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3M Cloud Library Makes Login Simple with 3M Cloud-ID

Turnkey eBook lending solution also adds new publishers, beta sites

St. Paul, MN – OCTOBER 5 – 2011 – Librarians today are well aware that patron technologies must be as simple and user-friendly as possible in order to live up to their potential for improving efficiency, and ultimately the user experience. That’s why the recently launched 3M Cloud Library uses industry leading technology, the 3M Cloud-ID, for its login process.

The 3M Cloud-ID uses a patron’s existing library barcode and PIN to authenticate the patron and allow checkout of eBooks from the 3M Cloud Library, as opposed to using a library ID/PIN for authentication and a separate third party ID/PIN as used by existing eLending providers. This cumbersome process often contributes to the 43 percent failure rate experienced by patrons when checking out an electronic title for the first time. By comparison, 3M Cloud-ID streamlines the user experience by leveraging the credentials a patron already has from the library, making it simple for library patrons to navigate the system, typically with minimal to no assistance from library staff.

“3M continues to blaze the trail in improving the library patron’s experience,” said Tom Mercer, digital business development leader, 3M Library Systems. “By leaving secondary authentication behind, 3M Cloud-ID allows patrons to quickly and easily download lendable materials.”

In addition to its user experience benefits, the 3M Cloud Library offers a growing catalog of material, with new publishing agreements signed with ABC-CLIO, Baker Publishing Group, John Wiley & Sons, Quayside Publishing Group (Fair Winds Press, Quarry Books, Zenith Press and other imprints), Skyhorse Publishing and Workman Publishing. To date, more than 40 publishers have joined the system including HarperCollins, IPG and Random House, bringing the total 3M Cloud Library offering to more than 100,000 titles.

The 3M Cloud Library has also added four new beta sites in recent months, with library staff soon to begin training on the system at libraries in Glendale/Pasadena, Calif.; Baltimore County, Md.; Richland, S.C.; and Mobile, Ala. Patrons at these libraries will have the opportunity to experience the unique

benefits of 3M's system, which includes both digital content and in-library hardware, along with apps for borrowing and reading. The Cloud Library eBook lending service includes 3M Discovery Terminals, which let patrons at the library browse the content catalog on electronic kiosks; as well as 3M eReaders, easy-to-use tablets that can be checked out from the library like any other lendable materials. The service's eBooks are compatible with PCs, Macs, iPads, Nooks and Android operating systems, enabling patrons to use their personal devices to browse, check out and read eBooks.

The system will be showcased at the upcoming Library Journal and School Library Journal eBook Summit, a virtual conference to be held on Oct. 12. 3M is serving as a Gold Sponsor at the summit, which will bring together public, academic and school librarians, vendors, publishers, and industry experts to address how libraries are leveraging the eBook opportunity to improve service and reach more users than ever before. 3M customers can [register online](#) for the summit at the discounted early registration rate using offer code EBKSMT113M.

"3M is excited to participate in this summit to share more about these latest updates with the library community," said Matt Tempelis, global business manager, 3M Library Systems. "With simple functionality, an ever-expanding catalog and a growing list of beta sites, the 3M Cloud Library has more than ever to offer both libraries and patrons."

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About 3M Library Systems

3M Library Systems is the only company that develops, designs, and manufactures cutting-edge digital media, circulation management and security solutions. Finding the technology solution that is right for our customers, 3M's promise is to deliver a long term partnership that is built to exceed their expectations. For more information about 3M Library Systems, visit <http://www.3m.com/library> or follow @3MLibrary on Twitter.

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 \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3m.com or follow @3MNews on Twitter.

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