Boopsie Furthers Strategic Partnership with Baker & Taylor for Mobile Digital Media Platform Axis 360

*Partnership provides library patrons increased access to Axis 360 ebooks via their library’s branded mobile app*

Sunnyvale, CA – February 26, 2015 - Boopsie, the leading mobile platform-as-a-service provider for libraries worldwide, and [Baker & Taylor](http://www.btol.com/index.cfm), the premier worldwide distributor of digital and print books and entertainment products, have integrated the Boopsie Mobile App with Baker & Taylor’s Axis 360 digital media library. The partnership will drive circulation and usage of Axis 360 and meet patrons’ expectations for easy access to the library’s digital information and entertainment materials.

“We are pleased to be working with the Boopsie team,” said George Coe, President and CEO, Baker & Taylor. “We have made several enhancements to our Axis 360 platform and are rapidly expanding the service’s visibility and usability on mobile devices. Boopsie’s library-branded apps deliver the best user experience in the market and enable patrons to take full advantage of their libraries’ Axis 360 services.”

Boopsie’s white labeled mobile platform enables a library patron to simply search for their library in a major app store, download the library-branded app, then have one tap access to all of the library’s great resources, including Axis 360.

Boopsie’s native mobile apps for libraries operate across all major operating systems making it the perfect companion to both Axis 360’s iOS and Android apps, as well as their mobile responsive website. For millions of app users, a Boopsie library app is an effective way to deliver Baker & Taylor’s content, to patrons who will greatly benefit from the partnership.

The newest integration between Boopsie’s mobile app platform and Baker & Taylor’s Axis 360 digital library service enables users to access the Axis 360 menu, view items that are available for loan, and immediately proceed to check out and begin enjoying the ebook or eaudiobook.

“Baker & Taylor has a wide range of great digital content and is extremely focused on increasing the ease of mobile access,” says Tony Medrano, CEO, Boopsie. “Our partnership not only enables Baker & Taylor to leverage Boopsie’s mobile expertise, but also enables Boopsie’s mobile platform to grow internationally via Baker & Taylor’s long-standing library relationships.”

To learn more about the new Baker & Taylor and Boopsie mobile offering for libraries, read the [latest article](http://www.boopsie.com/increase-your-axis-360-subscription-usage/) or view the integration in action via the [Kenton County Library App](http://www.boopsie.com/library-page/kenton-county-public-library/). Libraries who are interested in adding the Axis 360 integration to their Boopsie mobile app should contact Boopsie’s [Account Manager](mailto:sales@boopsie.com) and Axis 360 libraries can contact their Baker & Taylor representative to learn more about how adding Boopsie can increase circulation and use of their Baker & Taylor services.

**About Boopsie**

Boopsie, Inc. is the industry-leading mobile platform-as-a-service (PaaS) provider for over 4,000 library locations worldwide. Boopsie’s library-branded mobile apps are affordable, easy to deploy and maintain, and enable libraries of all types and sizes, including academic, corporate, public and special, to quickly acquire new users and increase circulation. Boopsie’s mobile apps are fully hosted and maintained by Boopsie’s U.S. based customer service organization and are designed for Android, iOS, Windows Phone 8, Windows Mobile, Windows 8, and Kindle Fire platforms. Boopsie enables 24/7 remote library access via the user’s device of choice. Boopsie also sells subscription services including a “Books-as-Seen-on-TV” subscription and a digital catalog of comics and graphic novels. Visit Boopsie.com for more information about [mobile apps for libraries](http://www.boopsie.com/).

**About Baker & Taylor**

Baker & Taylor, LLC is the premier worldwide distributor of books, digital content and entertainment products. The company offers cutting-edge digital media services and innovative technology platforms to thousands of publishers, libraries, schools and retailers worldwide. Baker & Taylor also offers industry-leading customized library services and retail merchandising solutions. Charlotte, N.C.-based Baker & Taylor is majority owned by Castle Harlan Partners IV, L.P., an institutional private equity fund managed by Castle Harlan, Inc., a leading private equity investment firm. For more information, please visit www.baker-taylor.com.