further thought. Now, however, I'm not so sure. Ever since I attended and participated in the ALA Gaming, Learning & Libraries Symposium in Chicago last July, I have been thinking about fun and games and their relationship to informative learning and working experiences. Thinking earnestly about having fun is ludicrous at some level, akin to dryly trying to analyze and explain why a joke is funny, rather than merely laughing at it. As a result of my earnest thinking about fun, however, my tentative conclusion is that we moderns have done a number on fun.

Modernity tends to place fun on a deferred pedestal. We tend to say to ourselves, our children, and our co-workers: If we work hard at learning or our current work-related tasks and responsibilities, eventually we will reward ourselves by having some fun. Work first, then play. That's our motto and our practice. This seems straightforward. It has become so ingrained in the modern mindset that this attitude toward fun seems almost natural and inevitable. Fun is held out as the carrot that functions as the delayed

reward for a job well done. We have placed fun on a pedestal of deference. We both honor and delay the activity of having fun, and, in the process, have turned fun into a business.

The problem with the prevailing modern attitude toward fun is that, by placing fun on a pedestal of deference, we have a tendency to suck all the fun out of the work and learning that must be completed before the fun can begin. When fun is the reward, we tend to perceive work and learning as a mirthless grind.

Another perhaps unintended consequence of the modern tendency to place fun on a pedestal of deference is that whole industries and locales devoted to fun have sprung up, from Disney World to Chuck E. Cheese. When we make fun a deferred reward for a joyless job well-done, we also have a tendency to commodify fun and situate it in a particular place and time. Thus Disney has the cheek to proclaim a drained and overdeveloped wetland in central Florida the happiest place on earth. After the quarterback for the winning Super Bowl team suffers the slings and arrows of outrageously large defensive linemen, he gets to make a commercial that declares that he's now going to Disney World as his fun reward.

What does all this have to do with library information systems? As Andrew Pace and others have noted, many current integrated library systems suck. These systems have not kept up with user expectations in terms of functionality, ease of use, a clean, flexible, and forgiving interface, and opportunities for interactivity and user value-adding that characterize many of the better Web 2.0 tools.

In light of this little analysis of the "fun" crisis, however, we are forced to add: Not only do online catalogs suck, they're also decidedly no fun. Most library information systems and services

make no pretensions of even trying to be a little fun. Using a library clearly is in the arduous and un-fun camp of modern learning and work.

In some fundamental ways, the whole gaming in libraries movement is challenging and redefining the modern understanding of fun and its place and role in the human endeavor. For the gaming mentality, learning and having fun are neither mutually exclusive nor sequential. It is not only possible, but preferable, that learning and having fun be inextricably interwoven. If library systems and services are going to survive and thrive in the 21st century, they will need to include some fun factors.

This admonition to reintroduce and redesign fun back into library information systems should not be understood as a calypso call to forget one's worries and be happy. Making library information systems fun will require much more creative, collaborative hard work by our profession than it took to create the mirthless information systems we have today.

How to put some fun back into library information systems is not a trivial or straightforward question. Some wag may suggest that we design into information systems an annoying animated paperclip that pops up when you least expect it and asks if it can be of assistance ("I noticed that you are trying to compose a letter. May I help you?"). Whimsy and the unexpected may be viable paths to adding the glee to using information systems, but we will need to test and observe how the users of our new information systems have fun without killing all the fun in the process. In addition to usability studies of our information systems, we will need to undertake risibility studies. Let's roll up our sleeves and have some fun.

–Tom Peters

Qwaq: Why a Duck?

After approximately two years of fairly intense exploration and development of library services, collections, and information experiences in existing virtual worlds, such as Second Life, Teen Second Life, and Active Worlds, some librarians are beginning to explore and perhaps "colonize" other emerging virtual worlds. Qwaq Forums is one such three-dimensional virtual environment that is garnering attention from librarians.

In April John Walber from LearningTimes provided several dozen librarians with an orientation tour of several locations in Qwaq Forums. On April 3rd, in conjunction with the Virtual Worlds Conference in New York City, Qwaq and LearningTimes announced that LearningTimes has selected Qwaq Forums as its platform for three-dimensional virtual training, workshops, conferences, and other live interactive events. Qwaq was initially designed as a virtual work environment for for-profit businesses (their corporate motto is "Virtual spaces for real work,") but it could be easily extended to embrace formal learning and informal learning activities, the meat and potatoes of libraries.

As libraries and library-related organizations continue to explore the possibilities for librarianship in Second Life, several limitations have been noted. First, it is somewhat difficult to pull external information objects (documents, spreadsheets, presentations, web-based resources, etc.) into Second Life and present them easily and well. Second, while Second Life is open to almost all forms of human activity and interaction (gambling has been banned, but that is about it), this can give libraries, city governments, institutions of higher education, and other cultural and social institutions pause. Qwaq seems to be positioning itself as a virtual world platform dedicated to business and work activities, beginning with for-profit businesses and branching out to not-for-profits and educational institutions.

Qwaq Forums—the virtual environments created with the Qwaq platform—tend to be private, by-invitation-only environments. This fact points to an interesting fundamental problem for the overall development of virtual worlds. Some virtual worlds basically are open to anyone worldwide who has the proper equipment, time, and inclination to become active and involved in that virtual world. These could be called "open" virtual worlds, as long as that phrase is not confused and conflated with open source virtual world platforms. Other virtual worlds are basically closed, in the sense that not just anyone can join and participate. Some libraries, such as academic libraries and corporate libraries, may be tempted and/or pressured by their parent organizations to steer clear of open virtual worlds and invest all their time and talent in carefully selected closed virtual worlds. Open virtual worlds tend to develop nasty reputations as places where just about anything goes, and they tend to be places where intellectual property can be difficult to define and defend. If, however, virtual world librarianship has a role to play as a public good, just as public libraries function as a public good in the real world, the chances for achieving and enhancing this public good status in virtual environments seem better in open virtual worlds than in closed virtual worlds. If virtual world librarianship is to be the third wave of librarianship, after real-world and web-based librarianship, we need to proceed with caution.

