



# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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### **The Library Has An APP For That!**

Harford County Public Library (HCPL) has released the HCPL Mobile app for iPhone, iPod Touch, Android and weOS devices. This feature allows for "touch" access to all services available on the Library website.

"I am really excited about the HCPL Mobile app, particularly on the iPhone. It offers a great user experience, with quick access to some of the library's most used content," stated Dave McLaughlin, Web Services Manager.

The HCPL Mobile app offers "touch" access to branch hours, phone numbers (touch to call), and addresses (touch for directions); upcoming programs that allows users to browse a list of featured upcoming programs and full program descriptions including registration phone numbers (touch to call); new releases and booklists, where users can browse lists of newly released and staff-selected materials and access to the catalog to request materials; submit a question to library staff; My Account and Catalog pages; links to the library's social networking sites.

Harford County Public Library is one of the first public libraries in the country to offer customers a mobile app.

To access and install the HCPL Mobile app, go to [hcplonline.info](http://hcplonline.info) from your phone's browser. For more information on the HCPL Mobile app and to view an informational video, go to [hcplonline.info/hcplmobile](http://hcplonline.info/hcplmobile).

The HCPL Mobile app was launched in conjunction with the library's newly redesigned website, [hcplonline.info](http://hcplonline.info). The new website offers a clean look with easy navigation created to match user feedback. The homepage highlights current news at the library including upcoming author visits, and new release lists for books, movie

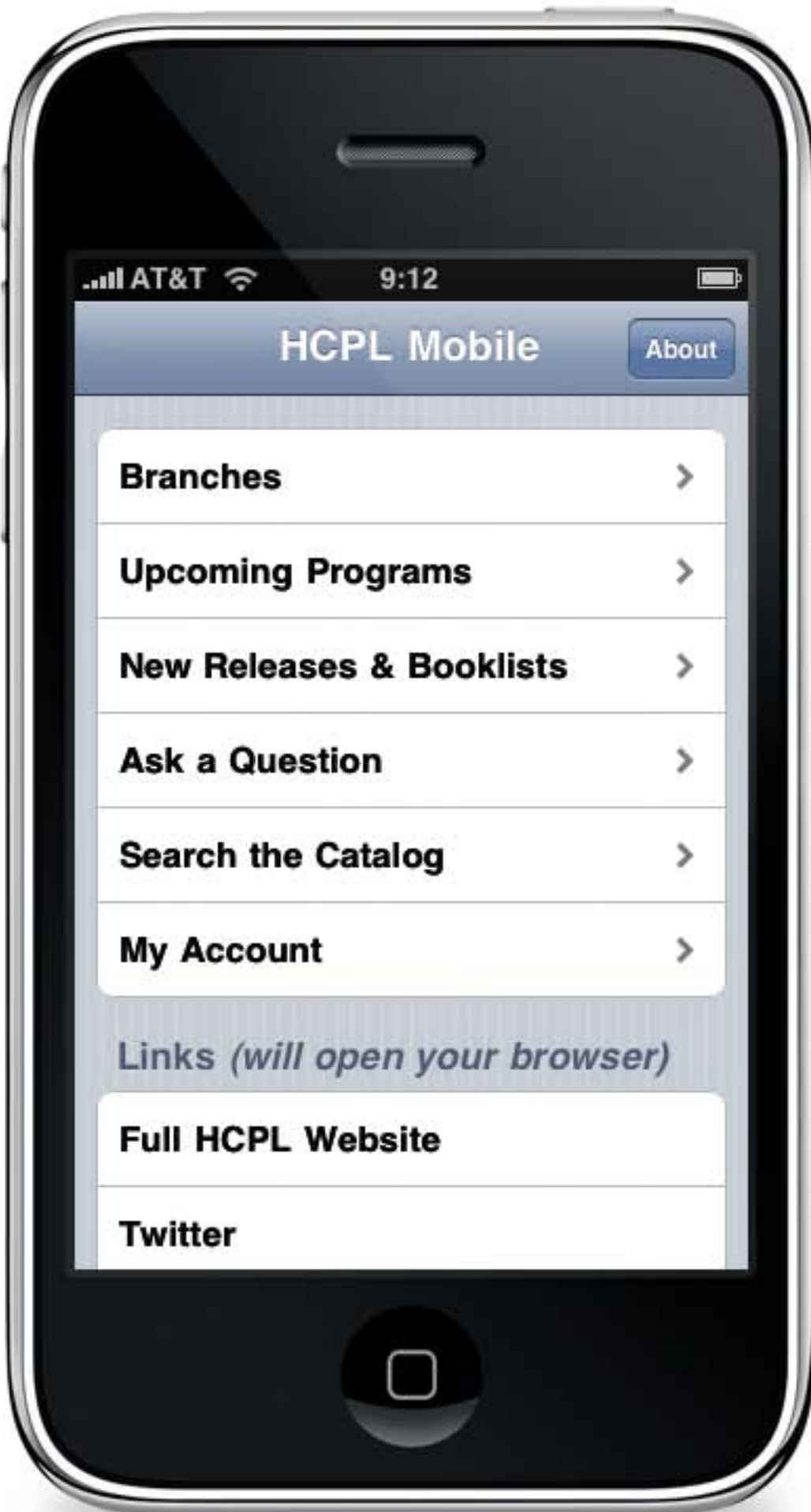
dvds, and music cds; a section to showcase multi-media such as photo slide shows and videos; plus a list of featured library programs.

The website also has sections that are targeted to specific users. This includes children, teens, seniors, educators, and business/job seekers. From the homepage you can also check out the library on Facebook, Twitter, Flickr and YouTube.

Harford County Public Library operates eleven branches located throughout Harford County, Maryland. The library serves over 200,000 registered borrowers of all ages and has an annual circulation of almost 5,000,000. Harford County Public Library is committed to providing access, service and information to the citizens of Harford County anytime, anywhere and creating an environment that encourages the acquisition of knowledge and the love of reading.

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*Photo caption #1: The new HCPL Mobile app as it appears on the iPhone. This image reflects the home screen.*



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## HCPL Mobile

About

**Branches**



**Upcoming Programs**



**New Releases & Booklists**



**Ask a Question**



**Search the Catalog**



**My Account**



*Links (will open your browser)*

**Full HCPL Website**

**Twitter**