



## **ODILO features Pay-per-Use at ALA Midwinter**

*Denver, CO, January 12, 2017* – ODILO, a global leader in the eBook industry, reports an increased interest in the different lending models they offer, especially with their innovative Pay-per-Use (PpU), also known as pay-per-checkout.

In 2016, ODILO experienced a 140% increase in new customers, with most of them taking advantage of the affordable PpU model and ODILO's extensive foreign language content. ODILO will offer demos about the newest platform enhancements and content additions in booth #903 during the *2017 American Library Association Midwinter Meeting and Exhibits* in Atlanta, Georgia. Conference attendees are encouraged to stop by and learn more about ODILO's latest offerings.

With ODILO, libraries can choose from various lending models, including one-copy/one-user, PpU, and/or simultaneous access. By having options, libraries have more control and the opportunity to use their savings for additional content or other essential library needs. Libraries especially appreciate ODILO's PpU model, because it is a low-risk, low-cost solution to offer different types of digital content (i.e. foreign language titles, new authors, new formats, etc.). Findaway and ODILO recently partnered to offer over 17,000 PpU eAudiobook titles, allowing libraries to build an instant and impressive eAudiobook collection for a minimal investment. While new titles are being ingested daily, currently ODILO offers over 150,000 PpU titles (eBooks, eAudiobook, and streaming video).

With ODILO's 'Bring Your Own Content' (BYOC), libraries can further support their communities and encourage cultural sharing by uploading (and making immediately available) a variety of digital content, including local music, images, videos, historic materials, maps, publications by local authors or organizations, and much more. The BYOC functionality meets the customized needs of all types of libraries, whether academic, school, public, or corporate, and features lesser known works along side of popular and bestselling eBooks.



ODILO's new eBookClub provides readers of all levels an interactive and unique online literary experience. *eBookClub* members are provided with direct access to featured titles, online discussions, live chat sessions, note-taking, highlighting, sharing, and commenting on select passages from the book. *eBookClubs* are simple for library staff to create and facilitate, or provide limited administrative rights to a volunteer, patron, student, or educator.

ODILO products and services allow libraries to better manage their digital content, integrate a mix of content sources (including local and self-published), and distribute titles to patrons in mere seconds; three clicks and they are enjoying a book. With ODILO's strong international presence, especially in Spain and Latin America, high quality English and Spanish titles are an essential piece of the ODILO lending catalog, which features over one million titles from over 2,000 publishers. For more information about ODILO in libraries, visit

[www.odilo.us/solutions/libraries/](http://www.odilo.us/solutions/libraries/).

### **About ODILO**

ODILO is a privately held Spanish and USA based company dedicated to developing the most innovative and creative solutions for libraries. With millions of end-users worldwide, ODILO offers a comprehensive product suite for the discovery, management, and distribution of library print and digital materials. Currently used in 43 countries, ODILO defines and designs efficient, user-friendly solutions, serving the needs of public, private, university, school, and special interest libraries, along with travel and hospitality industries. ODILO is headquartered in Madrid, Spain, with offices in Cartagena, Spain; Denver, Colorado; Mexico City, Mexico; and New York, New York. To learn more, visit [www.odilo.us](http://www.odilo.us).

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### Media Contact:

Katie Klossner, Director of Marketing & Communications

[katie@odilo.us](mailto:katie@odilo.us)

248-285-1266