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Award-winning PressReader App is Now Available for Libraries

A "Best App Ever" winner two years running, PressReader brings hundreds of full-content, current magazines to library patrons on their tablets, smartphones and eReaders.

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PressReader brings 2,000+ full-content, current-day newspapers & magazines to library patrons on their tablets, smartphones and eReaders. (PRNewsFoto/NewspaperDirect Inc.)

VANCOUVER, British Columbia, May 15, 2013 /PRNewswire-iReach/ -- [NewspaperDirect](#) (ND), the world leader in multi-channel newspaper and magazine content distribution, announced today its awarding winning newspaper and magazine app, [PressReader](#) is now available for all of its library customers.

(Photo: <http://photos.prnewswire.com/prnh/20130515/CG12977>)

PressReader is the companion application for the world's largest online newspaper and magazine kiosk, Library PressDisplay (LPD) – a stand-alone web-based portal designed specifically to meet the needs of educational, public and corporate libraries, and a standard in over 7,000 libraries worldwide.

PressReader brings over 2,000 full-digital replicas of current-edition newspapers and magazines from 100 countries in 56 languages to students, teachers, researchers and other library cardholders on their personal tablets, smartphones and eReaders.

PressReader is a *Best App Ever* award winner two years running because of its vast selection of titles and engaging digital features, including:

- Two reading modes — high-definition Replica/Page View and "SmartFlow" tablet-optimized presentation
- SmartZoom, which conveniently positions a user's zoomed-in view to the beginning of an article
- Press-and-hold (i.e. Long Press) activation of contextually driven actions:
 - Print full pages or articles
 - Share stories by email or on Facebook or Twitter
 - Listen to articles using on-demand audio
 - Save articles into applications such as Evernote and Instapaper
 - Share opinions by supporting or opposing a story
 - Translate the publication in up to 12 languages
- Two-finger pinch to adjust font and image sizes

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- Choice of different font types and sizes
- Cross-title keyword search

Patrons at participating libraries can now download PressReader for free on their iOS, Android, Windows 8, BlackBerry Playbook or BlackBerry 10 devices anywhere they have an internet connection. Every time they enter their library, they can immediately download, from a selection of hundreds, the publications they want to read, cover to cover, just as they were written in print, often before they hit the newsstands.

In 2012, PressReader was rolled out to approximately 20% of ND's library customers through its global agent network, with outstanding results.

ProQuest has distributed Library PressDisplay for eight years as an integral part of its news resources.

"PressReader is a particularly powerful way for libraries to extend their outreach," said Chris Cowan, ProQuest vice president of product management. "With patrons now able to enjoy seamless access to their favorite newspapers and magazines on whatever device they carry, libraries can become a primary gateway to news, 24/7."

Through PressReader's sophisticated IP Authentication method, the entire library becomes a sponsored PressReader "Hot Zone". This not only enables patrons to enjoy the complementary service that would normally cost an individual \$29.95/month, it gives them hundreds of reasons why they should visit their library regularly to get their daily news fix. There is no need for patrons to set up an account, username or password, or even login.

"By providing the full content of thousands of newspapers and magazines on virtually any mobile device, and not just abbreviated web versions, PressReader is truly a unique product and a must-have for any library," said Alex Kroogman, CEO of NewspaperDirect. And having the newest issues of publications updated every few seconds, PressReader and LPD help drive patron traffic to local libraries on a daily basis."

To request a free trial of PressReader for Libraries and LPD, please contact libraries@newspaperdirect.com

About PressReader and Library PressDisplay

PressReader and its companion online aggregated kiosk, **Library PressDisplay** (LPD), provide instant access to more than 2,000 full-content newspapers and magazines from 100 countries in 56 languages. Together they provide the most cost-effective solution for libraries that want to drastically expand the range of local and international media they can offer their patrons on whatever device they choose to use, all with a single annual subscription.

Publications are presented as full-content digital replicas, allowing users to read them on-screen exactly as they would a printed edition. Content is always up-to-date, and is often available online before it's available in print.

PressReader and LPD enhance the digital newspaper and magazine reading experience with easy-to-use navigation tools, cross-title search, article sharing via email or social media, language translation and integrated audio functionality. LPD also offers access in the following languages: English, French, Spanish, Portuguese, German, Italian, Turkish, Arabic, Chinese, Japanese and Russian.

About NewspaperDirect Inc.

NewspaperDirect (ND) delivers the world's newspapers and magazines to millions of readers the way they want to receive them — in print, online, or on their smartphone, tablet or eReader — wherever they live, travel, work or play.

NewspaperDirect's flagship application, **PressReader** and its companion online service, **PressDisplay.com**, deliver the most authentic newspaper and magazine reading experience on PCs, Macs, smartphones, eReaders and tablets running iOS, Android, Windows and BlackBerry operating systems. Today, millions of tablets come preloaded with PressReader from a growing list of leading manufacturers including Acer, ASUS, HTC, Kobo, Microsoft, BlackBerry and Samsung.

Popular with consumers worldwide, PressReader and PressDisplay.com are also sponsored services at thousands of libraries, businesses, governments, hotels, airlines, cruise ships, and luxury yachts.

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