

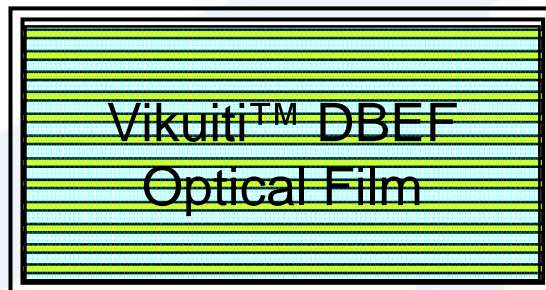
3M Vikuiti™ DBEF Optical Film improves LCD TV Energy Efficiency

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TV efficiency increase up to 32%

DBEF improves efficiency of all LCD TVs – regardless of features and screen size
DBEF enables improved energy efficiency while maintaining picture quality
DBEF enables reduced components costs as a result of the lower power consumption

40" LCD Television Example:

	As Received	LCD TV modification 1
Film Stacks	Competitive film	3M film/competitive film
Bulb Number	20	14
Inverter Number	10	7
Power Consumption (W)	212Watts	153 Watts
Setmaker Costs with optimized supply chain (32" power supply)		-\$3
Setmaker costs w/o optimized supply chain (40" power supply)		+\$2
Energy Star Program 	No Pass	Pass
California Title 20	No Pass	Tier 1 pass
Retail Financial Incentive Program Qualification	None	CEE Tier 2 PG&E
California consumer savings over the life of the TV (8 years)		\$165

Component costs based on DisplaySearch Data

Commercial 32" TV Analysis

