

3M Library Systems

3M™ Cloud Library



The easiest way
to lend
e-books



E-books Continue To Gain Popularity



3M Cloud Library



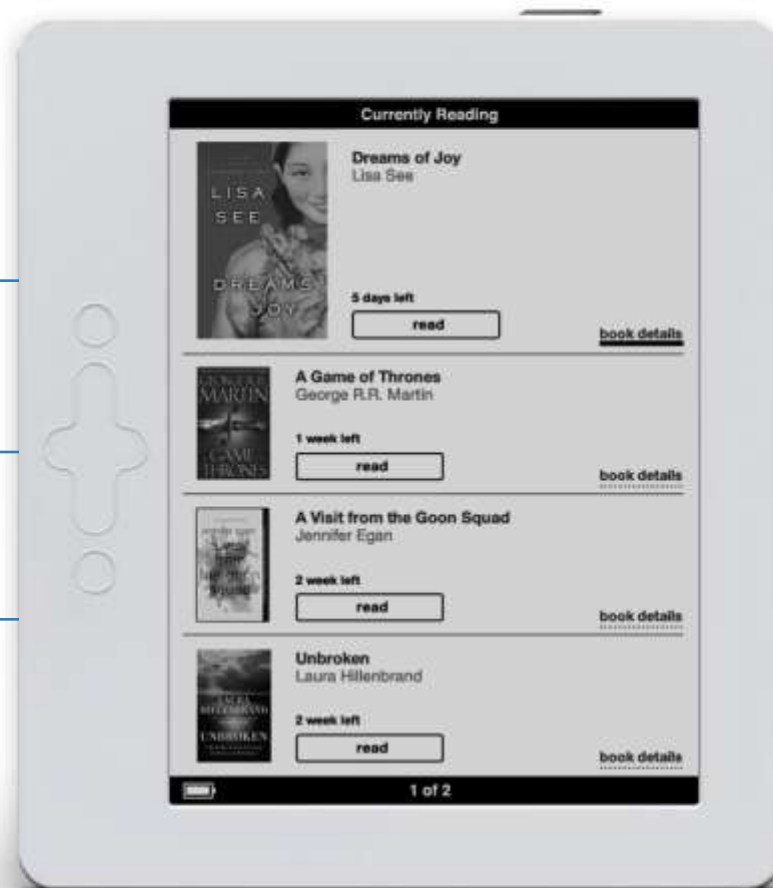
E-books continue to gain popularity.

36% expected increase in e-book circulation by 2012 ¹

13M e-readers in the USA by 2013 ²

1M e-books are being downloaded each year on average ³

x2 E-reader sales are expected to nearly double between 2012 and 2013 ⁴



¹ Moreland, Sharon. "ebooks: Libraries at the Tipping Point." 1 Oct. 2012: n.pag. On-line. Internet. 15 June 2011. www.Nekls.org/ebooks-libraries-at-the-tipping-point-2/

² Ellis, Tim. "Ebooks gaining popularity." 17 Feb. 2011: n.pag. On-line. Internet. 15 June 2011. <http://www.suite101.com/content/ebooks-gaining-in-popularity-a202228>

³ Estrada, Heron Marquez, Bruber, Hannah. "Check it out: eBooks at BennepinC ounty Library." 2 July 2010: n.pag. On-line. Internet. 15 June 2011. http://www.startribune.com/local/west/97634399.html?elr=KArks7PYDiaK7DUdcOy_nc:DKUiD3aPc:_Yyc:aUU

⁴ Maisto, Michelle. "E-Reader Sales to Nearly Double Between 2012 and 2013: ABI Research." 6 Dec. 2010: n.pag. On-line. Internet. 15 June 2011. <http://www.eweek.com/c/a/Desktops-and-Notebooks/EReader-Sales-to-Nearly-Double-Between-2012-and-2013-ABI-Research-571601/>

We Heard from Our Customers

Many patrons get frustrated by the complex experience and quit trying
(As much as 43% failure rate) ¹

Library staff is spending too much time on technical support rather than helping patrons select materials
(76% of users say e-books are confusing) ¹

Patrons aren't aware that e-books are available



¹ Library Journal. LJ Survey of Ebook Penetration & Use in U.S. Public Libraries. 2010.

The 3M Cloud Library Design Principles



Is as easy to use as the consumer products



Connects your library and community



Builds on your ILS investment



The eBook Lending Service of Your Dreams
is finally here!



