

3M™ Introduces New Easy-On Privacy Filters for iPads®

New Removable Privacy Filters Offer Enterprise Data Security and Flexibility for Mobile Users

With the growing prevalence of tablets used in the enterprise by the mobile workforce, the need for mobile data protection and “on-the-go” visual privacy has multiplied. Mobile employees are finding themselves in situations where they need to protect confidential company information while working in public spaces, but still require the ability to share content when collaborating with colleagues. Recognizing this essential need for worker flexibility, 3M introduces new [Easy-On Privacy Filters](#) for iPads®, allowing users to stay private when needed and share content when wanted.

The 3M™ Easy-On Privacy Filter uses the same microlouver privacy technology found in all 3M Privacy Filters that provides protection from unauthorized side views and data security threats. Thanks to a new patent-pending attachment method, this new removable privacy filter features uniquely-formulated adhesive corner tabs. The washable corner tabs allow the filter to be removed and reapplied hundred of times with a bubble-free application. The 3M Easy-On Privacy Filter also comes with a storage folder to protect the filter when not in use.

“The inspiration for the 3M Easy-On Privacy Filter came from market research that revealed that tablet users wanted to protect their screens and the data they are viewing, but they needed the flexibility to also share content when collaborating with colleagues and partners,” said Nicola Stevens, Business Director, Specialty Displays & Projection Business Unit. “Thanks to 3M’s technology expertise in both films and adhesives, we were able to develop an innovative attachment method that solved both of these needs.”

3M Easy-On Privacy Filters are now available on Amazon.com, Shop3M.com and other authorized 3M resellers for the Apple® iPad® (second, third and fourth generations) in portrait and landscape orientation for \$49.99 or for the Apple® iPad Mini® in portrait orientation for \$44.99. For more information, visit www.3Mscreens.com/easy-on and follow us on [Spiceworks](#).

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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