

3M COMPUTER FILTER TRAINING MANUAL

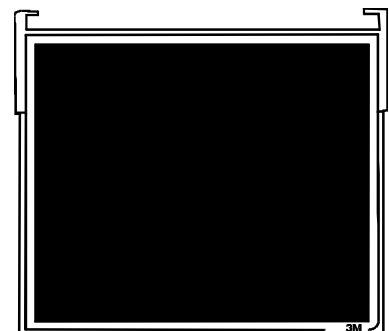


Introducing 3M Computer Filters

With 3M Computer Filters, you can gain a true edge over your competition. No other manufacturer offers you product performance like 3M. 3M Computer Filters consistently establish new standards for reducing glare and potential health hazards. And now, with the introduction of assembly free, Easy Clean coating, privacy protection, and circular polarizing filters, 3M again steps ahead of its competitors in offering you an extensive line of high quality products that offer you excellent potential — both for sales and profits.

Gain a true competitive advantage.

3M Computer Filters are unmatched in their ability to reduce glare, radiation exposure and provide increased privacy. And, 3M's privacy protection feature can help you open the door to new customers and sales opportunities where privacy and confidentiality are important concerns.



Maximize your sales opportunities with 3M Computer Filters.

This manual introduces you to 3M Computer Filters, provides background on computer-related concerns, and presents effective scenarios for selling computer filters. The manual explains — briefly, and then in detail — the features and benefits of the 3M Computer Filter line of products. Comprehensive price sheets, specification sheets and competitive comparisons are also included.

In addition to this wealth of product information, you also receive assistance and ideas to help you develop and maximize your sales strategies, as well as suggestions on overcoming potential customer objections to sale. Question-and-answer sections provide answers to commonly asked customer questions.

The Case for Computer Filters

A Common Concern

Many workers spend several hours a week at a desk working on a computer. But more than two hours a day at a computer can result in headaches, eyestrain, sore back, fatigue, or pain in hands or wrists.

These conditions can be caused by two, often inter-related, factors — poor posture, and glare. A properly designed workstation can minimize these conditions and make workers more comfortable and productive.

An Effective Solution

One of the easiest and most efficient ways to reduce eyestrain and indirect glare is with an anti-glare filter.

3M offers high-quality anti-glare filters that meet and exceed current standards for computer filters. Made of specially designed, optically coated glass with a unique Easy Clean surface most 3M

Computer Filters require no assembly and mount easily on a computer monitor without adhesives. 3M Anti-glare Computer Filters (AF and HF models) have received the seal of approval from the American Optometric Association for reducing glare from computer monitors.

You also can specify 3M anti-glare filters that reduce potential radiation hazards. 3M Computer Filters with anti-glare/radiation glass reduce dust build up and block up to 99.9 percent of ELF (extremely low frequency) and VLF (very low frequency) electrical field radiation.

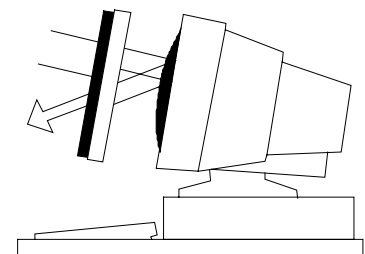
The Facts on Monitor Glare and Contrast

Q: What is monitor glare?

A: Because computer monitors have glass fronts, any light source can produce glare. This includes overhead task lighting and sunlight from windows that either shine in your face or onto your monitor and reflect onto your face. This glare reduces visibility, masks information on the monitor and can produce eyestrain.

Q: How do 3M Computer Filters reduce glare?

A: 3M coats the glass surface of its filters with a durable anti-reflection coating. This coating contains several thin, durable films that are specially engineered to reduce reflection and retain crisp, clear resolution of the screen images. By reducing glare, these filters can reduce eyestrain.



Anti-Glare

Q: Are 3M Computer Filters more effective in reducing glare than other filters?

A: Yes! 3M Computer Filters consistently establish new standards for reducing glare and potential health hazards. 3M Computer Filters are unmatched in their ability to reduce glare, radiation exposure and provide increased privacy. In addition, only 3M has manufactured a computer filter that effectively protects the privacy of on-screen information and confidential materials.



3M Computer Filters meet or exceed the highest standards for computer filters. 3M Anti-glare (AF) Filters and Circular Polarizing (HF) Filters have received the seal of approval from the American Optometric Association for their ability to reduce glare and subsequent eyestrain.

3M Computer Filters also offer assembly-free mounting and are covered under a lifetime warranty. 3M Computer Filters are manufactured by a world leader in manufacturing durable films, coatings and computer accessories.

Q: What is monitor contrast?

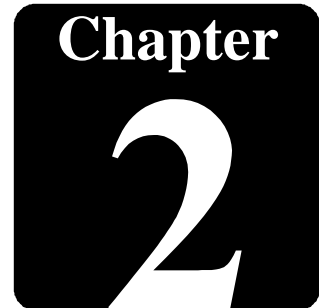
A: Contrast refers to how crisp and bright characters and images appear against the monitor background. The larger the contrast ratio, the brighter the information will appear making it easier to read. 3M medium tint filters provide the optimum contrast and are the filter of choice for many people who work with graphics.

Q: How do 3M Computer Filters improve contrast?

A: 3M Computer Filters improve contrast by using a specially engineered double filtration method. First, an anti-reflection coating is applied to the filter glass. This minimizes first surface glare. Then a neutral density filter is applied to the filter glass. The neutral density filter ensures that all colors remain true.

When the computer filter is properly applied to a computer monitor, light must pass through the neutral density filter, be reflected by the anti-reflection coating, and then pass through the neutral density filter again before reaching the viewer. This double filtration method significantly improves the viewability of computer monitors under most ambient lighting conditions.

ABOUT 3M COMPUTER FILTERS



What do computer filters do?

3M Computer Filters can reduce glare and eyestrain. They also prevent potential radiation exposure to the PC user. The privacy filters increase your privacy by protecting information on your screen from others view.

Q: How does the privacy protection feature work?

A: 3M has designed a special microlouver film that contains microscopic louvers like venetian blinds. These louvers only allow the operator directly in front of the monitor to see the displayed information. Anyone attempting to view from the side will see only a blank, dark screen. All other privacy filters distort or blur the image. This is why in side-by-side comparisons, 8 out of 10 computer users prefer 3M Privacy Filters over other brands.

Q: Where would privacy filters be most helpful?

A: People who work in open areas or in an office where there is frequent traffic may be interested in protecting information displayed on their screen. Plus, anyone who handles confidential

information, such as executive secretaries, human resources professionals, payroll departments, etc.

Q: Do any other companies offer the privacy protection feature?

A: 3M is the only manufacturer that offers this feature without distorting or blurring the on-screen image.

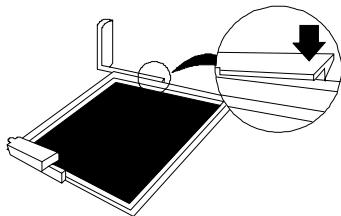
Q: What other features are offered by the different 3M Computer Filter models?

A: In addition to privacy viewing protection, 3M Computer Filters offer contrast enhancement and protection from glare, reflection, and radiation.

Q: What is the Easy Clean surface found on 3M Computer Filters?

A: All 3M Computer filters (except Basic) have a unique coating that allows them to be cleaned with water and a tissue. No special cleaner is required.

