

3M Powers Cloud Library eBook Lending Service with Proven Technology Platform

txtr infrastructure powers 3M's end-to-end solution

The 3M Cloud Library eBook Lending Service recently made its industry debut at the American Library Association (ALA) Annual Conference, showcasing the system's turnkey solution for libraries. Developed on infrastructure created by txtr GmbH, the 3M Cloud Library offers digital content and in-library hardware, along with apps for borrowing and reading.

3M Library Systems partnered with German-based txtr to power the system using txtr's leading eReading technology platform, making 3M the first company to offer a cloud-based eBook service to the library market.

"By listening to library staff and their patrons, 3M and txtr have created a revolutionary platform for eBook delivery," said Matt Tempelis, global business manager, 3M Library Systems. "Together, 3M and txtr will continue to innovate the Cloud Library eBook Lending Service by listening to our customers and incorporating the enhancements that best suit their needs."

3M and txtr's technologies include the eReading app for the service, which allows patrons to easily browse the catalog, check out materials and read them on a computer, smart phone, tablet or eReader device. For patrons without an eReader of their own, the 3M Cloud Library service includes 3M eReaders, which can be checked out like any other lendable materials.

The technology also offers tools that allow library staff to manage their book catalog, to personalize the software by adding library logos and Twitter feeds, and to communicate with patrons. Within the library, 3M Discovery Terminals are designed to showcase the service and to allow patrons to browse the content catalog on touchscreen electronic kiosks.

Combined with 3M's library domain knowledge and customer relations expertise, the 3M Cloud Library offers an end-to-end eBook discovery experience, with options to easily read, share or purchase. While other library eBook solutions require multiple downloads, clicks and registrations, the service offers a seamless eReading solution that matches the elegance of retailers' eBook systems. The offering's ease of use also helps reduce the demands on libraries to train staff, create instruction guides and teach patrons how to use the system.

"The response we received from library staff and attendees at ALA was simply tremendous," said Tempelis. "Librarians could see how the powerful cloud-based technology will help reduce their time spent supporting the system, and ultimately make eReading a great experience for patrons."

"This is the first joint effort between 3M and txtr after 3M invested in txtr," adds Thomas Leliveld, Chief Commercial Officer of txtr. "The high growth of the eReading market and the rapidly rising sales of smart phones and tablets show that libraries are right to embrace new technologies to capitalize on these trends. It was very encouraging to speak with library staff at ALA and to hear their positive feedback on our first collaborative project in the US market."

About 3M Library Systems

3M Library Systems is the only company that develops, designs, and manufactures cutting-edge digital media, circulation management and security solutions. Finding the technology solution that is right for our customers, 3M's promise is to deliver a long term partnership that is built to exceed their expectations. For more

information about 3M Library Systems, visit <http://www.3m.com/library> or follow @3MLibrary on Twitter.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

About txtr

txtr is a Berlin-based technology-led B2B company which provides a global but locally relevant eReading solution to mobile operators, device manufacturers, content or media companies and retailers. Recent achievements of txtr include the realization of the mobile reading apps for iPhone and Android for a range of leading eBook retailers and wholesalers. The txtr technology solutions are also used by, among others, Acer. The txtr solution offers an end-to-end eBook discovery, purchase, read and share consumer experience, built on a back-end platform with store and a cloud based personal library storage. The company, founded in 2008, has customers in a number of countries in Europe, Asia Pacific and South America.

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