Gadgets & Gizmos

Sanctifying Mobile Technology

Outline

- Guiding Principles
- QR Codes
- Registration & Mobile Donations/Payments
- Custom Mobile Apps
- DIY Podcasting and Video Production

Guiding Principles:

Worship and Devotions

Worship

- Requires close scrutiny.
- Don’t make rash decisions; we’re still in the Wild, Wild West.
- Ongoing discussion of what role tech can play in official Liturgies / Sacraments.

Devotional Life

- Mobile devices **can** assist us in personal prayer & devotions.
- Confession, Praying the Rosary, General Prayers, Novenas, etc.
- Some Apps I use and recommend:

iRosary

iBreviary

Confession

Sanctify Everything

- Our main objective? Sanctify everything we do in life.
- We use mobile devices for entertainment, information and work.
- Devices should never have power over us.
- Do not idolize and become enslaved to your mobile phone!*

*http://arstechnica.com/tech-policy/news/2011/08/forget-dagon-baal-and-asherah-smartphones-are-the-new-idols.ars

QR Codes

QR Codes

- Q What?
- Graphical representation of text:

- Hard for humans to read, but useful for mobile devices, where text input is a pain!

Help the
missions!
AT&T 3G
9:58 PM
Scan
Catholic Relief Services:
CATHOLIC RELIEF
Giving Hope to a World of Need
Donate Now
CRS programs around the world
Your donation will help people in need in more tha
emergency response and longer-term humanitaria
make a one-time, secure credit card donation onl
Make a monthly donation.
*Donation Amount:
$25.00
$50.00
$100.00

plantbottle™

*up to 30% made from plants
100% recyclable bottle

redesigned plastic,
recyclable as ever.

Find out more at
www.thecocacolacompany.com/plantbottle

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Guess What You Could Win?

Scan this code or, text
PLANT to 57000**

**MSG&Data rates may apply.

NO PURCHASE NECESSARY. Open to U.S. legal residents 18+. Void where prohibited. Ends 9/30/11.
Full Rules -- heinzketchup.com/fsqr

NOT FOR RESALE

INGREDIENTS: TOMATO CONCENTRATE FROM RED RIPE TOMATOES, DISTILLED VINEGAR, HIGH FRUCTOSE CORN SYRUP, CORN SYRUP, SALT, SPICE, ONION POWDER, NATURAL FLAVORING.

MFD. BY HEINZ NORTH AMERICA,
DIVISION OF H.J. Heinz Co., L.P.
PITTSBURGH, PA 15222
MADE IN U.S.A.

Heinz 5211339-001

QR Code Apps

- iPhone: Scan
- Android: Google Goggles
- Blackberry: App World

Generating QR Codes

- Easy: http://createqrcode.appspot.com/
- Advanced: Google Charts API

  http://code.google.com/apis/chart/infographics/docs/qr_codes.html

Create QR Code

createqrcode.appspot.com

Create QR Code

Generate QR Codes using Google's Chart API.

Text to embed in QR Code

http://www.my-awesome-website.com/

Image Size : 300x300

Create QR Code

Created by Jason Delport of Paxmodept

Google Chart Tools: QR Codes | Google ZXing | Google ZXing QR Code Generator

powered by Google App Engine

QR Code Ideas

- Church Tour - QR code in back of Church.
- Mobile Donations - include QR code to donation page in bulletin, near poor box.
- Registration - Use in tandem with flockNote or own services.

Further Information

- Google “marketing qr codes”
- Some good starters:
  - http://www.fastcompany.com/1720193/13-creative-ways-to-use-qr-codes-for-marketing
  - http://www.churchmarketingsucks.com/2011/08/how-your-church-can-use-qr-codes/
  - http://www.churchmarketingsucks.com/2011/09/qr-code-poll-results/

Registration and Mobile Donations/Payments

SMS Registration

- Full disclosure: I work for flockNote!
- People can 'Text to Register'
- Simple way to connect with your members
  - After they text in, you can ask them to 'fully register'

Demo

CNMC11 to 84576

FDEV to 84576

Online Registration

- Don't need something complicated or expensive.
- Wufoo, SurveyMonkey, etc. - or use extension for Wordpress, Drupal, Joomla, etc.
- QR Code and regular link to the form.
- KEEP IT SIMPLE!

