

Empower Your Searches Like Never Before

- Increase the visibility of your holdings.
- Make search results more relevant.
- Increase online searches – and circulation!

Your searches reveal but a fraction of relevant titles. Now Syndetics ICE can make your library collection more searchable, retrievable and relevant.

Syndetics ICE (Indexed Content Enrichment) is an enhancement to Syndetic Solutions that allows patrons to search valuable Syndetics content right through your library's online catalog*, helping them discover titles that are undetectable through traditional MARC data searches. Each night, Syndetics content is matched to your library's index, so any new content is available to search on the next morning.

Available individually or in a package customized for your library, Syndetics ICE options include:

- Tables of Contents
- Annotation Enrichment
- Fiction Profiles
- Customized Fiction Connection
- Title Link



In addition to raising the visibility of your holdings and bringing greater relevance to search results, Syndetics ICE offers these significant benefits:

- Integration of readers' advisory within your OPAC
- Cleaner, more understandable search result pages
- Lower up-front costs compared to manual MARC Enrichment
- Nightly updates to new titles
- No maintenance required
- Greater data security
- Higher efficiency
- The ease of a turnkey solution



Syndetics ICE is a win-win for everyone involved. Your patrons achieve more successful searches – and your library achieves higher circulation!

The search results speak for themselves...

*Syndetics ICE is initially available by annual subscription to libraries using Syndetics Solutions and the AquaBrowser Library® search and discovery platform. Additional platforms are anticipated.

Title Linking

Capability: **Groups multiple ISBNs for the same title into one record on your search results page.**

- Unclutters the page and makes results more understandable
- Links variant ISBNs for the same title, subtitle and author (hardcover, softcover, audio, e-book, large print, multiple editions)

Without Syndetics ICE: Traditional Search Results List Each Edition Separately



With Syndetics ICE: Title Link Results are Streamlined and Inviting



CLICK TO SEE ALL EDITIONS

LISTS MULTIPLE ISBNs FOR SAME TITLE

Empower your library today

Syndetics ICE raises the visibility of your holdings, brings greater relevancy to search results and boosts circulation at your library. To learn more, contact: Marketing@Bowker.com or visit www.Syndetics.com/ICE/



630 Central Avenue
New Providence, NJ 07974



Detect the hidden content in your collection.

Introducing
Syndetics ICE...

the new way to
expand your search
beyond the traditional
MARC record, increasing
relevancy, search returns
and circulation



Table of Contents (TOC)

Capability: Keyword search of Table of Contents reveals highly specific content often missed by traditional MARC record searches.

- Database of nearly 1 million Table of Contents (Bowker and Blackwell combined)

- 1,600 new Table of Contents added weekly – 80,000 annually

- Exclusive content

Your patrons will uncover more sources. The proof is in the performance.

With Syndetics ICE: TOC Search Reveals Much More!



YOUR SEARCH TERMS FOUND IN TOC

WITHOUT SYNDETICS ICE, YOU WOULD HAVE MISSED THIS TITLE!

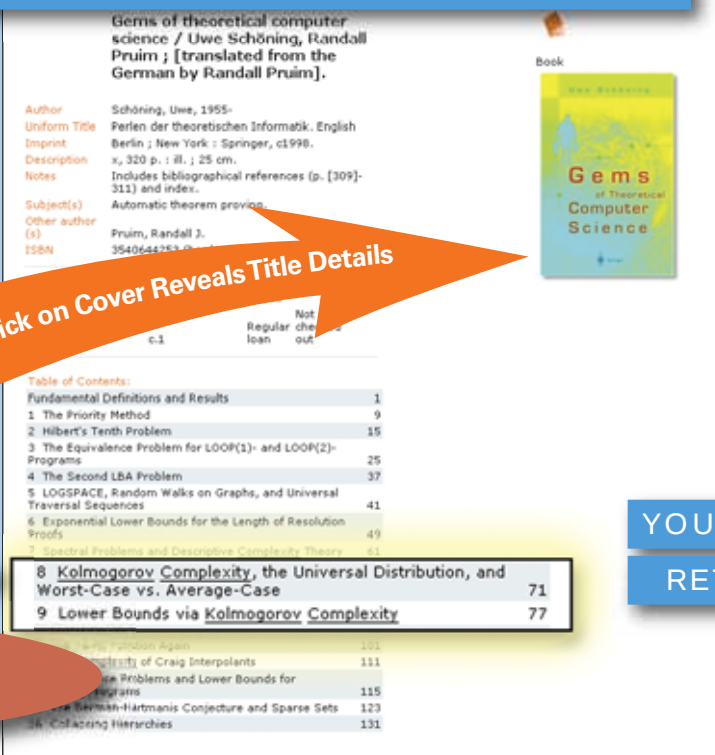
Without Syndetics ICE: Basic MARC Record Search Reveals Little



