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ENCORE for Hartford Public Library

Hartford, Connecticut (September 22, 2011) Hartford Public Library announced today the introduction of its new catalog system called Encore. Accessed at the library or anywhere through the library's newly-resigned website (www.hplct.org) or its new mobile site (mhplct.iii.com), Encore is a 21st century enhancement of the Millennium system, a signature product of Innovative Interfaces Inc., which the library has used for the last fifteen years. This new version, inspired by widespread Internet use and social media, is much more user friendly, provides easier ways to find materials and offers a social networking component.

"Of course, the days of looking through the library's card catalog for a book are long gone, but Hartford Public Library's new online database, Encore, takes the electronic catalog to a whole new level. By searching terms, not only will you be able to find items you are looking for, you can read reviews from patrons, rate books and share content with anybody," said Mary Billings, technical services director.

The social media aspect lets customers have conversations with other library users about books and videos through Facebook and provides links back to the library's website.

Encore allows customers to do these things:

- **Search:** A smarter search gives you better results, and easier ways to narrow or expand your search, or browse for related items.
- **Share:** Share your item ratings, comments, and more with other users. You can also share your interests through other accounts, like Facebook and Twitter.
- **Track:** Use personalized virtual shelves to keep track of your books, music, and movies. Next time you can't remember that book you wanted to read or the movie you wanted to watch, just check your personal shelves.

- **Create:** Share your interests and enthusiasm about a topic by building lists to share within a community of users with similar tastes and interests.
- **Borrow:** It's now even easier to place holds and renew items online.

“Encore makes finding a library item as easy as using Amazon and as fun as using Facebook. It is a definite improvement over the old catalog,” said Marian Amodeo, chief public services officer. All you need is a library card to make full use of the system,” she said.

Unlike the original system, Encore’s searching keywords or terms is much easier. The information provided includes whether a book is available, the ability to hold a book or video or CD and the ability to do further research much more efficiently.

As an example, Billings said you can look up a recent novel and find out if the library has it on the shelves, add it to your list of favorites, place a hold on it, get information on the author and get reviews from other customers. “It’s a very innovative way of searching for materials,” Billings said. “It gives more targeted results and faster service.”

Matt Poland, the Library’s chief executive officer, said, “This great online tool works seamlessly with our recently redesigned website, www.hplct.org, making the virtual place like no other even more essential.”

About Hartford Public Library:

The Hartford Public Library traces its roots to 1774. It operates 10 locations in the City of Hartford. The Library receives more than 860,000 visits per year. Services include access to a large collection of materials for reading and research, as well as music and video. Programs provide education, information and enrichment to the people of Hartford in such areas as citizenship training, literacy, business skills and cultural awareness. The mission of Hartford Public Library is to provide free resources that inspire reading, guide learning, and encourage individual exploration. www.hplct.org