

## 3M Unveils Industry's First Combination Film for Monitors at SID's Display Week 2009

New Vikuiti™ Film for Monitors Reduces Energy Consumption by Up to 30%

ST. PAUL, Minn.--([BUSINESS WIRE](#))--3M's Optical Systems Division today unveiled the industry's first multi-function film for monitors, Vikuiti™ Brightness Enhancement Film - Reflective Polarizer (MNT BEF-RP-230). Delivering superior performance that's similar to that of two separate prismatic enhancement and reflective polarizer films, Vikuiti Monitor BEF-RP combines angular light management with polarization recycling in a single package only 230 microns thick. It provides uncompromised visual quality, while achieving maximum power efficiency and high display brightness in one convenient package.

By combining the films, energy consumption in monitors can be reduced by up to 30 percent compared to prism-only solutions, without sacrificing display visual quality or brightness. Moreover, Vikuiti Monitor BEF-RP-230 provides additional assembly efficiencies and waste reduction in monitors that are already using separate prismatic and reflective polarizer solutions.

"Today's monitor manufacturers continue to face the challenge of increasing energy efficiency and ergonomics for monitors, while at the same time decreasing the number of components and minimizing costs," noted Jim Bauman, vice president of 3M's Optical Systems Division. "Our Vikuiti Monitor BEF-RP tackles these challenges head on."

3M's Vikuiti Monitor BEF-RP-230 will debut at SID's Display Week, to be held May 31-June 4 in San Antonio, Texas.

### 3M to Feature Energy Saving Films for TVs, Notebooks and Handhelds at Display Week

In addition, the company will also showcase its suite of energy saving optical films for notebooks, LCD TVs and handheld devices at booth #203. A reflective polarizer that cuts LCD TV energy consumption by as much as 32 percent will be among the featured products. Called Vikuiti Dual Brightness Enhancement Film (DBEF), it reduces the energy required by recycling light that would otherwise be wasted.

### 3M Discusses Using Optical Films to Design Energy Efficient Displays at SID Seminar

In addition, Gary Boyd, 3M's senior research specialist, will deliver a presentation on "Optical Films for LCD Backlights" during SID's Display Technology Seminar on Monday, June 1 from 1:30 to 3:00 p.m. In his presentation, Mr. Boyd will discuss the optics of LCD backlight components and system optimization that maximizes energy efficiency in notebooks, monitors, LCD TVs and handheld devices, which can be achieved by integrating the efforts of suppliers throughout the supply chain.

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### 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 \$25 billion in sales, 3M employs 76,000 people worldwide and has operations in more than 60 countries.

Note to Editors:

Media interested in seeing 3M's Vikuiti™ Monitor BEF-RP-230 demonstration during SID, as well as 3M's full suite of Vikuiti™ Optical Films for handhelds, notebooks, monitors and LCD TVs should visit Booth #203 or contact Stacey Voorhees-Harmon at [stacey@savvypublicrelations.net](mailto:stacey@savvypublicrelations.net) or 925-336-9592 to schedule a briefing during the show. Additional photos are also available upon request.

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