YOUR SEARCH TERM... ONLY 5 TITLES RESULT

Syndetics ICE Delivers Details

SEARCHING TOC DATA MADE THE CONNECTION!



Click on Cover Reveals Title Details

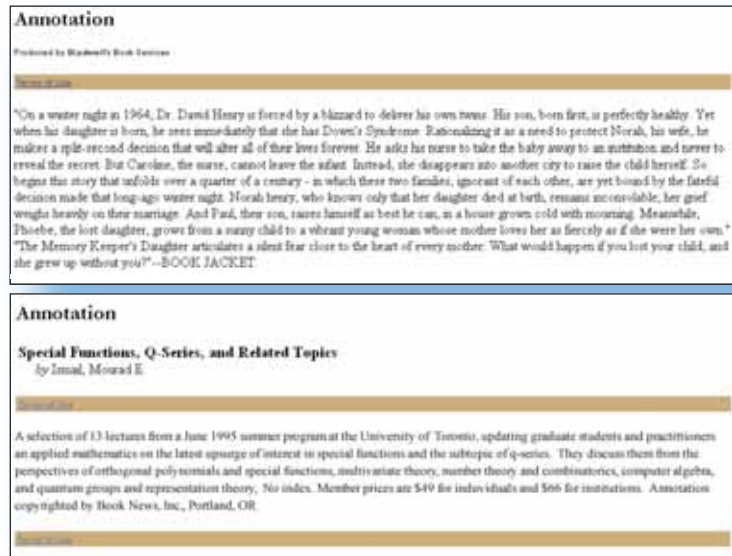
YOUR SEARCH TERMS... RETURN NO RESULTS

Annotation Enrichment

Capability: Keyword search of annotation contents quickly locates descriptive information found on book jackets, in content summaries or from publisher-provided copy.

- Database of 2 million annotations
- 150,000 new annotations added annually
- Exclusive content

Sample of Annotations Searched by Syndetics ICE



Capability: Keyword search of Fiction Profiles content finds books with practically any search term.

WHEN YOU SEARCH THE SAME WORDS... YOU FIND SEVEN TITLES!

- Provides extra title descriptors, such as genre and sub-genre, topic, main characters and character traits, geographic and non-geographic settings, time periods, series/sequel information
- Includes fiction, biographies, autobiographies and memoirs
- Fuels award-winning *Fiction Connection*
- Exclusive content developed by specialized editors

NEW EXCLUSIVE CONTENT SUPPLIED BY BOWKER!

Without Syndetics ICE: Basic OPAC Search Delivers Nothing



With Syndetics ICE: OPAC Search with Fiction Profiles Reveals Everything!



Customized Fiction Connection

Capability: Delivers readers' advisory functionality customized with your holdings data.

