Axis 360 Tool Kit

Baker & Taylor and Axis 360 — library solutions that revolve around you

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Welcome!

Thank you for choosing the Axis 360 digital media library from Baker & Taylor. With Axis 360, your library enjoys easy integration and your library users have a world of digital content at their fingertips. We are excited to work with you on your Axis 360 library so your patrons and students can enjoy the robust Axis 360 experience and borrow econtent with ease.

This Tool Kit is a reference guide to all things Axis 360.

Inside this Tool Kit you will find tips on getting started, an overview on the formats and the apps served through Axis 360, how you can utilize Baker & Taylor services to build digital collections and promote Axis 360 to your patrons and students, and more.

If you have any questions, we hope you will reach out to us. Contacts for Axis 360 support and services are listed in the Contact Information section of this Tool Kit.

Welcome to Axis 360!

The Axis 360 Team
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Getting Started

Axis 360 Overview

Axis 360 is a digital media platform that is easy for your patrons and students to use and easy for your library to manage. Axis 360 is the one complete solution that seamlessly integrates with your library’s technology and it’s the only fully-accessible econtent platform with the only accessible ereader, Blio. Axis 360 is extremely easy to use, and with cloud-based delivery of ebooks and audiobooks directly to devices, Axis 360 creates an unrivaled experience for all library users. And through Baker & Taylor, you can order both print and digital collections from one trusted source.

Axis 360, Baker & Taylor’s revolutionary digital media library, provides libraries with a state-of-the-art system for circulating digital books and audiobooks.

- **One purchase – multiple formats.**
  eBooks can be downloaded in EPUB or PDF formats, or in Blio, to serve a range of PCs, ereaders and mobile devices.

- **Mobile access and the axisReader app.**
  Patrons and students using mobile devices – including Apple and Android tablets, smartphones and more – can view the library’s collection, check out and read materials in a user interface optimized for their device.

- **Acoustik™ digital audiobooks.**
  A new experience for audiobook users – patrons and students will enjoy direct-to-device download and listening in just a few taps.

- **ILS integration – supporting ReadersFirst principles.**
  Patron’s econtent discovery, checkout and holds all from your library catalog.

- **Ease of ordering.**
  Libraries can quickly discover, order and activate digital selections for Axis 360 via Title Source™ 3 and Title Source 360.

- **Print + Digital, from one source.**
  Collection development services to help libraries order the right balance of formats, one time, at the point of title consideration.
Launch Timeline

Below is an outline of the steps which need to be completed to get started with Axis 360.

**Step 1: Axis 360 Agreement and Forms**

1) B&T sends email with: Axis 360 Agreement, Set-Up Form, Authentication and eBook Specifications Forms
2) Library completes and returns each of the following documents to: axis360@baker-taylor.com
   - Signed Agreement
   - Completed Set-Up Form
   - Authentication Choice Details (API/SIP2/NCIP/Barcode Prefix)
   - eBook MARC Specifications Form
   - Library logo for site branding

*(The Axis 360 Agreement and all completed forms must be received before moving to Step 2)*

**Step 2: Axis 360 Account Set-up & Placing Your Opening Order**

1) B&T creates: Title Source 360 access; Axis 360 Order Account; Account Profile; Library domain & URL
2) Library works on Axis 360 Opening Day Collection *(collection development guidance available by request)*
3) B&T sends email: Axis 360 Ordering Account Ready *(library may place the ODC order at this time)*
4) B&T posts MARC catalog records for the ordered titles to the library’s B&T Online Customer Service site

**Step 3: Authentication Testing & Library Staff Training**

1) B&T establishes network communications between Axis 360 and library; verifies authentication protocols
2) B&T sends email: CustomReach marketing and support website access credentials
3) Library staff work with the system, produce CustomReach promotional materials and prepare for launch
4) Library loads MARC records to the OPAC to aid resource discovery

**Step 4: Completed Axis 360 Site Delivered to Library**

1) B&T sends email: Axis 360 Site Complete *(with Library Admin Users Guide)*
2) B&T hosts training session for the library staff *(including how to use the CustomReach website)*
3) Library launches the Axis 360 site live to their community

**Ongoing Communications**

- Library contact will receive a monthly Axis 360 Insider newsletter *(more recipients may be added any time)*
- Library selectors will receive FirstLook new title notifications carts *(see your sales rep for cart options)*
- Axis 360 contact will receive Quick Axis emails regarding content news and promotions
- Axis 360 contact will receive Inside Axis emails regarding service enhancements and platform releases
- Ongoing support & training as needed

As outlined above, there are several steps to be completed by the library and Baker & Taylor to ready an Axis 360 site for public launch. You can expect the entire process to take approximately 3-4 weeks to complete. This time may be shorter or longer depending on your library’s requirements. We will work closely with you to establish a target Launch Date for your Axis 360 site and work closely with you toward meeting that date.
Contact Information

Axis 360 Site Setup Communications -
axis360@baker-taylor.com
✓ Completing and signing the Axis 360 Agreement
✓ Completing the Axis 360 Site Set Up Form
✓ Completing forms for patron/student authentication options
✓ Completing the MARC Specification Form
✓ Submitting your library logos
✓ Submitting your Library Tax Exempt Form
✓ Title Source 360 access and ordering account setup

Account/Customer Service Assistance
1-800-775-1200 x 2
serviceaxis360@baker-taylor.com
✓ Ordering questions
✓ Billing questions

Technical Support
1-800-775-3700 x2
axis360support@baker-taylor.com
✓ Help accessing Axis 360 website or econtent products
✓ Patron/student authentication questions/issues
  o 8 a.m. to 6 p.m. (EST) Monday through Friday
  o After hours email support:
    ▪ Monday-Friday from 6 – 10 p.m. EST
    ▪ Saturday and Sunday from 1 – 5 p.m. EST

Collection Development Assistance
1stlookdigital@baker-taylor.com
✓ Request help for an opening day collection
✓ Sign up for the FirstLook monthly notification carts
✓ Make changes to existing FirstLook notification carts
✓ Request special collection development for digital content
Ongoing Communications

Sign up for Axis 360 email communications at http://www.baker-taylor.com/email_subscribe.cfm. This will ensure that you remain up to date on all of Axis 360’s exciting developments and special offers. You can also repurpose many of these emails in direct messages to your library users to get them excited about Axis 360.

**Axis 360 Insider**

*Axis 360 Insider* is our monthly email newsletter dedicated to Axis 360 news and information. The newsletter summarizes site enhancements and new release notes, publisher and content news, special offers, new marketing and support assets on CustomReach, tips and tools for using Axis 360 and Title Source and collection development news and updates.

**Quick Axis**

Emails dedicated to delivering timely news on digital titles and publisher participation with Axis 360. *Quick Axis* keeps you up to date on hot new ebooks and audiobooks, collection development spotlights and promotional offers from publishers.

**Inside Axis**

Emails dedicated to informing you and your team on technical updates and platform developments. *Inside Axis* will keep you up to date on new features and site enhancements, updates on partner integrations such as API implementations with vendors and other service enhancements and upgrades.

**School Axis**

Our monthly email newsletter dedicated to Axis 360 news and information specific to K-12 school libraries. *School Axis* provides updates on collection development, tips and tools, and developments specific to the school library market.

For additional information, there are dedicated pages for Axis 360 on the Baker & Taylor website at www.baker-taylor.com/axis360.

- A video of Axis 360 in action
- News and press releases
- Upcoming events and trade shows where we will be showcasing Axis 360
- A find a library page where you can locate Axis 360-enabled libraries by state
Frequently Asked Questions

Q. Does Baker & Taylor offer collection development assistance?
A. Yes. Baker & Taylor has a dedicated team of collection development librarians ready to assist you with your collection building needs, including opening day collection guidance and ongoing new title notifications. Please contact us as 1stlookdigital@baker-taylor.com for assistance.

Q. How will I order econtent for Axis 360?
A. eBooks and Acoustik audiobook orders are placed using Title Source 3 or Title Source 360. You may also place orders for econtent via EDI from your Integrated Library System.

Q. What account number will I use to place my Axis 360 ebooks and/or Acoustik audiobook orders?
A. Baker & Taylor will create a dedicated Axis 360 ordering account for your library’s Axis 360 collection. You can order all digital formats using your Axis 360 account number.

Q. Can I order my Axis 360 ebooks and Acoustik audiobooks in the same cart?
A. Yes, you may order your ebooks and audiobooks in the same cart using the same Axis 360 account.

