



## CUSTOM-BRANDED MOBILE APPS FOR PUBLIC, ACADEMIC AND SCHOOL LIBRARIES



Boopsie is the industry leader in custom-branded mobile applications for public, academic and school libraries.

Currently in use by more than 250 libraries worldwide, Boopsie apps have proven to increase patron engagement (never mind the cool factor) by offering anytime, anywhere access to catalog content, eBooks, location and hours information, reading lists and other library services.

With Boopsie, libraries deliver patrons unprecedented efficiency and convenience, including use of any mobile device to:

- Reserve library materials while waiting for a bus
- Check out a book from anywhere in the library
- Look up a book found in a bookstore or a friend's house to see if it's on the shelves of the local library

Affordable and fast to deploy, Boopsie solutions are available in multiple languages including Spanish and Chinese.

See Boopsie for Libraries demo [here](#)

**Special Pricing Available for Members of  
Library LinkNJ - The New Jersey Library Cooperative!**



### CUSTOM-BRANDED

Boopsie delivers full-featured custom-branded applications, enabling libraries to increase awareness and connection with patron communities. Boopsie's native app technology is compatible with all phones, all networks.



### DIRECT ACCESS TO OVERDRIVE TITLES

One-click access to OverDrive titles from within the library-branded app offers unprecedented discoverability and ease-of-access to OverDrive collections. No more need for patrons to use a separate app for accessing and downloading titles.



### AFFORDABLE, FAST-TO-MARKET

A Boopsie application that includes native support for all internet-enabled phone platforms can be deployed in a matter of weeks and at a fraction of the cost of comparable solutions.

# THE boopsie® ADVANTAGE

Boopsie apps offer the most advanced feature set with proven ability to increase awareness and access to catalog inventory, create efficiencies for library staff and foster a more engaged reader community.

**BookCheck™** Saves time at the checkout line. Patrons can checkout a book, DVD or CD from anywhere in the library using their mobile phone.










**One-click access to Overdrive titles.** Boopsie is the first to offer direct access to Overdrive titles from within library-branded apps.

**BookLook Mobile™** By simply scanning or entering the ISBN barcode data, cardholders can see if a book is owned by their library and place it on hold or add themselves to the waiting list.

**Reviews and Recommendations.** Optimum offers access to licensed services such as publisher reviews, bibliographic information and crowd-sourced sites such as [GoodReads](#).



## BOOPSIE FOR LIBRARIES - FEATURES AND FUNCTIONALITY

<p><b>Custom-branded.</b> No generic apps! All Boopsie apps are customized with library logo, colors and unique images.</p>	
<p><b>Real-time ILS Integration.</b> Boopsie's proprietary AccessILS system integrates directly with any ILS database, making it easy for patrons to access their account information to place holds or renew materials using a mobile device.</p>	
<p><b>One-click access to OverDrive titles.</b> Direct access to OverDrive ePub content from within library-branded app.</p>	
<p><b>SmartFix™ search technology.</b> Enables fast catalog search with minimal keystrokes.</p>	
<p><b>BookCheck™.</b> Check out books from anywhere in the library using a mobile device.</p>	
<p><b>BookLook Mobile™.</b> Lets patrons scan the ISBN code on any book anywhere, check for availability at the local library AND put the book on hold.</p>	
<p><b>Multi-lingual support.</b> Powerful way to engage multi-lingual and ESL audiences. Boopsie apps available in wide range of languages including Spanish and Chinese.</p>	
<p><b>Mobile access to non-catalog content and services.</b></p> <ul style="list-style-type: none"> <li>- <b>GPS-aware library locator.</b> Makes it easy for patrons to find the nearest branch location, hours of operation and contact information.</li> <li>- <b>Calendar and Events.</b> Provides latest information on library programs and services</li> <li>- <b>Ask a Librarian.</b> Reach a librarian or other reference staff via phone, email or text.</li> <li>- <b>Reading Lists.</b> On-the-go access to reading lists curated by library staff.</li> <li>- <b>Facebook, Twitter, YouTube, Google+.</b> In-app access to all social media channels.</li> <li>- <b>Web Content.</b> Full support for existing web-based content.</li> </ul>	
<p><b>Statistics and reporting.</b> Boopsie provides all customers with reports on app use data - types of devices used, downloads, queries, etc.</p>	
<p><b>Collaborative CMS tools.</b> Content management is as easy as using Google Docs.</p>	

## STANDARD LIBRARY APP - CUSTOMER IMPLEMENTATION TASKS

Full implementation of a Boopsie application requires minimal technical expertise and resources from library staff. Easy-to-use content management tools leverage Google Docs to populate and maintain information for Library Locator and Reading Lists. Google Docs built-in collaboration features make it simple for multiple staff members to contribute content and keep information up to date. Below are examples of speed of implementation. Staff time required is often less than three full days.

### Real-Time ILS Integration

**Library Task:** Provide two test accounts with different account status such as holds, renewals and overdue. Provide a list of actions available (renew, hold, cancel, request, etc.) through patron web to clarify what to enable via mobile app.

**Time Needed:** 30 minutes during implementation, no ongoing time.

### Access to Non-Catalog Information (library locator, reading lists, social media)

**Library Task:** Take advantage of Boopsie's easy-to-use content management tool leveraging Google Docs to collaboratively manage library data to be made accessible via the mobile app. It's as easy as creating a Google account for each contributing staff member (e.g. david@gmail.com, [library.kate@gmail.com](mailto:library.kate@gmail.com)) and send them via email to Boopsie staff.

**Time Needed:** One day during implementation, some ongoing time to keep data up-to-date.

### Launch Preparations

**Library Task:** Provide graphics, set up Apple app store account, finalize iPhone and Android app store descriptions, optimize presentation of information using Boopsie's best-practices guidelines and proofread text. Boopsie will provide documentation outlining branding requirements, suggested app store descriptions and explain best-practices guidelines.

**Time Needed:** Three hours during implementation, no ongoing time needed.

**Pricing.** Boopsie apps offer the best value on the market. Boopsie's tiered pricing structure includes a one-time implementation fee plus annual maintenance charge. *Library LinkNJ - The New Jersey Library Cooperative* members are eligible for special discounts of 10-27% through March 31, 2012. For more detail, please contact Sam Nickell, Vice President of Business Development at [sam.nickell@boopsie.com](mailto:sam.nickell@boopsie.com)

### Boopsie for Libraries

**Sam Nickell, Vice President Business Development**

206-510-7298 [sam.nickell@boopsie.com](mailto:sam.nickell@boopsie.com)

490 S. California Ave, Suite 105 Palo Alto, CA 94306

<http://www.boopsie.com/libraries>

