

## **3M Introduces New Confirm Security Label with Floating Image Technology at Authentication Connections Forum in Tampa, Fla.; Strong Overt and Covert Technologies Combine to Help Fight Counterfeit Products**

3M today announced its newest, high-security anti-counterfeiting label will be introduced on March 30 at the Authentication Connections Forum in Tampa, Fla. This new security solution, the 3M Confirm authentication label with floating image technology, incorporates a unique eye-visible security feature that provides powerful product authentication and can be verified easily with or without the use of a tool.

The label's floating image has an optically variable device (OVD) - a unique, overt security feature. The OVD image appears to "float" above or "sink" below the surface of the label and then disappear as the viewing angle changes. Dramatic movement of the image is easy to detect and recognize using only the human eye, enabling quick and easy authentication that proves the label and product are genuine. The label also incorporates a very secure and time-tested covert security feature inherent to Confirm security material.

"Electronics, pharmaceuticals, automotive parts, apparel, and cosmetics - the list of items that are counterfeited is endless," said Bill Markovitz, marketing development manager, 3M Security Systems. "The new Confirm security label will allow manufacturers and distributors to certify their products as authentic and then let wholesalers, retailers and end-consumers rapidly identify fakes. 3M currently sells a similar security product to governments for passports and driver's license programs. That same high level of security now will be available for commercial applications."

These labels build on 3M's proven retroreflective security technology - 3M Confirm security labels - which have been very well-accepted in the security marketplace for more than 25 years. The new floating image security feature enhances the inherent security of Confirm authentication labels and is based on proprietary technology. Verification is easier than ever and can be accomplished by a diverse population.

For more than 30 years, 3M has provided premier security solutions and services that identify, authenticate, secure and track materials and information by combining security and productivity. Drawing on its broad technology base and expertise, 3M creates solutions for a wide array of security needs. Examples include issuance and authentication of travel documents and personal identification cards, brand and asset protection solutions to fight counterfeiting and tampering, file tracking solutions, and library security and workflow management solutions.

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 69,000 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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