



“Content is King, Context is Queen”: Digitale Nutzungsszenarien für unikale Inhalte - Beispiele aus der Bayerischen Staatsbibliothek

Dr. Klaus Ceynowa

Bayerische Staatsbibliothek

- Eine der größten Universal- und Forschungsbibliotheken weltweit
- 9.7 Millionen Bände, 57.500 laufende Zeitschriften (Elektronisch & Print), 1.100.000 E-Books
- 93.600 Handschriften, 20.000 Inkunabeln, 140.000 Drucke des 16. Jhdt. (“Top 5” worldwide)
- Massendigitalisierung mit Scan-Robotik
- 540.000 Werke online, ca. 420 Terabyte Daten
- Public-Private-Partnership mit Google (1 Million Bücher, 17.-19. Jahrhundert)

**„Digitale Sammlungen“
der Bayerischen Staatsbibliothek**

MDZ Münchener
DigitalisierungsZentrum
Digitale Bibliothek

BSB Bayerische
Staatsbibliothek
Information in erster Linie

Main Page

- Digital Collections
- Digitization
- Preservation
- Projects
- Service
- Disclaimer

Deutsch

Nibelungenlied (Leithandschrift A)

Welcome to the Munich Digitization Center

Munich Digitization Center (MDZ) handles the digitization and online publication of the cultural heritage preserved by the Bavarian State Library and by other institutions. It provides one of the largest and fastest growing digital collections in Germany, now comprising 502,611 titles available online. Access is free of charge!

The digitization policy reflects the traditional special collection fields of the library: History, Classical Antiquity, Eastern Europe

Digital Collections

Currently 502,611
Titles online
[27.07.2011]

Collection Overview
Browsing Index

RSS

MDZ-News

What's new
Today's additions to the Digital Collections.
[27.07.2011]

Reorganization of the computing centre
Due to reorganization of our computing centre, all services of this website will not be

EUROPEANA

Codices online. Codices iconographic monacenses

Turnierbuch. Ritterspiele gehalten von Kaiser Friedrich III. und Kaiser Maximilian I. in den Jahren 1489 - 1511 - BSB Cod.icon. 398, Augsburg 7. Mitte 16. Jh. [BSB-Hss Cod.icon. 398] BSB Bayerische Staatsbibliothek

Image 00021 Image 00022 Image 00023 Image 00024 Image 00025

My europeana About us Communities Partners thought lab Choose a language

turnierbuch Advanced search

Matches for: turnierbuch > COUNTRY:germany > PROVIDER:Bayerische Staatsbibliothek

Item details Return to results share

Turnierbuch. Ritterspiele gehalten von Kaiser Friedrich III. und Kaiser Maximilian I. in den Jahren 1489 - 1511 - BSB Cod.icon. 398

Title: Turnierbuch. Ritterspiele gehalten von Kaiser Friedrich III. und Kaiser Maximilian I. in den Jahren 1489 - 1511 - BSB Cod.icon. 398

Date: Mitte 16. Jh.

Language: de

Format: 43 Bl. - Papier / nur II.

Provider: Bayerische Staatsbibliothek, Germany

More

EUROPEANA

Cgm 34 Nibelungenlied before 1280 UNESCO Memory of the World

The image shows a screenshot of the Europeana website. At the top, there's a search bar with the placeholder "Search Europeana". Below it, a sidebar has sections for "Selected content" (with links to "One Manuscript", "One Manuscript", "One Manuscript", and "One Manuscript") and "Actions" (with links to "Edit page", "Delete this item", and "Share this item"). The main content area shows a thumbnail of the manuscript page, followed by its title: "Das Nibelungenlied und die Kliege (Leahandschrift A) - BSB Cgm 34". Below the title, it says "Title: Das Nibelungenlied und die Kliege (Leahandschrift A) - BSB Cgm 34", "Date: ca. 1200", "Language: Latin", "Format: 110 f.", and "Academic Discipline: Germany". There's also a "View" button. To the right of the title, there's a large image of the manuscript page with Gothic script and a prominent red initial 'U'. At the bottom right of the manuscript image, there's a green rectangular stamp that reads "BIBLIOTHECA REGIA MONACENSIS".