Q: What about the assembly-free and adhesive-free features. How easy are 3M Computer Filters to use?



A: Most 3M Computer Filters require no assembly and mount easily on a computer monitor without adhesives. Simply place the assembly-free 3M Computer Filters on and around your monitor. No fuss with plastic parts or Velcro™ strips.

Q: What is the difference between glare protection (anti-glare) and contrast enhancement?

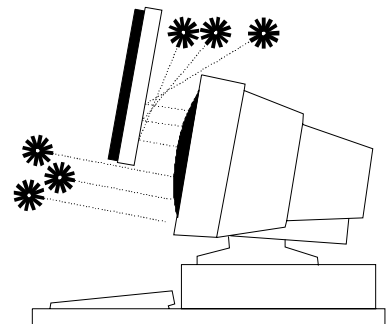
A: All 3M filters offer both these features. By virtually eliminating glare and reflections, 3M Computer Filters reduce eyestrain. Contrast enhancement darkens the background of the monitor screen, which reduces eyestrain and also makes characters and colors easier to view.

Q: Do computers really give off radiation?

A: Yes. Computer terminals emit extremely low frequency (ELF) and very low frequency (VLF) electro-magnetic radiation. Though researchers have been unable to determine the effects of long-term exposure, they believe low levels of electro-magnetic radiation could pose potential health hazards.

Q: Can 3M Computer Filters block this radiation?

A: Yes. The 3M BF20, AF200, AF250, HF300, HF350, PF400 and PF450 computer filter models have anti-radiation features that block up to 99.9% of the ELF/VLF E-field radiation emitted from computer terminal screens. These special filters also stop static charge and help prevent dust buildup.



Anti-Radiation

Q: What is the anti-static feature?

A: In addition to reducing ELF/VLF electric-field radiation, 3M Computer Filters eliminate static charge build-up. This protects users from the problems caused by static and also prevents dust from accumulating on the computer filter.

Q: What is the significance of universal mounting?

A: 3M's unique universal mounting eliminates the need for adhesives — 3M Computer Filters use no tape or Velcro™. They

are simple to install and remove, with none of the sizing problems incurred with most filters.

Just four sizes are needed to fit 10" to 21" (267 mm to 523 mm) monitors. A simple "squeeze" vertical adjustment custom fits the filter to the monitor.

Q: Do 3M Computer Filters work on both color and monochrome monitors?

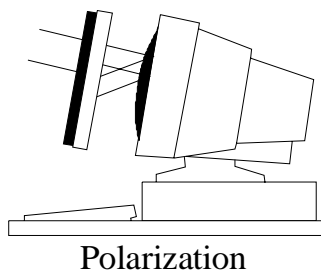
A: Yes! 3M Computer Filters provide privacy and enhance viewing on both color or monochrome monitors.

Q: Will the filter scratch when it's cleaned?

A: No. 3M filters are made of durable glass and have passed stringent durability and environmental testing. Cleaning is easy. All 3M Computer Filters (except BF models) have a unique coating that allows them to be cleaned with water and a tissue.

Q: Why are circular polarizing filters better at reducing glare?

A: Ambient light from overhead lighting or sunlight reflects off your computer screen and is absorbed by the 3M Circular Polarized Computer Filter. Only light produced by your computer monitor passes through to you. The 3M circular polarizing feature provides the highest contrast enhancement available in computer filters and results in a clear and sharp computer image that is easy to read and easy on the eyes.



Propositions for Selling Computer Filters

A computer filter can reduce glare and associated eye strain.

Light shining directly into your eyes or reflecting off your computer screen into your eyes causes glare. Glare can reduce visibility of computer screen images and mask information. Extended computer use in these conditions is a common cause of eyestrain. In addition to eyestrain, glare can cause you to sit in awkward postures in order to better see the screen, leading to discomfort and reducing productivity.

While repositioning the computer monitor or the light source can help reduce glare, one of the easiest and most efficient ways to reduce glare and related eyestrain is with an anti-glare filter.

3M offers high-quality anti-glare filters (AF and HF models) that are made of optically coated glass and mount easily on your computer monitor. These filters are accepted by the American Optometric Association as meeting video display terminal glare reduction specifications.

3M also offers privacy (PF) filters that provide privacy as well as glare and radiation reduction.

A computer filter reduces potential radiation.

Computer terminals emit low levels of ELF/VLF E-field radiation. Though researchers have been unable to determine the effects of long-term exposure, they believe low levels of E-field radiation could pose potential health hazards.

3M offers computer filters with anti-radiation features that block up to 99.9% of the ELF/VLF E-field radiation emitted from computer terminal screens. These special filters also stop static charge and help prevent dust buildup.

A computer filter improves privacy protection.

Open office environments are difficult areas in which to attain a sense of privacy or protect confidential information on your computer screen. Even if the data you're working with is not confidential, it can be discomfoting to have others read the contents of your screen before you've completed your work.

The 3M Privacy Filter uses a patented microlouver technology that renders on-screen data visible only to someone directly in front of the monitor. The filter creates a "viewing zone" that is similar in shape to a bandshell. Only those persons located inside the viewing zone are able to see the on-screen data clearly. Those outside the zone see only a blank, dark screen, thereby protecting any on-screen information.

3M is the only manufacturer to offer an effective privacy protection filter. And unlike other manufacturer's attempts to produce privacy filters, the unique 3M filter design will not blur or distort images on the computer screen. In fact, independent studies show that more than 8 out of 10 users overwhelmingly prefer 3M privacy filters over competitive privacy products.

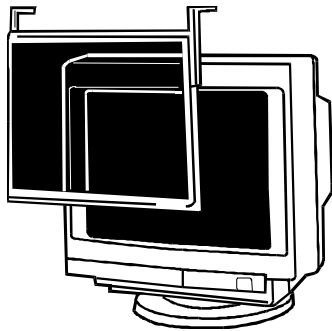
3M COMPUTER FILTER PRODUCT GUIDE



3M Computer Filters

3M Computer Filters come in **Standard** (BF10 and BF20), **Professional** (AF100, AF200, PF400 and PF500), **Executive** (AF150, AF250 and PF450), and **Circular Polarizing** (HF300 and HF350) designs. Within each design there are a variety of models that combine features to reduce glare, reduce radiation and ensure privacy. You should be able to select a model and price point that best fit your customer's unique situation. The following overview highlights the composition of each of these designs. **Note: Since markets may vary, not all models are sold worldwide.**

Standard Filter Models (BF10, BF20)



Standard flat frame designAdhesive free mounting
Simple “squeeze adjustment”
Some assembly required

Anti-glareReduces glare up to 90%
Helps prevent eyestrain

Medium tint glass.....Enhances contrast (45%
transmission)

Radiation reductionBlocks up to 99.9% ELF/VLF
E-Field radiation (BF20)
Eliminates static/dust build-up
(BF20)

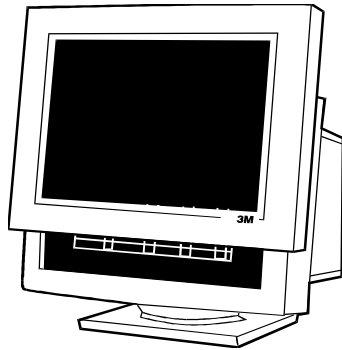
SizesLarge (L) 12” - 15”
Extra Large (XL) 16” - 19”

