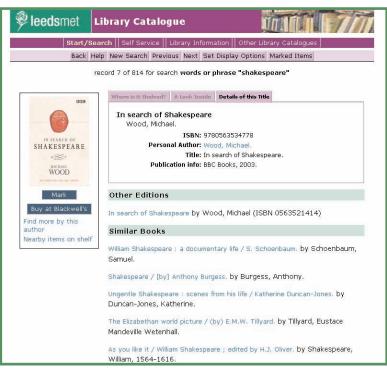


It's all about the users!



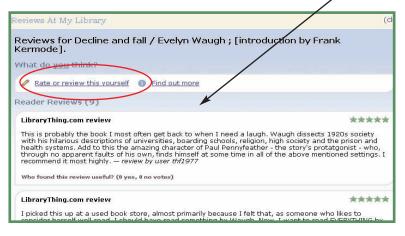
Catalogue Enhancements

Provides more valuable data for each book and more points for searching. All of the search information – recommended titles, similar editions, tag search results – relates to titles that can be found in your OPAC.

Book recommendations. LTFL provides recommended or similar books, linking or pointing to books in your library

Tag- based discovery. Tags are drawn from over 40 million tags created by LibraryThing members. Words which mean something to your users, which may not be in your MARC records.

Other editions and translations. Provides links to bibliographic records of other editions and translations of a work that can be found in your library.



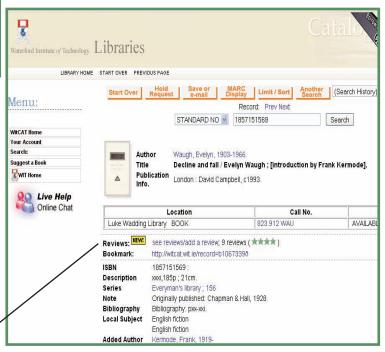
What is it?

You may already have heard of LibraryThing What's on your bookshelf? What's on your bookshelf? What's on your bookshelf? What's on your bookshelf?

LibraryThing for Libraries (LTFL), is a specifically developed application that allows all types of libraries to use the LibraryThing.com content such as tags, reviews and recommended/similar books to enhance their catalogues. Enriching your library's online catalogue with the power and fun of Library 2.0, means your library users can browse, search and engage with your holdings in a new, powerful and compelling way.

What options do I have?

Choose from the following enhancement packages to boost your OPAC:



Reviews Enhancements

Provides a wealth of reviews drawn from the LibraryThing community as well as providing your library users with the ability to contribute their own ratings and reviews of titles within your catalogue.

User Reviews. Let your library users rate and review right in your catalogue

Already full. LTFL comes with over 200,000 reviews from LibraryThing.com

Widgets. Users can show off reviews and their library with library-branded 'blog-widgets' and a facebook application. This is a great way to promote your library in this popular social networking site.

What are the benefits of including LibraryThing for Libraries in my OPAC?

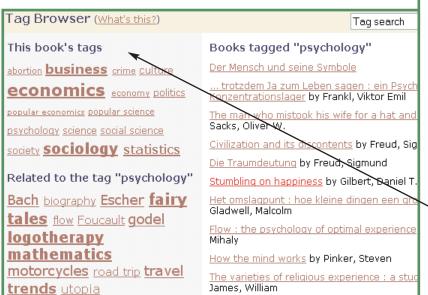
- · Give your library users exciting new content, including recommendations, tag clouds
- Give your library users the option to read and write reviews
- Let your library users interact whilst you keep the control you want
- Generate interest around your OPAC
- · Provide an innovative service to your library users that encourages them to use your library
- Benefit from links to facebook for extra exposure and the 'cool' factor!
- Share reviews with other subscribing libraries
- Draw on the collective intelligence of your library users and LibraryThing members.

Library Control

- The library maintains the control at all times and can moderate reviews, so there's no need to be concerned with inappropriate language
- No user content is added to your MARC records.

How does it work and what are the technical requirements?

LibraryThing for Libraries (LTFL) integrates seamlessly with your OPAC, so your users just see the added data from your chosen enhancement package, and they are never taken outside of your site. LibraryThing for Libraries works with every major OPAC/ILS. In most cases a small amount of work will deliver significant functionality.





What if my OPAC is in a language other than English?

Although all tags are in English and no foreign language reviews are being pulled from LibraryThing.com, users can write reviews in *any* language.

Games people play: the psychology of hum

How much does it cost?

LTFL is a subscription service and pricing is based on book circulation or collection size, with a minimum charge of £650. FREE trials are available for the content package only.

How can I find out more?

Please visit: www.librarything.com/forlibraries or contact Bowker for further information and a detailed price quotation.

Bowker (UK) Ltd First Floor, Medway House, Cantelupe Road, East Grinstead, West Sussex, RH19 3BJ, UK.

