



Kono For Libraries

Stanley Chien

Co-Founder, CEO

Top Asian Contents in One Place



300+ magazine titles
6000+ magazines issues
300,000+ articles

Largest Collection from
Taiwan, Hong Kong/China, Japan

Unique Value Propositions For Your Patrons



Asian contents are more expensive and harder to get in the US



higher usage and retention



Many patrons like Japanese magazines (JP magazines are among most read even for patrons don't speak Japanese)

They are BEAUTIFUL!

Proven Values at US Public Libraries



More Checkout per Patron
(Compared to Zinio)



Lower Cost (low monthly cost
& per circulation)



Higher user retention
(40%+ users keep using it)



24/7 Multi-language Support
(USA, Taiwan support)

Customized Setup For Your Library



We create
your custom
website & app



You select all
or subset of
300+ magazine
titles

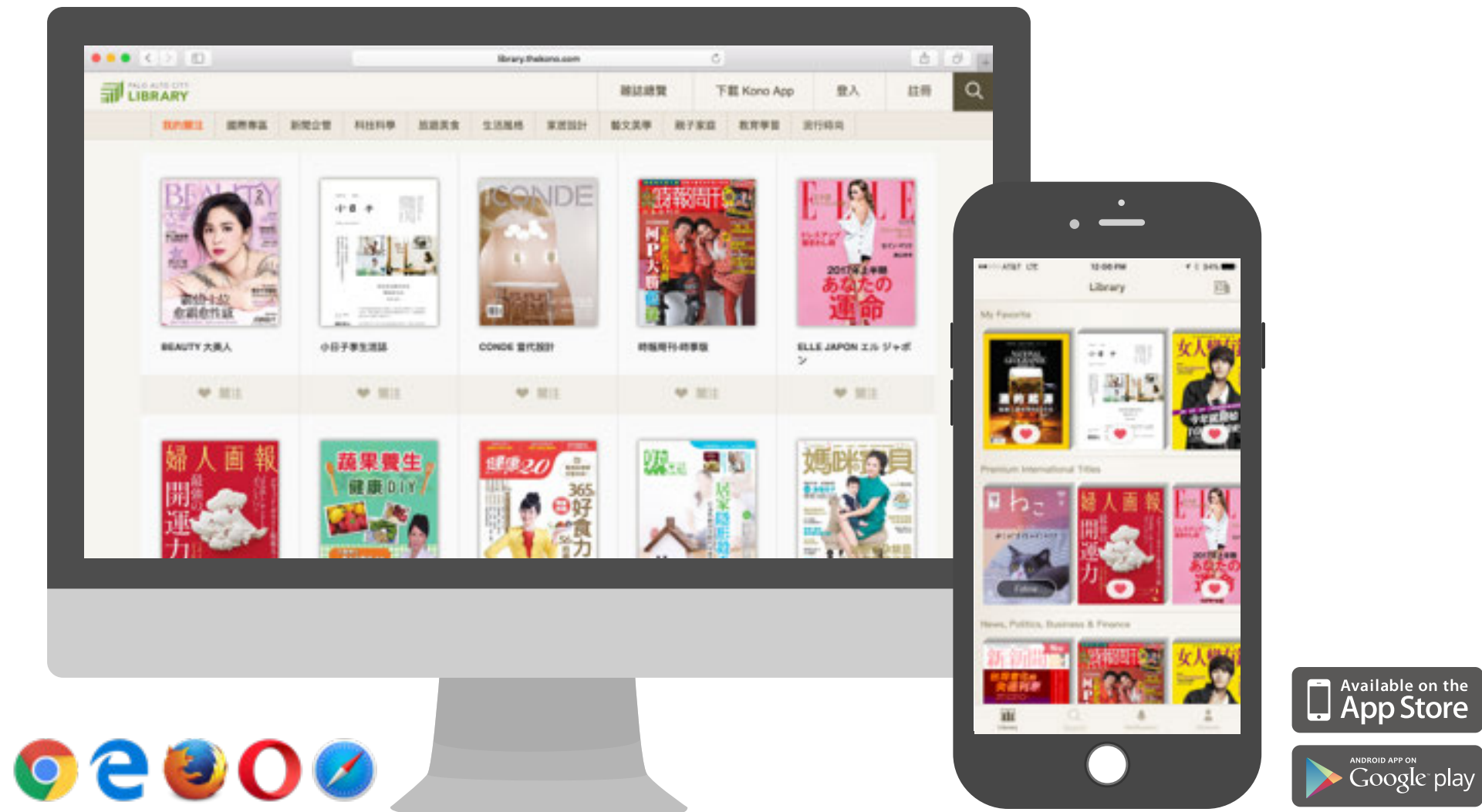


Patrons enjoys
all current and
past issues
with 24/7
support



We train and
support
your staffs

Your Library Website & App



- Your library logo, your own web page
- Register and use library card numbers
- Personal favorite magazines and notification
- Support all major browsers (regular or mobile)

- Your library app
- Search articles & magazines
- Download your magazines for offline reading
- Support iOS and Android

Kono is the most user-friendly magazine reader

Device Friendly Reading Experience

- Device dependent display (好讀™ Easy2Read mode)
- iPhone & iPad
- Android
- PC & Mobile Web



Original Layout



Easy2Read Mode (Mobile)

Kono is the best rated magazine reader



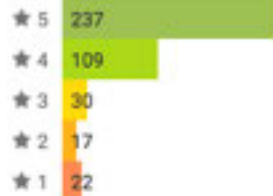
Reviews

Write a Review

4.3



415 total



李長安 ★★★★★

很不錯 UX很不錯, 很棒的產品, 謝謝



Chun CC ★★★★★

可以看雜誌太棒了



Kyu Liu ★★★★★

Really good This app is really good, it provides great selection of latest mags and articles, keeping you up-to



