SirsiDynix and Zepheira Announce New Details of Strategic Partnership

Partnership looks to produce BIBFRAME product in Q4 2015

LEHI, Utah (June 26, 2015)—SirsiDynix and Zepheira announce their intent to develop a product that will make libraries' collections visible and searchable on the Web.

"Currently, only a fraction of all searches begin at the library," said Bill Davison, CEO of SirsiDynix. "Our partnership with Zepheira will enable us to more effectively deploy products and services that will put libraries front and center in a user's search for content. The great thing about this initiative is that users needn't change their current behaviors, because we'll now be able to meet them wherever they are. Whether a user starts in the library or from a Web search engine, this service can exponentially increase a library's ability to connect with the communities it serves."

Davison continued, "Our goal is to take the mystery and complexity out of Linked Data and deliver to our customers a product that is plug-and-play. We want libraries to easily transform their MARC data into robust, Web-searchable, geo-locatable Linked Data—ready for the world to find."

"Our focus with SirsiDynix is to help them bring powerful Linked Data products to market quickly," said Eric Miller, President of Zepheira. "While the Web of Data has grown in breadth and depth, library MARC content has, until now, been inaccessible to search engines, and thus invisible to the vast majority of information seekers. The products we are developing with SirsiDynix will both instantly and dramatically increase the visibility of a library's collection."

SirsiDynix and Zepheira have been busy the past several months laying the groundwork for this exciting partnership, collaborating on a joint roadmap that will bring transformative products to library systems sooner rather than later. The Visible Library Beta Program emerged as a path to rapidly reveal library collections to the Web in an actionable form.

"Working together with Zepheira, we'll be able to serve the library community far more effectively than either organization would be able to do alone," said Eric Keith, SirsiDynix VP of Marketing & Strategic Partnerships. "Our customers want this Web visibility just as soon as they can get it, and we agree. This is potentially the most important development in the library industry since the transition from the card catalog to the Integrated Library System."

Libraries who are interested can begin the process immediately. They are encouraged to contact SirsiDynix as soon as possible to assess their library's readiness to participate. Virtually any library is eligible to join the Visible Library Beta Program and take advantage of this exciting new service that will bring the vast array of library resources to end users, regardless of where they start their search.

"We want this capability to be available to as many libraries as possible," said Miller. "That's a primary reason for this partnership with SirsiDynix. We want to help all

libraries everywhere. Given their enormous customer base at the ready, we can work with SirsiDynix to forge a worldwide movement, bringing new visibility and increased relevance to all types of libraries."

About Zepheira

Zepheira is a leading provider of software and services designed to help clients across industries make information available and more prominent on the Web. Founded in 2007, Zepheira has extensive experience creating products and solutions focused on the modernization of library information systems. Zepheira's founders and staff have played key roles in pioneering the next generation of the Web, including the semantic technology underlying most Web applications. For more information find us online: http://www.zepheira.com

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 out-of-the-box solution 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.

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