

### Next generation of 3M™ Mobile Projection Technology

3M recently introduced a sleek new projection engine, the latest addition to its miniature projection portfolio. The MM200 represents an evolutionary leap in the company's mobile projection technology. When integrated into a cell phone, handheld accessory or digital camera, the MM200 engine can project up to a 50-inch image while drawing only 1 watt of power. Using an advanced liquid crystal on silicon (LCOS) electronic imager, the MM200 is illuminated with multi-colored LEDs.



The MM200 engine offers brilliant color and VGA resolution with an exceptionally thin profile. The previous generation of this engine was integrated into the mobile projector that won the “Grand Award” in the gadget category of the *Popular Science* 2008 Best of What's New Awards. Products featuring the MM200 engine will be available for consumer purchase in 2009. For more information, visit [www.3mpro.com/](http://www.3mpro.com/).

### Creating added value for continued growth

At the 11<sup>th</sup> Annual DisplaySearch US Flat Panel Display (FPD) Conference, 3M's David Wortman talked about how in these uncertain times, technology remains key to industry growth. According to Wortman, business manager, 3M Optical Systems Division, there is incremental value to increased display brightness. His presentation provided a closer look at how the industry can deliver new value by focusing on device cost, energy efficiency and performance.

For example, he said, the monitor industry created a new low-power segment that is growing. Manufacturers are making monitors that are 30 percent more energy efficient at the same cost as other monitors. The cost neutral solution is possible because they can eliminate two bulbs and an inverter by using a Vikuiti reflective polarizer.

“In the display-centric electronics market, there is constant creative tension between driving out cost and delivering new value. The industry’s supply and demand cycles drive changes in business strategy as panel makers and brands strive to optimize sales and profits,” said Wortman. “The focus shifts from cost to value creation and back. Currently, we are in oversupply, which drives the pendulum to cost.”

### 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](#).