

## **New 3M Division Focuses on Mobile Electronic Device Aftermarket**

3M has announced formation of the Mobile Interactive Solutions Division to serve users of the world's estimated five billion display-capable mobile electronic devices. The division leverages 3M's leading position in light management and visual communications to facilitate interaction between users and their devices, such as protecting and projecting information, and personalizing and accessorizing the devices themselves.

The new division will consolidate the 3M Projection Systems Department and the Specialty Display Products business unit of 3M's Optical Systems Division. The new unit focuses on 3M's pioneering line of mobile projectors, interactive super-close projection solutions, image-enhancing projection screens, privacy and protection films, device personalization options and premium accessories, such as 3M's wireless presenter.

"We are using our leading technologies and market positions to enhance mobile and interactive displays," said Mark Colin, vice president and general manager of the new division. "More and more, people depend on mobile devices for constant information and communication in today's technology-dependent world, and 3M can play a big role in improving their experiences."

3M was first-to-market with a mobile pocket projector last year and is investing in a robust roadmap of brighter, feature-rich pocket projectors. The second generation of the product, the MPro model 120 introduced in October, is one of the brightest and most energy efficient battery-powered projectors on the market.

Expertise in an array of film technologies has made 3M the leader in protective and privacy enhancements for mobile device screens through both display aftermarket and OEM channels.

Organizationally, the Mobile Interactive Solutions Division will be part of the 3M Display and Graphics Business.

### 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.

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