

3M Cloud Library Helps Penguin Group (USA) Enter eBook Lending Market

Pilot program launches at New York Public Library

The [3M Cloud Library eBook Lending Service](#) is helping to bring Penguin eBooks to library patrons at the New York Public Library and Brooklyn Public Library this month. A recently launched pilot program allows the libraries to purchase and lend Penguin eBooks through the 3M Cloud Library system. In addition to the Penguin collection, the libraries will also offer additional titles from the 3M Cloud Library, which has a growing catalog of more than 200,000 titles from some 300 publishers.

“The 3M team is excited to be connecting New York and Brooklyn Public Library patrons with digital content from Penguin,” said Matt Tempelis, global business manager, 3M Cloud Library. “We’re pleased to provide innovative technology that allows libraries and publishers to simply and efficiently offer readers the best content.”

During the pilot program, Penguin will make its eBooks available to the libraries for one year with renewable terms, and library patrons will be able to access the collection remotely utilizing their personal devices, including PCs, iOS (iPhone, iPad, iPod Touch) Nooks and Android devices. Penguin content is expected to be available to all 3M Cloud Library customers by the end of the year.

The growing list of 3M Cloud Library customers now numbers more than 70, with libraries across the country enthusiastically implementing 3M’s turnkey system of digital content, in-library hardware, and apps for borrowing and reading. “After just a few months, we are thrilled with the response we’ve seen from patrons,” said Kit Hadley, director of the Saint Paul Public Library in St. Paul, Minn. “We’re proud to have the ability to be more responsive to our tech-savvy readers, and also glad to be able to introduce eBooks to patrons who wouldn’t otherwise have the chance to try them.”

The system is compatible with multiple personal devices, and also works with 3M eReaders, which patrons can check out like any other lendable materials. Additionally, inside participating libraries, 3M Discovery Terminals help patrons browse the system’s growing catalog on electronic kiosks.

“We appreciate how well planned and executed the 3M Cloud Library system is,” said Jan Sanders, director of the Pasadena Public Library in Pasadena, Calif., which implemented the 3M Cloud Library in June. “Patrons are impressed with its flexibility to work with different devices, and the speed of download. We’re seeing a big increase in our eBook usage.”

For more information about the 3M Cloud Library eLending system, visit 3M.com/Cloud.

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About 3M Library Systems

3M Library Systems is committed to helping libraries thrive by providing cutting edge technologies including RFID, automated materials handling (AMH), self check and security solutions, as well as our latest innovation 3M Cloud Library, the fastest growing eBook Lending Service. Finding the technology solution that is right for each

unique library, 3M's promise is to deliver a long term partnership that is built to exceed expectations. Follow us on Twitter @3MLibrary or visit www.3M.com/us/library.

About 3M

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