Turning the Pages 2.0

One Year On

Michael Stocking
CEO Armadillo Systems
Now what?
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
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
Not for everything

- Book as object
- Book as icon
- Book as gateway
Let $x$ flowers bloom to the power of $y$
“THANK YOU! THIS IS ONE OF THOSE THINGS THAT MAKE LIFE WORTH LIVING.”

Adriana Redaelli
Lecco
Italy