A Field of Innovation

MOBILE TECHNOLOGY

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AGENDA

• Assessment of the Mobile Market
• Mobile Websites
• Mobile Applications
  – Apple: iPad®, iPhone® & iTouch®
  – Blackberry®
  – Android™
• eBooks
  – Amazon Kindle™
• Listing of West Mobile Technologies and Additional Resources
Assessment of the Mobile Market

Markets and technology are evolving rapidly.

**Legal Market**
- 82% of practitioners own a mobile device, but only 20% use a device for legal research

**eBook Market**
- eBook sales increased 177% in 2009
- 68 million U.S. consumers are interested in reading eBooks on any device
- By 2018, eBooks are projected to outsell print books in the consumer market

**Mobile App Market**
- Apple’s App Store: Over 200K apps available for iPhone/iPad
  - Estimated $1 billion in sales per year
- Google’s Android App Store: Over 50K apps available for Android
  - Estimated $100 million in sales per year
Go Mobile with WestlawNext
Available for BlackBerry®, iPhone®, Android™

m.next.westlaw.com
Mobile Applications for Apple’s iPad®, iPhone® & iPod Touch®

The Norton Bankruptcy Dictionary

Black’s Law Dictionary:

U.S. Constitution:

Sum and Substance Series:
Black’s Law Dictionary, 9th Edition

Black’s Law Dictionary, 9th Edition is currently under development and will include the following enhancements from the 8th Edition:

1. Improved interface
2. Word of the Day
3. Bookmarking of terms
4. Words and phrases (iPad only)

Mobile Applications – Currently in Development for Apple’s iPad®, iPhone® & iTouch®
Mobile Applications – Currently in Development for Blackberry® and Android™
Currently have over 100 West eBook titles available on Kindle including:

- Rules, Codes, Treatises, Handbooks, Trial Objections, Legal Strategies & Tactics

Pilots have shown the Kindle is best suited for linear reading (not ideal for Casebooks and standard legal research)
For a Listing of All West Mobile Technologies Visit:

Mobile Applications and Websites:  
http://west.thomson.com/products/services/mobileapps/default.aspx

Reuters News Pro:  
http://www.reuters.com/tools/mobile

CLE Mobile though West LegalEdCenter:  
http://westlegaledcenter.com/splash/index.htm

eBooks:  

eBook Title List:  
http://west.thomson.com/pdf/promotions/eBook_Collateral_Sheet.pdf
Additional West Resources

- Publish or Perish: Can the iPad topple the Kindle, and save the book business?: http://www.newyorker.com/reporting/2010/04/26/100426fa_fact_auletta
- http://twitter.com/westlaw
- http://legalcurrent.com/
- http://www.westlawinsider.com
- Faculty Commons: http://www.westlawinsider.com/category/lawschool/ Blog for law faculty and librarians which is a subset of the Westlaw Insider blog.
Questions?

Thank you!

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