

## Press release

### **Axiell launches a new epoch-making product which will benefit libraries and businesses**

In spring 2008, Axiell Arena will be released – a completely new product from the Nordic IT supplier Axiell bibliotek. This product is a new public interface making possible a considerable expansion of the library's electronic services to the citizens and thus making the library a powerful player in the 24-7 society.

Not only may it be used by the libraries but the libraries may also offer government services, businesses, and associations to search in specific literature and information on the library within their subject field on their own websites.

We are launching a completely new way of helping the public and the business sector and this will position the library quite differently and make it unnecessary to wait for the users to come to the library.

Axiell Arena is much more than that. Arena pursues the community line of thought where user participation is the key to success. Knowledge is shared and enriched in library-user interaction – and these functions are actually discussed a great deal along with the concepts web 2.0 and library 2.0.

Knowledge can be created, knowledge can be seen – and it all happens at the Axiell Arena meeting place where the users by virtue of a number of interesting services may see the enrichment of information, tags, reviews, ratings, overviews, etc. from other users and other web sources. Information is centrally collected and made available to the interested libraries. With this, volume is given the functions demanded by everyone and this will be a unique feature of Axiell Arena. The users may create their own virtual bookshelf using "My library".

*"Axiell Arena will be a state-of-the-art product", says Jerk Sintorn, managing director of Axiell bibliotek AB. "The library is presented with a unique approach to maintaining a high profile – an approach which is unknown today. Users and non-users alike are offered new services and functions and with this Axiell Arena may help create the role called for by the libraries by being more investigative and insistent and putting users first".*

Axiell Arena is more than a Content Management System. It is based on open standards and an open system architecture and they provide maximum flexibility in terms of integration with portals and other systems.

At the annual Book Fair in Gothenburg, samples of Axiell Arena will be presented.

#### **About Axiell bibliotek**

Axiell bibliotek is the leading supplier of IT systems and services for the Nordic libraries and is among the top 10 companies in the world within this sector. The company is a supplier aimed exclusively at target groups consisting of libraries and focussing on library improvement. AXIELL develops high-tech library systems in close cooperation with our customers. Over 700 libraries in the Nordic countries use the Axiell systems. Besides library systems Axiell sells RFID and self-service stations to libraries together with Bibliotheca A/S. Axiell employs 120 people in Denmark, Sweden and Finland.

[www.axiell.com](http://www.axiell.com)

**For further information, please contact:**

Jerk Sintorn, managing director, Axiell bibliotek AB, tel +46 317 10 29 51/ +46 708 984 127

Lise Söderberg, Nordic communication and marketing director, Axiell bibliotek Ab, tel + 45 3338 2520