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Screen Expo Europe 2008, 5-6 February, National Hall, Olympia, London, Stand E25

Dynamic In-window Displays from 3M on show at Screen Expo Europe 2008

Bracknell, UK, 20 December 2007 – 3M, the diversified technology company, will exhibit its innovative rear projection film for dynamic in-window advertising on stand E25 of the Digital Signage Showcase at Screen Expo 2008, Europe's biggest event for digital media networks and content "In-store and Out-of-home". The stand will be shared with Minicom and other leading players in the digital signage market.

Displays featuring Vikuiti Rear Projection screen and film from 3M will be demonstrated on the stand, showing how marketers, brand owners and designers within the retail, betting, travel and banking sectors can present exciting promotional messaging about complex products to their target audience using eye-catching and innovative techniques.

Vikuiti film enables video, static images and dynamic messaging to be projected directly onto the surface of a window or glass partition. It offers crisp, high contrast image quality combined with 180 degree viewability so that images can be easily read from long distances and all angles, even in challenging lighting conditions. It can be cut to any desired shape and size, reflecting, for example, company logos and brands.

For further information about Vikuiti Rear Projection film please email

vikuiti.eu@mmm.com or visit www.3M.co.uk/vikuiti.

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3M – Practical and ingenious solutions that help customers succeed

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 and detection solutions; and its digital signage offerings are revolutionising 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, healthcare, industrial and transportation, safety and protection services, and security systems.

The UK and Ireland is home to one of the largest 3M subsidiaries outside the USA, employing 3850 people across 17 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, secure documents and passport scanners.

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