

## **3M Launches Brand Alliance Program for Vikuiti Display Enhancement Technology; Company Initiative to Support LCD Brands and Promote Brighter Displays in Real-Life Light**

3M, a leader in display enhancement technology, has announced the launch of its new Vikuiti Brand Alliance Program, an initiative that aims to support LCD TV brands and promote brighter TVs in real life light - a key benefit of 3M's Vikuiti(TM) Display Enhancement technology. The Vikuiti Brand Alliance Program kicked-off with a full page advertisement in the Wall Street Journal on May 9, 2005, and strategic marketing campaign with Sharp's AQUOS Liquid Crystal Television brand.

The Vikuiti Brand Alliance Program's overall mission is to raise consumer awareness of the benefits of LCD TVs, a category which, according to the Consumer Electronics Association, is expecting sales totaling \$3 billion in 2005 - up from \$2 billion in 2004. The program will work closely with LCD TV manufacturers on joint marketing initiatives, including advertising, promotions and Web-based activities including Vikuiti.com, a Web site to help consumers understand the benefits of Liquid Crystal Display (LCD) televisions.

"3M is committed to raising awareness of the benefits of LCD TVs - not just because it's a superior technology compared to other flat panel TV's, but because leading LCD TV manufacturers are using 3M's Vikuiti display enhancement technology to achieve brighter TVs in real-life lighting conditions," said Andy Wong, division vice president, Optical Systems Division. "In our Optical Systems Division business, we are going to play an active role in educating consumers and building brand strength in markets we serve. Our Brand Alliance Program with LCD set makers is a key example of how we will drive this strategy."

In a pilot test that started in December 2004, 3M invested in an online advertising campaign to generate awareness of Vikuiti.com, a Web site to help consumers understand the benefits and differences between LCD and other television technologies. Within the first three months, nearly 750,000 people have visited the site.

Wong added, "It was clear by its initial success that Vikuiti.com will play an important role in increasing consumer awareness and understanding of the LCD category, as well as of Vikuiti and participating set brands. Set makers are beginning to take notice of how Vikuiti can help differentiate their brands because it's an ingredient technology that produces very tangible benefits for consumers."

To support manufacturers that use Vikuiti display enhancement technology, the site links to set maker Web sites, making it easy for consumers to learn about specific models. Currently, Sharp's AQUOS line, which has won accolades including an Emmy award for its vivid picture quality, and LG.Philips LCD, is linked on the site.

In addition to the Web site, the Vikuiti Brand Alliance Program is now running Vikuiti advertisements which are scheduled to appear in The Wall Street Journal and Crain's. The Alliance Program also has expanded its relationship with Sharp by collaborating on a consumer promotion and additional advertising for the Sharp AQUOS line to coincide with the June buying season.

"Vikuiti technology contributes to the superior picture quality of Sharp's AQUOS LC-TVs," said Bob Scaglione, senior vice president, Consumer Electronics Marketing Group, Sharp Electronics Corp. "Vikuiti.com is a valuable resource for consumers looking to better understand the advantages of liquid crystal display technology and its use in flat screen televisions," he said.

About Vikuiti

3M's expertise in display technology is reflected in its Vikuiti light management products that include proprietary microreplicated and multilayer display enhancement films for applications in electronic displays, such as LCD televisions and notebook computers; and sophisticated lens systems for large-screen, rear-projection consumer televisions. 3M also supplies touch screens and systems.

The Vikuiti brand name captures 3M's ability to harness the power of light to produce products that improve the visual appearance of displays. Products featuring Vikuiti brand films quickly signal superior performance. For more information, visit [www.vikuiti.com](http://www.vikuiti.com).

#### About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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