



Norfolk Public Library patrons browsing the local history Sargeant Memorial Collection.

## How can you highlight your library's rare items?

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Your unique digital resources offer value that information seekers can't get anywhere else. You need to ensure that they can easily find your digital items and navigate through your online collection to answer their questions. Every collection is unique so shouldn't your website be too?

CONTENTdm helps you showcase your collections on your library's website and make them discoverable by search engines. With CONTENTdm, you can increase the visibility of your special collections beyond the walls of your library to information seekers worldwide.

## Make your library's most valuable resources stand out.

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CONTENTdm is the best way to share your digital items in all formats. Create beautiful and accessible custom websites to highlight your collections' strengths and help researchers browse through your items. Even customize your metadata fields to better describe niche collections, and rely on authority files to keep terms consistent. Offer searchable, full-text transcripts from scanned images with built-in optical character recognition (OCR) tools. And help researchers compare and share images across collections through integration with the International Image Interoperability Framework (IIIF) Image API.

**CONTENTdm** allows you to easily build, manage, and showcase your digital collections on your personalized website, making them more discoverable to people around the world. CONTENTdm can also secure and monitor your digital originals in a cloud-based preservation archive so they remain safe for the future.

# Elevate your library's distinctive resources.

Create and display your digital collections so people can view and engage with them online. Share ideas and website customizations with the active CONTENTdm community to build a home for your digital items that's just as unique as they are. CONTENTdm helps you improve the visibility of your collection, promote your unique resources, and drive users to your library.

**Cook up some customizations.** CONTENTdm looks great out of the box, and it allows for massive localization. The customization “cookbook” provides examples from the community—checked by our product experts—that you can copy and modify for your own collections.

**Integrate your collections with popular web tools.** The CONTENTdm API allows you to present your unique collections in creative and innovative ways. Develop custom interfaces by integrating your collections with maps, Drupal, WordPress, VuFind, interactive touchscreens, and even online shopping carts.

**Create a central location for all your digital collections.** CONTENTdm is a single solution to keep all your digital collections—such as institutional publications, newspapers, music, videos, and more—in one place that's easy for your users to find and easy for you to maintain.

**Bring your collection to life where your users are.** Since your users can access collections from anywhere, on any device, they can engage with your digital collections like never before. And with full control over metadata, descriptions, access, and display, you can maximize end-user discovery of your materials.

“... historical artifacts of the future”

“Today's present is tomorrow's past, and with CONTENTdm, we are working with researchers and the library's special collections to create the historical artifacts of the future.”

**Joke Webbink**

Information Specialist and Project Leader  
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**Visit [oclc.org/CONTENTdm](https://oclc.org/CONTENTdm) or contact us at [CONTENTdm@oclc.org](mailto:CONTENTdm@oclc.org).**

Learn more about the complete set of tools and features included with CONTENTdm, see examples of live CONTENTdm websites from other libraries, and more.

**Because what is known must be shared.®**

