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OCLC partnership with MatchWare offers high quality citation data in a mind mapping software tool

BIRMINGHAM, UK, 24 May, 2013— OCLC is pleased to add [MatchWare](#) to its growing list of [WorldCat.org traffic partners](#) in Europe and around the world. MatchWare produces [MindView](#), a mind-mapping tool tailored to suit the needs of students in an academic environment.

MindView enhances an individual's ability to visually brainstorm, organize and present ideas. Known for its award-winning Microsoft Office integration (PC Magazine Editor's Choice), this mind-mapping software lets users be more productive by turning ideas into action faster than ever before. Now thanks to the integration of library holdings through the WorldCat Search API and Web services on the WorldShare Platform, MindView also connects users to their local libraries and provides citation information for library materials, based on WorldCat data.

While initially developed for Fortune 500 companies, education, government and business, MindView developers realized that university students with learning disabilities such as dyslexia were using it to generate written documents and presentations. As such, MindView software is currently used by more than 20,000 students at over 50 universities in the UK alone and by more than 15,000 students in Europe.

"OCLC's partnership with MatchWare once again demonstrates that adding library data to WorldCat via the WorldShare platform powers innovative learning applications for your patrons," notes Mark Allcock, OCLC Business Development Director, EMEA.

"Partnering with OCLC strengthens our marketplace visibility with one of our primary target audiences--education," said MatchWare Education manager David Kidd. "OCLC offers our users a high quality, reliable and secure bibliographic data platform for mind mapping. We are proud to be part of their partnership community."

MatchWare is a Danish software house founded in 1992, with offices in the United States, the United Kingdom, Germany and France. MatchWare is privately held and financially backed by its executive team. A world leader in cutting edge mind-mapping and productivity software, MatchWare continues to release highly intuitive, visually pleasing software--packed full of powerful features to help users achieve professional results without the complexity of traditional software programs.

MatchWare joins other WorldCat.org traffic partners to provide citations for their users that connect to libraries, including EasyBib, ReferenceMe.com, Mendelay and Citavi. For additional information about OCLC partnership opportunities, visit the [OCLC partner Web site](#).

About MatchWare

Founded in 1992, MatchWare is a leading innovator in the creation of powerful, easy-to-use multimedia, screen recording and visual thinking software. MatchWare's easy-to-use professional software empowers business, education and government worldwide to produce and deliver dynamic multimedia content that aims to engage and inspire. For more information, visit the [MatchWare website](#).

About OCLC

Founded in 1967, OCLC is a nonprofit, membership, computer library service and research organization dedicated to the public purposes of furthering access to the world's information and reducing library costs. More than 74,000 libraries in 170 countries have used OCLC services to locate, acquire, catalogue, lend, preserve and manage library materials. Researchers, students, faculty, scholars, professional librarians and other information seekers use OCLC services to obtain bibliographic, abstract and full-text information when and where they need it. OCLC and its member libraries cooperatively produce and maintain WorldCat, the world's largest online database for discovery of library resources. Search [WorldCat.org](#) on the Web. For more information, visit the [OCLC website](#).

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