Q. How long does it take for Axis 360 orders to be fulfilled?
A. After placing your order, new titles will be available in your Axis 360 repository within approximately two hours.

Q. What options are available for product (ebook, audiobook) invoices?
A. Invoices for Axis 360 product can be emailed, mailed or displayed in Online Customer Support or Invoice Gateway. Typically, invoices are generated as orders ship. Mailed invoices are only sent once per week from the print vendor. If you elect to use Invoice Gateway, you can access the invoices daily (or have them emailed daily).

Q. How will I access my Axis 360 MARC records?
A. MARC records are delivered to your Online Customer Support site the morning after your order has been placed. Just log on and download for use in your catalog.

Q. Where can I create materials to promote Axis 360 to my patrons and students?
A. As part of the Axis 360 service, you will be provided with credentials for CustomReach, our online marketing and support materials website. CustomReach provides your library with access to customizable and printable bookmarks and posters, online Web ads, and a library of how-to documentation for staff and library users.

Q. How will I stay informed of new updates and enhancements for Axis 360?
A. Baker & Taylor will send you our monthly newsletter, Axis 360 Insider, as well as timely Quick Axis and Inside Axis emails to keep you informed on updates, enhancements and special promotions.
Q. Are usage reports and collection statistics available for Axis 360?
A. Access to various statistical and information reporting options, including inventory, circulation, holds, patron/student participation and reader reviews are available via your library’s Axis 360 Administration website. The Admin site URL and your login credentials will be delivered to you during your site setup.

Q. Where can I find help documentation for using various devices with Axis 360?
A. Baker & Taylor has created a series of how-to and help documentation for specific devices. These and other training and support materials are available on the CustomReach website and from your Sales Representative.
Technical Details

PC Website Requirements

Axis 360 System Requirements: Web Access via a Personal Computer

Recommended browsers for this application are:

PC running a Windows operating system (e.g. Windows XP/Vista/7/8)
- Internet Explorer Version 8, 9
- Mozilla Firefox Version 3.6 and above
- Chrome

PC running a non-Windows operating system (e.g. UNIX, Linux, etc.)
- Mozilla Firefox Version 3.6 and above
- Safari Version 4.0.4 and above

Macintosh PC running OS X 10.6 and above
- Mozilla Firefox Version 3.6 and above
- Safari Version 4.0.4 and above

Screen Resolution

Axis 360 is designed for a screen resolution of 1024 x 768. A resolution of 800 x 600 will work, but is not recommended because of an increased amount of scrolling.

Different monitors, screen resolutions and browsers can produce different views of Web pages. You may need to experiment with different browsers and screen settings to find the one that works best for you.

Pop-up Windows

The Axis 360 application makes use of pop-up windows to provide ancillary information without taking the user away from their current activity. If the browser is not set to enable pop-ups for Axis 360 websites some of the functions may not be available.

To enable Pop-up Windows in Internet Explorer:

To enable Pop-up Windows in Mozilla Firefox:
Please visit: http://support.mozilla.com/en-US/kb/Pop-up%20blocker
Cookies

A "cookie" is a small piece of information, which a Web server can store temporarily with your Web browser. This is useful for having your browser remember some specific information, which the Web server can later retrieve. In order to use the Title Source 360 website, cookies have to be enabled on your browser.

To enable cookies in Internet Explorer:

1. Click on the Tools menu
2. Choose Internet Options
3. Select the Privacy tab
4. Move the slider or change the Advanced... settings to Accept first-party cookies

To enable cookies in Mozilla Firefox:

1. Click on the Tools menu
2. Choose Options
3. Select the Privacy tab
4. Check "Allow sites to set Cookies" and Check "for the originating site only"

JavaScript

To view the Axis 360 application correctly, JavaScript should be enabled in your browser. To enable JavaScript, click on Edit menu and choose Preferences. Make sure that the Enable JavaScript box is checked.
Mobile Requirements

Axis 360 System Requirements: Mobile OS requirements for Supported Applications

**axisReader**

Android 2.2 and newer
iOS 6.0 and newer (optimized for iPhone 5)

**Blio**

Android 2.2 and newer
iOS 4.0 and newer (optimized for iPhone 5)

**Acoustik**

Android 2.3 and newer
iOS 4.3 and newer (optimized for iPhone 5)
### Axis 360 Device Compatibility

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<th>eBook Reader/Audio Player Device</th>
<th>Overall Compatibility Rating</th>
<th>Axis 360 Website</th>
<th>eBook Format</th>
<th>Audio Books</th>
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<td><strong>Axis 360 Device Notes:</strong></td>
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<td><strong>Blio</strong> preloaded on Dell, HP &amp; Toshiba PCs, as well as LG &amp; T-Mobile smartphones**</td>
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<td><strong>See Mobile Device List for fuller list of compatible devices:</strong></td>
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Axis 360 eBook and Audiobook Formats

**eBook formats available from Axis 360:**
Axis 360 offers patrons and students three ebook formats for checkout:

- Blio
- EPUB
- PDF

Some ebook titles will offer all three formats; most will have Blio and EPUB or PDF available.

**Blio** - Blio combines multimedia features and an interactive experience that brings ebooks to life for readers. Blio formatted titles are downloaded to and read in the Blio reader app, as described below.

**EPUB** - EPUB is a widely used industry standard for ebooks compatible with a number of EPUB reading devices and applications. Axis 360 EPUB formatted ebooks can be downloaded to EPUB reading apps on a range of devices but are optimally integrated to work seamlessly with the axisReader app. PDF and EPUB formatted files can both be read in the axisReader.

**PDF** - PDF is an industry standard format for ebooks designed to preserve the original page and text layout. PDF format ebooks can be downloaded from Axis 360 in most PDF reader apps on a range of devices, but are optimally integrated to work seamlessly with the axisReader app. PDF and EPUB formatted files can both be read in the axisReader.

**Audiobooks on Axis 360:**
Axis 360 audiobooks are delivered in Acoustik format for listening in the Acoustik app:

**Acoustik** - Acoustik audiobooks are downloaded to the Acoustik app, which runs on mobile devices including Android, iOS and NOOK®. Acoustik provides direct-to-device downloading and instant listening of audiobooks. The file format is designed especially for use in the Acoustik app, and is not compatible with MP3 or WMA audio players.
Blio

What is Blio?

Developed by K-NFB Reading Technology, a partnership of inventor and futurist Ray Kurzweil and the National Federation of the Blind, Blio is the free, fully-accessible and engaging ereading software and app. Blio combines multimedia features and an interactive experience that brings ebooks to life for readers.

For more information about Blio reading:
- [http://www.meetblio.com/](http://www.meetblio.com/)
- [http://www.baker-taylor.com/blio.cfm](http://www.baker-taylor.com/blio.cfm)

Blio supported formats:
- **PCs, Laptops** and **Netbooks** running Windows XP, 7 and 8
- **Android** Mobile Devices and Tablets
- **Apple** iPhones (3-5), iPads (all), iPhone touches (3rd & 4th generations)

Why use Blio?

Library users have found Blio to provide a wonderful experience for reading both fiction and nonfiction ebooks—especially titles with high-quality graphics, illustrations and photographs. Also, Blio is one of the best options for reading children’s ebooks with illustrations, and has the added benefit of being able to have the book read aloud while the child follows along with the highlighted text via the text-to-speech functionality. Blio is fully ADA compliant to serve the special reading needs of the sight impaired.

When checking out and downloading Axis 360 ebooks in Blio, you will experience:
- Full-color, full-layout digital versions of print books
- Multiple page-viewing options, including ReadLogic for small screen devices
- Built-in tools, including highlighters, note taking and integrated Web search
- Text-to-speech with voices that sync visually to the text
- Enhanced content, including book plus studio narration — creating an ebook and audiobook in one
- A single bookshelf for owned and borrowed digital material

Blio is fully-accessible, providing a rich and enjoyable reading experience for all users:
- Visually-impaired users can fully access all books through screen-reader technologies
- Low-vision users can magnify books to read them in large print
- Print-disabled users, such as those with dyslexia or others with low literacy skills, can use Blio’s read-aloud feature while highlighting words to utilize materials
- Physically disabled users can use Blio’s built-in keyboard navigation alternatives
How does a user browse, borrow and read Blio titles?

