

**FOR IMMEDIATE RELEASE**

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## **SirsiDynix Virtual Reference Solution Chosen by ASERL Members**

**Eight U.S. colleges and universities will use Docutek VRLplus for online reference service**

**HUNTSVILLE, Ala., Aug. 21, 2006** – SirsiDynix, the global leader in strategic technology solutions for libraries bringing knowledge to people and communities, announced today that eight members of the Association of Southeastern Research Libraries (ASERL) recently selected its Docutek VRLplus™ solution for their Ask-A-Librarian online reference service.

The participating ASERL libraries are: the College of William and Mary, Mississippi State University, the University of Alabama, the University of Central Florida, the University of Memphis, the University of Mississippi, the University of North Carolina-Charlotte and Virginia Commonwealth University. They are scheduled to go live on Docutek VRLplus this month.

“Ask-A-Librarian is a virtual reference service that permits ASERL library staff to meet their users in the online environment,” said John Burger, ASERL executive director. “The mission of Ask-A-Librarian is to provide more timely and cost-effective research-library quality information to users than can be provided by any individual ASERL library. Through Docutek VRLplus, which we chose because of its reputation for speed and reliability, our eight participating libraries can share their staffing resources to maximize the service’s availability.”

Angus Carroll, SirsiDynix chief marketing officer, said: “Forward-thinking library organizations, such as the members of ASERL, seek to extend their reach into the communities they serve. As the global leader in strategic technology solutions for libraries, SirsiDynix understands this mission. We continue to deliver solutions like Docutek VRLplus, which can help these libraries meet the needs of their users and extend their reach outside the walls of the library building.”

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### **About SirsiDynix**

SirsiDynix is the global leader in strategic technology solutions for libraries – vital institutions whose primary mission is to make sense of the vast world of information for people and communities. This is an exciting role as libraries assist people in discovering and using knowledge, resources and other valuable content for their educations, jobs and entertainment. In concert with key industry partners, SirsiDynix supports this strategic role for libraries by offering a comprehensive integrated suite of technology solutions for improving the internal productivity of libraries and enhancing their capabilities for meeting the

needs of people and communities. SirsiDynix has approximately 4,000 library and consortia clients, serving more than 300 million people through more than 20,000 library outlets in the Americas, Europe, Africa, the Middle East and Asia-Pacific. For more information, please see [www.sirsidynix.com](http://www.sirsidynix.com).

#### **About ASERL**

Founded in 1956, the Association of Southeastern Research Libraries (ASERL) is the largest regional academic library cooperative in the United States with 37 research libraries. ASERL is a founding member of the Southeastern Library Network (SOLINET), the largest OCLC regional network in the United States. Launched in 2004, ASERL's Ask-A-Librarian project is the first regionally staffed chat-based reference service dedicated to the needs of research library patrons. For more information, please see [www.aserl.org](http://www.aserl.org).

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