

3M Color-Commissioned Survey Indicates 90% of Americans Still Seek Better Display Quality in Their Electronic Devices

Ninety percent of Americans surveyed have come to expect significant technology upgrades when purchasing next-generation LCD electronic devices, such as mobile phones, notebook PCs, tablets and LCD TVs, according to a recent survey commissioned by 3M. Specifically, the company's survey sheds light on the latest electronic tech trends that will impact consumers' daily life in 2015 and beyond.

"LCD technology is still evolving," says 3M Color Expert Dave Lamb, Ph.D. "The 3M team continues to improve the viewing experience for consumers, and our technologies and innovations bring ideas into existence every day, opening the door to new possibilities that we are just starting to explore."

Color Quality Continues to Improve

Sixty-two percent (62%) of device owners say they're wishing for better color quality on their display devices. They're looking for improvements like more realistic (29%) and bolder colors (18%), richer darks (14%) and more varied colors (13%). It's not a shocking request considering the color quality of current LCDs pales in comparison to that available in televisions 50 years ago. The good news is that the color of tomorrow is closer than ever: LCDs that includes the 3M Quantum Dot Enhancement Film (QDEF™ as developed with Nanosys Quantum Dots) guarantee a vibrant visual experience with saturated, true-to-life colors. LCDs using QDEF are able to achieve a very wide color gamut, making this the closest technology to achieving Rec. 2020 for ultra-high-definition television today. 3M QDEF technology also allows for lighter displays that are noticeably more energy efficient than standard LCD displays, consuming less energy and offering longer battery run-time.

For more information about 3M color enhancing technology, log on to www.3M.com/Color.

Survey Methodology

The 3M Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative U.S. adults, ages 18+, between August 22nd and September 2nd, 2014, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$32 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter [@3M](https://twitter.com/3M) or [@3MNewsroom](https://twitter.com/3MNewsroom).

About 3M Display Materials and Systems Division

3M Display Materials and Systems Division creates exceptional viewing experiences for users around the world

with leading display innovations. In warehouses, stores, offices, at home and on the go, displays foster interaction between people and technology every day. The division works with the leading global brands to drive advances in displays and improve the user experience across devices by making them lighter, more flexible, thinner, brighter, more energy efficient, sustainable in tough work environments and more responsive to touch commands. To learn more, please visit us at www.mmm.com/optics101.

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