

New Digital Lending Option for Public Libraries

3M Cloud Library launches in UK and Australia

3M Library Systems announced that it will expand its 3M Cloud Library Digital Lending System to libraries in the U.K. and Australia. Patrons in these countries will benefit from 3M's entry into the market as it boosts public libraries' options to meet the increasing demand for digital content.

3M Cloud Library has been an industry leader in advancing technology in the eLending market and is currently available in over 1,000 libraries in the U.S. and Canada. Simplifying digital lending for libraries, this system offers an end-to-end, easy to implement and manage service. Along with comprehensive training and support tools, the Content Acquisition Tool allows librarians to easily curate their own collection from a catalog with several hundred thousand eBooks and eAudiobooks.

The system offers an experience that makes it easy and enjoyable for patrons to use library digital lending services. Once they have been issued their library unique PIN to log in to the 3M Cloud Library service they can choose, check out and read or listen to titles in three ways:

Use smartphones and tablets with the dedicated 3M Cloud Library apps;
Via their PCs or Macs; or,
Side-load on to their Nook, Sony or Kobo dedicated e-readers.

Patrons will also be able to browse the digital collection in libraries themselves by using 3M's Discovery Stations, full-sized interactive touch-screens that enable users to select and check out eBooks or eAudiobooks. 3M's entry into these new markets will be supported with dedicated sales and support resources across the U.K. and Australia. This launch will help bring awareness and boost digital lending in these territories at a critical time, as public libraries are realizing the potential and the benefits of expanding digital library services. For example, in the U.K., the recently created Leadership for Libraries task force has already recognized digital enablement for libraries as a key priority, and is committed to help deliver services such as wi-fi and digital lending services across libraries nationwide.

"Libraries across the world are increasingly faced with the challenge of how they can meet the needs of technologically-savvy patrons, who expect digital services that 'just work,'" said Matt Tempelis, Global Business Leader, 3M Library Systems. "We created 3M Cloud Library to be easy for libraries to manage and a dream for readers to use, and have seen tremendous growth. The next frontier for us is bringing the benefits of those services to new territories to encourage borrowers to make greater use of libraries."

3M Cloud Library is attending the London Book Fair from April 15-17 in Kensington, U.K. to ensure the best of local, regional and global content is available for all 3M Cloud Library customers. This is the company's fourth consecutive year of exhibiting at the show. Please visit stand 6B109 to learn more.

For more information, visit 3M.com/us/library.

About 3M Library Systems

The global leader in library innovation for more than 40 years, 3M is committed to helping libraries connect with the diverse and rapidly evolving communities they serve. 3M's digital lending, security, and productivity solutions give librarians the flexibility to spend more time doing what they do best – helping people.

Visit www.3M.com/us/library and follow us on Twitter (@3MLibrary) and Facebook.

About 3M

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For 3M Emily Finley, 612-342-9732 Karwoski & Courage Public Relations finley@creativepr.com

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