

Vikuiti™ Display Enhancement Newsletter – December 2008

3M™ Mobile Privacy Film introduced

3M recently introduced mobile privacy film to help prevent unwanted eyes from seeing sensitive or private information on cell phones or PDAs. Similar to the way vertical blinds work, the film features a microlouver technology that makes LCD screens appear dark when viewed at an angle, and leaves on-screen data visible only to the person in front of the screen. The film also has a light matte front surface that reduces glare and helps protect the display from scratches and scrapes.



3M mobile privacy film maintains a high level of display brightness and features a removable full surface adhesive that eliminates air gaps between film and display, and doesn't leave an adhesive residue. The film is available in sizes for popular SmartPhones like Blackberry and the iPhone, and a size that can be custom-cut to fit any cell phone, PDA or handheld device that measures up to 5 inches diagonally. 3M mobile privacy film currently is available at Shop3m.com as well as CDW, TigerDirect and other online resellers.

Vikuiti films can increase battery life

Because backlights can account for one-third or more of the total power consumption of mobile phones, power management is critical to optimizing performance of these and other handheld devices. Vikuiti™ Enhanced Specular Reflector (ESR) Film and Vikuiti™ Brightness Enhancement Film with Reflective Polarizer (BEF-RP) increase brightness and provide power savings that can extend battery life in handheld devices.

The combination of Vikuiti ESR film and Vikuiti BEF-RP efficiently recycles light and can significantly increase battery life. In tests conducted by 3M engineers, by replacing silver reflector and Vikuiti™ Brightness Enhancement Film with Vikuiti ESR film and BEF-RP, an Apple iTouch used 70 mW – or 19 percent – less power than a similar iTouch without this combination, resulting in a 48 percent increase in device run time. The combination of Vikuiti ESR and BEF-RP films can be used to maintain brightness and reduce power consumption, or maintain power consumption and increase brightness.

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](#).