Reve Chia ★★★★★

Wonderful app for your reading pleasure.



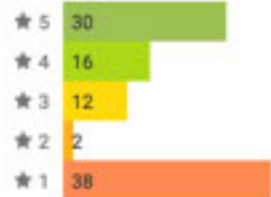
Reviews

Write a Review

3.0



98 total



C Rafferty ★★★★★

Terrible I have opened the app once last night and it worked fine until I wanted to look at the library



Q Qu ★★★★★

won't even allow log in Just installed both the iPad and Android apps. The iPad app worked fine. The Android



Scott Williams ★★★★★

More junk from Zinio The only reason I use them is my local library subscribes to the service. How they



Robert Searson ★★★★★

Terrible Doesn't work at all on my Galaxy Tab 7. Regardless of how many times I log in, it always takes

<https://play.google.com/store/apps/details?id=com.kono.reader&hl=en>

<https://itunes.apple.com/tw/app/kono-ge-ren-hua-za-zhi-she/id477224666?mt=8>

<https://itunes.apple.com/us/app/zinio-for-libraries/id952437054?mt=8>

<https://play.google.com/store/apps/details?id=com.zinio.mobile.android.libraries&hl=en>

Marketing: We Help to Reach More of Your Community

- Marketing materials such as bookmarks, flyers, digital display
- Monthly curated EDM for popular magazines and articles
- Multi language support (English, Chinese and Japanese)



ALL YOU CAN READ OUR LIBRARY'S DIGITAL CHINESE & JAPANESE MAGAZINES.
圖書館精選台灣、香港、日本當期熱門雜誌
免費暢讀，不必等空運！

Download Kono for Libraries

Register with Palo Alto Library card number to start reading for free.
使用圖書館會員卡號註冊登入，即可免費線上或下載暢讀雜誌。
https://library.thekono.com/palo_alto

Kono for Libraries

Available on the App Store

Google play

ALL YOU CAN READ DIGITAL CHINESE & JAPANESE MAGAZINES.
免費暢讀台灣、香港、日本當期熱門雜誌
不必等空運！

READ MAGAZINES ON MULTIPLE DEVICES

Register with Palo Alto Library card number to start reading online and offline for free.
使用圖書館會員卡號註冊登入，即可免費線上或下載暢讀雜誌。

