

NEWS RELEASE



For Immediate Release

Contact: Paul Burns 502-574-1683 [Office]

Louisville Free Public Library launches new mobile app

Louisville, Ky. (February 7, 2011) – The Louisville Free Public Library (LFPL) announces the launch of a new mobile application. The LFPL mobile app will give users of smart phones and other mobile devices greater access to the library’s collection, services and information, quickly and efficiently any time of day, wherever they are.

“The Library App is not some watered-down version of the library’s web site,” said Library Director Craig Buthod. “It’s a fully functioning mobile tool for access to the library, its collections and its services. I think people are going to love the convenience of it and the ease of using it.”

With the LFPL mobile app, users can browse the library collection, see lists of new books recently added to the library catalog, and manage their account to reserve or renew items. Users can check for upcoming library programs and events, and get directions to any one of Louisville’s 18 library locations. Patrons can even follow the Library on Facebook and Twitter, and ask staff questions – all at the touch of a button.

The Louisville Free Public Library’s new mobile app was developed by library technology staff, in conjunction with Boopsie, the world’s leading mobile solution developer for universities and libraries. Development was made possible through funding from the Library Foundation.

The LFPL mobile app is compatible with Internet ready mobile devices such as the iPhone, Blackberry, Android, iPod Touch, iPad, Palm, and Windows Mobile (Windows Phone 7 coming soon). To download the free application or learn more about it, search for LFPL in the device’s app store, or visit LFPL.boopsie.com. Once installed, the app will update every time it is utilized, so users always have the most current version available.

Louisville Free Public Library connects the residents of Louisville and Jefferson County to knowledge and information at our 18 locations and on the Web at www.lfpl.org. Come on in, the whole world’s inside.

###