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## **Optical Filters to Distribute Vikuiti Display Enhancement Films from 3M**

*Distribution agreement targets market opportunity for protection of delicate LCD displays  
in diverse and demanding applications*

**Bracknell, UK, 4 April 2007** – 3M, the diversified technology company, today announced the appointment of Optical Filters Ltd, specialists in the design and manufacture of display enhancement solutions for flat panel technology, as a value-added distributor of its Vikuiti ARMR200 LCD protection film in Europe. Optical Filters will cut and supply the ARMR200 film to UK customers from its factory in Thame, using local distributors or agents in Scandinavia, Germany, France and Italy.

The agreement will provide Optical Filters with a leading edge in the electronic display enhancement sector enabling its existing military and avionics customers to benefit from the most reliable, ruggedised solutions on the market. It will also enable the company to expand into new areas such as financial/ATM and industrial, as well as data collection in the warehouse and postal industries, for example.

“The growth of flat panel displays is fuelling our business and we see an immediate market opportunity for the protection and longevity of LCD touch screens used in a wide variety of applications from mobile and handheld devices to self-service checkouts, ATMs and ticketing machines,” commented Peter Fisher, Sales Director, Optical Filters Ltd.

He continued, “Military devices that use touch screens as a user-interface, such as notebook PCs, are under constant danger from impact damage and abuse in hazardous environments so a sacrificial front layer is a useful ally to have. ARMR200 films offer removable protection, increase strength and durability, and reduce failures and breakages in the field.”

The ARMR200 film from 3M fits well with Optical Filters’ manufacturing capability and the company is able to cut the film in a way that maintains its optical integrity. Using specialist machining techniques, the company provides a highly accurate and cost effective method of reworking the film into standard or complex shapes.

“3M has been working with Optical Filters for over 10 years, with MicroTouch even before that, and our experience of the company’s profound knowledge and expertise in the cutting and handling of optical materials sealed our decision to appoint them as an ARMR200 distributor,” commented Xavier Lecocq, Market Development Manager, 3M’s Optical Systems Division.

This new co-operation bridges the gap between ARMR product development and delivery to the end customer. Optical Filters will stock sheets of the film and will process according to customers’ precise instructions and volume requirements. Other value-added services include optical lamination, if customers do not have in-house optical handling capability, quick lead times and fast delivery.

- Ends -

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### **About 3M**

3M is a \$22.9 billion diversified technology company, creating innovative products that help make the world smarter, faster, healthier and safer. Well known 3M brands include Scotch, Post-it, Scotchgard, Thinsulate and Scotch-Brite.

3M has pioneered innovation since 1902 and, today, invests more than \$1.5 billion a year in R&D. It has applied its expertise in RFID technology to deliver biometric passports; it is using its understanding of the healthcare industry to provide hospitals with infection

prevention solutions; and its digital signage offerings are set to revolutionise the way businesses communicate with their customers, their employees and the general public.

3M employs 75,000 people worldwide to deliver more than 55,000 products to customers in some 200 countries. Its diverse technologies touch nearly every aspect of modern life, serving markets such as consumer and office, display and graphics, electronics and communications, safety, security and protection services, healthcare, industrial and transportation.

The UK and Ireland is home to one of the largest 3M subsidiaries outside the USA, employing 3650 people across 15 locations, including ten manufacturing sites. Products manufactured in the UK include coated abrasives, respirators, adhesive tapes, industrial microbiology products, drug delivery systems and secure documents.

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