PDF Read Mode
雜誌全文閱讀模式

EZ Read Mode
雜誌全文閱讀模式

Download Issues
全文下載

Online & Offline Reading
線上或離線閱讀

Keyword searching
關鍵字查詢

https://library.thekono.com/palo_alto

Kono for Libraries

App Store

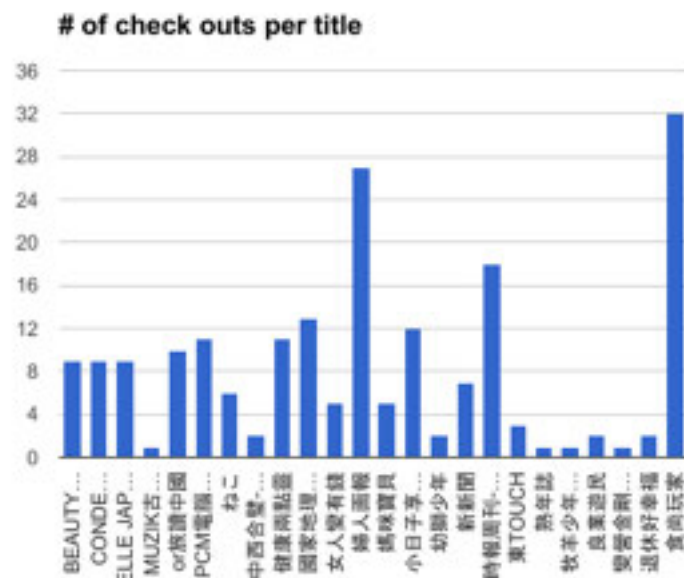
Google play

Download Kono for Libraries

Monthly Usage Report and Analysis



- Detailed usage reports and graphs are provided every month
- Usage data includes: new users, active users, article reads, magazines checked out, popular magazines and issues, etc



Useful Links

Complete Magazine List: https://www.thekono.com/magazine_list

Kono App Download:



<https://itunes.apple.com/us/app/kono-for-libraries/id1153913439?mt=8>



<https://play.google.com/store/apps/details?id=com.kono.reader.k4l&hl=en>

Please contact Stanley Chien (stanley.chien@thekono.com) if you need login to try out the service.

“ Thank you! ”



Stanley Chien

CEO, Co-Founder Kono Inc.

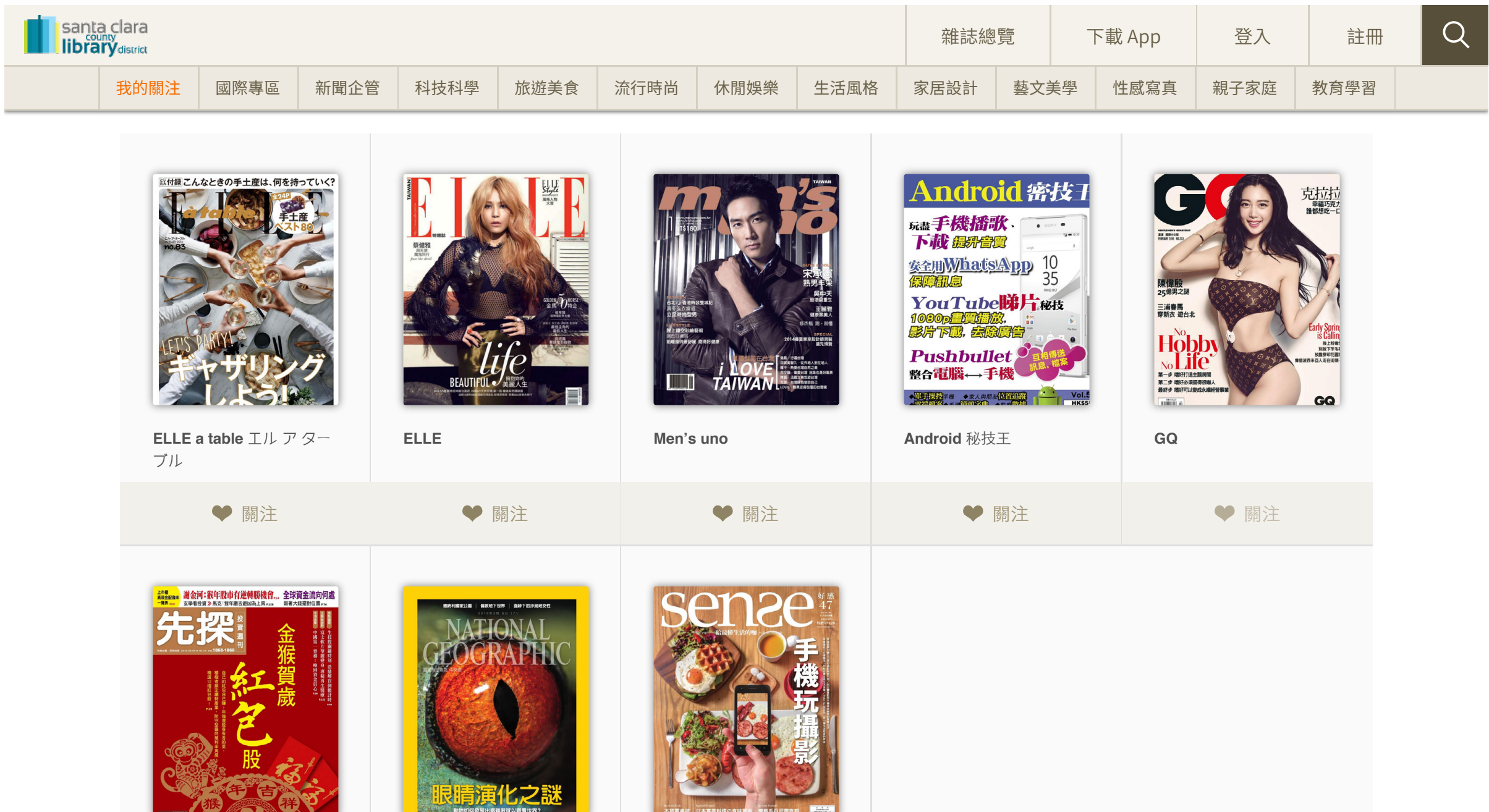
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Appendix: Illustrated User Flow for Public Library Patrons (Step 1)