Bayerische Staatsbibliothek

WORLD DIGITAL LIBRARY
LANGUAGE English
BROWSE Place | Time | Topic | Type of Item | Institution
SEARCH

Title: Parzival



Description
Wolfram von Eschenbach composed his medieval German epic poem *Parzival*, which consists of more than 24,000 lines, in the first decade of the 13th century. It tells the story of the juvenile fool Parzival who, having grown up in the seduction of the forest, is ignorant of the world and causes much grief as he ventures out to become a knight. He arrives at the Castle of the Grail, but fails to pose the question to the sick King Fisher Anfortas about the source of his suffering—a question that would release Anfortas and make Parzival the new grail king. After a long odyssey and a religious catharsis, Parzival is able to return to Arthur's court and is marked as the new grail king. The tale, according to the manuscript tradition, enjoyed great popularity throughout the Middle Ages. Only a few of the manuscripts are illuminated. This manuscript from the Bavarian State Library, written in a Gothic cursive script, is one of the few illuminated manuscripts of *Parzival* that are known to exist. Unfortunately, only one of the illuminations in the codex, which were to be inserted in spaces that the writer left blank, was executed. The style of painting suggests that it most likely originated in Lower Bavaria, perhaps in Landsut. The quality and richness of this very illumination gives a hint of what a splendid work of art this would have been had it been completed.

Author wolfram_von_Eschenbach (1170?-1220?)

Date Created Around 1270-1279

Publication Information Lower Bavaria

Language Middle High German (ca. 1050-1500)

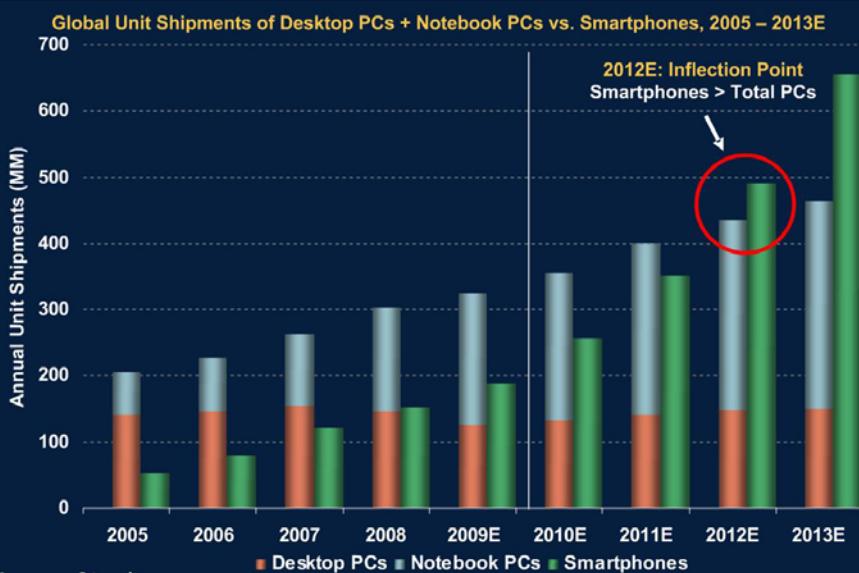
Title in Original Language Parzival

Place Europe > Germany

Time

Das Mobile Internet = Das Internet der Zukunft

Smartphone > PC Shipments Within 2 Years, Global – Implies Very Rapid Evolution of Internet Access



Mobile only...

Percentage of mobile Web users who never or infrequently use the desktop Web

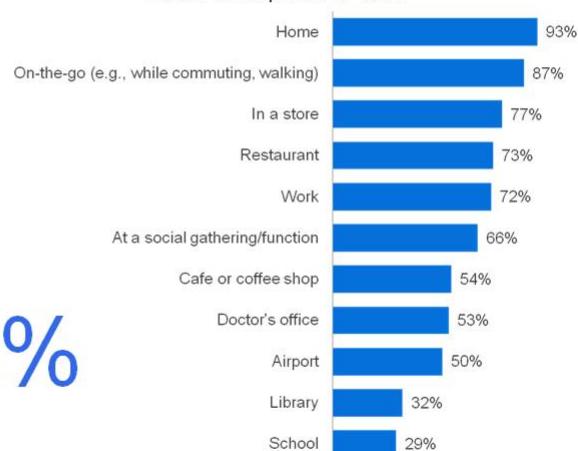
Country	Percentage mobile-only	Country	Percentage mobile-only
Egypt	70%	Indonesia	44%
India	59%	Thailand	32%
South Africa	57%	China	30%
Ghana	55%	US	25%
Kenya	54%	UK	22%
Nigeria	50%	Russia	19%