- Fiction Connection suggests titles based on readers' interests or based on a book title they already enjoy
- A customized version will provide readers' advisory using the titles in your collection
- A patron never has to leave your OPAC

When a Book is Checked Out, Give Your Patrons Options

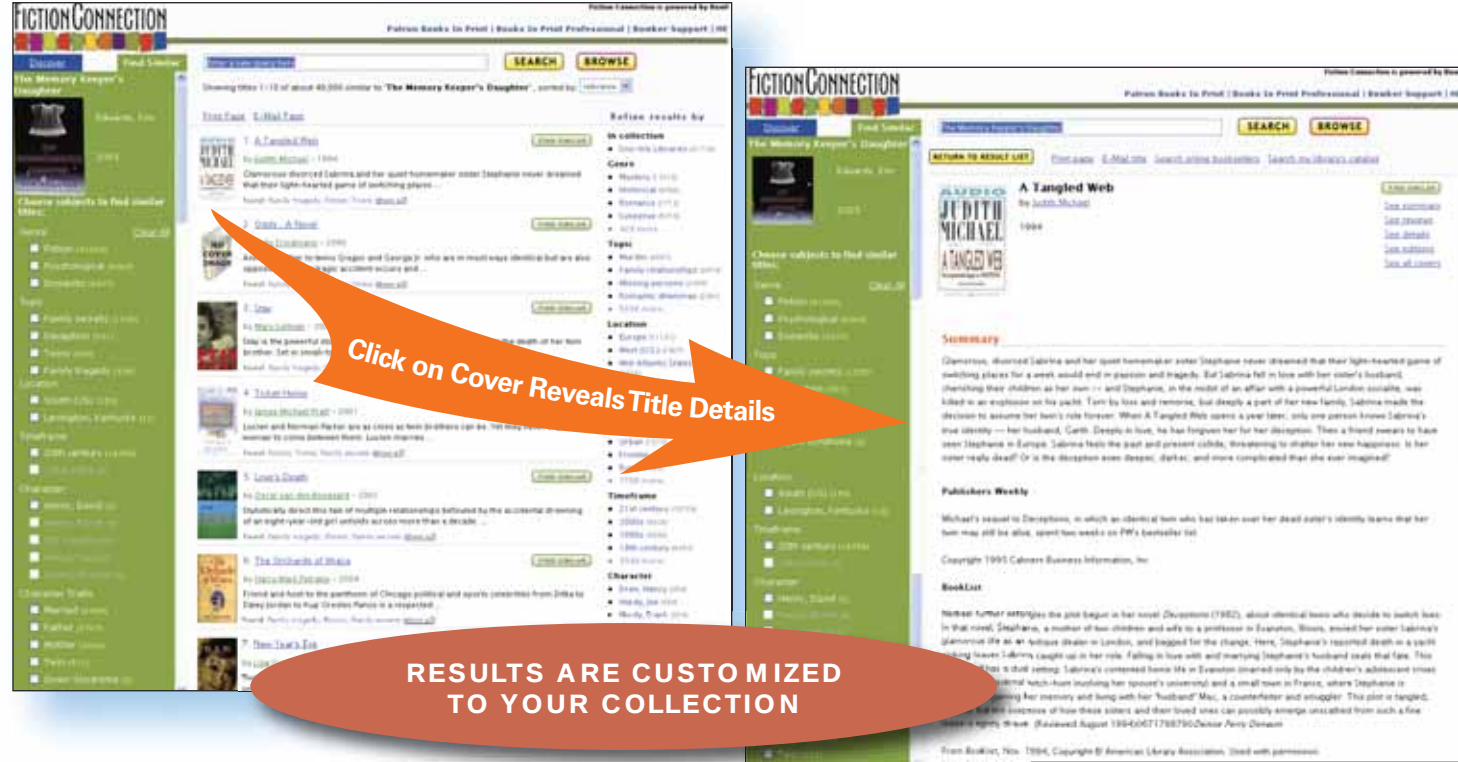
WHEN YOU SEARCH THIS TITLE...

ALL ARE UNAVAILABLE

CLICK CUSTOM FICTION CONNECTION FOR TITLE SUGGESTIONS



Fiction Connection Suggests Alternatives!



Click on Cover Reveals Title Details

RESULTS ARE CUSTOMIZED TO YOUR COLLECTION