Professional Filter Models (AF100, AF200, PF400, PF500)

Flat frame design.....	Adhesive free mounting Simple “squeeze adjustment” No assembly required
Anti-glare	Reduces glare up to 95% Helps prevent eyestrain
Standard tint glass	Maximum contrast (31% transmission)
Privacy viewing.....	Privacy without blurring the image (PF400, PF500)
Radiation reduction	Blocks up to 99.9% ELF/VLF E- Field radiation (AF200, PF400) Eliminates static/dust build-up (AF200, PF400, PF500)
Easy Clean surface	Cleans with water and a cloth. No special cleaners needed.
Sizes	AF 100/200:Small (S) 10” - 13” Large (L) 13” - 15” Extra Large (XL) 16” - 18” Extra Extra Large (XXL) 19” - 21” PF400/500:Small (S) 10” - 13” Large (L) 13” - 15” Extra Large (XL) 16” - 19”



Executive Filter Models (AF150, AF250, PF450)



Contour frame design.....Wrap around design
Seals out light leaks and prevents
dust from getting behind the filter
Integrated appearance
Adhesive-free mounting
No assembly required

Anti-glareReduces glare up to 99%
Helps prevent eyestrain

Medium tint glass.....Lighter, brighter image
Optimum contrast (45%
transmission)
More true colors
Not “too light”

Privacy Viewing.....Privacy without blurring the image
(PF450)

Radiation ReductionBlocks up to 99.9% ELF/VLF E-
Field radiation (AF250, PF450)
Eliminates static/dust build-up
(AF250, PF450)

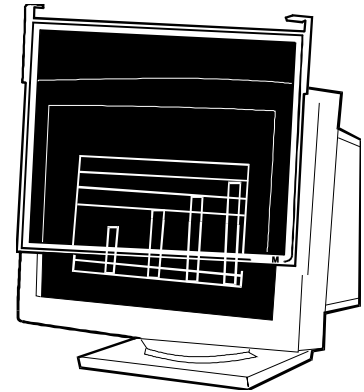
Easy Clean surfaceCleans with water and a cloth. No
special cleaners needed.

Sizes AF 150/250:Small (S) 10” - 13”
Large (L) 13” - 15”
Extra Large (XL) 16” - 18”
Extra Extra Large (XXL) 19” - 21”

PF450:Small (S) 10” - 13”
Large (L) 13” - 15”
Extra Large (XL) 16” - 19”

Circular Polarizing Filter Models (HF300, HF350)

Flat frame (HF300)	Adhesive free mounting Simple “squeeze adjustment” No assembly required
Contour frame (HF350)	Wrap around design Seals out light leaks and prevents dust from getting behind the filter Integrated appearance Adhesive-free installation No assembly required
Polarized, anti-glare	Ultimate relief from eyestrain glare Reduce CRT glare 20 times more effectively than non-polarized glare filters
Medium tint glass.....	Helps prevent eyestrain Lighter, brighter image Optimum contrast (45% transmission) More true colors Not “too light”
Radiation Reduction	Blocks up to 99.9% ELF/VLF E- Field radiation Eliminates static/dust build-up
Easy Clean surface	Cleans with water and a cloth. No special cleaners needed.
Size.....	Large (L) 12” - 15” Extra Large (XL) 16” - 18” Extra Extra Large (XXL) 19” - 21”



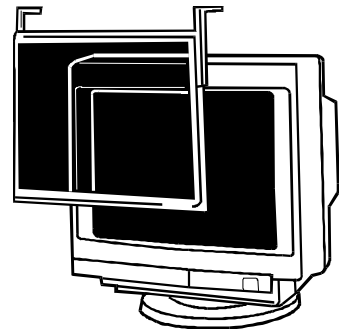
3M STANDARD FILTERS

Product Descriptions

3M Standard Filters

Reduce glare, improve screen contrast and minimize eyestrain

3M Standard Filters provide simple, basic protection. The 3M Standard Computer Filters (models BF10 and BF20) are designed to reduce glare, improve screen contrast and minimize eyestrain. Both models feature flat, universal frames for easy installation and come with a one-year warranty.



3M Standard Anti-glare Filter (BF10)

- Basic glare reduction up to 90 %
- Contrast enhancement (45% transmission)
- Available in Large and Extra Large sizes

3M Standard Anti-glare/Radiation Filter (BF20)

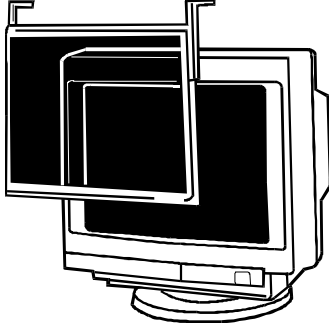
- Basic glare reduction up to 90 %
- Contrast enhancement (45% transmission)
- Blocks up to 99.9% ELV/VLF E-field radiation
- Anti-static, to eliminate dust
- Available in Large and Extra Large sizes

Size Conversion Chart

L 12" - 15"

XL 16" - 19"

Features and Benefits



Anti-glare

3M Standard Filters (models BF10 and BF20) use a durable anti-reflection coating on the glass surface. This coating reduces glare by up to 90%. A reduction of glare may also reduce eyestrain.

Anti-Static

3M Standard Filters (model BF20) have anti-static protection to reduce dust buildup. This feature can reduce the need for cleaning, thus saving time on the job.

Anti-Radiation

3M Standard Filters (model BF20) have a conductive coating. When properly grounded (a simple one-step installation), this coating reduces the buildup of static electricity and dust on the filter surface. The conductive coating also blocks up to 99.9% of ELF/VLF E-field radiation. This feature can help reduce concern in the minds of the computer users, thus allowing them to concentrate on their work.

3M Standard Filters Product Listing

Model Type	Model #	Size	Monitor Size	UPC No.*	Stock No.*
Anti-Glare (Model BF10)	BF10L	Large	12"-15"	51138-53269-7	98-0439-8494-1
	BF10XL	X-Large	16"-19"	51138-53306-9	98-0439-8499-0
Anti-Glare/Radiation (Model BF20)	BF20L	Large	12"-15"	51138-53270-3	98-0439-8495-8
	BF20XL	X-Large	16"-19"	51138-53308-3	98-0439-8501-3

* All regions except Europe and Japan.

3M Standard Computer Filters have an anti-glare finish for easy viewing and medium tint glass to enhance contrast. For use in the home or office. Some assembly is required.

For improved glare reduction, privacy and overall viewing, consider 3M Professional Filters, 3M Executive Filters, or 3M Circular Polarizing Filters.

3M PROFESSIONAL FILTERS

Chapter 5

Product Descriptions

3M Professional Filters

Reduce Glare, Reduce Radiation, Ensure Privacy

3M Professional Filters meet the highest standards for glare and radiation reduction, with no assembly required.