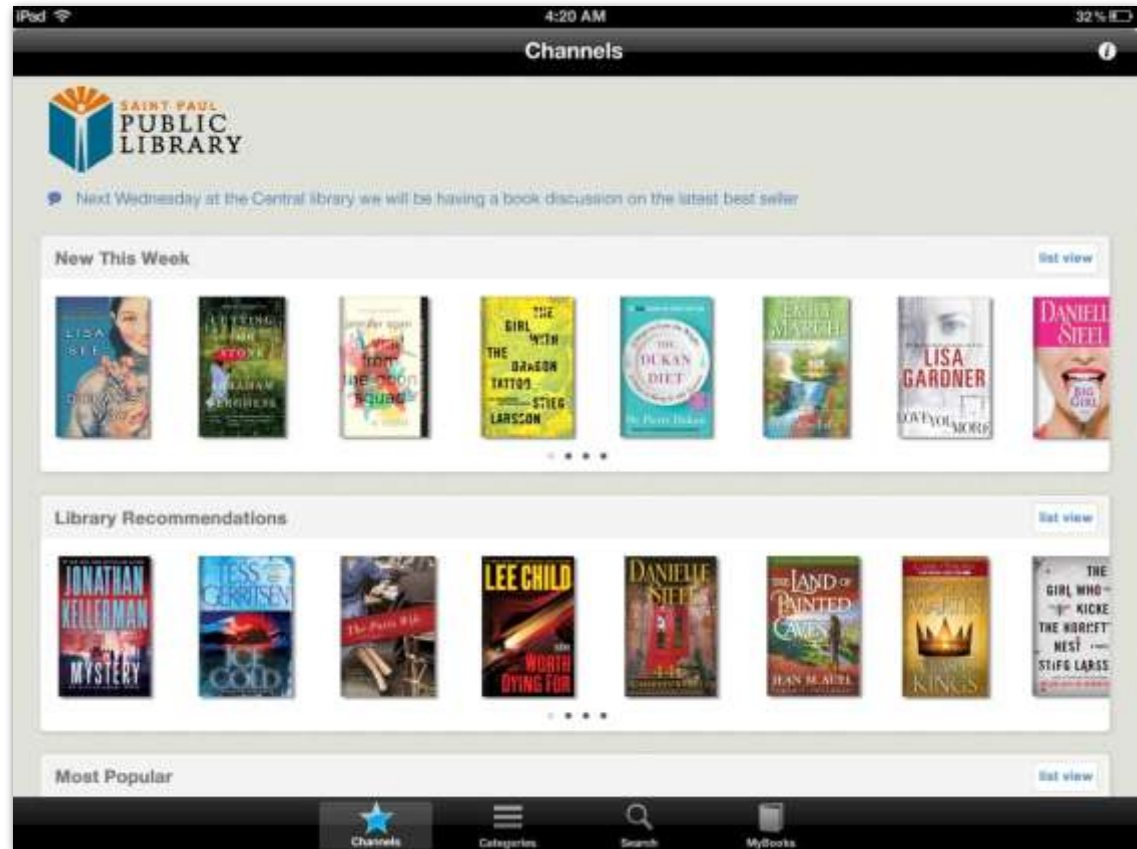
3M™ Cloud Library Experience



Allow your patrons to easily:
Browse popular titles.



Smart Phone



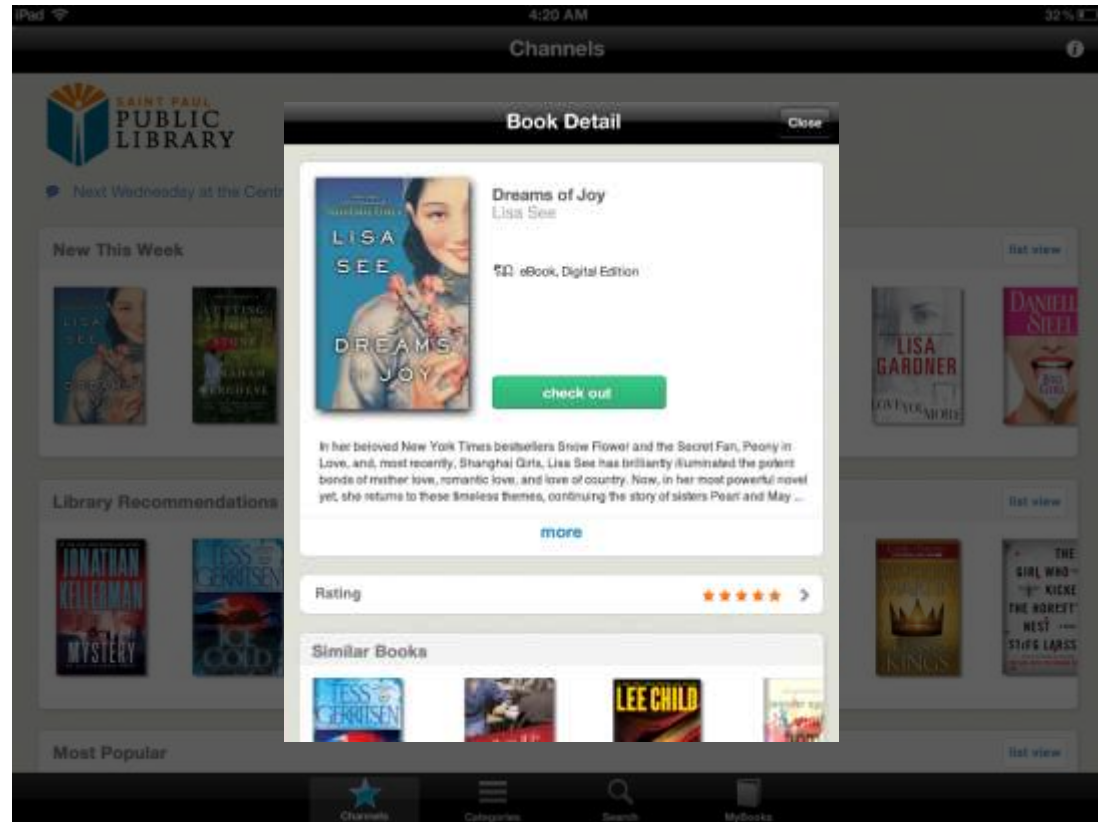
Tablet



Allow your patrons to easily:
Check out and return in just a few clicks.



