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SirsiDynix announces SirsiDynix® Social Library™, industry's first native Facebook app
Social Library enables users to utilize local library catalog functionality within Facebook.

LEHI, UTAH (January 20, 2012) – SirsiDynix, the world's leading provider of library automation solutions, today announced the SirsiDynix® Social Library™ solution, the library industry's first fully native Facebook application. SirsiDynix Social Library enables library users to search their library's catalog, place holds and perform My Account functions without leaving Facebook.

"Libraries already use social media to engage their communities and users. SirsiDynix Social Library takes those interactions to the next level, giving libraries a virtual branch in the world's largest network," said SirsiDynix Chief Executive Officer Bill Davison. "With more than 800 million people worldwide already exchanging information on Facebook, it presents a huge opportunity for libraries."

Patrons of SirsiDynix Social Library can securely log in to their library via Facebook, just as they do today at their physical library using the same credentials. Among other capabilities, the SirsiDynix Social Library solution also enables library users to:

- **Search their local library catalog** and place holds on materials of interest right from the library's Facebook page.
- **Access My Account features** including checkouts, hold management and payment history.
- **Share and 'like' library materials** within the social environment where users worldwide currently spend more than 700 billion minutes each month.

The SirsiDynix Social Library solution benefits libraries as well, enabling them to increase user registration and circulation by providing easy access to the library for current and prospective users.

"Libraries are social places where people go to connect, engage and interact with the world. The SirsiDynix [Social Library] app allows us to use social media tools to connect with our community in a new way," said John Scott, library manager of the [Burdekin Shire Council Library](#) in Queensland, Australia. "Installation was a breeze and once we went live our Facebook page 'likes' effectively doubled. It has shown our users that we are adapting to the changes libraries need to make to connect with them using modern tools such as Facebook. SirsiDynix has significantly lifted the bar with this new software."

More than 40 libraries have purchased the solution already, with more than a dozen early adopter libraries live already including [Sutton Central Library](#) in London; [Brunel University Library](#) in Uxbridge, United Kingdom; [Calgary Public Library](#) in Calgary, Alberta; and the [Library of Hattiesburg, Petal and Forrest County](#) in Hattiesburg, Mississippi. For more information on SirsiDynix Social Library, visit www.sirsidynix.com/sociallibrary or stop by booth #2045 in the ALA Midwinter Meeting exhibit hall this weekend in Dallas.

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About SirsiDynix

SirsiDynix connects people with knowledge at more than 23,000 libraries around the world. Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities. SirsiDynix technology is architected to be open, scalable and robust, offering a complete solution out-of-the-box, and unparalleled flexibility through APIs and web services. Complemented by the most experienced training, consulting and support staff in the industry, SirsiDynix helps libraries create tomorrow's libraries, today. www.sirsidynix.com