Source: On Device Research
(December 2010) **Survey group:** 15,204 **via:** mobiThinking

Global mobile statistics 2011: URL: <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>

Smartphone: „Always-on Companion“

Where Smartphone Is Used



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011
Base: Smartphone Users (5013)
Q: Where do you use your smartphone?

Google Confidential and Proprietary 7



iPad/iPhone-Apps der Bayerischen Staatsbibliothek: „Famous Books“ & „Oriental Books“

Kulturerbe im mobilen Internet “Famous Books” & “Oriental Books”



Kulturerbe im mobilen Internet



Kulturerbe im mobilen Internet





Hybride App: iPhone & iPad





Ludwig II.
Auf den
Spuren des
Märchenkönigs

BSB Bayerische Staatsbibliothek

Location- Based App

Erhältlich im
App Store

Augmented Reality (AR)

Overlaying multimedial digital information over a visual representation of the real world, usually captured by a smartphone camera



Kooperierende Partner



Information in erster Linie



Bayerische Verwaltung der
staatlichen Schlösser, Gärten und Seen



Marketing in Computer-Mediated Environments



metaio

Unifeye Mobile SDK



Ausgewählte Features...

- Informationen zu 140 Locations, live in das **Kamerabild des iPhones** eingeblendet.
- Multimediale Beschreibungen der 80 wichtigsten Orte im Leben des Königs, **optimiert** für die **Lesegewohnheiten auf dem iPhone**.





Augmented Reality-Simulation

Weltneuheit: Wintergarten mit 3D Mustererkennung

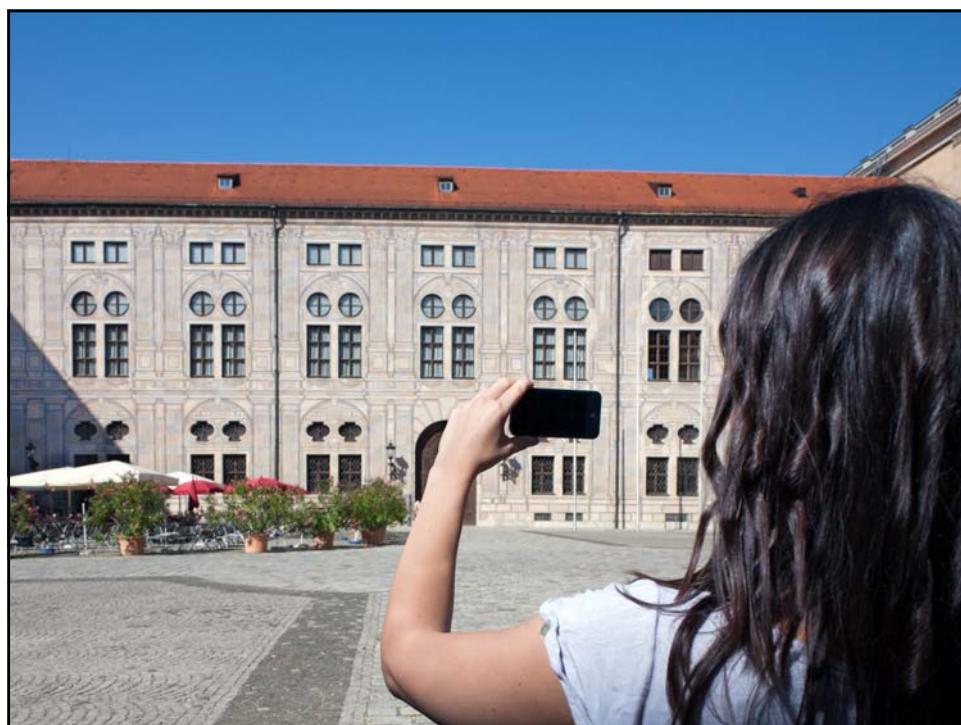
Augmented Reality (AR)-Simulation des berühmten, heute nicht mehr existenten Wintergartens Ludwigs II. in der Münchener Residenz **in Echtzeit im Kamerabild des iPhones**

