



Midwest Tape is the industry leader providing DVDs, Music CD's, Audio Books and Playaways to over 10,000 Public Libraries throughout the United States and Canada. Midwest Tape has been listening to our customers, streamlining the workflows for libraries, and providing outstanding customer service for nearly 25 years.

Our Customer Service Department is staffed with personnel that are cross-trained in several areas of our company to provide the library with product information, problem resolution and prompt attention to any of the library's needs with one phone call. We do not have voice mail or extension numbers and we only do business with Public Libraries. Another advantage is that we have only one building in Holland, Ohio with over 350 employees to serve your library's needs. Midwest Tape realizes that providing your material by street-date is very important, including any processing and cataloging services. We are very easy to do business with and we provide Public Libraries with great value-added services. We guarantee every DVD, Music CD, Audiobook and Playaway we sell for one year against shipping damage and manufacturer defect.

Midwest Tape is a sole source vendor for several services that we offer. These services include Variable Integrated Processing (VIP)- digital processing including barcode integration, Full OCLC MARC Records, no charge Customized Selection Lists, Free Order Records, Shelf Ready Product, Delivery by Release Date, free website with no limit on the number of users and Streamlined Workflows with several ILS Systems. We provide an entire department that is dedicated to all facets of Opening Day Collections projects.

Variable Integrated Processing (VIP) allows our libraries to obtain high quality digitally imaged product that is immediately ready to be circulated. The benefits include: perfect label placement every time, deters theft and saves libraries the expense of creating labels; the labor costs associated with the processing and is designed based on the library's current standards.

Through our unique partnership with **OCLC** we can guarantee a **full MARC** record for every title that your library purchases from us. Our agreement with OCLC allows us to provide quality cataloging for even obscure foreign titles that have never been cataloged before. In conjunction with our VIP processing, this allows your library to get completely shelf-ready product that has been customized to your cataloging specifications.

Customized Standing Order Plan is a free service we provide to the library. The Customized Standing Order Plans saves the library time in collection development. Our team of collection development specialists will work with your staff to create a profile around the needs of your library. This ensures that your library will not miss any relevant titles that come out. Some of the selection lists that can be created include: box office hits, billboard-hit makers, Spanish, foreign, children's, non-fiction and critically acclaimed titles.

Our website is free of charge for as many users as needed by the library and allows the library to obtain **Free Order Records** for all titles ordered, thus eliminating the need for hand-entering titles into your acquisitions system. Midwest Tape also offers free technical support and customization of the records.

Midwest Tape provides **Delivery by Release Date** for popular titles. Popular items are shipped processed and cataloged so that your library can put the items on your shelves the same day as a retail store. This allows your library's collection to stay current while increasing your circulations.

We have partnered with all of the major ILS systems to **Streamline Workflows** for your library, including Polaris ILS. Your selectors can be on the Midwest Tape website and look up whether they own a particular title using Open URL. We also support 9XX ordering, ordering, electronic invoicing, and email text acknowledgements. All of these services are free, along with any technical support or customization that your library requires.

Midwest Tape has developed a leading library media platform , *hoopla*, featuring state-of-the-art streaming capabilities and a user-friendly digital design.

With this cutting –edge technology, patrons have the ability to borrow a wide selection of movies, television, music and audio books from public libraries and view them directly from mobile devices and computer browsers. Borrowing and playing items is quick and easy, where popular titles are just a tap away. Using original cover art simplifies the search and discovery process and allows patrons to find the titles they want quickly and easily. It offers simultaneous title use, so there are no holds. Once the lending period has expired, titles are automatically removed from the patron's borrowed list and returned to the library. Patrons also have the ability to return items before the lending period has expired. In addition to facilitating the lending process, hoopla provides patrons with superior streaming options. Last but not least, users can access all the amazing amenities hoopla has to offer straight from their smart phones.

The purpose of *hoopla* is to provide libraries with a powerful new content delivery model that enables patrons to instantly borrow materials. The interfaces are intuitive and easy to use. We offer video, music and audio book content that will be seamlessly streamed with the option to download to the app for use in areas without mobile connectivity.

The mission of *hoopla* digital is to help you meet the needs of the mobile generation with a best-in-breed service that is fun, fast and reliable. Attract new patrons and increase your reach to Millennials with *hoopla* as your partner.

The services offered by Midwest Tape are unique to the industry and allow progressive libraries to streamline workflows. The flexibility of these services enables your library to maintain its local practices without sacrificing quality.

Our discount is competitive, but it is our value-added services and programs that create true value for Public Libraries.

Sincerely,

Jeff Jankowski

Jeff Jankowski, Vice President
Midwest Tape, LLC

Cc: Eric Timm, Account Executive