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SirsiDynix Reveals Leading Edge Phone Apps, Improved Services and Partnership at CODI/UUGI Joint Conference

PROVO, UT, April 22, 2009 – SirsiDynix, the world leader in library automation technology, recently returned from “Intersection 2009” in Dallas, Texas. The conference was planned by Customers of Dynix International (CODI) and Unicorn Users Group International (UUGI) and is the first and last “Joint Conference” due to the official merging of the user groups effective June 1st, 2009.

Among the highlights of the conference were informative sessions on making the most of SirsiDynix products, a powerful keynote address, and announcement of the new 2009-2010 product roadmap.

SirsiDynix’ theme at the conference was “Come With Us”, based upon the pillars of innovative products, expansive services, and true partnership. The opening session of the conference included a keynote address by popular author and speaker, Patricia Martin. Martin discussed the contributing factors leading to the emergence of a “Renaissance Generation” and how libraries can position themselves to partner with their communities in this era of rapid technological and social change.

During the opening session, SirsiDynix unveiled the 2009-2010 product roadmap and new high-tech tools, including several planned smartphone applications. Talin Bingham, chief technology officer at SirsiDynix, introduced Google Android and iPhone apps that focus on public and staff needs, highlighting end user discovery, library business intelligence, and provision of basic circulation functions. Another iPhone application, the District of Columbia Public Library’s recent creation, was also praised as an excellent use of SirsiDynix APIs to create custom-made applications appropriate for each individual library. Also unveiled was a new client care portal, which received a round of applause from the audience during a demonstration of the new features.

Over 750 SirsiDynix customers attended the conference, despite tight budgets and travel reductions. Over 70 SirsiDynix employees also made the trip, underlining SirsiDynix’ support of customers, the conference, and the user groups.

For more information about SirsiDynix, go to www.sirsidynix.com, call 1-800-288-8020 or email sales@sirsidynix.com.

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About SirsiDynix

SirsiDynix helps libraries succeed. As the market leader in strategic technology solutions for libraries, SirsiDynix offers a suite of superior library management and user experience solutions which help libraries improve internal productivity and better meet the needs of people and communities, making libraries more relevant than ever. SirsiDynix serves more than 20,000 library outlets and 300 million people through its 4,000+ library and consortia partners in the Americas, Europe, Africa, the Middle East and Asia-Pacific. For more information, please visit www.sirsidynix.com.

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