

Vikuiti™ Display Enhancement Newsletter – September 2008

3M to show energy efficient monitors at FPD International

Be sure to check out the 3M booth at the Flat Panel Display (FPD) International exhibition, October 28 through October 31 in Yokohama, Japan. The booth will feature a number of energy saving exhibits, including a Lenovo™ 19-inch monitor that requires only 20 watts – a 30 percent energy savings compared to other similar size monitors.

The Lenovo monitor uses a combination of Vikuiti™ Brightness Enhancement Films to achieve amazing energy savings. According to J.C. Byeon, 3M business manager for monitor, "The brightness increase provided by the Vikuiti films is so great that monitor manufacturers can remove two bulbs, maintain brightness and meet TCO3 standards."

New Vikuiti™ notebook film on display at Yokohama

Vikuiti™ Brightness Enhancement Film - Reflective Polarizer for Notebooks (BEF-RP NB) was recently introduced. Designed for notebook computers, the film combines a reflective polarizer with a prism film. And because the new combination film is only 225 microns thick, it can enable thinner displays.



BEF-RP NB is 90 microns thinner than using the two films separately, and it provides a wider viewing angle. Every watt counts in a notebook and this film allows the power saved in the backlight to be used elsewhere in the notebook. For example, customers can add more CPU power or extend battery life.

See amazing 60-watt 32-inch LCD TV

Vikuiti™ Optical Films improve the efficiency of LCD displays by enhancing brightness and recycling light. To highlight the energy savings these films provide, 3M Optical Systems Division will feature a 32" LCD TV that can operate on 60 watts, and a 40" LCD TV that can

operate on 100 watts at the Flat Panel Display (FPD) International 2008 exhibition in Yokohama, Japan in October.

These highly efficient LCD TVs feature Vikuiti optical films, including prism film, a back reflector and a reflective polarizer. These films provide such an increase in brightness that manufacturers can eliminate some bulbs in their backlight designs, and less power is required to produce the same brightness in a similar size TV with no Vikuiti film.

Your free screen-saver adventure is just a click away

Watch as your screen is transformed into a colorful tropical aquarium. Experience the sensation of soaring through the clouds. See nature unleash its power in the form of an alpine blizzard and a summer thunderstorm. Be amazed as bright oranges rain down from your screen and pile up deliciously. Or look up through the snow-covered pines and watch as the clouds break to reveal a beautiful starry night.



If you have any questions or comments regarding this information, simply [contact us](#).