Mobile Payments

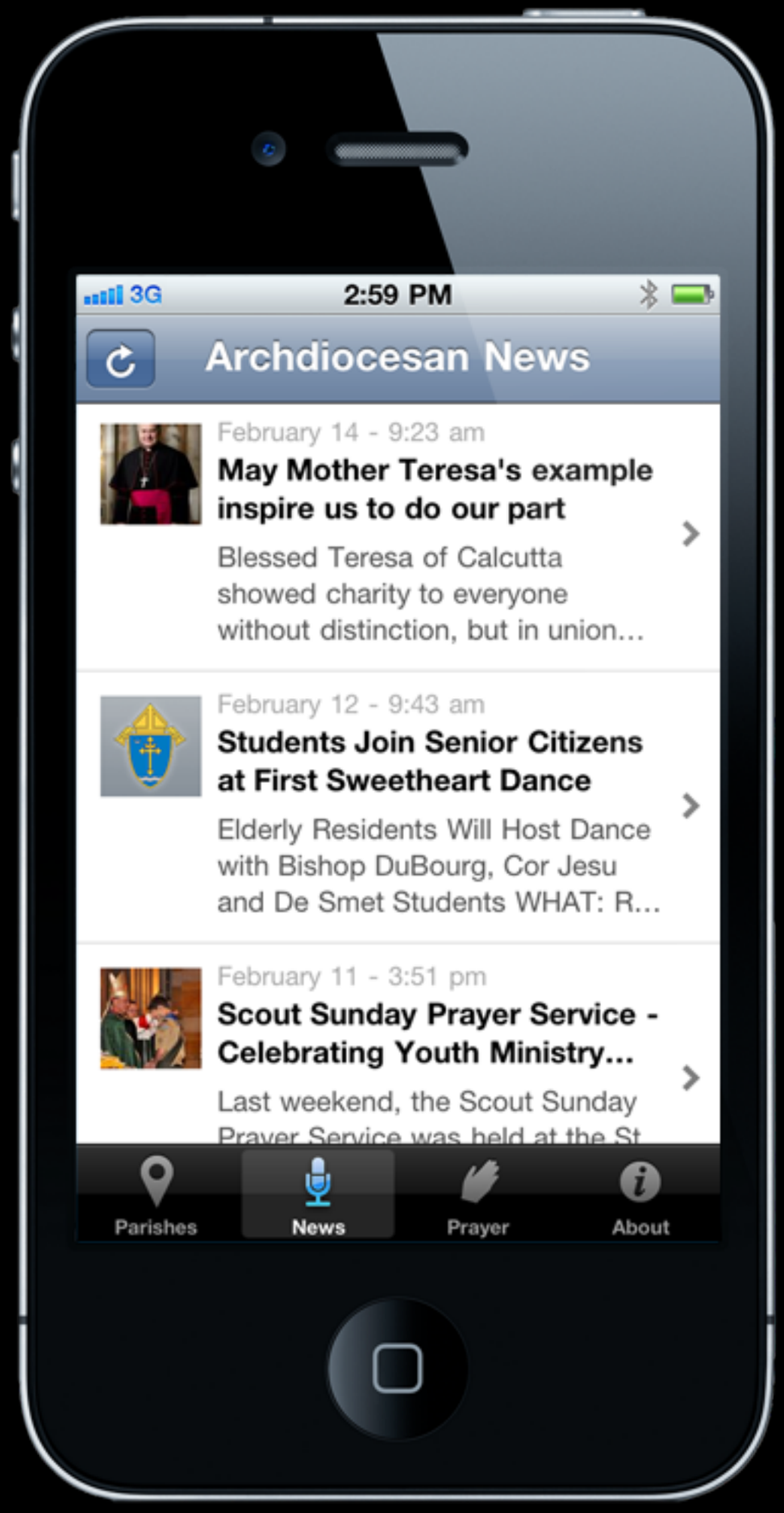
- Simple Donation Page on Website
- Text-to-Pay (Obopay)
  http://www2.obopay.com/merchant/text_to_pay.php
- PayPal Mobile Donations
  https://www.thepaypalblog.com/2010/08/donate-to-a-worthy-cause-with-paypal-mobile-for-iphone-2-5/
- Square - Mobile Credit Card swiping
  https://squareup.com/