3M Professional Anti-glare Filter (AF100)

- Available in four sizes (S, L, XL, XXL)
- The 3M Anti-glare Filter provides easy, comfortable viewing, even in brightly lit offices or where sunlight causes washout.
- Reduces glare up to 95 %
- Enhances screen contrast (31% transmission)
- Helps prevent eyestrain
- Affordable and fits any computer monitor
- No assembly required
- Easy Clean surface

Size Conversion Chart

S.....	10" - 13"
L.....	13" - 15"
XL.....	16" - 18"
XXL.....	19" - 21"



3M Professional Anti-glare/Radiation Filter (AF200)

- Available in four sizes (S, L, XL, XXL)
- For easier viewing that also protects against computer radiation, select 3M Anti-glare/Radiation Filter.
- Reduces glare up to 95 %
- Enhances screen contrast (31% transmission)
- Helps prevent eyestrain
- Blocks up to 99.9 % of ELF/VLF E-field radiation
- Stops static charge, reducing dust buildup
- No assembly required
- Easy Clean surface

3M Professional Privacy Plus Filter (PF400)

3M Professional Privacy Plus Filter protects your confidential documents as well as your eyesight by reducing eyestrain. With 3M's special microlouver technology, on-screen data is only visible to the person directly in front of the monitor. From the side, all that can be seen is a blank, dark screen. 3M Privacy Plus Filter also blocks potential radiation.

Size Conversion Chart

S	10" - 13"
L	13" - 15"
XL	16" - 18"
XXL.....	19" - 21"

- Available in three sizes (S, L, XL)
- Safeguards privacy
- Reduces glare up to 95 %
- Blocks up to 99.9% of ELF/VLF E-field radiation
- Stops static charge and reduces dust buildup
- Will not blur or distort images on the computer screen
- No assembly required
- Enhances screen contrast (31% transmission)
- Easy Clean surface

3M Professional Privacy Filter (PF500)

The 3M Professional Privacy Filter keeps private information private, so you can keep working, even with visitors in your office or workspace. Special 3M microlouver technology, on-screen data visible to the person directly in front of the monitor, but not from the side.

- Available in three sizes (S, L, XL)
- Safeguards privacy
- Reduces glare up to 95 %
- Stops static charge and reduces dust buildup
- Will not blur or distort images on the computer screen
- No assembly required
- Enhances screen contrast (31% transmission)
- Easy Clean surface

Features and Benefits

Anti-glare (AF100/200, PF400/500)

3M Professional Filters are made with a high quality, multi-layer optical anti-glare coating that reduces glare 95%. This feature can reduce eyestrain and headaches and the resulting loss in worker accuracy and productivity.

3M Professional Filters also use an anti-reflection coating on the glass surface. This reduces glare by up to 95 %. Reducing glare also reduces eyestrain and headaches.

The durable glass construction on 3M Professional Computer Filters resists scratching thus providing high performance over a long period of time.

Anti-Static (AF100/200, PF400/500)



3M Professional Filters (models AF100, AF200, PF400 and PF500) have anti-static protection to reduce dust buildup. This feature can reduce the need for cleaning, thus saving time on the job.

Privacy (PF400/500)

The 3M Privacy Filter (models PF400 and PF500) creates a “viewing zone” that is similar in shape to a bandshell. Only those persons located inside the viewing zone are able to see the on-screen data clearly. Those outside the zone see only a blank, dark screen, thereby protecting any sensitive on-screen information. The unique 3M filter design will not blur or distort images on the computer screen.

All 3M Privacy (PF) Filters also offer anti-glare and anti-static features and are assemble-free. Some 3M Privacy (PF) Filters also offer the anti-radiation feature.

Easy Clean (AF100/200, PF400/500)

The unique Easy Clean surface found on all 3M Computer Filters (except BF models) allows filters to be cleaned with just water and a tissue. No special cleaners are required.

Assembly Free (AF100/200, PF400/500)

Hinged hanger arms allow for immediate placement on your computer. This convenient feature saves the user valuable time on the job and reduces the frustration that results from trying to assemble small plastic parts or fussing with messy adhesive Velcro™ strips.

Anti-Radiation (AF200, PF400)

3M Privacy Plus (PF400) Filter and Anti-Glare/Radiation (AF200) Filter have a conductive coating. When properly grounded (a

simple one-step installation), this coating reduces the buildup of static electricity and dust on the filter surface. This feature reduces the amount of time that workers spend on cleaning their computer screens.

This conductive coating also blocks up to 99.9% of ELF/VLF E-field radiation. This feature can reduce workers concern, thus allowing them to concentrate on their work.

3M Professional Filters Product Listing

Model Type	Model #	Size	Monitor Size	UPC No.*	Stock No.*
Anti-Glare (Model AF100)	AF100S	Small	10"-13"	51138-30427-0	98-0440-0158-8
	AF100L	Large	13"-15"	51138-30431-7	98-0440-0159-6
	AF100XL	X-Large	16"-18"	51138-46032-7	98-0440-0160-4
	AF100XXL	XX-Large	19"-21"	51138-46050-1	98-0440-0161-2
Anti-Glare/Radiation (Model AF200)	AF200S	Small	10"-13"	51138-30428-7	98-0440-0162-0
	AF200L	Large	13"-15"	51138-30432-4	98-0440-0163-8
	AF200XL	X-Large	16"-18"	51138-30454-6	98-0440-0164-6
	AF200XXL	XX-Large	19"-21"	51138-37404-4	98-0440-0165-3
Privacy Plus (Model PF400)	PF400S	Small	10"-13"	51138-30430-0	98-0440-0166-1
	PF400L	Large	13"-15"	51138-30434-8	98-0440-0167-9
	PF400XL	X-Large	16"-19"	51138-30455-3	98-0440-0168-7
Privacy (Model PF500)	PF500S	Small	10"-13"	51138-46184-3	98-0440-0169-5
	PF500L	Large	13"-15"	51138-46185-0	98-0440-0170-3
	PF500XL	X-Large	16"-19"	51138-46186-7	98-0440-0171-1

* All regions except Europe and Japan.

3M EXECUTIVE FILTERS

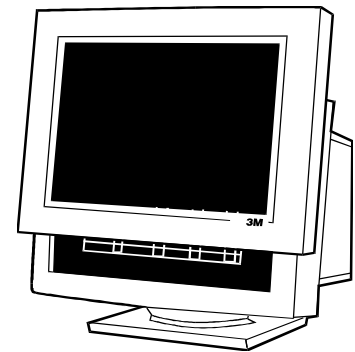


Product Descriptions

3M Executive Filters

Exceed the Highest Standards for Glare and Radiation, Set new standards for privacy protection

3M Executive Computer Filters — Contoured, wraparound, universal frames. Just four sizes provide a custom-like fit on 10" -21" monitors. The most preferred frame design requiring no assembly, adhesive or fasteners. Simply place the filter on your monitor for a snug, custom-like fit.



