

3M Launches Consumer Awareness Campaign on TV Energy Consumption

Holidays Shopping Season Coincides with Need for Consumer Campaign

3M'S Optical Systems Division today announced that it has launched a consumer awareness campaign in an effort to raise awareness of household TV energy consumption and what to consider when purchasing an energy efficient TV. Specifically, the company is hoping to provide valuable information to consumers through the media to educate the public about energy efficient TVs and the issues surrounding TV power consumption in the home.

As TV sizes get larger and consumers watch more television, energy consumption in these household fixtures has increased dramatically. In fact, with an average of two or more TVs per household turned on for a combined average of 8.2 hours per day¹, U.S. household TV energy consumption is expected to equal or surpass the amount of energy used to power refrigerators—a figure that could double by 2030². With the holiday sales season kicking off this month, it is the ideal time for consumers to learn about energy efficient TVs. The simplest way to look for an energy efficient TV is to visit the [Energy Star®](#) website and review the estimated annual power consumption for the TV set sizes consumers are interested in and look for the Energy Star® label in stores.

“In the U.S., consumers lack awareness and knowledge about advancements in TV energy efficiency, and how the decisions they make when shopping for a new TV could greatly reduce their power bills and leave less of a carbon footprint on our planet. Moreover, it's also difficult for consumers to determine which TVs are the most energy efficient,” noted Jim Bauman, vice president of 3M's Optical Systems Division. “Fortunately, today there is a wide range of energy efficient TV technologies available, allowing consumers to reduce energy consumption in their TVs without sacrificing picture quality.”

For more information on TV power consumption and energy saving tips, contact Stacey Voorhees-Harmon for 3M's fact sheet and additional references at stacey@savvypublicrelations.net or 925-336-9592.

About 3M Optical Systems Division

3M's Optical Systems Division makes Vikuiti Dual Brightness Enhancement Films (DBEF), which recycle light within LCD TVs to make them more energy efficient, while improving picture quality.

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.

1. Nielsen Media Report Q4'08
2. 2007 Annual Energy Outlook, Energy Information Administration

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6101567&lang=en>

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