Smart Phone



Tablet

45% of patrons avoid using e-books because of the complex download process ¹

¹ Library Journal. LJ Survey of Ebook Penetration & Use in U.S. Public Libraries. 2010.

Allow your patrons to easily:
Read anytime, anywhere, on multiple devices.



Mac and PC

iPad,[®] iPhone[®] and
Android[™] devices

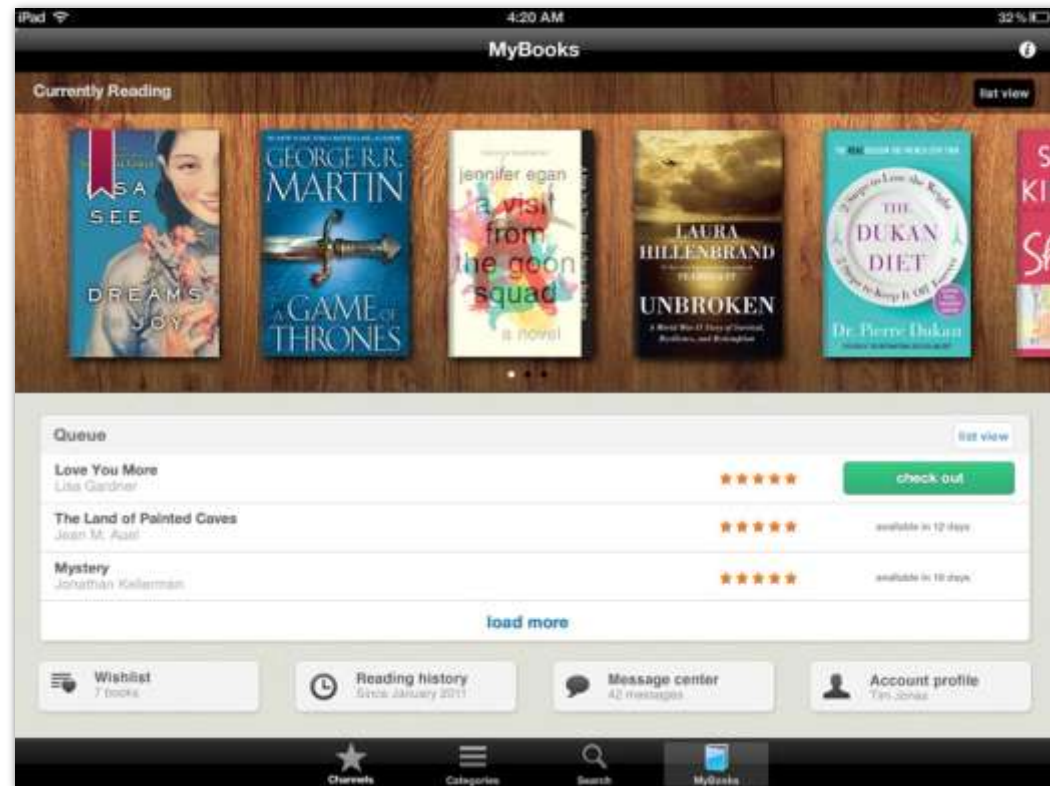
NOOK[™] and Sony Reader[™]



Allow your patrons to easily:
Browse, check out and read without ever leaving the application.

