



Press Release

Copenhagen, 20 October 2008

The virtual library is now a reality!

The virtual library never closes. From now on, the library will provide a new, intelligent rendezvous for everyone with an interest in culture - in a universe that is, at the same time, local and global. You can write a letter or an article about something you are passionate about, rate a book or review a film. You can explore the library's treasures - physical and digital items alike - and allow yourself to be inspired. And this is only the beginning. Many more new and exciting social and intelligent facilities will be introduced in the coming years.

From today, all of this will be achievable. The European company Axiell has just launched a really unique product, "Axiell Arena", which links the library to its surroundings. The library has moved ahead a whole generation. It is no longer purely a physical location with a simple search facility on the net; from now on it will offer Web/Library 2.0 social facilities. Users will be offered interactive services, provided with inspiration and can become involved via the library's new website where the traditional library catalogue is fully integrated into the library 2.0 concept.

Two-way communication is one of the keywords. Up to now, users have played a passive role but, with the integration of Web 2.0, the user's role will be more active. It will be possible to write articles for publication on the library's website or review a book you have read, rate a film or a piece of music or view other readers' opinions of a particular book. Contributions are processed centrally, and thus nationally, so there will be a much wider audience for your thoughts - it will no longer be restricted to the local library. The modern, digital library has no physical limits.

Inspiration is another keyword. Of course, it is already possible to search for and download items but "Axiell Arena" paves the way for new search opportunities, providing inspiration for new titles. Good ideas emerge while you search and you will be inspired to use new methods and to discover new titles that you didn't realise existed.

Jerk Sintorn, Axiell Library Group AB's CEO says *"We are very proud to be able to launch this unique product which will project libraries well into the digital world; a product which increases accessibility, paves the way for two-way communication and which encourages the development of the democratic role of the library. We are delighted that libraries are now able to play an important role in the virtual world."*

As a result of this new access to the modern, digital library, citizens will benefit even more from their library and libraries will be able to offer broader cultural content than hitherto: More facilities, additional content and an even greater selection to delight today's library users.

Axiell Arena was a pilot project at Danish and Swedish libraries and the platform for the first version of the product is now ready. As with our other products, Axiell Arena will be developed continually and even more facilities will be added along the way.

Axiell Library Group AB

The company was founded in the middle of the 1980s and Axiell was the first supplier in Scandinavia to develop a library management system. In 1996, Axiell became one of the world's leading library system suppliers on the development and introduction of a graphic library system based on recognised library standards. This development has continued and, today, Axiell Library Group is the world's fifth largest company in the sector, supplying IT systems and services dedicated solely to libraries and with its focus on library development.

Axiell develops technically advanced library management systems in close cooperation with its customers.

More than 700 municipalities in the Nordic region and 70 local authorities in the UK use Axiell's systems in their public libraries. Axiell's systems are used in over 3000 school and special libraries and in no fewer than 300 archives and museums.

Axiell Library Group is a consolidated company with four subsidiaries in Sweden, Denmark, Finland and the UK: www.axiell.com

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