

3M Announces Support for ReadersFirst Initiative

Open API and advocacy for content transfer give libraries powerful integration options

Visitors to the 3M Library Systems booth at the Frankfurt Book Fair from October 10-14 will have the chance to learn about 3M's leadership in the library eBook market. As evidence of that leadership, 3M supports the [ReadersFirst](#) initiative, a movement to improve eBook access and services for public library users.

Libraries participating in ReadersFirst asked e-content providers to offer products that allow users to search and browse both the physical and digital collections of a library within a single, comprehensive catalog. Additionally, the initiative is seeking solutions that allow users to place holds, check-out items, view availability, manage fines and receive communications without having to visit separate websites.

The [3M Cloud Library eBook Lending Service](#) aligns with the goals of the ReadersFirst movement and was designed specifically with this flexibility in mind. The 3M Cloud Library's powerful new Application Programming Interface (API) suite provides the foundation for the interconnectivity that libraries are seeking. The 3M API has the ability to integrate with any ILS, allowing patrons at participating libraries to browse both physical and digital collections within just one catalog.

About 250 Polaris customers saw the power of the 3M API recently at the Polaris Users Group annual conference in Syracuse, N.Y. Polaris was the first ILS to develop an integrated solution using the API, and the seamless integration between 3M and the Polaris catalog has been extremely well received.

"The response was awesome," said Steven Nielsen, vice president of product management for Polaris Library Services. "When librarians saw how tightly we've integrated 3M eBooks with the Polaris systems they were very excited. Two companies have listened to their customers and worked together to provide an eBook solution that benefits librarians, their patrons and the local library."

"We are excited to launch this open API to ILS vendors, OPAC [online public access catalog] vendors, and our customer base," said Matt Tempelis, global business manager, 3M Cloud Library. "As the ReadersFirst movement has shown, this is the kind of flexibility that libraries need to evolve into the future."

3M also continues to advocate for library transferability of digital content. As a digital distributor of content, 3M has designed its Cloud Library system to support the philosophy that libraries should have the option to transfer content after content license purchases. Additionally, if a customer wishes to terminate their relationship with 3M and move to a new platform provider, 3M will cooperate with the library to transfer its eBook licensed content to a new platform, in those instances publishers approve such a transfer.

With the most robust content collection of any library eBook platform, the 3M Cloud Library is continuing to grow. 3M's expanding collection currently includes content from several of the "Big Six" publishers, including Random House and Harper Collins. The total collection stands at more than 200,000 titles from some 300 publishers. Libraries are taking notice, and the system has been implemented in more than 70 library systems since its launch early this year.

"While 3M's breadth and quality of content is truly impressive, we look forward to begin expanding our collection with key foreign language publishers here in Frankfurt," said Heather McCormack, collection development manager for the 3M Cloud Library. McCormack, formerly editor of Library Journal's book review, recently joined 3M to pioneer Readers Advisory Services in eBook lending and to further expand the platform's collection.

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

3M is a trademark of 3M.

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

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 \$30 billion in sales, 3M employs 84,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

For 3M: Karwoski & Courage Public Relations Emily Finley, 612-342-9732 e.finley@creativepr.com or 3M Public Relations Connie Thompson, 651-733-8914 <http://www.3m.com/presscontact>

<https://news.3m.com/2012-10-09-3M-Announces-Support-for-ReadersFirst-Initiative>