

3M Showcases Integrated Design Solutions for the Consumer Electronics Industry at CES

3M Electronics is showcasing its industry-leading electronics design optimization and assembly solutions for the consumer electronics industry during the 2015 International CES, taking place Jan. 6-9 in Las Vegas. If you've ever wondered how consumer electronics across so many brands have become much thinner, much brighter and much more energy efficient than in the past, look no further than 3M. The company today provided a closer look at how 3M enables consumer electronics companies to design with freedom by bridging consumer demands for more exceptional displays with maximized assembly processes.

Exhibiting at CES and demonstrating in its product showcase suites, 3M will show a wide array of integrated consumer electronics design solutions, ranging from privacy filters for smartphones, notebooks and monitors, interactive multi-touch solutions, and optical films for LCD-based electronics, to advanced bonding and assembly solutions.

Screen Privacy Prevents Visual Hacking

Visual hackers could be lurking anywhere. Sitting on a plane. Passing behind a workstation in an open floor plan office. With increased mobility and the new global office allowing confidential information to be accessed anytime, anywhere, visual hackers could be capturing data for unauthorized use leaving virtually no trace – making this stealth threat a dangerous one.

Exhibiting at CES (Booth# 35407), [3M Privacy Products](#) allows anyone viewing a screen from a side angle to see a dark, blank screen while the user still sees a clear image thanks to a proprietary micro-louver technology from 3M. For an even more complete solution, the new [3M ePrivacy Filter](#) software uses facial recognition technology to alert users to over-the-shoulder onlookers. When used together, 3M ePrivacy Filter software and a 3M Privacy Filter provide visual privacy from virtually every angle — up to 180° of privacy protection.

Also on display, 3M display enhancement films that increase the design freedom for automotive interiors by managing reflections and light distribution for improved driver and passenger viewability, increased thermal management and more open interior designs. And 3M also will demonstrate its latest multi-touch solutions for interactive digital signage applications, including a new 55-inch collaborative multi-touch display. Learn more at www.3M.com/CES2015.

Integrated Solutions Actualize the Latest in Electronics Display Design

In its product showcase suites, 3M will show the latest in high performance optical films and adhesives that integrate to form a brighter, lighter, thinner, more colorful and more energy efficient electronics device display. From smartphones, tablets, notebook PCs and monitors, to the largest LCD TVs, consumer electronics manufacturers turn to 3M to enhance their LCD-centric electronic devices. Learn more about 3M Color technology and the ASUS ZENBOOK NX500 at the 3M Booth.

Device Optimization and Assembly Solutions for Smartphones, Tablets and Notebook PCs and Wearable Electronics

Consumers expect electronics to perform even in the most challenging environments. Design needs to be functional, reliable and durable. The device shouldn't feel too warm. Battery run-time should be reasonable. Whether it's bonding the device together, extending battery life, helping to protect the device and make it more durable or helping enable a new design, 3M is a trusted source for brands to create the next 'must-have' device.

3M provides a wide array of innovative products and systems that enable greater speed, brightness and flexibility in today's electronic devices, while addressing industry needs for increased thinness, sustainability and longevity. Using the most recent R&D advances in materials and science, 3M offers technology, materials and components to create exceptional visual experiences; enable semiconductor processes and consumer electronics devices, and enhance and manage signals. 3M enables the digitally enhanced lifestyle of today and tomorrow. Learn more at: <http://www.3M.com/electronics>.

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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