

Latest 3M Research Indicates Battery Life Ranks High Among Consumer Electronic Purchase Decisions

3M Optical Film Solutions Deliver Consumer-Desired Mobile Device Attributes

3M Display Materials and Systems Division's latest consumer research identified consumer preferences for display quality in emerging markets of Brazil and India. Specifically, battery life was identified as the most important feature when purchasing a smartphone when they were asked without a budget in mind. 3M film solutions can improve battery life and other performance attributes that have been identified as important to consumers in mobile devices.

"By learning more about consumers' electronic device feature preferences, as well as discovering their mobile device attitudes and buying behaviors, we have a better understanding of the tradeoffs consumers make under budget constraints. 3M creates display technology solutions that enable manufacturer design flexibility and provides quantifiable insights on global consumers to help brands maximize global expansion opportunities," explained Tessa Riddle, 3M Marketing Manager.

Researchers sought out to understand which smartphone and tablet attributes are most important to consumers when making purchasing decisions. The global smartphone market is estimated to reach 2.1 billion units shipped by 2019. 3M wants to collaborate with its customers to drive mutual growth.

Riddle added, "The mobile consumer research results convey that consumers desire the performance benefits of 3M solutions such as enhanced brightness, power efficiency, thinness and durability of LCDs.

The 3M Mobile Consumer Research was conducted with a combination of online and central location (CLT) methodology of about 800 consumers in Brazil and India using Adaptive Choice-Based Conjoint Design. 3M customers identified emerging markets of interest in India and Brazil for 2014 primary market research (Q3 2014 & Q1 2015).

Please visit the 3M booth #416 at SID Display Week through June 4 in San Jose, Calif. or visit www.3M.com/displayfilms for more information.

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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