

**FOR IMMEDIATE RELEASE**

## **3M Cloud Library Adds eAudiobooks**

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New content and features demonstrated at Public Library Association tradeshow*

**St. Paul, Minn.** – March 6, 2014 – 3M Library Systems announces the launch of the newest innovation to its [3M Cloud Library Digital Lending System](#)—eAudiobooks. Debuting with 40,000 titles powered by Findaway World, a premier provider of digital audiobook technology and delivery, the 3M Cloud Library will have an extensive collection of high quality eAudio titles. 3M will detail the new offerings at the Public Library Association (PLA) 2014 Conference, March 11-15 in Indianapolis, Ind.

The addition of eAudiobooks to the 3M Cloud Library will be a seamless transition for both readers and librarians, with the existing apps updated and optimized to include discovery, checkout and listening capabilities. As always, patrons only need to register to use the 3M Cloud Library through their local library the first time they sign in. Every eAudio title will be compatible on all devices using 3M Cloud Library applications, users will not have to differentiate which formats work on which devices. Once the eAudiobook is checked out, users can immediately start listening. Also for the user's benefit, eAudiobooks are automatically bookmarked across the Cloud and available across all devices.

Titles from Findaway World are professionally engineered, enabling the highest-quality listening experience for users. Through Findaway World, 3M will have content from every major publisher in the Audiobook space.

To introduce the new eAudiobook content, 3M will be giving away earbuds to anyone who attends a presentation at its booth, number 1303, on Thursday, March 13 and Friday, March 14. In addition to receiving free earbuds, booth presentation attendees will also be entered to win a pair of Beats by Dr. Dre<sup>®</sup> Special Edition Ellen Wireless headphones, as featured on *The Ellen DeGeneres Show*.

Presentations will include:

Heather McCormack, collection development manager for 3M Cloud Library, speaking on “A Unique Approach to Collection Development,” and the benefits of curated lists;

“Driving Circulation Through the 3M Cloud Library,” which shows how adding the 3M Cloud Library grows your digital circulation faster than with a single platform; and

“3M’s Innovative Model for Consortium: CloudLink” a system designed to help drive circulation with title sharing across a consortium. The first consortium to implement this system saw eBook check-outs increase 67 percent during its first quarter, while holds decreased by 25 percent.

Another improvement to the Cloud Library is the recent expansion of automated buying tools, which allow librarians to purchase hold lists automatically and easily manage all expiry content. This fully customizable tool helps reduce the time required from library staff to manage their collections.

“We continue to listen to the needs of public libraries and focus our development efforts to create the best platform for Public Libraries and their customers,” said Tom Mercer, Marketing Manager, 3M Cloud Library.

Also at PLA, the 3M SelfCheck QuickConnect Interface will show a new way to reach library customers at the self-checkout, where libraries could create hundreds of thousands more reading recommendations to their customers every year.\* PLA visitors who attend a demo of the new interface will receive a complimentary Random House title, with a choice of “The Accident” by Chris Pavone or “The Weight of Blood” by Laura McHugh.

For additional information, visit [3M.com/us/library](http://3M.com/us/library).

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*\*Numbers vary based on circulations, self-checkout usage and programmed number of recommendations.*

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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](http://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 \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

#### **Contacts:**

[Emily Finley](mailto:e.finley@creativepr.com)

Karwoski & Courage Public Relations

(612) 342-9732

[e.finley@creativepr.com](mailto:e.finley@creativepr.com)

[Connie Thompson](mailto:connie.thompson@3m.com)

3M Public Relations

(651) 733-8914

<http://www.3m.com/presscontact>