



LightSpeed Release Information Sheet

hoopla digital's LightSpeed release continues our mission of "empowering evolution" for public libraries, while speaking to a "new and improved" interface that's a direct reflection of patron and library feedback.

General LightSpeed Information

- Through library partner and patron feedback, hoopla digital continues to evolve the app and online experience.
- Freshly-designed interface with a brighter white/blue scheme and more visual search features.
- More personalized, intelligent recommendation engine algorithm provides titles based on recent activity.
- Deeper genre-based searching empowers users to discover, watch and listen faster.
- Enhanced, high-resolution artwork provides faster user review and consideration of more than 275,000 movies, music albums and more.
- Quick access to borrowing history and newly discovered favorites with fewer touches via 'Home Screen', enhancing the overall borrowing experience.
- Faster sign-up process for first-time users.

Information Libraries Can Use

- hoopla digital is a service from Midwest Tape, a trusted partner to public libraries for over 20 years. hoopla digital is committed to serve as a partner and LightSpeed is an example of how we are listening and incorporating the feedback of our library customers.
- Attract new patrons and expand reach to Millennials with a freshly designed interface and faster sign-up process for first time users.
- With hoopla digital's LightSpeed, you can provide your patrons with reliable digital and mobile access to dynamic content – a powerful story for the evolution of public libraries.
- No set up fees. No maintenance fees. No annual fees. Libraries only pay for what their patrons borrow.

Information Patrons Can Use

- Experience, explore and enjoy free content from your public library in a new way that is faster, brighter, mobile, easy-to-use and always available.
- Borrow, stream or download popular titles 24/7 with fewer touches.
- Stream or download 275,000 of the latest movies, music albums in high-resolution from your smartphone, tablet, PC or Apple TV.
- Receive a more tailored experience with content recommendations based on your recent activity.
- Discover new content and narrow searches by genre with Browse/Search icon.
- Get started in seconds by downloading the free hoopla digital mobile app or visiting hoopladigital.com.
- There are still no late fees with hoopla digital. Content is returned automatically at the end of the borrowing period.
- Take a look at the new home screen where your most recent titles appear, as well as a quick glance at all of our formats.
- Try the new resume functionality from the home screen, so continuing playback is now one click away.
- Check out the new ability to favorite and artist or series, instantly adding titles to your recommendations when new titles come out.