Custom Mobile Apps

Catholic STL

- Simple app that does three things:
  1. Find Sacraments (Parishes)
  2. See what's happening (News)
  3. Pray in community (Prayers)

3G
2:59 PM
Parishes
Search
Cathedral Basilica of Saint...
4431 Lindell Boulevard
O'Fallon Park
Near North
Vandeventer
eBaliviere Place
St Louis
Forest Park
Lindell Blvd
Forest Park Ave
Kings Oak
Southwest Garden
Tower Grove Park
Lafayette Square
Soulard
Kosciusko
Sauget
Downtown East
N 3rd St
Google
Normal
Satellite
Hybrid
Parishes
News
Prayer
About


3G
2:59 PM
Archdiocesan News
February 14 - 9:23 am
May Mother Teresa's example inspire us to do our part
Blessed Teresa of Calcutta showed charity to everyone without distinction, but in union...
February 12 - 9:43 am
Students Join Senior Citizens at First Sweetheart Dance
Elderly Residents Will Host Dance with Bishop DuBourg, Cor Jesu and De Smet Students WHAT: R...
February 11 - 3:51 pm
Scout Sunday Prayer Service - Celebrating Youth Ministry...
Last weekend, the Scout Sunday
Parishes
News
Prayer
About

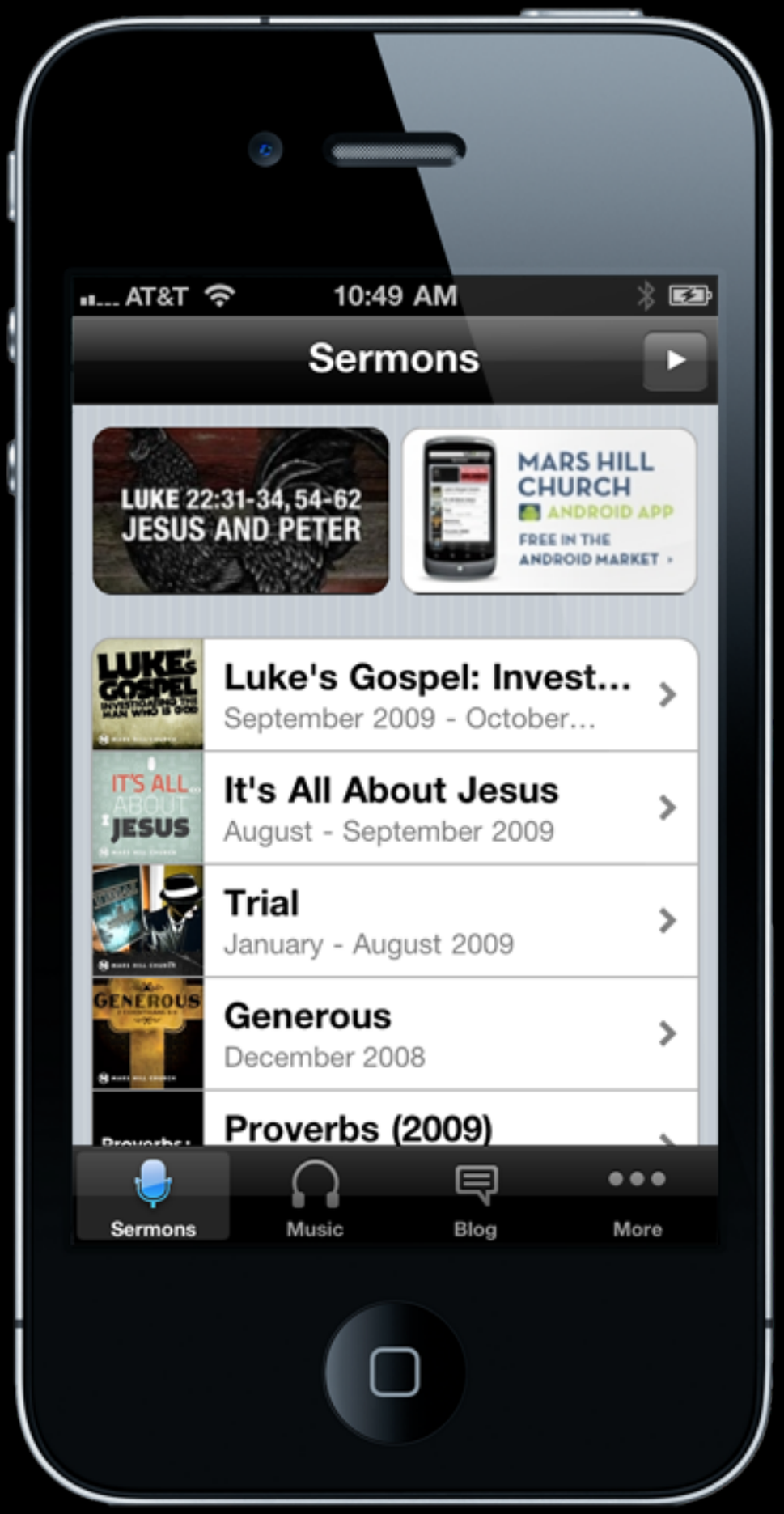
3G
2:59 PM
Prayers
+ Add
Please pray for my family and my father, who is very sick. Please pray for our businesses. We need a miracle. Thank you
February 23 - 9:29 am
From Amber:
Please pray with St. Joseph&myself that the job I interviewed for opens soon&that I was the strongest candidate. I have wanted to work for this place since I started school. also pray that I am given a few more days to take care of things. Thank you&God bless.<3
February 23 - 9:26 am
From lynn:
for my great grandson harry who will be 4 months old and has to go for surgery march
Parishes
News
Prayer
About

