

3M Promotes Industry Knowledge Exchange with Free Display Optics 101 Course

E-training about the physics of light is now available to display development engineers and students around the globe – on their schedule and through personal mobile devices

Optical physicists from 3M's Display Materials and Systems Division have a long history of sharing what they learn about the physics of light. For more than eight years, they've been offering a free course on the physical properties of light to industry engineers involved in designing the next generation of display technology. But now, they are taking their own technology to the next level.

Late last year, 3M upgraded their widely-popular, free, and on demand Optics 101 course from a JAVA based delivery platform to a mobile friendly interface allowing the more than 550 professionals and students who take the course each year more accessibility to nearly three hours of professional development content on the physical properties of light.

3M's optical research group has long been viewed as the industry's foremost experts on display research. In the early 1990's, 3M scientists made history when their work prompted the rewriting of the nearly 200 year old scientific rule of optics known as Brewster's law. This discovery led to the development of 3M's Enhanced Specular Reflector (ESR), one of the most reflective surfaces found on the planet and a new resource now commonly used to improve the display quality of LCD TV's. More recently, 3M has developed a Quantum Dot Enhancement (QDEF) film used to improve the color quality on mobile device displays while improving the device's battery life. For 3M physicists: discovery is a way of life and education and industry advancement are just (a fun) part of the job. Display Optics 101 can be accessed at www.3m.com/optics101.

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 \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

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