



# Turning the Pages 2.0

*One Year On*

Michael Stocking  
CEO Armadillo Systems

# Turning the Pages 2.0



# Turning the Pages 2.0



## British Library access interface

### 3 ambitions:

- engaging user experience
- smart
- scalable

# Turning the Pages 2.0



**Beach head project**

**Academic / lay audiences**

**Rare books**

**Underline BL technology leadership**

# Turning the Pages 2.0



## What's the point?

- Competitive knowledge landscape
- Special collections as differentiators
- Importance of comparative user experience
- Reinforcement of the brand
- Access and interpretation
- Donor appeal

# Turning the Pages 2.0



## Not for everything

- Book as object
- Book as icon
- Book as gateway

# Turning the Pages 2.0



Let  $x$  flowers bloom  
to the power of  $y$

# Turning the Pages 2.0



**“THANK YOU! THIS IS ONE OF THOSE THINGS THAT MAKE LIFE WORTH LIVING.”**

**Adriana Redaelli**

**Lecco**

**Italy**

# Turning the Pages 2.0



[www.bl.uk](http://www.bl.uk)

[www.turningthepages.com](http://www.turningthepages.com)

[digitalonlineculture.blogspot.com](http://digitalonlineculture.blogspot.com)