

Vikuiti™ Display Enhancement Newsletter – May 2009

3M to feature energy-saving films at SID

3M will be showing energy-saving films for LCD display devices at SID Display Week, June 2nd to June 4th in San Antonio, Texas. Visit 3M's booth, #203, to see the latest energy-saving films for LCD TVs, monitors, notebook computers and handheld devices.



3M's newest notebook film — Vikuiti Brightness Enhancement Film - Reflective Polarizer for notebooks (NB BEF-RP) — will be among those featured. It reduces backlight power consumption, making the energy available for other uses such as CPU power or extended battery life. The film also enables thinner displays, because it is only 225 microns thick, 90 microns thinner than using two separate films.

Arrange to meet with 3M at SID

3M representatives will be available to meet with customers at SID, however, arrangements need to be made in advance. To set up a meeting, contact your 3M representative.

Conference registrants to receive LCD Optics 101 course

Conference registrants for SID Display Week will receive a DVD containing 3M's highly informative *LCD Optics 101* in their gift bag. The DVD includes the complete course that is available online at vikuiti.com. It covers everything from how LCDs work to polarizers, liquid crystal types, backlights and light sources. The course was written by 3M Optical System Division scientists. Note: Gift bags are for conference registrants only. Others can access the course at vikuiti.com

LCD Optics 101 explores front surface films

Learn more about the optical physics behind LCD technology, including front

surface films, through [LCD Optics 101](#). There are a variety of films that can be applied to the front surface of an LCD panel to enhance its performance. Anti-glare and anti-reflective films scatter or reduce reflections to improve the readability of LCD images in brightly lit rooms or outdoors.

Privacy films control the direction of light so images on the screen are visible only to someone looking straight at the screen. Hardcoat films add a layer of durability to the front surface of a display, protecting the surface from scratches and scuffs while making it easier to clean.

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](#).