

RFID

system goes
'live'

at Gold Coast City Council Library Service

The Gold Coast City Council Library Service successfully implemented Radio Frequency Identification (RFID) from 3M across their network in early October. The system went 'live' across 13 branch libraries, a local studies library, a corporate library and two mobile libraries. Implementation at Elanora Library will follow when the library re-locates to its new premises early in 2007.

Tagging of the library's collection of approximately 700 000 items with RFID tags was completed by library staff on schedule over a four-month period prior to the implementation. 'The 3M RFID implementation was a major success, thanks to the combined efforts of 3M and our staff,' said Leona Jennings, Co-ordinator, Library Services Management Projects, Gold Coast City Council. '3M have been a great partner to work with, providing our RFID project team with advice and help every step of the way...The customer response to the new 3MTM SelfCheck Systems has been very positive. Many customers are choosing to borrow their own items.'

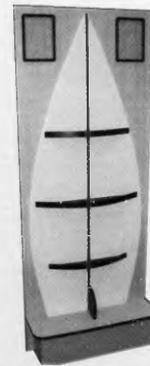
(3M RFID is now installed at over 26 Australian libraries and over 195 libraries globally. Visit <http://www.3m.com/us/library> for more information.)

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