

## **3M Showcases Latest Energy Efficient Optical Films for LCD TVs at FPD International 2009**

Company's Vikuiti DBEF D3-260 Provides Substantial Energy Savings in LCD TVs by Up to 32%, While Improving Picture Quality

Building upon its portfolio of Vikuiti™ Optical Film solutions, 3M's Optical Systems Division today unveiled its latest optical film solution for LCD TVs—the Vikuiti DBEF D3-260—which is optimized for LCD TVs below 40-inches. Vikuiti Dual Brightness Enhancement Films (DBEF) offer substantial energy savings of up to 32%, without sacrificing performance or image quality. This latest addition to the company's Vikuiti DBEF D3 series increases brightness by recycling polarized light, and also enhances display viewing angle and uniformity. The Vikuiti DBEF D3-260 also works well with prism films.

"The launch of this new Vikuiti film signals 3M's continued investment in its R&D efforts to expand our optical film portfolio and provide cost-effective solutions that address the growing demand for low power TVs, without sacrificing performance demands," noted Jim Bauman, vice president of 3M's Optical Systems Division. "3M continues to develop new products that meet today's demand for improved LCD TV image quality and energy efficiency."

Based on the company's multi-layer optical film core technology developed by 3M scientists, the Vikuiti DBEF D3-260 film will debut at FPD International, to be held October 28-30 in Yokohama, Japan. In addition to the demonstrations at FPD International, 3M will showcase its latest optical films for notebooks, handheld devices and monitors. The company will also show its new, field sequential 3D optical film for handheld devices—enabling true auto stereoscopic 3D viewing on mobile phones, gaming and other handheld devices without the need for glasses.

Visit 3M's booth #2606 at FPD International to see 3M's demonstrations within the Pacifico Yokohama Exhibition Hall.

During FPD International, 3M scientist, Koichi Sano, will give a presentation on how Vikuiti™ optical films are used to enhance the energy efficiency of LCD displays. Mr. Sano's presentation will take place on October 29 at 4:00 p.m. (16:00).

### *3M's Award Winning Optical Film Solutions*

Last month, 3M's Vikuiti DBEF won the Alliance to Save Energy's "Star of Energy Efficiency Award" for its potential to save billions of kWh in LCD TVs and monitors. U.S. Senators Al Franken and Amy Klobuchar presented the award to 3M's CEO George Buckley during an award ceremony in Washington, D.C. In 2007, Japan's government also recognized 3M's Vikuiti films with a silver medal for the Japan Energy Conservation Award for the company's energy-savings films for display devices such as notebook PCs, monitors and LCD TVs.

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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 75,000 people worldwide and has operations in more than 60 countries.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6074758&lang=en>

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