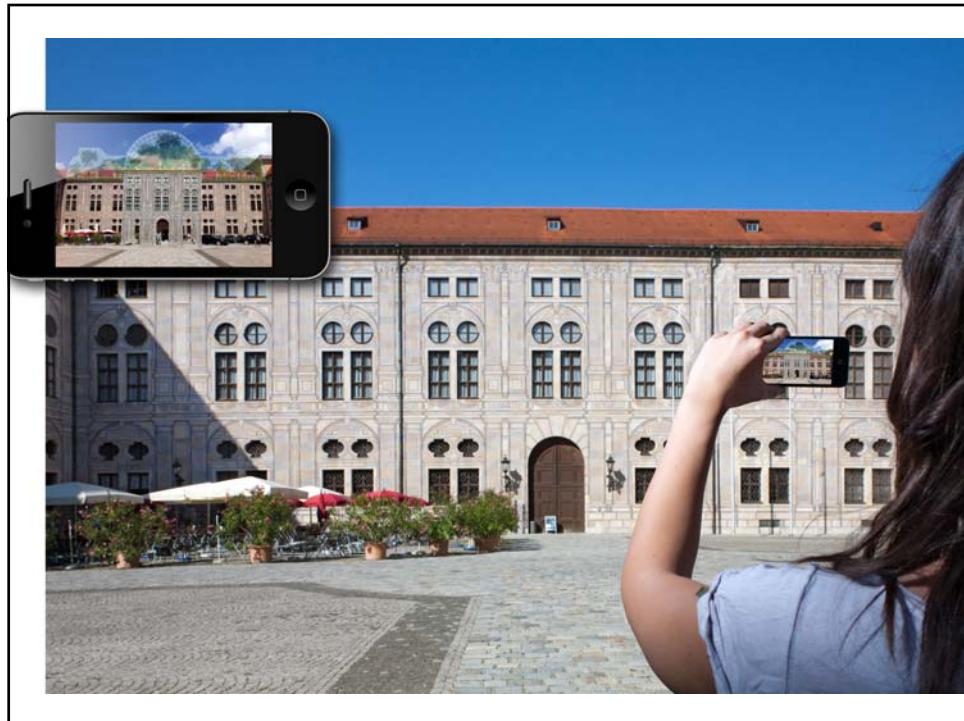




K. Residenz München.
Photograph. Kunstverlag von Otto Weikrauer, München.

Gedruckt zuwege





Ausgewählte Features...

- In **Deutsch** und **Englisch**
- komplett **offline** nutzbar,
optimal für touristische
Anwendungen
- Alle Inhalte von
**ausgewiesenen
Experten** erarbeitet
- **Kostenlos!**



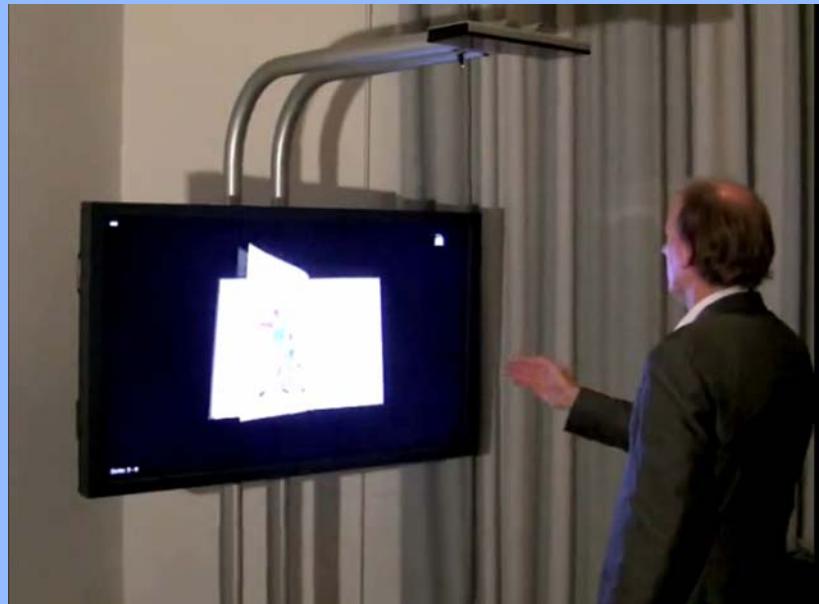
UNIQUE
Content is King...

