

## Vikuiti™ Display Enhancement Newsletter – September 2009

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### 3M at Korea Electronics Show

Make plans to attend the 2009 Korea Electronics Show (KES), October 13 to October 16, 2009 at KINTEX, Seoul, Korea. 3M will be showing energy-saving films for a variety of LCD display devices, including TVs, monitors, notebook computers and handheld devices.

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

### 3M™ Contrast Enhancement Film: Clearly Superior

Viewing images on cell phones, digital cameras and other hand-held devices in bright environments just got easier. Developed by 3M's Electronics Markets Materials Division (EMMD), 3M Contrast Enhancement Film provides crystal clear images in bright light. The film features advanced, optical-grade adhesive that helps hand-held device users more clearly see images and text outdoors or near sunny windows.



The previous approach to improving display image clarity in bright light was to leave an air gap between the protective lens and display panel. However, this creates more reflection that washes out colors and reduces image clarity. Engineered to speed assembly and improve display performance, 3M Contrast Enhancement Film is applied between the cover lens and the display module during manufacturing. 3M tests show an approximate 7x improvement in image quality compared to displays using an air gap.

This product is available through 3M's Electronic Markets Materials Division. You can find where to buy information on their home page: [3m.com/electronics](http://3m.com/electronics).

### 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](#).