



Help improve customer satisfaction with RFID.

Library patrons want the world at their fingertips. They want accurate information from multiple sources on any subject, right now. To meet this high standard, libraries need to focus on speed and convenience, service and reliability—and 3M's RFID solutions can help.

Speed and convenience: Today most library patrons know and embrace the benefits of RFID technology. They've used it to charge a tank of gas, pay a highway toll, or gain access to their dorm or office. Many patrons prefer the speed and convenience of RFID-enabled self-service and they are delighted with the ability to check out multiple items at once.

While they might not attribute it directly to RFID technology, customers are also pleased with the pace at which books and other materials move in and out of the library. When RFID technology is combined with a 3M automated materials handling system, it can accelerate the process for getting CDs, DVDs, and books—including frequently checked-out best-sellers—back on the shelves where patrons can find them.

Service: For many library patrons, the greatest benefit of RFID comes from the increased interaction with librarians. Instead of staffing the circulation desk, the librarian can help a child find an age-appropriate book about castles. With less time spent on shelf management, the librarian can plan a reading series or guide a patron with author recommendations.

Reliability: Patrons expect RFID self-service and security to work on every item, every time they enter and leave the library—and that's the level of performance they receive from 3M™ RFID Systems.

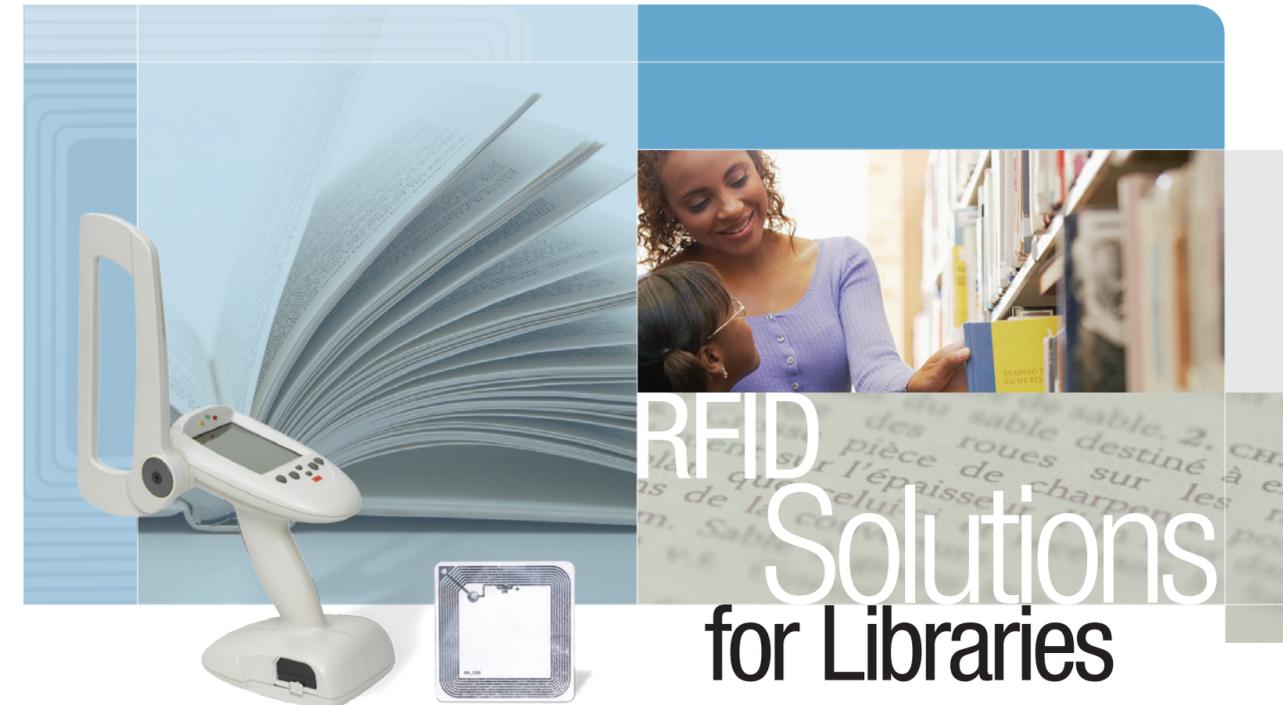
To be reliable, RFID tags must also be durable. They need to hold up over time in the real world, where tagged items are frequently bent, sat on, dropped in the snow and worse. 3M tags demonstrate the durability that libraries expect, both in practice and in accelerated aging tests.* Our confidence is expressed in a clear and comprehensive guarantee: 3M tags will last as long as the item to which they've been affixed.