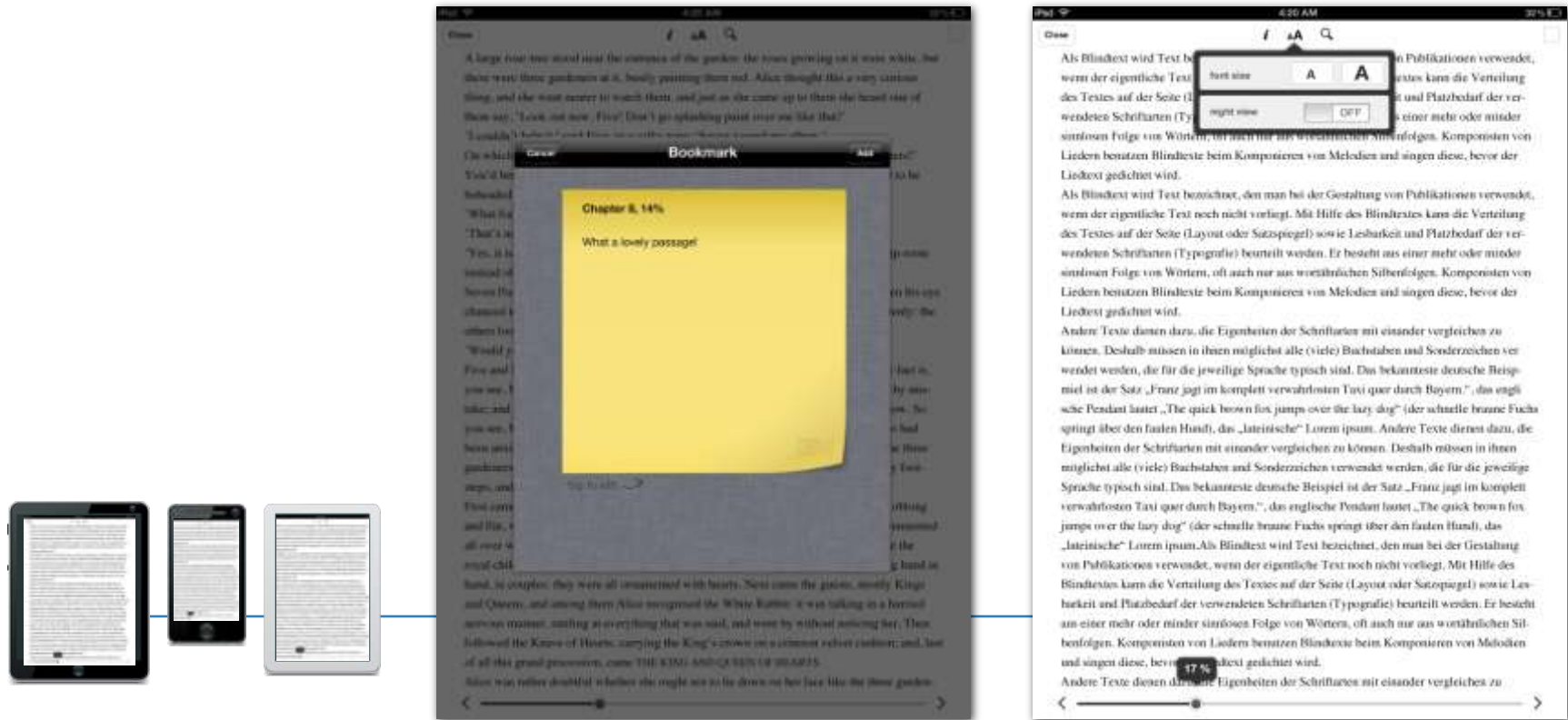


Smart Phone



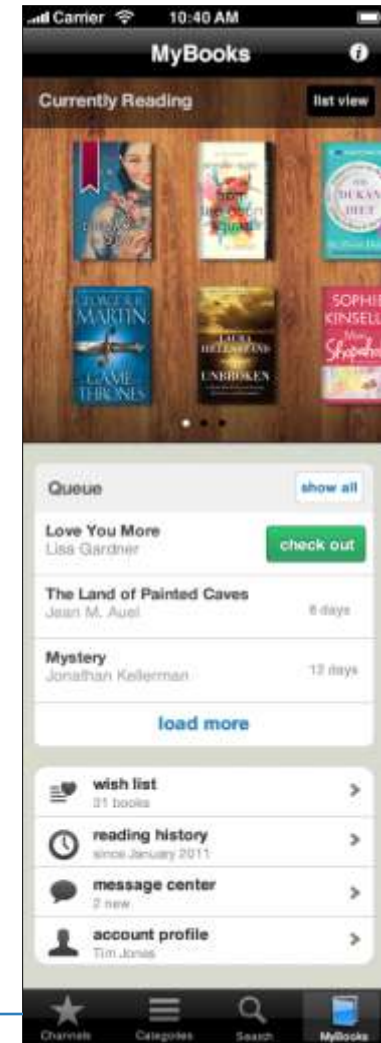
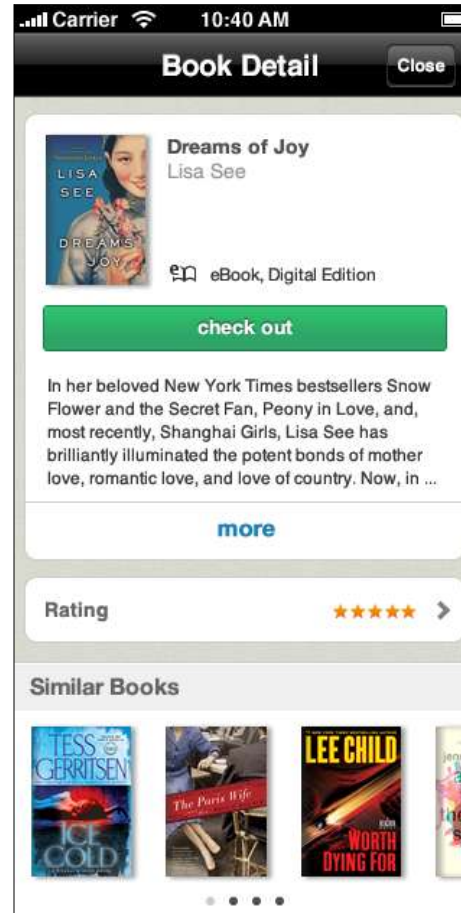
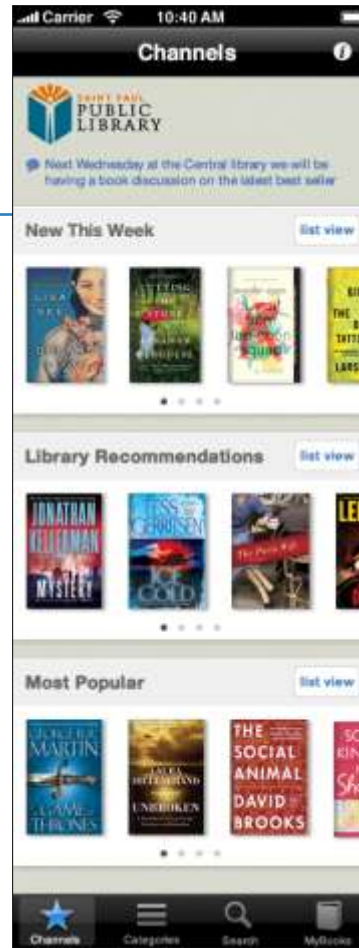
Tablet