1. Install & Create an Account
To use the Blio reader, the first step is to install the appropriate version for your device. Blio has a software version for Windows PCs and app versions for Android and Apple mobile devices. The Android version is also compatible with Kindle Fire and HD, and NOOK® HD and HD+. See below for details on where to download the appropriate version for your reading device.

- PCs, Laptops and Netbooks running Windows XP, 7 and 8:
  - To install the Blio application with access to the Blio ecommerce site, which will allow you to purchase ebooks as well as checkout Axis 360 ebooks: [http://www.meetblio.com/download/](http://www.meetblio.com/download/)
  - To install Blio without access to the ecommerce site: [http://downloads.blioreader.com/MBM/MBMBlio.exe](http://downloads.blioreader.com/MBM/MBMBlio.exe)

- Android Mobile Devices and Tablets:
  - Install from the Google play store directly from your device

- Apple iPhones (3-5), iPads (all), iPhone touches (3rd & 4th generations):
  - Install from Apple App Store

After installing Blio, in Settings create a user account. Write down your username and password as you will need this information later when checking out your first Blio ebook from your library’s Axis 360 website. You are able to install Blio on up to five devices with the same user account and will be able to access checked out titles on all five devices simultaneously for the duration of the lending period.
2. Browse & Checkout
Patrons and students may browse a library’s digital collection via:

- axisReader mobile app (see detailed instructions on page 27)
- Library’s Axis 360 Magic Wall
- Library’s online catalog
- Library’s mobile app (if available)

When selecting a title to checkout from Axis 360, make sure that the Blio format button is selected (highlighted in blue on the mobile site), then hit Checkout Now or Add to Checkout List. Selecting Add to Checkout List will allow you to build a cart with multiple titles to checkout at once.

You will then be prompted to login in with your Library account information. This is the same library card and PIN/password used to log into an account on the library’s homepage. The first time a Blio title is checked out, you will be asked to enter your Blio user account name and password – after you enter it this first time, your Blio account information will be saved and auto-filled upon future checkouts. This step allows Axis 360 to automatically place checked out ebook Blio titles onto your Blio user account in the cloud to be seamlessly downloaded when you open Blio on your device.

3. Read
To read checked out titles in Blio, open Blio on your PC or mobile device.

For mobile devices tap the title to begin the download process. Note: there is a setting option to automatically download newly checked out titles: Settings > My Account > Auto-Download (On or Off).

For PCs, you will see the new a title icon and will need to click on the arrow to download the title.

If you lose the Internet connection during the course of the download process, the download will automatically resume as soon as your device renews Internet connectivity.

Once downloaded, click on the ebook cover to read and enjoy!

Returning a Blio Title
At the end of the lending period set by the library, titles will automatically expire and return to the library’s collection. Blio ebooks can be returned before their programmed expiration by clicking on Return Early.

After the title has expired, you may want to remove the title to save space on your device. From the My Library view, select the Edit button and click the Red X on the appropriate title to remove.
What is EPUB?

EPUB is a widely used industry standard for ebooks compatible with a number of EPUB reading devices and applications. Axis 360 EPUB formatted ebooks can be downloaded to EPUB reading apps on a range of devices but are optimally integrated to work seamlessly with the axisReader app.

For more information about EPUB reading:
- EPUB Format: [http://idpf.org/epub](http://idpf.org/epub)

Why use EPUB?

Library users can use axisReader to browse your library’s Axis 360 collection and to download and read EPUB ebooks on their mobile devices in a single app experience. EPUB has re-flowable text which allows for the book’s page to optimize to the reading device screen size for a better reading experience.

Users who have a PC or Mac Computer, or a dedicated ereader that is “tethered” to a PC for ebook downloading (Sony Reader, Kobo, etc.) will need to install Adobe Digital Editions to use EPUB ebooks.
How does a user browse, borrow and read EPUB titles?

1. Install & Create Account
The initial step to use any EPUB formatted titles is to create an Adobe ID user account, if you do not have one already. The Adobe ID username and password will be required to authorize the axisReader or any EPUB reader you wish to use to read Axis 360 ebooks.

To create an Adobe ID to authorize EPUB readers go to:
https://www.adobe.com/account/sign-in.adobedotcom.html

For reading EPUB formatted ebooks on PC and Macs, download Adobe Digital Editions:

2. Browse & Checkout (PCs and Laptops)
Library users may access a library’s digital collection via:
- Library’s Axis 360 Magic Wall
- Library’s online catalog

To check out EPUB ebook titles on your PC or Laptop, browse the library’s digital collection and select a title to checkout. Make sure the EPUB format button is selected and select Checkout Now or Add to Checkout List. Add to Checkout List will allow you to build a cart with multiple titles to checkout at once. The first time in this session you will then be prompted to login in with your Library account information. This is the same library card and PIN/password you use to log into your library account on its homepage. Click on the blue Download link to open and begin reading your EPUB ebook title.

An early return option is available for EPUB ebook titles. Just right click the title and select Return Borrowed Item. After the title has expired you may want to remove the title to save space on your computer by right clicking the title and selecting Remove from Library.

2. Browse & Checkout (Mobile Devices)
Library users may access a library’s digital collection via:
- axisReader mobile app (see detailed instructions on page 27)
- Library’s Axis 360 Magic Wall
- Library’s online catalog
- Library’s mobile app (if available)

For mobile devices, install the appropriate version of the axisReader app. Choose from devices below. The Android version is also compatible with Kindle Fire and HD, and NOOK HD and HD+.

**Android Mobile Devices and Tablets:**
- Install from the Google play store directly from your device
- Or from a browser go to: https://play.google.com/store/apps/details?id=com.axis.reader&hl=en

**Apple iPhones (3-5), iPads (all), iPhone touches (3rd & 4th generations):**
- Install from Apple App Store
- Or from a browser go to: https://itunes.apple.com/us/app/axisreader/id634003722?mt=8
After installing axisReader on your mobile device, open the app and authorize the device by entering your Adobe ID username and password.

To check out EPUB ebook titles, open the axisReader app and click on the Find a Library option at the bottom of the screen. Tap Browse by State, and the state abbreviation for your library’s location. Tap the (+) on the left to Save your library as a Favorite in your My Libraries section. Tap directly on the library name to be directed to your library’s Axis 360 collection website.

Browse the library’s digital collection. When you select a title to checkout from Axis 360, make sure the EPUB format button is selected (highlighted in blue in the mobile site), then hit Checkout Now or Add to Checkout List. Add to Checkout List will allow you to build a cart with multiple titles to checkout at once. The first time in this session you will then be prompted to login in with your Library account information. This is the same library card and PIN/password you use to log into your library account on its homepage.

3. Read
Click on the blue Download button and when the title download completes, you will be prompted to choose the option to either Read Later or Read Now. If you choose to Read Later you can return to the axisReader app later to begin reading the ebook for the duration of the lending period. If you choose Read Now, the title will immediately open up to the cover page within axisReader and be available for reading through the duration of the lending period.

After the title has expired you may want to remove the title to save space on your device by selecting Edit from the upper right of the My Bookshelf screen, then selecting the red minus sign for the appropriate title and the red delete button to the right.

Returning a Title
At the end of the lending period set by the library, titles will automatically expire and return to the library’s collection. ePUB, PDF and Blio ebooks, and Acoustik audiobooks can be returned early.

The axisReader provides the option to return the title before it expires. From the My Bookshelf area, click on the List View icon which is at the top left, the icon just to the left of Collections. Click the blue arrow button to the right of the title for which you would like to return early. Click the blue Return Item button at the bottom left. After returning the title, you will still need to delete the title if you would like to remove it from your device.
What is PDF?

PDF is an industry standard format for ebooks designed to preserve the original page and text layout. PDF-format ebooks can be downloaded from Axis 360 and enjoyed in most PDF reading apps on a range of devices but are optimally integrated to work seamlessly with the axisReader app. PDF and EPUB formatted files can both be read in the axisReader.

For more information about PDF reading:
- axisReader: http://www.the-digital-reader.com/2013/05/06/baker-taylor-launches-new-axisreader-app-for-library-ebooks/#.UgzqTGbna9I

Why use PDF?

Library users who desire to use one app on their mobile device to both checkout ebook titles from the library's Axis 360 collection website AND read the ebook will use the axisReader app. PDF does not allow for reflowable text so the book's entire page will show on your mobile device regardless of the screen size.

Users who have a PC, Mac or “tethered” device such as a Sony Reader or some Kobo readers, who want to read ebooks from multiple library sources, will need to use Adobe Digital Editions.
How does a user browse, borrow and read PDF titles?

