

PRESS RELEASE

www.zbmed.de now optimised for smartphones

Mobile version of website now available online

Cologne, 4 July 2013 – To mark its 40th anniversary, the German National Library of Medicine (ZB MED) has introduced a new smartphone-optimised version of its website. Simply point your smartphone's browser to www.zbmed.de to access the optimized version – and you still have the option of switching back to the main website to browse additional information.

"One of our key goals is to ensure that all our users enjoy optimum access to our services," says Elke Roesner, who heads up the ZB MED's marketing department. "That's why we decided to optimize our website for mobile devices, because more and more people are now using the Internet on the move." Current figures suggest that around 29 million people use smartphones in Germany.

The new mobile version of the ZB MED's website gives particular prominence to information such as opening times, recent news and updates, and access to search engines and user accounts. The emphasis here is on giving users exactly what they need by making these links readily available from the homepage. "Our smartphone-optimized website is particularly useful for students. They can easily access our website wherever they are to check out our opening times, browse any new information and updates and get direct access to their library account," says Roesner. "Our 40th anniversary is a great time to show people that we are continuously expanding the services we offer in order to better meet our customer's needs." The mobile version of the ZB MED's website will also be available in English.

Background information: The German National Library of Medicine (ZB MED)

The ZB MED is an independent and non-partisan public institution. Since it was founded nearly 40 years ago, it has developed into the world's largest specialist library covering the combined fields of medicine, health, nutrition, the environment, and agriculture. Alongside its traditional role in the field of library services, the ZB MED is also actively engaged in a number of projects aimed at developing, publishing and promoting electronic literature, primary data and research findings and facilitating access to these resources. The ZB MED's projects include the semantic search engines MEDPILOT and GREENPILOT. The Cologne and Bonn branches of the national library also promote free access to scientific literature ('Open Access') through initiatives such as the German Medical Science (gms) portal. As a member of the Leibniz Association, the ZB MED helps provide the information infrastructure required for scientific research. It plays a major part in maintaining Germany's status as a key player in the world of science and research.

Press queries

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