Allow your patrons to easily: Bookmark and take notes in multiple titles on multiple devices.



Experiencing the interface

Similar user experience on a smaller screen



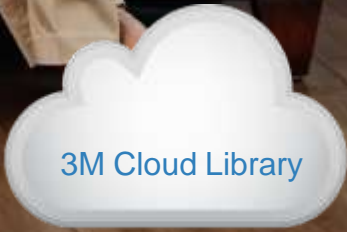
iPhone

Quickly view past, Current and wish list titles

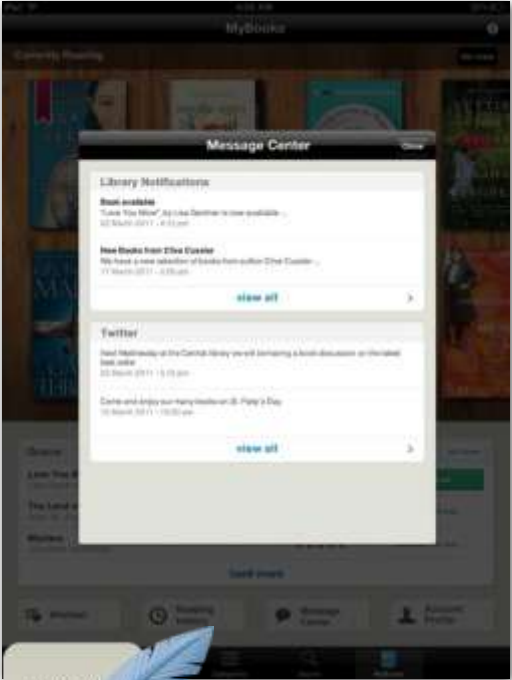




Connecting with the
Community



Connect with the community.



Message center to send notes to your patrons



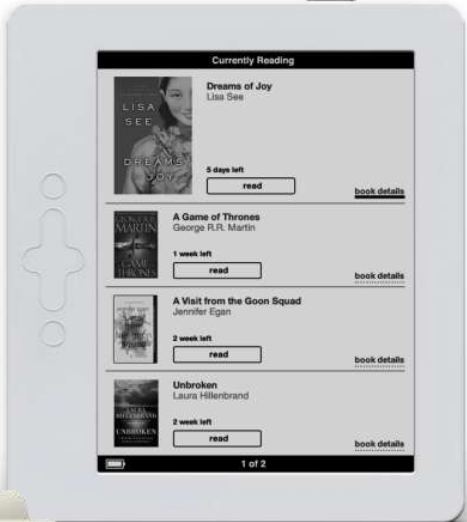
Patron Driven Acquisition allows patrons to request content from 3M's entire catalog vs just items selected



Connect with the community.



Increase e-book awareness with 3M™ Discovery Terminals



Give everyone access through 3M™ E-reader lending

44% of patrons don't use e-books because they don't have a reading device ¹

¹ Library Journal. LJ Survey of Ebook Penetration & Use in U.S. Public Libraries. 2010.



3M Discovery Terminals.

Increase e-book browsing in library



Creates unique, easy to use library experience

Generates awareness of e-books

Reinforces services libraries provide to the community

59% of patrons aren't aware of e-books in their library





Makes e-books accessible to everyone



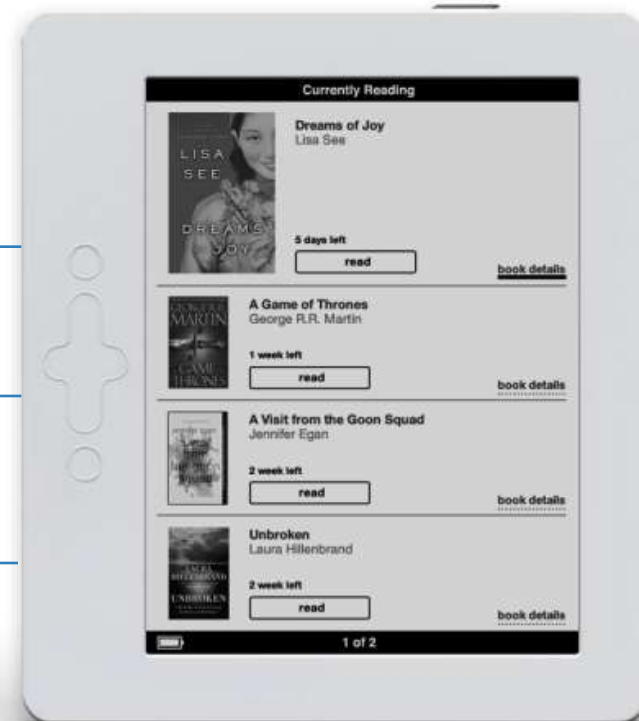
Designed for lending



Quickly synchronizes with your 3M Cloud Library



Easy to use for library patrons



48% of patrons stay away from e-books because they don't know how to use them ¹

¹ Library Journal. LJ Survey of Ebook Penetration & Use in U.S. Public Libraries. 2010.