High Performance Optical Glass

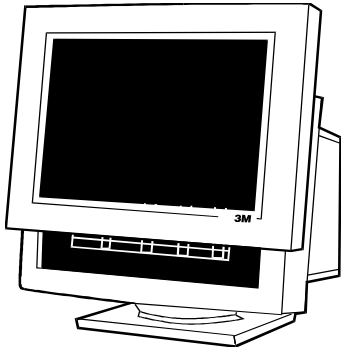
- Two sided anti-reflection glass
- Significantly reduces glare up to 99 %
- Medium tint (lighter tint) for brighter screen image

3M Executive Anti-glare Filter (AF150)

- The 3M Executive Anti-glare Filter has a wraparound frame with anti-glare coating for optimal viewing under most conditions.
- Medium tint glass enhances contrast (45% transmission)
- Significantly reduces glare up to 99%
- Available in four sizes (S, L, XL, XXL)
- Easy Clean surface

Size Conversion Chart

S.....	10" - 13"
L.....	13" - 15"
XL.....	16" - 18"
XXL.....	19" - 21"



Size Conversion Chart

S	10" - 13"
L	13" - 15"
XL	16" - 18"
XXL.....	19" - 21"

3M Executive Anti-glare/Radiation Filter (AF250)

- The 3M Executive Anti-glare/Radiation Filter combines a wraparound frame with anti-glare radiation coating for optimal viewing for most working conditions.
- Medium tint glass enhances contrast (45% transmission)
- Significantly reduces glare up to 99%
- Blocks up to 99.9% of ELV/VLF E-Field radiation
- Stops static charge to reduce dust buildup
- Available in four sizes (S, L, XL, XXL)
- Easy Clean surface

3M Executive Privacy Plus Filter (PF450)

- Viewing privacy without blurring or distorting the image.
- Medium (lighter) tint glass enhances contrast (45% transmission)
- Significantly reduces glare up to 99%
- Blocks up to 99.9% of ELV/VLF E-Field radiation
- Stops static charge to reduce dust buildup
- Available in three sizes (S, L, XL)
- Easy Clean surface

Features and Benefits

Anti-glare (AF150/250, PF450)

3M Executive Filters (models AF150, AF250 and PF450) use a durable anti-reflection coating on the glass surface. This special coating reduces glare by up to 99%. Medium (lighter) tint glass increases contrast for optimal viewing.

Anti-Static (AF150/250, PF450)

3M Executive Filters (models AF150, AF250 and PF450) have anti-static protection to reduce dust buildup. This feature can reduce the need for cleaning, thus saving time on the job.

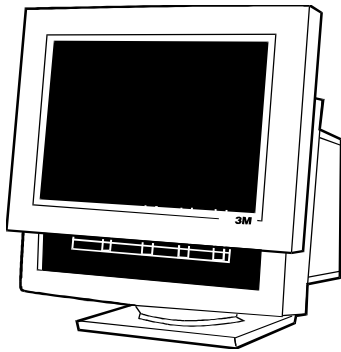
Privacy (PF450)

The 3M Executive Privacy Plus Filter (model 450) creates a “viewing zone” that is similar in shape to a bandshell. Only those persons located inside the viewing zone are able to see the on-screen data clearly. Those outside the zone see only a blank, dark screen, thereby protecting any on-screen information. This patented 3M filter design will not blur or distort images on the computer screen.

All 3M Privacy (PF) Filters also offer anti-glare and anti-static features, Easy Clean coating, and are assembly-free. Some 3M Privacy (PF) Filters also offer the anti-radiation feature.

Contour Frame (AF150/250, PF450)

The wrap around fit of 3M Executive Filters reduces the amount of light that can enter behind the filter from the sides thus offering better anti-glare and anti-reflection performance. The close fit between the filter and the monitor also reduces the amount of dust that can get trapped behind the filter thus reducing the time wasted cleaning the screen and the filter. The wrap around fit also provides a stylish appearance that looks “high-tech”.



Anti-Radiation (AF250, PF450)

3M Executive Filters (AF250 and PF450) have a conductive coating. When properly grounded (a simple one-step installation), this coating reduces the buildup of static electricity and dust on the filter surface. This feature reduces the amount of time that workers spend on cleaning their computer screens.

This conductive coating also blocks up to 99.9% of ELF/VLF E-field radiation. This feature can reduce workers concern, thus allowing them to concentrate on their work.

3M Executive Filters Product Listing

Model Type	Model #	Size	Monitor Size	UPC No.*	Stock No.*
Anti-Glare (Model AF150)	AF150S	Small	10"-13"	51138-46121-8	98-0440-0172-9
	AF150L	Large	13"-15"	51138-46124-9	98-0440-0173-7
	AF150XL	X-Large	16"-18"	51138-46123-2	98-0440-0174-5
	AF150XXL	XX-Large	19"-21"	51138-46122-5	98-0440-0175-2
Anti-Glare/Radiation (Model AF250)	AF250S	Small	10"-13"	51138-45791-4	98-0440-0176-0
	AF250L	Large	13"-15"	51138-45792-1	98-0440-0177-8
	AF250XL	X-Large	16"-18"	51138-45793-8	98-0440-0178-6
	AF250XXL	XX-Large	19"-21"	51138-45784-5	98-0440-0179-4
Privacy Plus (Model PF450)	PF450S	Small	10"-13"	51138-45795-2	98-0440-0180-2
	PF450L	Large	13"-15"	51138-45796-9	98-0440-0181-0
	PF450XL	X-Large	16"-19"	51138-45797-6	98-0440-0182-8

* All regions except Europe and Japan.

3M CIRCULAR POLARIZING FILTERS

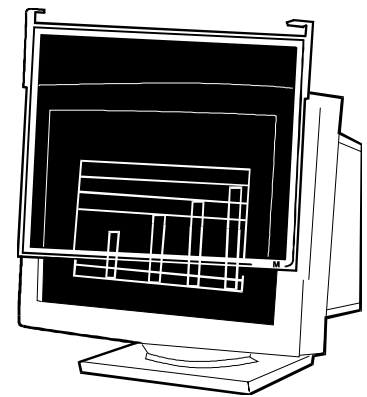


Product Descriptions

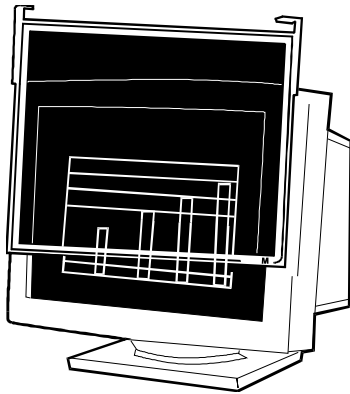
3M Circular Polarizing Filters

Offer the ultimate relief of eyestrain from glare.

New 3M Circular Polarizing Computer Filters reduce computer monitor glare **up to 20 times** more effectively and enhance contrast **up to 14 times** more effectively (depending on monitor and lighting conditions) than non-polarized anti-glare filters. The reason is 3M Circular Polarizing (HF) filters not only block 99% of front (first) surface glare, but also block 99% of the glare reflected back off the glass surface of the CRT (cathode ray tube).



Available in both flat and contour frame designs, Circular Polarizing filters come with medium (lighter) tint glass to enhance contrast and sharpen resolution.



3M Circular Polarizing Filters (HF 300/350)

Circular polarizing filters are perfect for offsetting extremely bright, harsh lighting conditions or for people with glare sensitive eyes. The pre-assembled filters are easy to install and require no adhesives or special fitting.

3M Circular Polarizing Filter with Flat Frame Design (HF300)

The 3M Circular Polarizing Filter with flat frame design virtually eliminates ambient light from overhead lighting or sunlight reflected off your computer screen. The pre-assembled standard frame provides simple adhesive-free mounting.

Size Conversion Chart

L.....	12" - 15"
XL.....	16" - 18"
XXL	19" - 21"

- Medium tint glass (45% transmission) enhances contrast (*3M exclusive*)
- Incorporates glass on both front and back for optimum durability (*3M exclusive*)
- American Optometric Association approved
- Blocks up to 99.9% of ELF-VLF E-field radiation
- Significantly reduces glare up to 99 %
- Assembly-free
- Lifetime warranty
- Available in three sizes (L, XL, XXL)
- Easy Clean surface

3M Circular Polarizing Filter with Contour Frame

Design (HF350)

The 3M Circular Polarizing Filter with contour frame design combines a contour (wrap around) frame with the circular polarizing feature to provide the highest contrast enhancement in computer filters. The result is a clear and sharp computer image that is easy to read and easy on the eyes.

