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**Make every seat the best seat in the house:  
*Three simple steps to selecting a great LCD TV***

Today's LCD TVs are a great choice for the family entertainment center.

Yet according to 3M Physicist Dr. Dave Lamb who works on the innovative 3M light technology found in high quality LCD screens, not all TVs are created equal, particularly when viewed from the side. "A new study shows that most consumers are viewing their TVs from a variety of angles, and they want the same great picture quality regardless of where they're sitting," he says.

Dr. Lamb offers three steps to selecting the right TV to ensure the best and brightest picture at the widest viewing angle possible, explaining, "We want to ensure that every seat is the best seat in the house."

- 1) When you are in a retail store, stand to the side and glance down the row of TVs on display. Note which ones look the brightest. Of those standout TVs, view the screen both head-on *and* from the side.

Dr. Lamb says: "While it may be intimidating to select a TV from an entire wall of screens, you can turn that to your advantage. When viewing a row of TVs from the side, the TVs with the best and brightest picture will jump out at you."

- 2) Check the EnergyGuide Label to see how much energy the TV will consume, expressed in the total amount of kilowatt hours (kWh).

Dr. Lamb says: "Because consumers are watching bigger TVs for longer periods of time, TVs can rival other household appliances for the total amount of power consumed. Look for TVs that consume less energy to operate – the lower the kilowatt hour number, the better."

- 3) Select the TV that has the lowest power usage with the brightest picture, measured as luminance, from a variety of angles.

Dr. Lamb says: "Look for TVs that have higher luminance (candela per square meter –  $\text{cd/m}^2$ ) in home mode, but still appear bright when viewed from the side. The best LCD TV will have good wide-angle luminance, while still being energy efficient. It's not either/or; you can have both."

*Dr. Dave Lamb has been a physicist at 3M since 2000. He holds a Ph.D. in physics with a concentration in applied optics from the University of Alabama in Huntsville, Ala.*

For more information, contact:  
Mary Lilja or Alex Cook  
Lilja Inc. for 3M  
952.893.7140  
612.590.1522 (mobile)  
mcl@lilja.com

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