

FOR IMMEDIATE RELEASE**3M Cloud Library and Innovative Interfaces Now Offer Integration of eBook Lending Service with Encore**

New Discovery Option Live and Available Now

St. Paul, MN and Emeryville, CA – September 20, 2013 – 3M Library Systems and Innovative Interfaces have completed integration of [3M Cloud Library eBook Lending Service](#) into [Innovative's Encore discovery application](#). This latest integration success enables library users to have a seamless experience for 3M's extensive pool of eBooks, along with their library's local print and digital collections. This new integration is live at Westerville Public Library (OH) and is available now for all types of libraries.

The integration allows library users to discover, place holds, and check out eBooks entirely within the familiar Encore interface. The search results display helpful eBook icons, availability status, and number of copies available. The "Check out with Cloud Library" Button offers a download of the 3M Cloud Library so users can start reading in seconds. Encore's personalized browse screen displays all of their checked out items, whether they are eBooks or physical titles. In addition, the screen displays when an eBook is due and gives users the option of "returning" it when they want to rather than waiting for the content to expire.

"The integration of 3M Cloud titles into Encore has made using the 3M Cloud service far easier and more intuitive for our customers," says Steven Owley, Manager of Support Services at Westerville Public Library.

"Encore continues to be the leader in discovery by integrating the best possible content sources and creating a user experience which goes beyond what libraries have been able to offer before," said Gene Shimshock, Senior Vice President Product & Market Management at Innovative. "We are proud to continue to build on our 3M partnership and believe that every public library will benefit from what Encore and 3M can offer together."

Integration between the 3M Cloud Library and a library's ILS has proven to be a powerful tool for increasing eBook circulation. One of the first libraries to implement an integrated system reports that 3M Cloud Library accounts for 67 percent of its eBook circulation growth.

“This sharp trajectory of adoption and growth in eBook circulation is a great testament to the user-friendly experience of the 3M Cloud Library,” said Tom Mercer, 3M Digital Library Marketing Manager. “Seamless integration with a discovery application is a vital part of helping patrons find and enjoy eBooks, and we are excited about the new features in Encore that will keep the process simple.”

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

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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 eBook 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

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 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

About Innovative Interfaces

[Innovative](http://www.iii.com) (www.iii.com) is dedicated to providing leading technology solutions and services that empower libraries and enrich their users worldwide. Innovative offers the broadest and most complete portfolio of library automation products on the market today. The company's versatile and market-leading solutions also include the Millennium ILS, the Encore discovery application, Electronic Resource Management, the SkyRiver cataloging service, and INN-Reach resource sharing. A recognized leader in library automation software, Innovative has introduced technological advancements for over 30 years. Headquartered in Emeryville, California, Innovative serves thousands of libraries in over 50 countries and has offices around the world. Keep up with Innovative on the CEO INN-Sights blog at blog.iii.com.

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