- Medium tint glass (45% transmission) enhances contrast (*3M exclusive*)
- Incorporates glass on both front and back for optimum durability (*3M exclusive*)
- American Optometric Association approved
- Blocks up to 99.9% of ELF-VLF E-field radiation
- Significantly reduces glare up to 99 %
- Wraparound frame
- Assembly-free
- Lifetime warranty
- Available in three sizes (L, XL, XXL)
- Easy Clean surface

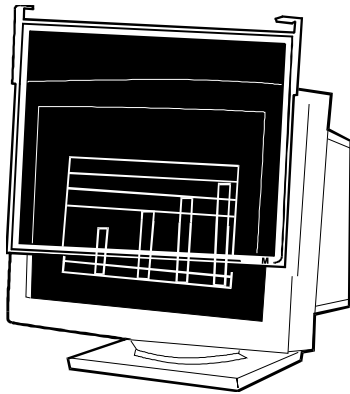
Features and Benefits

Anti-glare (HF300/350)

3M Circular Polarizing Filters use a durable anti-reflection coating on the glass surface to reduce up to 99% of glare and offer medium tint glass for optimal viewing.

Anti-Static (HF300/350)

3M Circular Polarizing Filters have anti-static protection to reduce dust buildup. This feature can reduce the need for cleaning, thus saving time on the job.



Assembly Free (HF300)

Hinged hanger arms allow for immediate placement on your computer. This convenient feature saves the user valuable time on the job and reduces the frustration that results from trying to assemble small plastic parts or fussing with messy adhesive Velcro™ strips.

Contour Frame Design (HF350)

The 3M Contour Circular Polarizing Filter with contour frame design combines a contour (wrap around) frame with the circular polarizing feature to provide the highest contrast enhancement in computer filters. The result is a clear and sharp computer image that is easy to read and easy on the eyes.

Anti-Radiation (HF300/350)

3M Circular Polarizing Filters have a conductive coating. When properly grounded (a simple one-step installation), this coating reduces the buildup of static electricity and dust on the filter surface. This feature reduces the amount of time that workers spend on cleaning their computer screens.

This conductive coating also blocks up to 99.9% of ELF/VLF E-field radiation. This feature can reduce workers concern, thus allowing them to concentrate on their work.

Circular Polarization (HF300/350)

3M Circular Polarizing Computer Filters absorb ambient light from overhead lighting and sunlight reflecting off your computer screen. Only the light produced by your computer monitor passes through to you. These filters provide the highest contrast enhancement available in computer filters.

In effect, 3M Circular Polarized (HF) Filters offer superior performance because they reduce the total glare: both first surface glare *and* second (CRT) surface glare by 99%.

Easy Clean (HF300/350)

The unique Easy Clean coating found on all 3M Computer Filters (except BF models) allows filters to be cleaned with just water and a tissue. No special cleaners are required.

3M Circular Polarizing Filters Product Listing

Model Type	Model #	Size	Monitor Size	UPC No.*	Stock No.*
Anti-Glare/Radiation (Model HF300)	HF300L	Large	13"-15"	51138-53792-0	98-0440-0183-6
	HF300XL	X-Large	16"-18"	51138-53793-7	98-0440-0184-4
	HF300XXL	XX-Large	19"-21"	51138-53794-4	98-0440-0185-1
Anti-Glare/Radiation (Model HF350)	HF350L	Large	13"-15"	51138-53785-2	98-0440-0186-9
	HF350XL	X-Large	16"-18"	51138-53786-9	98-0440-0187-7
	HF350XXL	XX-Large	19"-21"	51138-53787-6	98-0440-0188-5

* All regions except Europe and Japan.

3M COMPUTER FILTERS

Chapter

8

Competitor Comparisons

The following table quickly depicts the product features offered by the various computer filter manufacturers.

Company	Basic/Low End Line	Privacy* w/o Blur	Easy Clean Coating	Ergonomic Focus	Assembly-Free Non-Contour	Free Precise Mousing Surface**	Circular Polarizing Filter
OCLI	✓						
Fellowes	✓			✓			
ACCO							
Polaroid						✓	✓
3M	✓	✓	✓	✓	✓	✓	✓

* 8 out of 10 end users prefer 3M microlouver vs. blur filters.

** Free Precise Mousing Surface with all models (except BF). (North American program only)

Competitor Product Comparison Chart

With the following table you can answer customer questions and match the product of a competing company with a comparable, higher-quality 3M Computer Filter product.

3M Model	Fellowes	ACCO	Polaroid	OCLI
BF10L			CP60 617126/616759 (1)	Glare Defender
BF10XL				
BF20L			CP60SC (1)	Standard 500 OC1/OC4
BF20XL				
AF100S	91887/92887	55341/5539355322/55331		
AF100L	91889/92889	55371/55394/55385/55390	CP60 616760 (1)	
AF100XL	91882/92882			
AF100XXL	91883/92883			
AF200S	91897/92897	55222/55241/55231/55293	617127/616761	
			CP80618686/CP90615328	Maximum OC1/OC4
AF200L	91899/92899	55271/55285/55290/55294	616762	Standard 500 OC5
				Maximum OC5
AF200XL	91892/92892			Standard 500 OC7
				Maximum OC7
AF200XXL	91893/92893			Standard 500 OC9
				Maximum OC9
PF400S	93897 (3)	55291 (3)		
PF400L	93899 (3)	55292 (3)		
PF400XL				
PF500S		55391		
PF500L		55392		
PF500XL				
AF150S	95887		Silhouette Frame	
AF150L	95889	55396	Silhouette Frame	
AF150XL	95882	55397		
AF150XXL	95883	55398	Silhouette Frame	

COMPETITOR PRODUCT COMPARISON CHART (CONTINUED)

3M Model	Fellowes	ACCO	Polaroid	OCLI
AF250S	95897		CP75 (4)	Optima 1500, 1700, Maximum Plus 12-13
AF250L	95899	55296	CP75 (4)	Optima 1500, 1700, Maximum Plus 14-15
AF250XL	95892	55297	CP75 (4)	Optima 1500, 1700, Maximum Plus 16-19
AF250XXL	95893	55298		Optima 1500, 1700, Maximum Plus 19-21
HF300L			CP90 615327 (2)	
HF300XL			CP90 615327 (2)	
HF300XXL			CP90 615327 (2)	
HF350L				
HF350XL				
HF350XXL				
PF450S				
PF450L				
PF450XL				
PF50	94830 (3)			

Notes:

1. CP60 & CP60SC are made of inexpensive, low performance plastic.
2. CP90 is plastic on the back side.
3. Blur technology vs. 3M microlouver technology.
4. CP75 is plastic on front side and is a low performance contour filter.

Competitor Analysis Summary

Five companies retain the major portion of market share for sales of computer filters. The table below provides a summary overview of the relative marketing strengths and weaknesses of each company.

