

3M Introduces New RFID Solution for Managing CDs and DVDs in Libraries; Improves Productivity in CD and DVD Circulation

3M announces a new radio frequency identification (RFID) solution to simplify check-in, checkout and circulation management of CDs and DVDs. New 3M CD8 RFID tags, coupled with special software and standard 3M D8 RFID tags, link CDs and DVDs to their jewel case as a "set."

The 3M CD8 RFID plus "sets" software provides hands-free verification that discs and cases match up when returned by customers. The sets feature improves check-in accuracy and reduces the handling of the materials to save library staff time. Customers also are less likely to inadvertently check out empty cases or cases with the wrong contents.

"Our sets solution makes processing the rapidly growing library collections of CDs and DVDs quicker and more efficient," said Rory Yanchek, business manager, Library Systems. "RFID tags can be read much faster than bar codes, multiple tags can be read at the same time and the repetitive motion of opening CD cases is eliminated.

"Each RFID tag 3M makes has a lifetime guarantee," Yanchek said. "Like our other tags, the 3M CD8 RFID tag is durable and long-lived. All 3M tags pass through rigorous quality inspection before leaving the factory, promising customers a superior product."

A global leader in library innovation for more than 30 years, 3M provides security, productivity and information management solutions to thousand of libraries worldwide. Products from 3M free librarians to be librarians, allowing them to increase customer contact and provide more personal service. 3M also partners with libraries to support their technological advancement and ensure their success through numerous industry sponsorships and programs.

For more information about the 3M Library Systems solutions, visit www.3M.com/us/library or call 1-800-253-6845.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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