

## Vikuiti™ Display Enhancement Newsletter – October 2009

---

### **3M at Flat Panel Display International**

3M's Optical Systems Division will showcase a number of energy saving films at the Flat Panel Display (FPD) International exhibition, October 28 through October 30 in Yokohama, Japan. 3M's exhibit will highlight the company's successful efforts in reducing power consumption with its Vikuiti™ optical films. Visit 3M's booth to see the latest energy saving optical films for notebooks, handheld devices, monitors and LCD TVs.

Make plans to attend 3M scientist Koichi Sano's presentation at 4:00 on October 29 at FPD International. The presentation will address how Vikuiti™ optical films are used to enhance the energy efficiency of LCD displays. By refracting or recycling light, Vikuiti™ optical films improve brightness and enhance the energy efficiency of LCD TVs, monitors, notebooks and handheld displays by reducing backlight power consumption.

### **3M Wins Alliance to Save Energy's "Innovative Star of Energy Efficiency" Award**

3M's Optical Systems Division received the "Innovative Star of Energy Efficiency" Award from the Alliance to Save Energy for Vikuiti™ Dual Brightness Enhancement Films (DFEF). The Alliance to Save Energy is a non-profit coalition of business, government, environmental and consumer leaders dedicated to saving energy.

The world's first brightness enhancement film and reflective polarizer, Vikuiti DBEF effectively recycles S-wave light normally absorbed by the polarizer inside LCD TVs and monitors. Recycling this light maximizes the brightness of LCDs and reduces the number of watts required to operate TVs and monitors.

Incorporating Vikuiti DBEF enables energy savings of up to 32 percent for LCD TVs and 30 percent for monitors. Vikuiti DBEF has the potential to save as much as 101.7 billion kWh of energy in LCD TVs sold between 2006 and 2011.



George Buckley, 3M's Chief Executive Officer, accepts the prestigious "Innovative Star of Energy Efficiency" Award at the Alliance to Save Energy award ceremony in Washington, D.C.

"Power consumption has become an increasingly important issue in today's electronic devices. We are honored to receive this award from the Alliance to Save Energy and feel it is indicative of our efforts to enable energy efficient electronic devices without sacrificing performance," said Mike Kelly, 3M's executive vice president of Display and Graphics.

### **Tutorials Available on How 3M Films Work**

Vikuiti™ Display Enhancement Films can make virtually any electronic display brighter, clearer or more energy efficient. Learn more about how these specialized multi-layer films work by viewing Vikuiti product tutorials about prism films, reflective polarizers and glare/reflection management films on [vikuiti.com](http://vikuiti.com). Vikuiti brand products can add value to any number of products by improving performance and making them easier to use.

Vikuiti films optimize display brightness and improve display uniformity. They also are compatible with all backlight designs. Animations within the Vikuiti product tutorials provide a clear illustration of how these films work and how they can be combined in product applications. [Click here](#) to learn more about prism films and to see an animation on how Vikuiti brightness enhancement film works.

### **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](#).