Company	Driving Force	Strengths	Weaknesses
OCLI	Technology (aging)	•Vertically integrated (AR)	•Distribution •Marketing •Me-too product line •Lack of product synergy
Fellowes	Market type	•Distribution •Marketing focus •Market presence	•Me-too product line •Low-tech products •Not vertically integrated (AR)
ACCO	Market type	•Distribution •Market Presence	•Me-too product line •Low-tech products •Not vertically integrated (AR)
Polaroid	Technology	•Circular polarizer	•Lack of product synergy •Not vertically integrated (AR)
3M	Technology Market type	•Market presence •Microlouver technology •Distribution •Marketing focus •Strong product synergy •Enhanced circular polarizing technology	•Not vertically integrated (AR)

3M Computer Filters Features Checklist

	STANDARD		PROFESSIONAL				EXECUTIVE			POLARIZING	
Feature	BF10	BF20	AF100	AF200	AF400	PF500	AF150	AF250	PF450	HF300	HF350
Glare Reduction	90%	90%	95%	95%	95%	95%	99%	99%	99%	99%/ 99%*	99%/ 99%*
Radiation Reduction		99.9%		99.9%	99.9%			99.9%	99.9%	99.9%	99.9%
Anti-Static		✓		✓	✓	✓		✓	✓	✓	✓
Privacy					✓	✓			✓		
Circular Polarizing										✓	✓
Flat Frame	✓	✓	✓	✓	✓	✓				✓	
Contour Frame							✓	✓	✓		✓
AOA Approved			✓	✓			✓	✓		✓	✓
Free Precise Mousing Surface (N. A. Offer)			✓	✓	✓	✓	✓	✓	✓	✓	✓
Lifetime Warranty			✓	✓	✓	✓	✓	✓	✓	✓	✓
One Year Warranty	✓	✓									

* HF Filters reduce up to 20 times the amount of total glare due to the suppression of secondary CRT (cathode ray tube) reflections.

TIPS ON SELLING 3M COMPUTER FILTERS



Understand your customer's concerns.

As with most sales situations, asking targeted questions can be your best approach. You can use the Interview Guide (next page) to assist you in asking your customer a few simple questions and providing them with the 3M Computer Filter that meets their needs.

Here are three sample questions to consider, each of which identify a different product benefit area on which to focus.

Q: Are you concerned about confidential information on your computer screen being viewed by others? (Remember, all 3M Privacy (PF) Filters offer anti-glare, anti-static, Easy Clean surface and assembly-free features.)

A: If the answer is yes, focus on the 3M Privacy Filters (models PF400, PF500, and PF450).



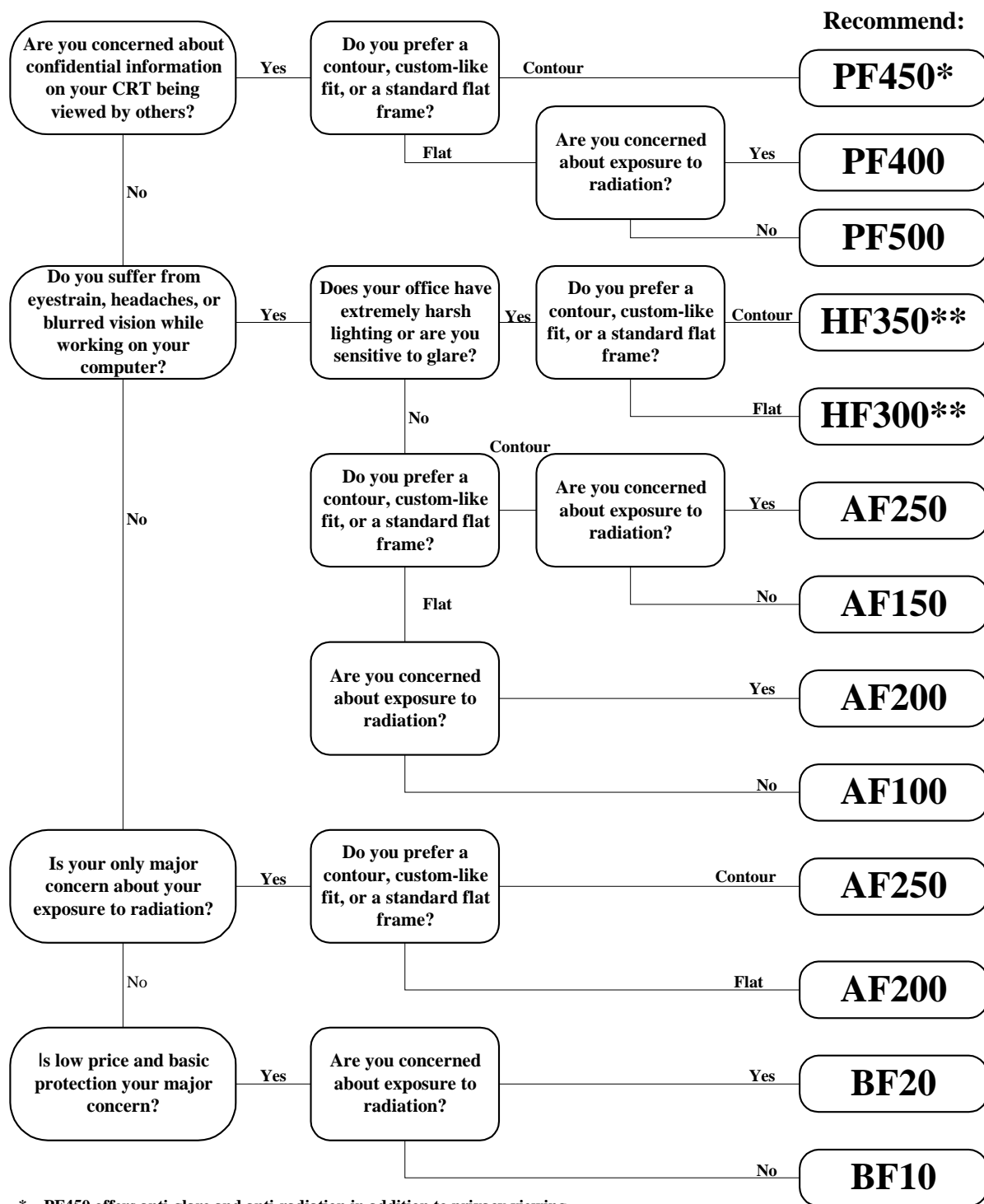
Q: How much time do you spend at your terminal each day? Do you have concerns about eyestrain and comfort?

A: Usually people who spend 2 or more hours a day working on their computer have complaints about eyestrain. For people with glare sensitive eyes or in extremely harsh lighting conditions, 3M Circular Polarizing Filters offer the greatest glare reduction (models HF300 and HF350). 3M Executive Filters (AF150/250), Professional Filters (AF100/200), or Standard Filters (BF10/20) are also options.

Q: Do you have any special health concerns that relate to your computer use and exposure to radiation?

A: If the answer is yes, recommend a 3M Filter that offers the anti-radiation feature. All 3M models with this feature reduce maximum levels (up to 99.9%) of ELF/VLF radiation. (BF20, AF200, PF400, AF250, AF450, HF300, HF350)

3M Computer Filters Interview Guide



* PF450 offers anti-glare and anti-radiation in addition to privacy viewing.

** HF300/350 offers anti-radiation in addition to the "ultimate" in anti-glare.

Test Your Understanding

Here are three typical customer profiles. Each one has different needs and preferences. Read each customer profile then refer to the 3M Computer Filter Sales Interview Guide. Answer all of the questions based on each customer profile and see if you can recommend the best filter for each customer. (The answers are provided on the following page.)

