3M

Ensure™ Directional Image
Ensure™ Virtual Security Thread

Counterfeiting is a threat to public safety

Rather than stealing a plate, sophisticated criminals will go to the added effort of creating a counterfeit because there is a much lower risk of detection.

License plates may be vulnerable to security breaches

- Conventional printed graphics and embossed characters are easy to duplicate.
- Printed watermarks are easy to duplicate and difficult to see at a distance.
- Holograms are readily available, easy to simulate and difficult to verify.

3M Security Marks

License plates with 3M security marks offer up to two features for double protection: The 3M™ Ensure™ Directional Image and 3M™ Ensure™ Virtual Security Thread

3M's Ensure directional image consists of a circular security and warranty image that repeats and runs vertically through the center of the license plate. It is visible only when viewed head-on at about a 30 degree angle to horizontal. It "disappears" from view at other angles.

3M's Ensure virtual security thread consists of a three-dimensional security image that runs vertically through the center of the license plate. The image consists of two "threads." One thread appears to float above and the other below the surface of the plate. It is visible head-on at distances of up to 50 feet or more.

3M™ Ensure™ Directional Image

- Customized for each jurisdiction
- Visible only within a range of angles
- Easy verify, day or night
- Difficult to duplicate

Visible to a viewer standing directly in front of the plate at a distance of 4-8 feet. This represents an angle of about 30 degrees above perpendicular to the plate
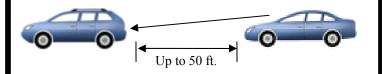
30 degrees

4-8 ft.

3M™ Ensure™ Virtual Security Thread

- Unique three-dimensional appearance
- Visible head-on up to 50 feet or more
- Easy to verify, day or night
- Difficult to duplicate

Visible to a viewer standing (or in a vehicle) directly in front of the plate at a distance of up to 50 feet.

Up to 50 ft.

Demonstration Procedure

1. Park the object car with the license plate (front or back plate) facing north (away from direct exposure to sun) during the day or night.
2. Position the viewing car about 50 feet directly behind the object car. Turn on high beam headlights if viewing the license plate at night.
3. Slowly approach the object car until the individual "threads" of the Ensure virtual security thread is clearly in view and you can see the double "thread" pattern (this occurs within 20 feet).
4. Get out of the viewing car and observe the Ensure directional image and virtual security thread at different distances and angles.
5. You should now be ready to visually verify these security marks in actual situations.

3M