

Interactive store window the centrepiece of 3M stand at In-Store

3M exhibits one of the largest rear-projection window displays yet seen

**In-Store Show 2007,
12-14 June, Earls Court 2, London**

Bracknell, UK, XX May 2007 – 3M, the diversified technology company, is bringing interactive retail window dressing to the In-Store Show with a touch-controlled multimedia store window demonstration on its stand.

Centrepiece of the stand will be a combination of Vikuiti Rear Projection film from 3M and Visual Planet's transparent ViP Touch Foils to create a fully interactive retail window display. Vikuiti Rear Projection film presents computer-generated multimedia images onto a transparent window surface using 3M Digital Signage software. Adding the Visual Planet Touch Foil gives an extra dimension by allowing passers by to interact with the display, controlling what they see.

Vikuiti Rear Projection Film The versatile, self-adhesive Vikuiti Rear Projection film transforms store windows into a vibrant branding and promotions tool by enabling video, static images and dynamic messaging to be projected directly onto the surface. It offers crisp, high contrast image quality combined with 180 degree viewability, making it ideal for shop fronts with narrow pavements. Images can be easily read from long distances and all angles, even in challenging lighting conditions. The Vikuiti film can be cut to any desired shape and size, reflecting, for example, company logos and brands.

Visual Planet ViP Touch Foil Vikuiti Rear Projection film when combined with the Visual Planet ViP Interactive touch foil creates the ultimate through-glass touch experience. Advertising media comes alive with the ability to touch and select additional information on services or products.

The ViP interactive foil is applied directly to a piece of glass and then the Vikuiti Rear Projection film is applied over the touch foil. Content displayed on the screen is controlled by simply touching the front of the glass. It is unaffected by external light conditions and all the working components are safely behind the glass. The foils are available in a range of sizes up to 1.2 by 2.4m wide (100 inch 16:9 format) to generate a stunning interactive experience. The demonstration at In Store will be based on a 50" 4:3 format screen.

3M Vikuiti Rear Projection film is ideal for use with the Visual Planet ViP Interactive touch foil. This lightweight foil can be applied directly to any glass window or acrylic panel to create a through window touch experience. The film works reliably with gloved as well as bare hands, and is unaffected by external light conditions. Visual Planet offers sizes up to 67" diagonal. The demonstration at In Store will be based on a 50" 4:3 format screen.

3M Digital Signage Software 3M's advanced content and network management software will control content delivery to the display screen, offering the ability to change or update messages dynamically, and even to deliver different messages at different times of day to address changes in audience profile. The software is compatible with popular multimedia file formats and offers the ability to divide screens into multiple content 'zones' as well as the easy incorporation of live data feeds such as weather or news reports. The software can also be readily used with Visual Planet's Mini software to control the interactive aspects of the display.

For more information please contact 3M directly by calling +44 (0) 800 731 3530, by emailing digitalsignage.uk@mmm.com or visiting <http://www.3mdigitalsignage.com> or www.3m.com/uk/vikuiti.

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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 3800 people across 16 locations, including 11 manufacturing sites. Products manufactured in the UK include coated abrasives, respirators, adhesive tapes, industrial microbiology products, drug delivery systems, high-performance coatings and secure documents.

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