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## **Chelsea District Library Adds Playaway View™ All-in-one Video Player to Thrill Kids, Parents Alike**

**October 25, 2011 | Chelsea, MI** – Chelsea District Library is excited to announce the arrival of Playaway View™, the latest innovation from Findaway World. Chelsea District Library will now offer library patrons Playaway View, the first portable all-in-one video player.

The pre-loaded video player offers libraries and their patrons access to award-winning programs from top children’s content providers such as PBS KIDS, National Geographic, Sesame Street and TumbleBooks, among others. With Playaway View, libraries can provide their patrons with portable educational and entertaining programming that was designed with libraries and kids in mind.

“I am excited to offer families this new format for enjoying children’s videos. Take them on trips in the car, or use them for quiet viewing at home. The child-sized Playaway Views can go anywhere,” says Karen Persello, Head of Youth & Teen Services.

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With over 100 titles available on Playaway View and more to come each month, each View is preloaded with multiple videos to entertain even the youngest patrons for hours at a time. A variety of popular television episodes, animated picture books, and curriculum-based learning is offered for pre-kindergarten through high school. The Chelsea District Library's collection currently includes:

- Arthur's Adventures
- Between the Lions: Fun animal stories
- Amazing Planet
- Math for Children
- Sesame Street: Elmo's world & more

"It's incredibly exciting to be launching a new product with libraries," says Caroline Barni, Vice President of Marketing at Findaway World. "We know how important it is for all of us to support literacy and learning through both educational and entertainment vehicles and Playaway View is an innovative new addition to their children's collection that will bring praise from both kids and parents alike."

Weighing only 5.4 ounces, Playaway View is a convenient, low-maintenance solution for librarians and patrons. The device comes with a one year warranty and a 3.5" full color LCD screen with a shatter-resistant acrylic screen cover. The built-in speaker makes sharing up to six hours of content easy, while the headphone jack outlet offers a library/parent-friendly quiet option.

For more information on Playaway View, please visit [www.playaway.com](http://www.playaway.com).

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### **About Chelsea District Library**

Chelsea District Library is nonprofit organization whose mission is to provide equal access to quality resources that serve the lifelong cultural, educational and informational needs and interests of all people. The Library currently serves 14,000 residents in the Chelsea district – City of Chelsea plus Dexter, Lima , Lyndon and Sylvan townships and more than 20,000 individuals visit the Library each month. The Library’s state-of-the-art facility is an access point for information including: books, periodicals, DVDs, CDs, audiobooks, downloadable e-books, subscription databases as well as access to the Internet. In addition to providing dynamic services to complement and support local schools and other important community needs, the Chelsea District Library strives to present timely, interesting and high-quality programs and events to engage and enrich the Chelsea community. Learn more at [www.chelsea.lib.mi.us](http://www.chelsea.lib.mi.us)

### **About Findaway World**

Findaway World, creators of Playaway® and Playaway View™, is a private company based in Cleveland, Ohio dedicated to delivering simple and immediate access to digital content. To learn more about the company, its innovative products and findawayers visit [www.findawayworld.com](http://www.findawayworld.com).

### **About Playaway®**

Playaway is the simplest way to listen to digital audio content on the go. It comes with the audio content already pre-loaded on it and a standard AAA battery to make it play. Simply plug in earbuds and enjoy. Each Playaway weighs only two ounces and has a universal jack. Learn more about Playaway at [www.playaway.com](http://www.playaway.com)

### **About Playaway View™**

Playaway View™ is the simplest way to enjoy digital video content on the go. It comes with the video content already pre-loaded on it and ready to play. Each Playaway View™ has a 3.5” full-color LCD screen, weighs just over 5 ounces and holds up to six hours of content. Learn more about Playaway View™ at [www.playaway.com](http://www.playaway.com)

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