1. Install & Create Account
The initial step to use any PDF formatted title is to create an Adobe ID user account if you do not have one already. The Adobe ID username and password will be required to authorize the axisReader or any PDF reader you wish to use to read Axis 360 ebooks.

   To create an Adobe ID to use to authorize PDF readers go to: [https://www.adobe.com/account/sign-in.adobedotcom.html](https://www.adobe.com/account/sign-in.adobedotcom.html)


2. Browse & Checkout (PCs and Laptops)
Library users may access a library's digital collection via:
- Library's Axis 360 Magic Wall
- Library’s online catalog

To check out PDF ebook titles on your PC or Laptop, browse the library’s digital collection and select a title to checkout. Make sure the PDF format button is selected and select Checkout Now or Add to Checkout List. Add to Checkout List will allow you to build a cart with multiple titles to checkout at once. The first time in this session you will then be prompted to login in with your Library account information. This is the same library card and PIN/password you use to log into your library account on its homepage. Click on the blue Download link to open and begin reading your PDF ebook title.

2. Browse & Checkout (Mobile Devices)
Library users may access a library’s digital collection via:
- axisReader mobile app (see detailed instructions on page 27)
- Library’s Axis 360 Magic Wall
- Library’s online catalog
- Library’s mobile app (if available)

For mobile devices, install the appropriate version of the axisReader app. Choose from devices below. The Android version is also compatible with Kindle Fire and HD, and NOOK HD and HD+.

**Android Mobile Devices and Tablets:**
- Install from the Google play store directly from your device

**Apple iPhones (3-5), iPads (all), iPhone touches (3rd & 4th generations):**
- Install from Apple App Store

After installing axisReader on your mobile device, open the app and authorize the device by entering your Adobe ID username and password.
To check out PDF ebook titles, open the axisReader app and click on the Find a Library option at the bottom of the screen. Tap Browse by State, and the state abbreviation for your library’s location. Tap the (+) on the left to Save your library as a Favorite in your My Libraries section. Tap directly on the library name to be directed to your library’s Axis 360 collection website.

Browse the library’s digital collection. When you select a title to checkout from Axis 360, make sure the PDF format button is selected (highlighted in blue in the mobile site), then hit Checkout Now or Add to Checkout List. Add to Checkout List will allow you to build a cart with multiple titles to checkout at once. The first time in this session you will then be prompted to login in with your Library account information. This is the same library card and PIN/password you use to log into your library account on its homepage.

3. Read
Click on the blue Download button and when the title download completes, you will be prompted to choose the option to either Read Later or Read Now. If you choose to Read Later you can return to the axisReader app later to begin reading the ebook for the duration of the lending period. If you choose Read Now, the title will immediately open up to the cover page within axisReader and be available for reading through the duration of the lending period.

Returning a Title
At the end of the lending period set by the library, titles will automatically expire and return to the library’s collection. After the title has expired you may want to remove the title to save space on your device by selecting Edit from the upper right of the My Bookshelf screen, then selecting the Red Minus (-) sign for the appropriate title and the red delete button to the right.

The axisReader provides the option to return the title before it expires. From the My Bookshelf area, click on the List View icon which is at the top left, the icon just to the left of Collections. Click the blue arrow button to the right of the title for which you would like to return early. Click the blue Return Item button at the bottom left. After returning the title, you will still need to delete the title if you would like to remove it from your device.
Acoustik

What is Acoustik?

Acoustik audiobooks are downloaded to the free Acoustik app, which runs on mobile devices including Android, iOS and NOOK. Acoustik, powered by Findaway World, provides direct-to-device downloading and instant listening of audiobooks. The file format is designed especially for use in the Acoustik app, and is not compatible with MP3 or WMA audio players.

For more information about Acoustik: http://acoustik.com/

Acoustik supported devices:
- iPhone 3GS, 4, 4S, 5, 5S
- iPad (all)
- iPod touch 3rd generation and 4th generation
- Android devices running 2.3 OS or higher
- Barnes & Noble NOOK Tablets, HD, HD+ (not compatible with NOOK Color)

Acoustik App
Why use Acoustik?

Acoustik provides patrons and students with a streamlined, intuitive way of downloading and listening to audiobook content. Directly download audiobooks and listen instantly to new release and best-selling backlist audiobook titles. With compelling titles read by captivating storytellers, you can get lost in a great book anytime, anywhere!

Acoustik works on Apple tablets and smartphones, Android tablets and smartphones, as well as NOOK tablet devices, including NOOK HD and HD+.

How does a user browse, borrow and listen to Acoustik titles?

1. Install & Create Account
   To use the Acoustik app to listen to Axis 360 Audiobooks, the first step is to install the appropriate version on your mobile device. There are Android, Apple, and NOOK versions available.
   
   **Android Mobile Devices and Tablets:**
   - Install from the Google play store directly from your device
   - Or from a browser go to: https://play.google.com/store/apps/details?id=com.findawayworld.acoustik
   
   **Apple iPhones (3-5), iPads (all), iPhone touches (3rd & 4th generations):**
   - Install from Apple App Store
   - Or from a browser go to: https://itunes.apple.com/us/app/acoustik/id562902303?ls=1&mt=8
   
   **NOOK Tablet Or NOOK HD/HD+ Tablet**
   - Install directly from NOOK Store™
   - Or from a browser got to: http://www.barnesandnoble.com/w/acoustik-findaway-world-llc/1114701533?ean=2940043954756

   After installing the Acoustik app, create and account by selecting Settings, this is the circle icon at the top left of the screen. Write down your username and password as you will need to enter this username and password the first time you check out an audiobook from your library’s Axis 360 collection. You will be able to use this Acoustik account on up to five devices with the same user account, and will be able to access checked out titles on all five devices simultaneously for the duration of the lending period.

2. Browse & Checkout
   Library users may access a library’s digital collection via:
   - axisReader mobile app (see detailed instructions on page 27)
   - Library’s Axis 360 Magic Wall
   - Library’s online catalog
   - Library’s mobile app (if available)

   For mobile devices, install the appropriate version of the axisReader app. Choose from devices below. The Android version is also compatible with NOOK HD and HD+.
   
   **Android Mobile Devices and Tablets:**
- Install from the Google play store directly from your device
- Or from a browser go to: https://play.google.com/store/apps/details?id=com.axis.reader&hl=en

Apple iPhones (3-5), iPads (all), iPhone touches (3rd & 4th generations):
- Install from Apple App Store
- Or from a browser go to: https://itunes.apple.com/us/app/axisreader/id634003722?mt=8

After installing axisReader on your mobile device, open the app and authorize the device by entering your Adobe ID username and password.

When you find an audiobook title to checkout, select Checkout Now or Add to Checkout List to build a cart with multiple titles to checkout at once. You will be prompted to login in with your library card account first. The first time you checkout an audiobook you will be prompted to enter your Acoustik user account name and password – your account information will be saved and auto-filled upon future checkouts. This step allows Axis 360 to them automatically place checked out titles onto your Acoustik account in the cloud to be seamlessly downloaded.

3. Listen
To listen to checked out audiobooks in the Acoustik app on your mobile device, click on the Acoustik app icon on your mobile device. You will see the covers of the newly checked out titles. If you do not see the newly checked out title, click on the Refresh arrow button on the upper right. Click on the title cover and select the Download button. You will be asked if you would like to Listen Now or Listen Later.

If you choose Listen Now the title will begin playing as soon as it begins the download process. While you are listening the file will continue to download in the background until complete.

If you choose Listen Later the title will download in the background on your device. If you lose the internet connection during the course of the download process, the download will automatically resume as soon as your device renews internet connectivity.

Returning a Title
At the end of the lending period set by the library, titles will automatically expire and return to the library’s collection. After the title has expired you may want to remove the title to save space on your device. Open the title and click on the Details button at the top. Click on Remove from Device.

The Acoustik app provides the option for the user to return the audiobook title early (before the expiration date). To do so, open the title and click on the Details button at the top. Click on Return Item. Once returned the title can be removed from the device to save space.
Axis 360 offers patrons and students three ebook formats for checkout: Blio, EPUB and PDF. Some ebook titles will be available for download in all three formats, but most will have Blio and EPUB and/or PDF. All formats can be checked out from the axisReader application or a PC.