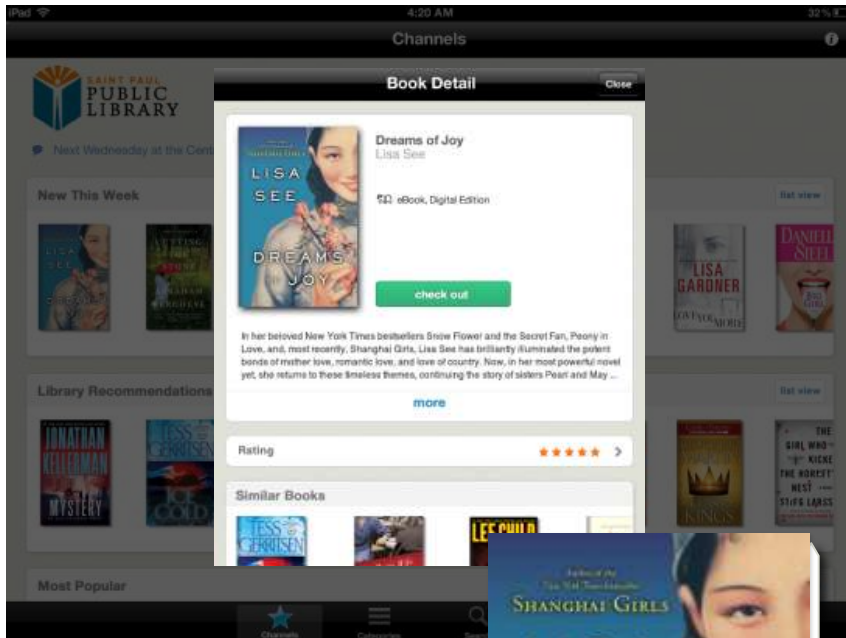
Easy Integration Into Your Library



3M Cloud Library



A service that builds on your ILS investment.



- MARC records with quick check-out capability
- Can leverage existing discovery layers in your library

Easy administration for your staff.

Purchase History

Show history in period:
 From: 01-01-2011 To: 01-01-2012 [Download Report](#)
download report as csv file

Random House

Title	Author	Shopper	Date	Copies	Total Cost
Crescent Dawn	Clive Cussler	Jean Jones	02-Feb-2011		
Double Cross	James Patterson	Jean Jones	02-Feb-2011		
The Spy	Clive Cussler	Ben Harmon	05-Feb-2011		
Totals					

Penguin Press

Title	Author	Shopper	Date	Copies	Total Cost
Great Expectations	Charles Dickens	Sarah Jones	18-Feb-2011		
Treasure Island	Robert Louis Stevenson	Sally Smith	15-Feb-2011		
Totals					

List of requested books

Books overview
 28 total copies in all carts 20 total books in all carts \$ 240.00 total price

Show Books:
 In category: all categories by shopper: Sally Smith [View all](#)

1 copies, 1 books, \$ 140.00 [View all to purchase list](#)

Title	Author	Copies	Price
The Lord of Painted Caves	Jean M. Auel	1	\$ 22.00
A wall from the green square	Andrei Gagar	2	\$ 44.00 22.00
The Dukan Diet	Dr. Pierre Dukan	1	\$ 22.00
Heartbeats Fall	Emily March	5	\$ 88.00 22.00

Purchase List

[Purchase now for \\$ 66.00](#)

3 copies, 2 books, \$ 66.00

- A Game of Thrones
George R. Martin
4 copies in stock, 8 copies in hand
22.00 = 44.00 [Remove](#)
- Unbroken
Laura Hillenbrand
4 copies in stock, 8 copies in hand
22.00 = 22.00 [Remove](#)

Easy to use acquisition interface



Reports to track your usage

Find out your library's top titles

Discover your library's circulation organized by genre

Keep track of your purchase history

The screenshot shows the 3M Cloud Library interface. At the top, there is a navigation menu with tabs for Shop, Buy, Channels, Communications, Reports, and Administration. The Reports tab is selected, and a sub-menu is visible with options: Purchase History, Loan History, Library Utilization, Library Circulation by Genre, Library Top Titles, Top On Hold Items, Top Wish List Items, and Exporting MARC Records. The main content area displays the 'Purchase History' report for the period from 01-01-2011 to 01-01-2012. A 'Download Report' button is available. The report is divided into two sections: 'Random House' and 'Penguin Press', each with a table of purchase records.

