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

1. We create your custom website & app
2. You select all or subset of 300+ magazine titles
3. Patrons enjoy all current and past issues with 24/7 support
4. 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 (Easy2Read mode)
- iPhone & iPad
- Android
- PC & Mobile Web

Original Layout

Easy2Read Mode (Mobile)
Kono is the best rated magazine reader


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)
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

![Graph showing # of check outs per title](image)
Useful Links

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

Kono App Download:


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

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1. User log in to Santa Clara County library, click on Browse Kono Magazines.
Appendix: Illustrated User Flow for Public Library Patrons (Step 2)

2. User click on any of the Kono titles to Create Account on Kono to gain access
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