

## **3M and Vocera Announce Strategic Sales and Marketing Alliance**

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### *3M to Distribute the Vocera System to Libraries in the United States*

**St. Paul, MN and San Jose, CA,** – May 5, 2009 – 3M (NYSE:MMM) and Vocera, Inc. today announced a strategic sales and marketing alliance aimed at expanding the adoption of the Vocera® communication system in the library market. As of May 1, 2009, 3M Library Systems will become the exclusive reseller of the Vocera platform to the library market in the United States. The Vocera system is a wireless communication platform that provides instant voice communication through a combination of intelligent system software and hands-free, wearable communication badges that run over a wireless network.

“Our team is very excited to introduce the Vocera system to our existing customers and the broader library community,” said Rory Yanchek, general manager, 3M Track and Trace Solutions. “The mobility that the Vocera solution provides to library staff aligns well with our existing theme of freeing librarians from routine tasks so they can better serve their patrons.”

“Libraries are adopting the Vocera system to enable instant communication from anywhere within the facility,” noted Bob Zollars, chairman and CEO of Vocera. “3M is well respected in the library community and has been providing innovative solutions to libraries for over thirty years. 3M’s rich knowledge of library systems and processes will help libraries realize the benefits of implementing the Vocera communications solution.”

“Libraries adopting the Vocera system are pleased with the way staff embraces this technology and are impressed with how simple and powerful the solution is,” added Skip Driessen, business development manager, 3M Track and Trace Solutions. “With the Vocera system, staff can instantly communicate with each other to find answers to patron questions, thus saving time. By implementing the Vocera system, along with a mobile reference model, patron satisfaction improves because their questions are answered faster.”

**About 3M Library Systems**

3M Library Systems offers the latest in RFID, self-service, automated materials handling, security and PC management solutions that help create a more human library and a more fulfilling and enjoyable patron experience. 3M also collaborates with libraries to support their technological advancement and ensure their success through numerous industry sponsorships and programs. For more information about 3M Library Systems, visit <http://www.3M.com/library/us/pr>

**About Vocera, Inc.**

Vocera, Inc. provides wireless communication systems enabling instant voice communication among mobile workers for leading institutions and companies requiring enhanced customer service, productivity, and teamwork. The company, based in San Jose, California, sells to customers in the United States, Canada, the United Kingdom, Australia, and New Zealand. For more information, please contact the company at 408-882-5100, or visit the web site at [www.vocera.com](http://www.vocera.com)

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