What is axisReader?

axisReader is a free ereading app designed for seamless integration with Axis 360 and is available for Apple iOS and Android smartphones and tablet devices. Library users can locate and link to their Axis 360 Library, browse the collection and checkout ebooks or audiobooks directly from the app. EPUB and PDF ebooks can also be read directly in the app. Visit the Apple App Store or Google Play to download the axisReader.

All ebooks and audiobooks in a library’s Axis 360 collection can be checked out in the axisReader.

Library users who desire to use one app on their mobile device to both checkout EPUB and PDF ebook titles from the library’s Axis 360 collection website AND read the ebook will use the axisReader app.

Library users that want to check out Blio and Acoustik titles can also do so from the axisReader app and then open the Blio or Acoustik app to enjoy their checked out titles.

axisReader supported formats:
- **Android** Mobile Devices and Tablets
- **Apple** iPhones (3-5), iPads (all), iPhone touches (3rd & 4th generations)
Three easy steps to get started with axisReader:

Visit the Apple App Store or Google Play to download the axisReader app. After loading to your mobile device, open the axisReader to find your library, browse the catalog, checkout and download a title. The first time you use the app, you can choose to make your library one of “Your Libraries” for easy access in the future.

**Three Steps:**

1) From the axisReader app, select “Find a Library” on the bottom of the page.

You may choose either:
- **Search by Library Name**
  - Enter Your Library’s Name and tap Search
- **Browse**
  - Tap: Browse > Country > State > Your Library’s Name

2) After selecting Your Library, tap the plus sign (+) to save the link in My Libraries. [The (+) sign will change to a (-)].

Then tap the library name or (>) to go to the library’s mobile Axis 360 site.

3) Click **Login** in the upper right area of the screen and enter in the provided demo access ID and PIN.

*Along with your demo ID and PIN, enter in a User Name and Email address* to complete registration.

Then click **Register Now**.

Once complete, you will be delivered to the mobile **Magic Wall** page to begin browsing.
Browse and Checkout a title from an Axis 360 Library

Once logged in, you can browse the site to checkout ebooks and Acoustik downloadable audio.

**BROWSE**  
Browse the Magic Wall

Browse the Magic Wall with options for viewing both ebooks and Audiobooks from categories including:
- Fiction
- Nonfiction
- Children’s
- Teen
- New
- Popular
- Gems
- Returned

Browse by Subject – tap here (v) to get started

Browse by Subject by tapping the down arrow (v) in the upper right corner you can browse by subjects, including:
- Biography & Autobiography
- Cooking
- Health & Fitness
- History
- Etc.
- Religion
- Romance
- Travel

**CHECKOUT**

1. Select the format:
   - * EPUB
   - * Blio
   - * Acoustik

2. Choose an action:
   - Add to Checkout List - To select multiple titles or to change the default lending period.
   - Checkout Now – to borrow a title
   - Add to Wish List
   - Buy Now – to view a demo purchase site available from Baker & Taylor’s MyLibraryBookstore.com

3. Authenticate:
   - If you have not already logged in, you will be asked to do so at this time. When you tap **Checkout Now** or **Confirm Checkout** from a **Checkout List**, you will need to enter in your Library Card ID and PIN as provided for your demo access.

   If you checkout an **Acoustik** or **Blio** title, you will be asked to enter in your Acoustik or Blio account information the first time you log in. If you do not have an Acoustik or Blio account, click on “Create New Account” to get started.
The **axisReader** app is your virtual circulation desk allowing you to browse, discover and checkout Axis 360 ebooks and audiobooks at your library. The **axisReader** app also allows you to download and read EPUB or PDF formatted ebooks directly in the app.

**How does a user browse, checkout and read titles using axisReader?**

1. **Install the App**
   Visit the Apple App Store and search for **axisReader** to download and install the app. Authorize with your Adobe ID.

2. **Find Your Library**
   In your **axisReader** app, tap **Find a Library** at the bottom of the screen and browse to locate your library.
   • Tap the plus sign on the left to save your library to the **My Libraries** list.
   • Tap your library’s name to view the Axis 360 collection.

3. **Browse, Checkout and Read EPUB and PDF eBooks with axisReader**
   Browse your library’s collection to find and check out ebooks.
   • Tap a cover and select a download format (EPUB or PDF). Tap **Checkout Now**.
   • Enter your Library Card ID and PIN (if a PIN is required by your library).
   A confirmation message will appear after your successful checkout.
   • Tap **Download** and choose **Read Now** to open and read your EPUB or PDF ebook right in the **axisReader** app.

To enjoy **Acoustik™** audiobooks and **Blio** ebook titles you will need to download the apps. (See instructions below.)

**Acoustik**

**How does a user browse, checkout and listen to Acoustik audiobooks?**

Visit the Apple App Store to download and install the Acoustik app. Create your account with an email and password.
Step 1
Open your axisReader app.
• Tap on your library in the My Libraries list.
• Tap your library’s name to browse the Axis 360 collection.

Step 2
Find the Acoustik audiobook title you would like to check out (identified by the orange headphones).
• Tap on the audiobook title and choose Checkout Now.
• Enter your Library Card ID and PIN (if a PIN is required by your library).
• Enter your Acoustik username and password. (Your credentials will be saved after the first log in.)

Step 3
A confirmation message will appear after your successful checkout.
• Open your Acoustik app. Tap the Borrowed tab.
• Tap the title and then tap Download.
• Tap Listen Now to begin enjoying your audiobook.

How does a user browse, checkout and read Blio ebooks?

Visit the Apple App Store, search for Blio and download the app. You will create your Blio login during your first checkout in the axisReader app.

Step 1
Open your axisReader app.
• Tap on your library in the My Libraries list.
• Tap your library’s name to browse the collection.

Step 2
Find the Blio title you would like to checkout.
• Tap the title, select Blio and choose Checkout Now.
• Enter your Library Card ID and PIN (if a PIN is required by your library).
• At the Blio login screen tap Create New Blio Account enter your email and password. (Your credentials will be saved after the first log in.)
• Tap Login to Blio Account.

Step 3
A confirmation message will appear after your successful checkout.
• Open your Blio app. Tap Get Books in the bottom left of the screen. Tap the arrow icon to the right of your title to download and then tap Done.
• Tap the title cover to begin reading.
Axis 360 eBooks & Audiobooks with Android™

axisReader

The axisReader app is your virtual circulation desk allowing you to browse, discover and checkout Axis 360 ebooks and audiobooks at your library. The axisReader app also allows you to download and read EPUB or PDF formatted ebooks directly in the app.

How does a user browse, checkout and read titles using axisReader?

1. Install the App
Visit the Google Play Store and search for axisReader to download and install the app. Authorize with your Adobe ID.

2. Find Your Library
In your axisReader app, tap Find a Library at the bottom of the screen and browse to locate your library.
• Tap the plus sign on the left to save your library to the My Libraries list.
• Tap your library’s name to view the Axis 360 collection.

3. Browse, Checkout and Read EPUB and PDF eBooks with axisReader
Browse your library’s collection to find and checkout ebooks.
• Tap a cover and select a download format (EPUB or PDF). Tap Checkout Now.
• Enter your Library Card ID and PIN (if a PIN is required by your library).

A confirmation message will appear after your successful checkout.
• Tap Download and choose Read Now to open and read your EPUB or PDF ebook right in the axisReader app.

To enjoy Acoustik™ audiobooks and Blio ebook titles you will need to download the apps. (See instructions below.)

Acoustik

How does a user browse, checkout and listen to Acoustik audiobooks?

Visit the Google Play Store to download and install the Acoustik app. Create your account with an email and password.
**Step 1**
Open your axisReader app.
- Tap on your library in the *My Libraries* list.
- Tap your library’s name to browse the Axis 360 collection.

**Step 2**
Find the *Acoustik* audiobook title you would like to check out (identified by the orange headphones).
- Tap on the audiobook title and choose *Checkout Now*.
- Enter your Library Card ID and PIN (if a PIN is required by your library).
- Enter your *Acoustik* username and password. (Your credentials will be saved after the first log in.)

**Step 3**
A confirmation message will appear after your successful checkout.
- Open your *Acoustik* app. Tap the *Borrowed* tab.
- Tap the title and the tap *Download*.
- Tap *Listen Now* to begin enjoying your audiobook.

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**Blio**

**How does a user browse, checkout and read Blio ebooks?**

Visit the Google Play Store, search for *Blio* and download the app. Create your account with an email and password.

**Step 1**
Open your axisReader app.
- Tap on your library in the *My Libraries* list.
- Tap your library’s name to browse the collection.

