

3M Introduces ePrivacy Filter for Comprehensive Privacy Solution

Software Helps Protect Against Visual Hacking from Virtually Every Angle

Today, an increasingly mobile workforce, heightened awareness of corporate data breaches and strengthened industry regulations have led to a greater demand for data protection measures among consumers and enterprise alike. To address this need, 3M – a leader in visual privacy solutions – is expanding its offerings by introducing the [ePrivacy Filter](#), a software which alerts users to over-the-shoulder onlookers. This software protects mobile workers from visual hacking from virtually every angle when paired with a traditional [3M Privacy Filter](#).

Features of the 3M ePrivacy Filter include:

Intelligent facial recognition technology that identifies the software's owner and only reveals the screen for that individual via webcam

Intrusion detection tool that detects over-the-shoulder snoopers and alerts the user with a pop-up image of the intruder's face

Walk-away privacy feature that blurs the device screen when the user looks or steps away from the screen but instantly reveals the screen upon return, allowing for a seamless transition from protection to usability

Customizable privacy settings and various intuitive presets that allow users to achieve the optimal level of visual privacy for their specific wants and needs

In addition to this ePrivacy Filter Professional version, the Enterprise edition, geared specifically to corporate use, includes bonus features like audit capability, central deployment and management settings.

"With our customers more mobile than ever before, they require the utmost assurance that their data is protected no matter where they are working," said Nicola Stevens, Business Director, Specialty Display Systems Business Unit. "Adding the ePrivacy Filter to 3M's suite of privacy protection products offers them the means to build a comprehensive visual privacy strategy by providing them with visual privacy protection from virtually every angle."

The 3M ePrivacy Filter can be purchased for laptops and desktops running Windows Operating Systems. The 3M ePrivacy Filter Professional edition is available for \$49.99 and the 3M ePrivacy Filter Enterprise edition is available for \$59.99 per seat. A special \$20 mail-in rebate offer is available when purchasing this product in conjunction with a standard 3M Privacy Filter.

3M ePrivacy Filters are now available on [Shop3M.com](#), [CDW.com](#) and other authorized 3M resellers. To learn more about 3M ePrivacy Filters, visit [3Mscreens.com/ePrivacyFilter](#) or follow us on [Spiceworks](#) and [Twitter](#).

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 on Twitter.

About 3M Specialty Display Systems

3M Specialty Display Systems is committed to bringing top of the line, innovative privacy and protection

solutions to market. 3M Privacy Filters and Screen Protectors work to help secure personal and confidential data by blacking out content from unauthorized side viewers, helping organizations remain compliant with strict data security and privacy industry regulations. 3M Natural View Screen Protectors help keep mobile devices scratch-free with long-lasting protection, easy application and a crystal-clear image, while additional product options help reduce distracting fingerprints and screen glare. Products are available for popular smartphones, tablets, eReaders, laptops and monitors. Also in the 3M Specialty Display Systems portfolio is a full line of enhancement films for automotive interiors to increase display brightness, manage reflections and manipulate light distribution. For more information, visit www.3MScreens.com.

3M is a trademark of 3M Company.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140625006142/en/>

Hunter Public Relations Julia Covelli, 212-679-6600, ext. 317 jcovelli@hunterpr.com

Multimedia Files:

□

M ePrivacy Filter Walk-Away Privacy Feature (Photo: 3M)

Download:

[Download original 46 KB 1235 x 768](#)

[Download thumbnail 14 KB 200 x 124](#)

[Download lowres 24 KB 480 x 298](#)

[Download square 11 KB 250 x 250](#)

□

M ePrivacy Filter Intrusion Detection Tool (Photo: 3M)

Download:

[Download original 1.19 MB 1650 x 1275](#)

[Download thumbnail 37 KB 200 x 155](#)

[Download lowres 156 KB 480 x 371](#)

[Download square 66 KB 250 x 250](#)

□

<http://www.3MScreens.com>


Download:

[Download original 33 KB 864 x 454](#)

[Download thumbnail 10 KB 200 x 105](#)

[Download lowres 46 KB 480 x 252](#)

[Download square 26 KB 250 x 250](#)

Additional assets available online:  [Photos \(3\)](#)

<https://news.3m.com/2014-06-25-3M-Introduces-ePrivacy-Filter-for-Comprehensive-Privacy-Solution>