RFID also improves the reliability of finding items in the collection, by helping ensure that items are accurately shelved. This addresses a common source of patron frustration. And it allows librarians to spend their time helping patrons rather than finding and replacing mis-shelved books.

Because 3M's RFID solution allows librarians to concentrate on more rewarding, higher value tasks, it can increase employee satisfaction. There's also the potential to reduce the injuries that may arise from repetitive motions. Some professionals believe that common circulation activities—such as handling volumes, desensitizing materials, and opening DVD cases to check contents—increase the occurrence of such injuries. RFID systems do not eliminate these activities, but they clearly reduce item handling by librarians.

*Details on our guarantee are available upon request.

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Patrons expect the world of you...

One library visitor wants The Collected Works of W.B. Yeats. Another wants a history of Angkor Wat or a DVD of Amazon River fishes. One is looking for a copy of the latest fashion magazine and one needs a children's book about skyscrapers.

People come to the library expecting to find information on virtually all subjects, in all media, from the dark past to the distant future. And they'd like that information immediately.

It's a tall order in the best of times. Libraries face extraordinary challenges. Patrons look for the library to provide entirely new services, from language classes to job-search seminars. Realistically, librarians can meet these new expectations—they can do more with less—with the help of RFID (Radio Frequency Identification) products from 3M.

Few technologies can help solve as many challenges as 3M's RFID solutions. You can help ensure a seamless workflow with the integration of RFID technology. The 3M™ RFID System will help make the most time-consuming tasks—check-ins, checkouts, searching for holds or lost items, and shelf management—almost effortless; establishing an unwavering increase in performance and accuracy.

With RFID, you can be a better steward of community resources.

Librarians are expected to preserve and protect the community's resources and make sure that citizens get the most value out of their investment.

3M RFID solutions can help librarians meet these responsibilities. First, RFID's security features can reduce the loss of items due to theft. RFID also helps librarians make every patron's trip to the library as rewarding as possible. Items are where they are supposed to be, where customers and librarians can find them. And when the patron needs assistance, the librarian is more likely to be available—not busy at the circulation desk or sorting volumes in the back room.

An investment in RFID is practical. Our systems can bring immediate returns. Some libraries have found thousands of dollars of "lost" items when they first implement an RFID shelf management program. In addition, the ongoing productivity gains and the reduction of lost, stolen or misplaced items can bring significant savings.

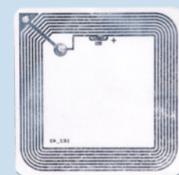
Here's the bottom line: 3M RFID Systems typically pay for themselves in two or three years. They then provide positive returns for the many years they continue to operate.

What's exceptional today is expected tomorrow.

Today, patrons are delighted with the ease, simplicity and reliability that RFID technology provides. Eventually, as technology improves, your library may want to upgrade your RFID systems so you can offer the speed, convenience, service and reliability that patrons find elsewhere in the community.

As you consider adopting RFID technology, look for a flexible system—one that can evolve as new features and new standards are introduced. And be sure to work only with suppliers, like 3M, that have a reputation for excellence, a long-standing history in the industry, a willingness to guarantee their equipment and tags, and a commitment to continued research and development.

Communities can count on immediate gains in productivity and cost-savings.



3M™ RFID Tag



3M™ SelfCheck™ System R-Series



3M™ Pad Staff Workstation



3M™ Digital Library Assistant



3M™ Detection System Model 9100



3M™ Automated Materials Handling