Customer 1:

Ann Martin is an executive secretary and works with confidential financial information throughout the day. Because she personally receives her supervisor's visitors and answers questions from other employees, many people enter Ann's office and stand around her desk. Ann has a later model computer system with a state-of-the-art flat screen monitor. Ann has read some things about possible radiation hazards from computer displays and, since she and her husband are considering starting a family, she sometimes wonders if she can be affected.

You would recommend 3M Computer Filter Model

_____.

Customer 2:

Dominic Manuel is a small business consultant who usually works alone in a small office. He rarely uses his computer, usually to write an occasional memo. Dominic is 32 years old and doesn't wear glasses. He doesn't have any serious concerns about radiation. Dominic just wants to reduce the annoying glare from the one window in his office and doesn't want to spend any more money than he has to.

You would recommend 3M Computer Filter Model

_____.

Customer 3:

Lori Peterson handles phone orders for a small office supply firm. She uses her computer system all day long to enter customer orders. By mid-afternoon, Lori begins to suffer severe headaches from the eyestrain. The overhead fluorescent lighting in her office and the bright sunshine entering through the windows on two sides of the room makes viewing on her computer display very difficult. To make matters worse, her computer display is one of the earlier curved tube designs with a curved front panel on the face of the display. Lori has heard of possible radiation effects from computer displays but thinks that the situation is overblown.

You would recommend 3M Computer Filter Model _____.

Test Your Understanding – Answer Key

Customer 1:

Recommend a PF400 Computer Filter to Ann Martin because she works with confidential information and is frequently interrupted in her work, has a flat screen computer display, and is concerned about the possible effects of computer display radiation.

Customer 2:

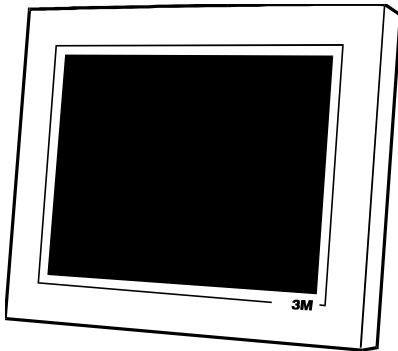
Recommend a BF10 or AF100 Computer Filter to Dominic because he does not suffer from eyestrain from his occasional computer usage, is not concerned about radiation hazards, and does not want to spend more money than is necessary to solve a basic glare problem.

Customer 3:

Recommend a HF350 Computer Filter to Lori because she does not work with confidential information, suffers from eyestrain, works in harsh lighting conditions, and has a computer display with a curved screen.

Overcome Price Objections.

By selling features and benefits (see above), you can help overcome any potential price objections. The key is to identify whether customers are concerned most about comfort, health, productivity or privacy.



Focus on whether they would most like to reduce eyestrain, potential health hazards or prying eyes, or a combination of these. Then direct them to the 3M Computer Filter models that best address their concerns.

Lead with your strongest case.

When doing product demos, always begin by demonstrating the 3M filters that have the privacy protection feature. This allows you to introduce a new option (privacy protection). It also allows you to present other standard features in one presentation, such as anti-glare and anti-radiation features.

Target your efforts.

A company manager or executive will have different concerns from an administrative employee or worker in a home office situation. Here are some different approaches that use the new privacy feature as a lead in to target specific audiences and concerns:

- Call on the CEO or executive secretary. The privacy filter is perfect for executive secretaries. Call and explain the privacy feature to get their attention.
- Once an executive secretary is sold on the benefits of the filter, have him/her help you spread the news to other secretaries and administrative workers in the company.

- Other company areas to target based on privacy concerns are Human Resources/Personnel, Payroll, Finance/Accounting, Business Planning, Government Contracts, Research and Development, and anywhere in which confidential correspondence would require protection.

Promotional ideas

- *Seminars and Workshops.* Hold or sponsor productivity seminars that address comfort and workspace issues. Highlight the importance of computer filters and highlight the 3M Privacy Plus Filter as an effective productivity tool.
- *Bill Stuffers and Mailers.* Develop a bill stuffer or brochure to include with customer shipments of computer monitors or other computer related items.
- *Incentive Demos.* Suggest that distributors purchase a demo sample for each sales rep. Have sales reps carry their sample with them on all calls to use in demonstrations. One 3M distributor who has already done this had his sales reps pay for the sample creating a win-win situation that directly led to increased sales.
- *Free Trials.* Bring a filter to a prospect, drop it off for a limited period and return later to pick it up. Use the opportunity to demonstrate the benefits of the filter, as well as to increase your ability to close the sale.

BACKGROUND ON COMPUTER-RELATED CONCERNS

Chapter 10

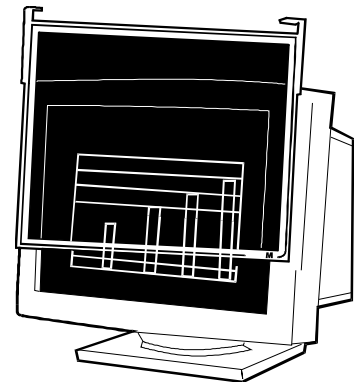
The Effects of Glare

Remember, we said that many workers spend several hours a week at a desk working on a computer. But more than two hours a day at a computer can result in headaches, eyestrain, sore back, fatigue, or pain in hands or wrists.

These conditions can be caused by two, often inter-related, factors — poor posture, and glare. A properly designed workstation can minimize these conditions and make you more comfortable and productive.

This section contains information that can help. It discusses glare and posture, and how the two can contribute to many forms of worker fatigue. When customers understand the factors discussed here, they'll have a better basis for evaluating how a computer filter can benefit them.

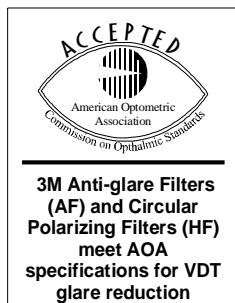
Glare is a common cause of eyestrain among computer users. It is caused directly from light shining in your eyes or indirectly from reflections on your monitor. Glare also can cause you to sit in



awkward postures in order to see the screen, causing discomfort and reducing productivity.

To minimize direct glare from lighting or sunlight, try repositioning either the monitor or the glaring light. Indirect glare, or reflections, can be controlled by relocating the monitor, reducing the lighting level and using special diffusers on overhead lights to limit the spread of light. One of the easiest and most efficient ways to reduce eyestrain and indirect glare is with an anti-glare filter. 3M offers high-quality anti-glare filters that meet and exceed industry standards for glare reduction.

Another cause of eye complaints is not wearing the right eye wear. The demands of working with a computer monitor every day can make the need for corrective lenses apparent sooner. Many people should be wearing glasses or contacts. Others have corrective lenses that are out of date.



The American Optometric Association recommends that eyes be examined once a year. If corrective lenses are needed, tell the eye doctor you are working at a computer. It could make a difference in the prescription. For example, reading glasses are made to help you see at a distance of 10-12 inches (25-30 cm), but the recommended distance for viewing a computer monitor is a minimum of 20 inches (50 cm). So, if you work at a computer all day, you may want to have your glasses adjusted for this. Talk to your eye doctor.

The same is true of bifocals and trifocals. The focal distance should be in that minimum 20 inch (50 cm) range to reduce eyestrain. Also, bifocal users should ask about using a single lens so there's no need to constantly bob the head up and down to look at the screen and a document. Contact lens wearers can have the additional aggravation of eye dryness; blinking can alleviate this problem.