INNOVATIVE
...but Context is Queen

What's next? (1)

Berührungsreie, gestenbasierte Interaktion mit digitalen Inhalten

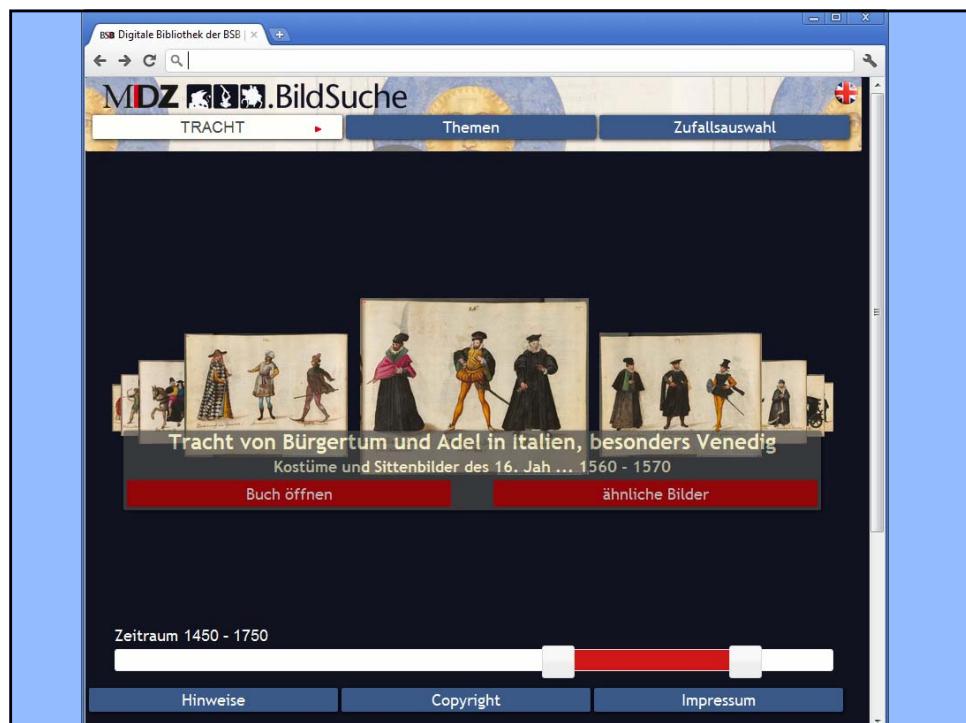




YouTube: „BSB Explorer“

What's next? (2)

Bildbasierte Navigation
und Ähnlichkeitssuche



Zum Schluss...

Relax!
Digital Future is bright
for (unique) Content Owners ...
...and it's just beginning!



Herzlichen Dank für Ihre Aufmerksamkeit!



Website Bavarian State Library

<http://www.bsb-muenchen.de>

Mobile Website Bavarian State Library

<http://m.bsb-muenchen.de>

(mobile) Online Catalogue Bavarian State Library

<https://opacplus.bsb-muenchen.de>

(mobile) Bavarian Union Catalogue

<https://opacplus.bib-bvb.de>

Munich Digitization Center

<http://www.digital-collections.de>

Facebook

<http://www.facebook.com/BayerischeStaatsbibliothek>

Twitter

http://twitter.com/bsb_oea

Apple's App Store:

“Famous Books“

“Oriental Books“

“Ludwig II“