

New Vikuiti™ film for ultra efficient LCD TVs

“We continue to develop new energy saving innovations, such as Vikuiti DBEF D3 300, our latest Vikuiti Dual Brightness Enhancement Film (DBEF) for LCD TVs that can reduce power consumption by up to 37 percent,” said Jim Bauman, vice president of 3M Optical Systems Division. Vikuiti DBEF D3 300 increases brightness by recycling polarized light, enhances viewing angle and uniformity, and also eliminates the need for a diffuser sheet—reducing the overall bill of materials.

“Power consumption has become an increasingly important issue in today’s electronic devices. Our FPD International exhibits leveraged Vikuiti optical films for notebooks, monitors and TVs, illustrating ways to enhance the energy efficiency of electronic devices without sacrificing display performance,” Bauman added.



Vikuiti™ Optical Film quality continuously improving

As display technology continues to improve, including wider viewing angles and higher transmission, the quality of Vikuiti Brightness Enhancement Films also is improving. 3M has tightened its global specifications for point defects. In addition, it continues to reduce defects per square meter by leveraging the company’s automated quality inspection systems, which far exceed the human ability to reliably see and remove defects.

“We’ve made significant investment to improve the overall performance of Vikuiti films in recognition of the unique requirements of large size displays,” said 3M Quality Manager Andy Piepel. “We have a deep understanding of how films perform, and that translates into a good experience for consumers.”

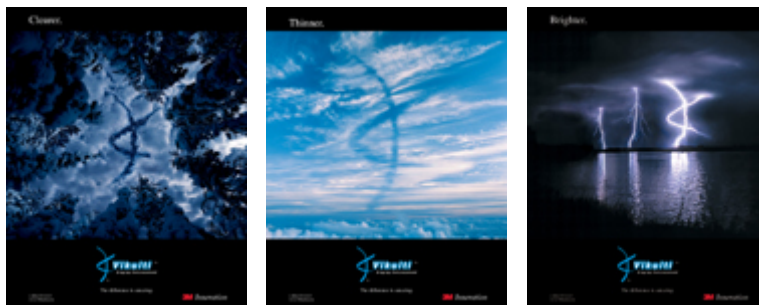
New Energy Star TV standards

As of November 1, 2008, all TVs – including CRT, rear projection, plasma display panel and LCD – that carry the Energy Star label will be up to 30 percent more efficient than conventional models, and will save energy in active and standby modes. Previously the Energy Star test measured power consumption of TVs in standby mode only.

To meet the new standards a 32” HDTV must use less than 120 watts, a 42” HDTV must use less than 208 watts, and a 50” HDTV must use less than 318 watts. Additional new Energy Star standards for TVs are expected in September, 2010. For more information go to energystar.gov.

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.





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