

## 3M Announces 2009 3M MicroTouch Display Pricing

Competitively-priced Surface Capacitive Touch Displays Outperform Resistive Counterparts

3M Touch Systems, a wholly-owned subsidiary of the 3M Company and a leading innovator and manufacturer of touch technology, announces today competitive pricing for its 3M MicroTouch Display product line. By investing in its global supply chain despite the current economic conditions, 3M continues to support its commitment to distributors and customers to provide readily-available, competitively-priced 15-inch and 17-inch desktop and chassis touch display products.

All 3M MicroTouch Displays feature 3M's all-glass surface capacitive touch technology, which offers increased surface durability when compared to typical 5-wire resistive displays. This robust touch solution helps customers stretch their investment dollars by reducing the need to replace worn out or damaged sensors. 3M's surface capacitive technology also offers superior image brightness compared to resistive displays and provides reliable operation in the presence of screen contaminants, such as grime, grease, and liquids. In addition, all 3M MicroTouch Displays have a three-year "unlimited touches" warranty.

"As customer budgets shrink, 3M remains committed to provide reliable and long-lasting touch display solutions at competitive prices," said Kelly Devin, marketing manager, 3M Touch Systems. "Few companies can match 3M's 25 years of touch product innovation and development or can offer the complete touch display package that includes product design, touch technology, and manufacturing management. With this complete control we are able to offer our customers a consistent product look combined with a long-lasting, durable touch display product."

Effective immediately, all 3M MicroTouch Display products are currently in-stock at most authorized 3M North American distributors at new competitive prices. Visit [www.3m.com/touch](http://www.3m.com/touch) for a listing of 3M's authorized touch display distributors.

3M Touch Systems provides innovative touch technology products to customers worldwide under the "MicroTouch" brand. Popular interactive applications include casino gaming, retail point of sale, foodservice, hospitality, self-service, industrial, healthcare and interactive digital signage. For more information about 3M MicroTouch products, visit [www.3M.com/touch01](http://www.3M.com/touch01).

About 3M Touch Systems, Inc.

3M Touch Systems Inc., a wholly-owned subsidiary of 3M, operates globally and reports through 3M Electro and Communications Business, headquartered in Austin, TX. For more information, visit [www.3M.com/touch](http://www.3M.com/touch).

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms - often in combination - to a wide array of customer needs. With \$24 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information, visit [www.3M.com/](http://www.3M.com/).

3M and MicroTouch are trademarks of the 3M Company.

For high-resolution images of these 3M MicroTouch products are available by contacting Jane Kovacs, 3M Public Relations, 512-984-6747, [jkovacs@mmm.com](mailto:jkovacs@mmm.com). For all other inquiries, visit [www.3M.com/touch01](http://www.3M.com/touch01)

Release Summary:

3M Touch Systems announced today competitive pricing for its 3M MicroTouch Display product line.

Keyword Tags:

3m, digital signage, display, displays, microtouch, monitor, monitors, resistive, surface capacitive, touch screen, touch systems

3MJane Kovacs, 512-984-6747jkovacs@mmm.comon Twitter @3MJane

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