How Was it Built?

- No previous experience programming for iPhone, or even in Objective-C
- Having archstl.org set up as it was helped tremendously (parish data, news, prayers)
  - RSS and XML for sync/update

Mars Hill Church

- Protestant Church App
- Cookie-Cutter App/Interface
  - Still better than most custom Church apps I've seen!


AT&T
10:49 AM
Sermons
LUKE 22:31-34, 54-62
JESUS AND PETER
MARS HILL CHURCH
ANDROID APP
FREE IN THE ANDROID MARKET
Luke's Gospel: Invest...
September 2009 - October...
It's All About Jesus
August - September 2009
Trial
January - August 2009
Generous
December 2008
Proverbs (2009)
Sermons
Music
Blog
More

Create Your Own App

- Build Your Own (DIY)
  - Takes effort, programming skills, time...
- Hire a Developer/Company to Build
  - Flexible, but can be expensive.
- Buy a prepackaged solution
  - Less flexible, but usually cost-effective

(I have posted links to some recommended developers, companies, and products on my website, at http://www.lifeisaprayer.com/node/2596).

Promoting Your App

- Ask everyone to review the App.
- Make a page for the App on your website.
- Mention the App in your communications.
- Keep it free or low cost.

Mobile-Ready Website

- Sometimes easier alternative to a mobile App, but always a good idea!
- Have you seen your own website on a mobile phone?
    - Can you read this bullet point?

DIY Podcasting and Video Production

Podcasting

- All you need is an iPhone.
- What you want is an iPhone, an adapter, and a microphone (or two).
- More info: http://www.lifeisaprayer.com/iphone-mics

AT&T
11:21 AM
Recordings
Recording 1
00:00:07.9
Transport
Info
Properties
Settings
Share
SHURE

Video Production

- iPhone is great for mobile video!
- iPhone + microphone makes for a great, low-cost combo.
- Modern video key to success: make it ‘real’.
  - Mobile devices make this easier.

Where do we go from here?

Measure Your Progress

- Try something new, measure its effectiveness, and decide what to do.
- Examples:
  - United Airlines saves tons of paper by giving pilots iPads with flight information
  - Tampa Bay Buccaneers replaced paper playbooks and video reels with iPads.

Where do we go?

- As I said in the beginning, we're in the Wild, Wild West of mobile tech.
- What are *your* ideas?
  - Share them under #cnmc11 #gadgets on Twitter!

Coming Attractions

- More information from this talk: http://www.lifeisaprayer.com/cnmc-gadgets
- Next: Break
- Tomorrow, Breakout Session #2
  "The Continuity of the Eternal Word in New Media"
  (2:15 - 3:30 p.m., in Keleher)