—Tom Peters

More Info. @:

Qwaq website:
http://www.qwaq.com/

Press Release about Qwaq and LearningTimes:
http://www.qwaq.com/company/press_releases/pr-2008_04_03.php

Serials Solutions' Product Line Now Includes AquaBrowser

Serials Solutions continues to build its arsenal of products related to the management and access of electronic content. In mid-March 2008, the company announced that it had been named as the exclusive distributor for AquaBrowser for all academic libraries in North America.

AquaBrowser, part of the genre of new library search interfaces, was created by Medialab Solutions, a small company based in The Netherlands. With over 200 installations, AquaBrowser currently holds the lead in this category of library software.

Beginning in 2004, The Library Corporation (TLC) signed an agreement with Medialab Solutions to distribute Aqua-Browser to libraries in North America. In June 2005 Medialab strengthened its relationship with TLC, giving it exclusive representation to libraries in the United States, Canada, Singapore, Australia, New Zealand and the Philippines. In January 2007, TLC and Medialab Solutions announced a three year extension of this exclusive relationship. This relationship unraveled only months later when Medi-alab Solutions went through a major business transition. TLC has since gone on to create its own new-generation discovery interface for libraries called Indigo.

Medialab Solutions was acquired by R.R. Bowker in June 2007. Both R.R. Bowker and ProQuest, the parent company of Serials Solutions, reside with Cambridge Information Group (CIG). As part of the CIG family of companies, Serials Solutions has increasingly become involved in the technology focused components of the business. This focus, coupled with its existing network of academic library clients, make it the part of the overall company best positioned to promote AquaBrowser to academic libraries.

Serials Solutions continues to expand its position in the library automation industry. Last month we reported that ProQuest acquired WebFeat and folded it into Serials Solutions, making it the dominant player in the federated search arena. This new addition of AquaBrowser to the company's portfolio strengthens its ability to compete with companies such as Ex Libris for the technology dollars of academic libraries.

Until the last year, interest in Aqua-Browser came primarily from public libraries. More recently, academic libraries such as the University of Oklahoma and the University of Chicago have purchased the product and will likely serve as a catalyst for future sales in this sector. In this phase of library automation where libraries have taken a strong interest in improving the interfaces to their content and services, Serials Solutions gains access to the product at a time when the pump is primed for many new sales.

—**Marshall Breeding**

More Info. @:

Press Release:
   http://www.serialssolutions.com/
   press/press03-17-08.html

BookGlutton's Table is Set

In the December 2007 issue of *Smart Libraries Newsletter* we provided an introductory article about an online reading and reader community project called BookGlutton, which enables people to read books online in a snazzy interface, and, perhaps more importantly, communicate and interact with other people who are reading the same book as pretty much the same time. Since then, the BookGlutton development team has been gorging themselves on interesting new developments. In January BookGlutton officially released its public beta version to, well, the public. Up until a few months ago, BookGlutton worked only with the Firefox browser. Now it works with Safari and Internet Explorer (version 7) as well. The BookGlutton reader software has been enhanced to handle embedded images, including color images.

Book Glutton users can join multiple groups or read a book online along with everyone else who happens to be reading that book at the time. Group names range for the predictable (Jane Austen, Charles Dickens, etc.) to the outlandish (Crazy Antediluvians, Stumbling Funsters, etc.).

In April BookGlutton was recognized as one of five short-list nominees for a 2008 Webby Award in the category of Community. They are up against some big hitters, such as Flickr, Delicious, and StumbleUpon, but it is quite an honor just to make it on the short list—within a long list of categories—of nominees.

Now that the invitation to step up to the table and try the BookGlutton repast has been extended to everyone, it is easy to imagine this project either as yet another failed and soon forgotten attempt to take reading online, or as the endeavor that boldly succeeded where others had failed. On the one hand, BookGlutton does ask readers to read online,

which entails staring at a screen for hours on end. Many of us already do that, but not when we want to read for pleasure. On the other hand, BookGlutton has extended the menu beyond merely reading online to embrace interesting conversation with others who are reading the same book. Conversation may transform this meal from the dogged pursuit of a biological necessity to an occasion of intellectual joy and community engagement. LibraryThing already has wrapped the creating of personal catalogs of bibliographic records and other metadata in a cloak of community. Now BookGlutton seems poised to do the same for the reading of full texts. The history of the digital revolution has taught us that wherever citations and bibliographic records venture, the full text is soon to follow.

BookGlutton would be a great experiment for literature classes to try, ranging from middle school students reading Macbeth for the first time to graduate school literature seminars on more obscure literary works in the public domain. Informal book discussion groups may take to BookGlutton as well, even though the individual members will need to bring their own ingestible comestibles. BookGlutton also enables current authors to upload and share their works, which could lead to some interesting online book discussions involving the authors themselves. Even

these "one city, one book" annual events, which seem to be cropping up everywhere, could make good use of BookGlutton. For example, just before the annual Taste of Chicago mid-summer festival, the City of Chicago and the Chicago Public Library could use BookGlutton to unify Chicago readers in an interesting community discussion event, tying the BookGlutton online communal read with summer reading programs. By using BookGlutton, the discussion could attract participation by Chicagoans worldwide. The tie-in motto could be: Gorge your mind, then your belly. **—Tom Peters**

More Info. @:

BookGlutton Website:
http://www.bookglutton.com

Webby Award Nominees:
http://www.webbyawards.com/webbys/current.php?season=12#webby_entry_community