Just a couple of quick links to more info:

<https://bitbucket.org/whizzzkid/arduino-lcd-projects/src/3f10686e7464665c5c59d7be772c00af7a4a93e8/scrollOneLine/scrollOneLine.ino?at=master&fileviewer=file-view-default>

<https://arduino-info.wikispaces.com/LCD-Blue-I2C>