Purchase History

Show history in period:
 From: 01-01-2011 To: 01-01-2012 [Download Report](#)
download report as csv file

Random House

Title	Author	Shopper	Date	Copies	Total Cost
Crescent Dawn	Clive Cussler	Jean Jones	02-Feb-2011	1	\$ 20.00
Double Cross	James Patterson	Jean Jones	02-Feb-2011	3	\$ 30.00
The Spy	Clive Cussler	Ben Harmon	05-Feb-2011	2	\$ 10.00
Totals				6	\$ 60.00

Penguin Press

Title	Author	Shopper	Date	Copies	Total Cost
Great Expectations	Charles Dickens	Sarah Jones	18-Feb-2011	1	\$ 5.00
Treasure Island	Robert Louis Stevenson	Sally Smith	15-Feb-2011	1	\$ 10.00
Totals				2	\$ 15.00

3M™ Cloud Library

3M Digital Library - Windows Internet Explorer provided by 3M/IE 8.0 GPO

http://208.75.86.17/library/index.php?task=top-wish-list-items

3M Digital Library

3M Summer ALA 2011 Logout (Bob Jones)

Shop Buy Channels Communications **Reports** Administration

Circulation By Category Loan History Marc Records Purchase History Library Utilization Top On Hold Items Top Titles **Top Wish List Items**

Top Wish List Titles Report

From: 07-17-2011 To: 08-17-2011 Top: 10 Books Refresh

Show 25 entries Search:

Title	Genre	Publisher	Total
The New York Stories of Elizabeth Hardwick	FICTION -> Short Stories (single author)	New York Review of Books	2
Manga for the Beginner Shoujo	ART -> Cartooning	Crown Publishing Group	2
Havana Real	NO CATEGORY	Melville House	2
Sidetracks	BIOGRAPHY & AUTOBIOGRAPHY -> Literary	Knopf Doubleday Publishing Group	1
Manga for the Beginner Chibis	NO CATEGORY	Crown Publishing Group	1
Supernatural: Coyote's Kiss	FICTION -> Horror	Titan	1

Internet | Protected Mode: On 100%



Top Items on Hold

3M Digital Library - Windows Internet Explorer provided by 3M/IE 8.0 GPO

http://208.75.86.17/library/index.php?task=top-on-hold-items

3M Summer ALA 2011 Logout (Bob Jones)

Shop Buy Channels Communications **Reports** Administration

Circulation By Category Loan History Marc Records Purchase History Library Utilization **Top On Hold Items** Top Titles Top Wish List Items

Top On Hold Titles Report

From: 07-17-2011 To: 08-17-2011 Top: 10 Books

Show 25 entries Search:

Title	Genre	Publisher	On Hold
Heart Yoga	BODY, MIND & SPIRIT -> Mental & Spiritual Healing	North Atlantic Books	13
The Lake	FICTION -> Literary	Melville House	11
Elminster in Myth Drannor	FICTION -> Fantasy	Wizards of the Coast Publishing	9
Dude, Where's My Black Studies Department?	SOCIAL SCIENCE -> African-American Studies	North Atlantic Books	9
Barcelona	BIOGRAPHY & AUTOBIOGRAPHY	National Geographic Society	9
Hard Spell	FICTION -> Fantasy	Osprey Publishing	7

Done Internet | Protected Mode: On 100%



3M Digital Library - Windows Internet Explorer provided by 3M/IE 8.0 GPO

http://208.75.86.17/library/index.php?task=loan-history

3M Summer ALA 2011 Logout (Bob Jones)

Shop Buy Channels Communications **Reports** Administration

Circulation By Category **Loan History** Marc Records Purchase History Library Utilization Top On Hold Items Top Titles Top Wish List Items

Loan History Report

From: 07-17-2011 To: 08-17-2011 Top: 10 Books

Show 25 entries Search:

Title	Author	Copies	Queue	# Loans	Loans / Copies
Among the Wonderful	Carlson, Stacy	1	7	3	3.00
Another Roadside Attraction	Robbins, Tom	3	1	4	1.33
Barcelona	Hughes, Robert	1	9	2	2.00
Cabin Fever	Montgomery, Tom	4	5	43	10.75
Candide		1	1	2	2.00
Dude, Where's My Black Studies Department?	Brown, Cecil	1	9	2	2.00

Internet | Protected Mode: On 100%



3M Digital Library - Windows Internet Explorer provided by 3M/IE 8.0 GPO

http://208.75.86.17/library/index.php?task=circulation-by-category

3M Digital Library

3M Summer ALA 2011 Logout (Bob Jones)

Shop Buy Channels Communications **Reports** Administration

Circulation By Category Loan History Marc Records Purchase History Library Utilization Top On Hold Items Top Titles Top Wish List Items

Circulation by Genre Report

From: 07-17-2011 To: 08-17-2011 Group by: Category Refresh

Show 25 entries Search:

Genre	Publisher	Total Loaned
BIOGRAPHY & AUTOBIOGRAPHY	National Geographic Society	2
BODY, MIND & SPIRIT -> Channeling	North Atlantic Books	3
BODY, MIND & SPIRIT -> Mental & Spiritual Healing	North Atlantic Books	4
BUSINESS & ECONOMICS -> Management	HarperCollins	12
FAMILY & RELATIONSHIPS -> Fatherhood	Beacon Press	42
FICTION	Random House Publishing Group	5

Internet | Protected Mode: On 100%



Support when you need it.