1. User log in to Santa Clara County library, click on Browse Kono Magazines

Appendix: Illustrated User Flow for Public Library Patrons (Step 2)

[雜誌總覽](#) [下載 App](#) [登入](#) [註冊](#) 

登入 Kono for Library


或您想要 [註冊](#)

請輸入您的帳號 Email

請輸入您的帳號密碼

[OK](#)

[忘記密碼](#)

[關於我們](#) [雜誌總覽](#) [聯絡我們](#)  [FAQ](#) [服務條款](#) [隱私權](#)
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2. User click on any of the Kono titles to Create Account on Kono to gain access

Appendix: Illustrated User Flow for Public Library Patrons (Step 3)

The screenshot displays the Santa Clara County Library website interface. At the top left is the library logo. The navigation bar includes links for '雜誌總覽', '下載 App', and a search bar with the email 'example@mail..'. Below the navigation bar is a horizontal menu with categories: '我的關注', '國際專區', '新聞企管', '科技科學', '旅遊美食', '流行時尚', '休閒娛樂', '生活風格', '家居設計', '藝文美學', '性感寫真', '親子家庭', and '教育學習'. The main content area features a central white box with the text: 'Welcome to Kono! You've checked in from Santa Clara County Library. You can read all of Kono's magazines for two weeks. Your access expires 4/15/2015'. A green 'Start Reading' button is positioned below this message. Surrounding the central box are several magazine covers, including 'ELLE a table', 'ELLE', 'man's', 'Android 密技王', 'GQ', '先探', 'NATIONAL GEOGRAPHIC', and 'sensee'. Each magazine cover has a '關注' (Follow) button with a heart icon below it.

3. Once logged in, user has “checked out” a seat in Kono’s digital library, they can access all the titles on Kono till the predetermined expiration date.

Appendix: Illustrated User Flow for Public Library Patrons (Step 4)



4. Kono website with user logged in from Santa Clara Public Library- can return to main library, can download app to read on phone or tablet, can manage membership status.

Appendix: Illustrated User Flow for Santa Clara Library Patrons

Ready to read magazine on any Mac/PC (any browsers)
or iOS / Android Devices