**Step 2**
Find the *Blio* title you would like to checkout.
- Tap the title, select *Blio* and choose *Checkout Now*.
- Enter your Library Card ID and PIN (if a PIN is required by your library).
- Enter your *Blio* username and password. (Your credentials will be saved after the first log in.)

**Step 3**
A confirmation message will appear after your successful checkout.
- Open your *Blio* app.
- Tap *Download*.
- Tap the title cover to begin reading.
The axisReader app is your virtual circulation desk allowing you to browse, discover and checkout Axis 360 ebooks and at your library. The axisReader also allows you to download and read EPUB or PDF formatted ebooks directly in the app.

How does a user browse, checkout and read titles using axisReader?

1. Install & Download the App
To begin installation on your Kindle Fire: Go to Settings > Device and turn ON “Allow Installation of Applications...”

To download the axisReader app:
• Go to your Kindle’s home screen and tap Web.
• In the address bar type tinyurl.com/axisreaderkf1. If your download does not start automatically, tap OK.

2. Find Your Library
In your axisReader app, tap Find a Library at the bottom of the screen and browse to locate your library.
• Tap the plus sign on the left to save your library to the My Libraries list.
• Tap your library’s name to view the Axis 360 collection.

3. Browse, Checkout and Read EPUB and PDF eBooks with axisReader
Browse your library’s collection to find and checkout ebooks.
• Tap a cover and select a download format (EPUB or PDF). Tap Checkout Now.
• Enter your Library Card ID and PIN (if a PIN is required by your library).

A confirmation message will appear after your successful checkout.
• Tap Download, and choose Read Now to open and read your EPUB or PDF ebook right in the axisReader app.

To enjoy Blio titles you will need to download the app. (See instructions below.)
How does a user browse, checkout and read Blio ebooks?

To begin installation on your Kindle Fire: Go to Settings > Device and turn ON “Allow Installation of Applications...”

To download the Blio app:
• Go to your Kindle’s Home screen and tap Web.
• In the address bar type tinyurl.com/bliodownload2. If your download does not start automatically, tap OK.

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<td>In the upper left corner, tap the number that appears next to My Kindle. Once the download is complete, tap the Blio file to install. Once the app installs, tap Open.</td>
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**Step 1:** Open your axisReader app.
• Tap on your library in the My Libraries list.
• Tap your library’s name to browse the collection.

**Step 2:** Find the Blio title you would like to check out.
• Tap the title, select Blio and choose Checkout Now.
• Enter your Library Card ID and PIN (if a PIN is required by your library).
• Enter your Blio username and password.

**Step 3:** A confirmation message will appear after your successful checkout.
• Open your Blio app.
• Tap Download.
• Tap the title cover to begin reading.
Ordering Titles

Title Source 360

To order Axis 360 ebooks and Acoustik audiobooks:

Log into Title Source 360 at https://ts360.baker-taylor.com and enter your Login ID and Password.

Creating a Cart

Begin by creating a new cart that the Axis 360 ebooks and digital audiobooks can be saved to. Once logged in, click on “Carts” and select “Manage Carts.”

Next, click on “New Cart” on the right side of the page.

Enter the necessary information into the “Create New Cart” screen: Cart Name, appropriate Account Number (PO# is optional). Click “OK.”

- Tip: use “Set as Primary” if all titles selected will be saved into this one cart
Once the cart has been created/saved, the following instructions will assist with searching for Axis 360 ebook and digital audiobook titles, saving to the cart and placing the order.

- Tip: ebook and digital audiobook titles can be saved to the same cart and can be placed as one order.

**Searching**

Select “Advanced Search” from the menu bar at the top of the page.

Using “Advanced Search” to find Axis 360 ebooks & digital audiobook titles – “Advanced Search” is an ideal option to find ebook and digital audiobooks available to purchase for your Axis 360 collection. Advanced Search offers a variety of options including: keywords, publishers, authors, interest levels, publication date ranges, languages, review sources and much more.

**Finding ebook titles**

To find ebook titles for Axis 360:

- In addition to entering any of the specific search criteria, be sure to select the correct “Format”
  - Select “ebook – Digital Download” & click “Add”

Click “Search” at the bottom of the page and Title Source 360 will display the list of titles that match the search criteria.
If necessary, use the “Filters” menu on the left to narrow the search results further.

- Click on the “+” sign to expand the filter, check the appropriate filter options to narrow the search result and click “Apply Filter”

**Finding Acoustik digital audiobook titles**

To find digital audiobook titles for Axis 360:

- In addition to entering any of the specific search criteria, be sure to select the correct “Format”
  - “Format” should be checked for “ebook – Downloadable Audio” & Click “Add”
While reviewing the search result titles, begin saving the desired titles to a Title Source 360 cart, to order later.

**Option 1**: Add titles to the cart individually. To do this, hover the mouse over the “Add” button beneath the quantity box and then click on the cart name the title should be added to.

**Option 2**: Save multiple titles to the cart. To do this, put a check mark in the box to the left of each cover image. Once all titles have been selected, click on “Add Selected to Cart”.

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**Submitting an Axis 360 Content Order**

Now that the desired ebook and digital audiobook titles have been saved to a Cart, the Cart is ready to be ordered.

Open the Cart and click on “Account Summary”; verify that the account number and PO number are assigned correctly. If there are no changes, click on “Submit Order”. *(If changes are needed, click “Save” before submitting the order.)*
The “Review & Submit Order” page will then appear. Review your order for accuracy in the “Summary” tab. If accurate, click on the “Submit Order” button. A green “Your order has been submitted successfully” message will appear.

Axis 360 ebooks and digital audiobooks will be added to the Axis 360 site within two hours after the order has been submitted. Titles added to the Axis 360 site are searchable using the “Keyword/ISBN Search” or by viewing the “Browse by Subject” display.

Overnight, the Magic Wall’s “Just Added” tab will be updated and re-indexed to display newly purchased titles.

For additional information regarding Title Source 360 search options, preferences and procedures, refer to the Online Reference Documents found in the My B&T > My Preferences menu or by clicking on Help in the upper right corner.
EDI Ordering

Libraries may also choose to order Axis 360 econtent via the acquisitions module of their Integrated Library System (ILS).

For EDI ordering -- select titles, as outlined above, then download order records from Title Source in MARC format for upload to the ILS acquisitions module, per your ILS order record load instructions. Place orders via your established EDI ordering routine and titles will be activated on Axis 360 within two hours of order receipt.

If you have not previously ordered from Baker & Taylor using EDI, please contact Customer Requirements to set up Electronic Data Interchange with Baker & Taylor, creq@baker-taylor.com.
Collection Development Services

The FirstLook Digital program from Baker & Taylor’s Collection Management Team provides carts to help with ordering for both start-up collections and FirstLook ongoing monthly selection of digital content. FirstLook features automatic notification of high-visibility, new and forthcoming titles. Each level of FirstLook Service provides the information and features to update your collection quickly and easily on an ongoing basis with the titles your patrons and students demand.

Your library has probably already considered or taken advantage of the FirstLook Digital Start-Up Collection program. Our Collection Management team can also implement FirstLook Digital for ebooks and Acoustik audiobooks on an ongoing basis.

FirstLook Digital for eBooks and Acoustik Audiobooks

FirstLook Standard Packages

On a monthly schedule Baker & Taylor have profiles that are executed and can be sent to Title Source user IDs at your library. These profiles have been built based on the following selection criteria: citation in major review media such as Booklist, LJ, Horn Book, Kirkus, SLJ, PW, and/or Baker & Taylor programs such as Booking Ahead, Forecast, and/or Growing Minds; and titles from key publishers such as HarperCollins, Hachette, Houghton Mifflin, Random House, and/or Scholastic.

Standard Cart Organization:

* Adult fiction ebooks
* Adult nonfiction ebooks
* Teen fiction ebooks
* Teen nonfiction ebooks
* Children’s E class/picture books ebooks
* Children’s fiction ebooks
* Children’s nonfiction ebooks

* Adult fiction Acoustik
* Adult nonfiction Acoustik
* Teen Acoustik
* Children’s Acoustik

Caveats – our Collection Management team needs to have ordering account numbers (20 byte level) and the Title Source IDs to which carts are to be dispatched. Please also note the “Additional Considerations” below.

FirstLook Custom Packages

Baker & Taylor’s Collection Management team can build profiles based on any indexed metadata in our systems. A number of libraries want publisher based profiles, author based profiles or profiles based on specific Dewey ranges or BISAC subjects. We can support this to the degree that data and titles are available.