Remote access and local servicemen or troubleshooting



Phone and email support for librarians



Library Led Development 3M Beta Accounts



Pasadena/Glendale
Public Libraries



Maricopa County
LIBRARY DISTRICT



Douglas
County



Mobile Public Library

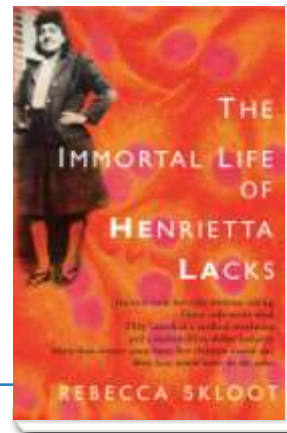
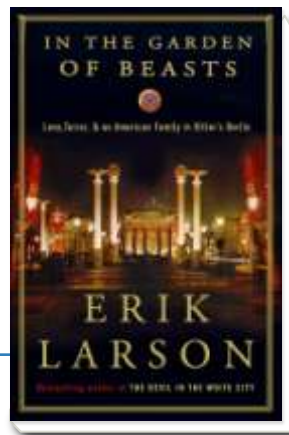
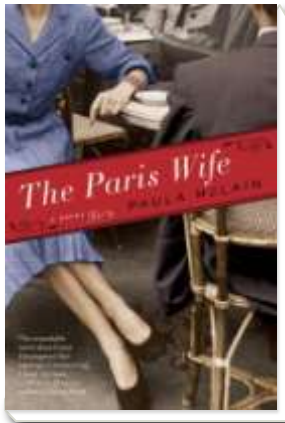
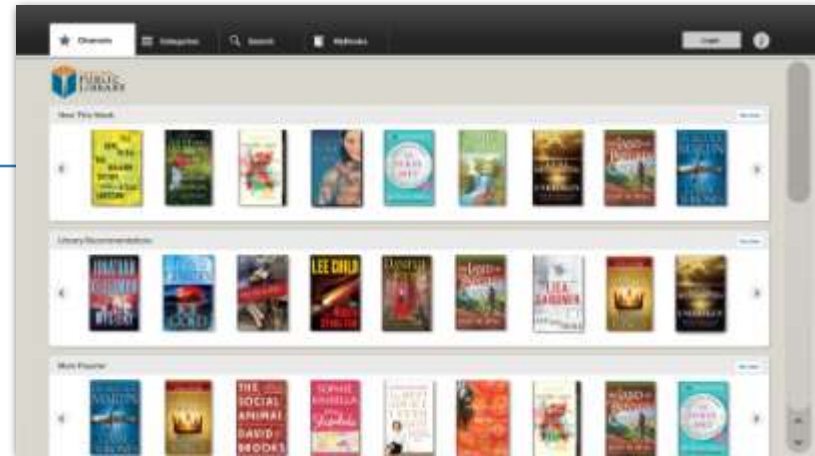


3M has a direct relationship with publishers

Over 30,000 Currently

100,000 by December 2011

You decide what you want in your e-book collection



Growing list of titles

Connection with publishers makes titles available immediately

40% of patrons don't use e-books because limited titles are available ¹

¹ Library Journal. [LJ Survey of Ebook Penetration & Use in U.S. Public Libraries](#). 2010.



Publisher List – 100,000+ titles

- Random House
- HarperCollins
- Workman
- Shambala
- Skyhorse
- John Wiley & Sons
- Encyclopedia Britannica
- Other Press
- Barrett-Koehler
- Thomas Nelson
- Quayside
- F+W Media
- Lukeman
- Perseus
- Houghton-Mifflin-Harcourt
- Gibbs-Smith
- Loyola Press
- IPG
- Sourcebooks
- Abrams
- Andrews McMeel
- Open Road
- Hyperion
- Kensington
- Sterling
- University of Chicago



Pricing Model



3M Cloud Library



Annual subscription - \$15,000



Customized library website
and apps



Buying portal for your
library's content



Connectivity with your ILS



Administrative interface



Technical support

Buy individual book licenses



Priced competitively with market



Titles instantly available

Hardware



3M™ Discover Terminal - \$2499



3M™ E-readers - \$149

*We hope you are excited about
our vision for how libraries can use
e-books to connect with their community*



The Only Company with Cloud Technology



The Only Product Company Selling an eBook Solution

3M's company culture is around product innovation and improvement



1992
First SelfCheck System

2005
ISO RFID System
4th Gen. Self Check



2011
3M Cloud Library



1970
Introduced
media security
for libraries



1994
First RFID pilot in
a school library



2009
Launch 3M AMH
Globally



Be an Early Adopter



Early Adopter Program

1 Free Discovery Terminal

5 Free eReaders

Minimum Year 1 eBook purchase of \$20,000

Reduced First Year Subscription of \$5,000

Year Two Subscription \$10,000

Year Three Subscription \$10,000

Email: tom.mercer@mmm.com

Phone: 651-736-1174