Collection management has profiles by authors, mirroring the AY author list.
Additional considerations:

- Not all authors or subject areas have title coverage in the digital arena, due to publisher participation.

- Best-sellers – not all titles in a best-seller list are available in our econtent formats. We can list available and high-visibility titles, but not necessarily a cart or carts that correspond to published print best-seller lists.

- Common Core Support – Common Core compliant carts can be provided with reading levels/programs displayed in the Title Source data for each title.

- Graphic novels – at present coverage is very limited in econtent formats.

- Non-English languages – there is a limited universe of Spanish Language available. Spanish title metadata is challenging and quality titles coverage is limited.

Interested in FirstLook Collection Development Assistance?

Contact the Collection Development team to receive assistance with opening day collection carts, ongoing collection assistance and special cart collection needs by emailing 1stlookdigital@baker-taylor.com.
Publisher Promotions and Discounts

Baker & Taylor works constantly to leverage our strong publisher relationships to benefit our library partners. We work with our supplier partners to create promotions that help you with your ordering, and that drive awareness of new releases, noteworthy titles and valuable backlist. Promotions and discounts can take on a variety of forms including price reductions, discounts off volume and time-limited opportunities. We communicate the availability of publisher promotions through our Quick Axis emails, monthly newsletter and online through our Title Source 3 and Title Source 360 ordering platforms.

Sign up for email communications at http://www.baker-taylor.com/email_subscribe.cfm to be sure you don’t miss these opportunities!
MARC Records

Downloading Axis 360 digital content MARC records:

*Please make sure that your pop-up blocker is off before starting this process.*

A library user’s ability to search for and find all available Axis 360 ebooks and audiobooks purchased for your library’s digital collection is necessary for promoting the digital collection. Therefore, Baker & Taylor will provide your library with search and discovery MARC records for each title purchased for your Axis 360 collection. Baker & Taylor will deliver one file of MARC records per order placed via Title Source, the morning after the order was placed. MARC records posted to the Online Customer Support website are available for 45 days.

Below are instructions to assist in locating the MARC record files delivered to your Online Customer Support profile. For questions or concerns regarding the MARC record files provided, please contact us at download@baker-taylor.com or 1-800-775-1200 x2282.

For assistance importing the records into your library system software, please contact your software vendor directly.

1. Visit [www.baker-taylor.com](http://www.baker-taylor.com) and select “Online Customer Support” from the Links Menu to the right of the search box.

2. If you are not already logged in, you may be prompted to do so.
3. From the Customer Support screen, click on Reports/Downloads.

4. Select your account number from the drop-down menu.

5. You will then see the list of orders that have MARC records available. Click “Download Now” and save the file to your desktop.
6. Import the file from your desk top to your library system software. If you need assistance on importing, please contact your library system software customer support.

If you experience any issues while downloading from the Baker & Taylor MARC site, please contact us at download@baker-taylor.com or 1-800-775-1200 x2282.

Please note that Baker & Taylor cannot assist with importing the records into your library system software and you will need to contact your software vendor if you need assistance with the import process.
Axis 360 Admin User Guide

Introduction

The Library Administration portal of Axis 360 allows librarians responsible for the management of the site to edit certain parameters, run reports and mediate reader reviews (if that feature is enabled). This information below provides an overview of the features of the Administration Site.

Access the Site

To access the administration site enter your library’s Axis 360 site URL and add “/admin” at the end. For example: http://site.axis360.baker-taylor.com/admin (where site is the prefix provided in the set-up form). Below is the login page for the Library Administration site. Enter the username and password provided by Baker & Taylor, and click OK.
Library Info Page

This page will allow the library administrator to modify certain settings of the library’s Axis 360 site:

1. **Min Lending Period**: Minimum number of days a user can check out a title.
2. **Max Lending Period**: Maximum number of days a user can check out a title.
3. **Default Lending Period**: The lending period to be used when a user clicks the “Checkout Now” button and bypasses the “Checkout List” page.
4. **Max Checkout**: Maximum number of titles a user can have checked out concurrently.
5. **Hold Period**: The number of days a user has to checkout a title they have on hold until it is given to the next user on the hold list. If the library finds that the current hold period is not long enough, they may change it at any time.
6. **Hold Limit**: The number of titles a patron/student can place a hold on.
7. **Tag Line**: The message that the library has chosen to display on the top right hand corner of the site. This message has a 100 character limit and can be updated as frequently as you wish.
8. **Blacklisted Words**: Blacklisted words are ones that the library has chosen to censor in any reader’s review. All Blacklisted Words will be shown in the Library Settings Page so that reviews can be caught and put in the Blacklist Review tab. The Blacklist Review will show up for the Administrator to Approve or Delete.
9. **Enable Reader Review Options**: Reader reviews enabled (checkbox); Make My Reviews Public (checkbox); View All Reader Reviews (checkbox)
Reports Page

The reports page provides access to a number of reports. All reports are parameter driven and can be created in multiple formats.

1. **Inventory List Report**: The inventory report provides information of all titles currently owned by the library, including attributes that include quantity purchased, total checkouts, current holds, subjects, audience, formats, etc).
   a. Select desired parameters including: Subjects, Formats (audio/ebooks), Audience; Purchase Date Ranges to customize the inventory report for the library’s need.
   b. **Summary Report**: The Summary Report provides the library a high level numeric count of the number of quantities owned and the number of current holds. Simply select “True” to view the Summary only report.

(Inventory Report)

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Publication Date</th>
<th>Publisher</th>
<th>Audience</th>
<th>Date Added</th>
<th>Format</th>
<th>Quantity Owned</th>
<th>Total Checkouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dolly: The First Female Sheep</td>
<td>Dunn, Joeming</td>
<td>08/01/2011</td>
<td>Abdo Pub Co</td>
<td>Children's - Grade 3-4, Age 8-9</td>
<td>03/16/2013</td>
<td>eBook</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Mastermind Plot</td>
<td>Frazier, Angie</td>
<td>05/01/2012</td>
<td>Scholastic</td>
<td>Children's - Grade 4-6, Age 10-12</td>
<td>11/02/2012</td>
<td>eBook</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Things That Matter</td>
<td>Hines, Nate</td>
<td>10/16/2012</td>
<td>Random House Digital</td>
<td>General Adult</td>
<td>11/02/2012</td>
<td>eBook</td>
<td>3</td>
<td>16</td>
</tr>
</tbody>
</table>

(Summary Report)

<table>
<thead>
<tr>
<th>Quantity Owned</th>
<th>Total Checkouts</th>
<th>Turns</th>
<th>Days to Turn</th>
<th>Holds</th>
<th>Hold Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>9528</td>
<td>15642</td>
<td>1.64</td>
<td>397.32</td>
<td>27</td>
<td>0.00</td>
</tr>
</tbody>
</table>
2. **Circulation Report:** The Circulation Report provides information of the circulation statistics of the titles within in the current collection. This report will provide information about checkouts by format (including Blio, EPUB, PDF, Acoustik). This report also includes the current hold statistics.

   a. Select desired parameters including: Subjects; Formats; Audience; Circulation Date Ranges

   b. **Summary Report:** The Summary Report provides the library a high level numeric count of the number of quantities owned, number of checkouts per format checkouts and the number of current holds. Simply select “True” to view the Summary only report.

(Circulation Report)

<table>
<thead>
<tr>
<th>ISBN</th>
<th>Title</th>
<th>Author</th>
<th>Publication Date</th>
<th>Publisher</th>
<th>Audience</th>
<th>Date Added</th>
<th>Quantity Owned</th>
<th>Total Checkouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>9780761388524</td>
<td>Anxiety Disorders</td>
<td>Pedrick, Cherlene ; Hyman, Bruce M.</td>
<td>01/01/2012</td>
<td>Lerner Pobes</td>
<td>Teen - Grade 7-9, Age 12-14</td>
<td>10/02/2012</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

(Summary Report)

<table>
<thead>
<tr>
<th>Quantity Owned</th>
<th>Total Checkouts</th>
<th>Blio Checkouts</th>
<th>ePUB Checkouts</th>
<th>PDF Checkouts</th>
<th>Acoustik Checkouts</th>
<th>Turns</th>
<th>Days to Turns</th>
<th>New Holds</th>
<th>Total Holds</th>
<th>Reserves</th>
<th>Checkouts From Reserves</th>
</tr>
</thead>
<tbody>
<tr>
<td>7500.00</td>
<td>15642</td>
<td>10213</td>
<td>3061</td>
<td>2368</td>
<td>0</td>
<td>2.077</td>
<td>206.22</td>
<td>16.00</td>
<td>1611.000</td>
<td>1541.00</td>
<td>508.00</td>
</tr>
</tbody>
</table>

3. **Hold Report:** The Hold Report provides information to review the titles within the library collection along with the number of holds in the queue. Information such as title and ISBN is available for easy ordering of additional copies for the library collection.

   a. Select desired parameters including: Subjects; Format (audio/ebook); Audience

   b. **Summary Report:** The Summary Report provides information related to the title quantity and current hold quantity within the collection. Simply select “True” to view the Summary only report.

(Hold Report)

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Publication Date</th>
<th>Publisher</th>
<th>Audience</th>
<th>Date Added</th>
<th>Format</th>
<th>Quantity Owned</th>
<th>Current Circulation</th>
<th>Reserves</th>
<th>Current Holds</th>
<th>Hold Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imperial Life of Elizabeth Lacks</td>
<td>Gilman, Rebecca</td>
<td>02/02/2010</td>
<td>Random River Digital</td>
<td>General Adult</td>
<td>10/04/2012</td>
<td>ebook</td>
<td>1</td>
<td>9</td>
<td>4</td>
<td>1</td>
<td>1.00</td>
</tr>
<tr>
<td>Apple Turners Murder</td>
<td>Thiele, Brian</td>
<td>02/01/2011</td>
<td>In加强对华 Books</td>
<td>General Adult</td>
<td>03/21/2013</td>
<td>ebook</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>1.00</td>
</tr>
</tbody>
</table>

(Summary Report)

<table>
<thead>
<tr>
<th>Quantity Owned</th>
<th>Current Circulation</th>
<th>Reserves</th>
<th>Current Holds</th>
<th>Hold Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>68</td>
<td>0</td>
<td>13</td>
<td>1.44</td>
</tr>
</tbody>
</table>
4. **Inventory Circulation by Month**: Begin by selecting the year to review and the format(s) to include. The Inventory Circulation by Month graph provides information related to number of checkouts for the month. The total provided is a cumulative total for the formats selected.
   a. Select desired parameters including: Report Year; Format

![Inventory Circulation by Month Graph](image1)

5. **Graph of Top 10 Circulation Subjects**: Begin by selecting the format(s) and circulation date range to review. The Top 10 Circulating Subjects provides information related to the circulation numbers of the top circulating subject areas of the collection.
   a. Select desired parameters including: Format; Circulation Date Range

![Top Circulating Subjects Graph](image2)
6. **User Review Report**: The User Review Report provides a list of titles within the library’s collection with library user reviews attached. Select desired parameters including: Format; Review Date Ranges.

![User Review Report Table]

7. **New Users By Month**
The “Summary Report” provides an overview of the newly registered library users accessing the Axis 360 collection.

![New Users Per Month Table]
8. **Total Users by Month**
   The “Summary Report” provides an overview of the registered library users accessing the Axis 360 collection.

<table>
<thead>
<tr>
<th>Library Name</th>
<th>Month Of Year</th>
<th>Bar Code</th>
<th>Life Time Checkouts</th>
<th>Life Time EBook Checkouts</th>
<th>Life Time Audio Checkouts</th>
<th>Life Time Hold</th>
<th>Active Holds</th>
<th>Create Date</th>
<th>Last Checkout Date</th>
<th>Last Hold Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>September 2013</td>
<td>729</td>
<td>1066</td>
<td>1066</td>
<td>0</td>
<td>519</td>
<td>35</td>
<td>9/30/2013</td>
<td>11/5/2013</td>
<td>11/5/2013</td>
</tr>
</tbody>
</table>

Expand/Collapse monthly details using the “+ / -” option.

9. **New Users by Month Graph**
   The New Users by Month graph provides a visual depiction of how many new users have been created, checkouts completed and holds within the months of a chosen year.
10. **Total Users by Month Graph**

The Total Users by Month graph provides a visual depiction of how many total active users exist, checkouts completed and holds within the months of a chosen year.

![Total Users by Month Graph - 2013](image)

**Reviews Page**

The Reviews Management page enables the library administrator to read reviews and approve them for display on the site. There is no ability to edit the review.

1. **Black Listed Reviews**: Use this link to view any reviews that would be blacklisted due to words noted in your Library Info page.
2. **Approve/Delete**: Use this link to approve or delete any new reviews submitted by patrons or students.
Promoting Axis 360 to Patrons & Students

Branding
Baker & Taylor’s Axis 360 logo includes a tagline: “digital media library by Baker & Taylor” – since you’ll want to promote Axis 360 to your library users, a secondary Axis 360 logo without the tagline has been created for your use.

You can download both the full-color Axis 360 logo and the black and white logo from the CustomReach site at www.customreachmarketing.com – once you login simply click Resources, then Documents. (See CustomReach section in this Tool Kit for more information on CustomReach.)

How to write it in text
Capitalize the A and use a space between Axis and 360 when using in copy, like this: Axis 360

If you would like to match up any materials you are working on to the Axis 360 brand colors, please find that information below.

Axis 360 brand colors
CMYK colors
Green = PMS 376
Gray = Cool Gray 11 (50% for the "360," and 25% for the compass)

Website colors
Green #8EC641
Grays #6A7179
Messaging to Patrons & Students

It is very important to incorporate messaging about Axis 360 wherever you can once your Axis 360 site is live and patrons and students can start using the site. The more prominent and clear the messages are, the more quickly the circulation on Axis 360 will grow.

Some examples of great places to mention Axis 360:
- On the home page of your website, and on any other pages where you discuss digital content borrowing
- In your newsletter or email communications to library users
- In any materials that you print and hand out to library users when they check out library material
- In signage around the library
- In a press release announcing your new service – simply use the template on CustomReach

Below find content you can repurpose for your Axis 360 message to patrons and students:

We’re excited to now offer Axis 360, a digital media library where you can check out and borrow ebooks and audiobooks! Here are just some of the features and benefits of Axis 360:

- **Ease of use.** Fast and simple check out and downloading via cloud-based delivery for reading on multiple devices.
- **eBooks.** Titles can be downloaded in EPUB or PDF formats, or in Blio, the free ereading app, for access on NOOK, Sony Reader, iPad, iPhone and Windows devices.
- **Audiobooks.** Titles can be downloaded in Acoustik, a free digital audiobook app for Apple and Android smartphones and tablets, as well as select NOOK devices.
- **Mobile version.** You can view our collection on your smartphones or tablets, check out, download and enjoy materials directly on your device.
- **Reviews.** Full-text reviews, reader-contributed reviews and related reading recommendations available.

**5 Easy Steps to Borrow Axis 360 eBooks and Audiobooks**

1. Go to [insert Axis 360 URL here] from your PC or mobile device
2. Click into the App Zone to download and register the ebook and audiobook apps for your device if you do not already have them:
   - **Audiobooks:**
     - Acoustik, the free audiobook app for iOS and Android devices
   - **eBooks:**
     - axisReader, the mobile EPUB and PDF reader for iOS and Android mobile devices
     - Blio for PCs, iOS and Android devices
     - Adobe Digital Editions for Macs and PCs, used with ereaders like NOOK, Sony Reader and Kobo
3. Browse the library’s Axis 360 Magic Wall and click “checkout now” on the title to download it to your device
4. Enter your library card and PIN (if needed)
5. Open your reader app on your device and enjoy!
CustomReach On-Demand Marketing

CustomReach is the dynamic marketing program designed to support libraries using the Axis 360 digital media library. Through CustomReach you select and tailor marketing materials such as bookmarks, posters, Web ads and more to promote your Axis 360 service to patrons, students and the community. CustomReach is a complimentary service that Baker & Taylor offers to libraries using the Axis 360 digital media library.

Customizable items available on CustomReach:
- Press Release – announce the addition of Axis 360 to your library
- Web ads – to post on your website and to use in email communications
- Bookmarks
- Posters

Resources available on CustomReach:
- Videos
- How-to and help documentation
- Axis 360, Acoustik and Blio logos

You’ll receive your login credentials to CustomReach during the setup process, and can access the site at: www.customreachmarketing.com.

If you forget your password, simply answer your security question to reset it in the system. If you lose your username information, email librarycustomreach@baker-taylor.com.