Throw convention out of your window
Throw convention out of your window with Vikuiti™ multimedia digital window displays.

Now you can transform any window or glass partition into a digital display screen simply by applying Vikuiti™ Rear Projection Film and installing a 3M™ Projector. Ideal for dynamic advertising and promotional messaging, your digital window display will become the centre of attraction in any high street or shopping mall.

With changeable messages and content that can be remotely controlled using 3M™ Digital Signage software, displays can be projected in practically any shape or size. Lightweight rigid Vikuiti Rear Projection Screens are also available for free-standing or suspended installations.

More affordable than plasma monitors. Brighter, sharper than conventional screens. And available in any shape or size.

Vikuiti digital window displays. Maximum visual impact from every angle.
Vikuiti™ rear projection displays will widen your audience in more ways than one...

1. Wider viewing angles, wider audiences
   The unique screen construction of Vikuiti technology allows extremely wide viewing angles.

2. Higher contrast and colour, higher viewing figures
   Vikuiti technology continues to perform when others start to fail – especially in bright daylight.

3. Different shapes, making a difference
   ...
- Wide viewing angle
- Performs exceptionally well even in high ambient lighting or bright daylight conditions
- True colour reproduction from any angle
- Cut to any shape and size
- Lightweight and easy to install
- Can be applied to rigid clear acrylic panels to create easily-portable displays

When does a shop window become a dynamic, multimedia branding and promotional tool?
The moment it’s been applied with Vikuiti Rear Projection Film. Used in standard rectangular 4:3 and 16:9 formats, or cut into creative shapes, Vikuiti Rear Projection Film can be mixed with other self-adhesive text or graphics to create even greater impact.

Above and right:
Courtesy of 3M customer iMagic, Madrid, Spain
Lightweight rigid acrylic panels
- Slim, elegant 5mm profile
- 4:3 and 16:9 formats
- Sizes from 1.5m (60") to 2.4m (95") diagonal
- Can be cut to any custom shape
- Available with or without sound playback facility
- Ideal for suspended and free-standing installations

Wide viewing angles
Vikuiti™ rear projection displays maintain incredible legibility across a wide range of viewing angles.

Custom shapes
make Vikuiti Rear Projection Screens the clear choice for eye-catching presentations, whilst the high clarity and definition of Vikuiti technology provide non-stop, round-the-clock performance - even in bright conditions.

Courtesy of 3M customer iMagic, Madrid, Spain
**Lloyds TSB Bank, UK**
As part of a nationwide branch rebranding, Lloyds TSB chose to incorporate digital signage into their new branch design to maximise the impact of brand and promotional messages. 65" pieces of Vikuiti™ Rear Projection Film applied to exterior windows enable the impactful communication of messages direct to passers-by. 3M™ Digital Signage software ensures that Lloyds TSB can rapidly change messages across the whole network at a click of a button.

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**Madrid Barajas Airport, Spain**
New Terminal 4 at Barajas International Airport features a number of 95" Vikuiti™ Rear Projection Screens and Window films displaying advertising content. 3M’s Vikuiti technology ensures wide 180 degree viewing angles and strong high colour images in this bright environment, maximising the impact of the promotional messages.

*Courtesy of 3M customer iMagic, Madrid, Spain*

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**SAS Masters Golf Tournament, Norway**
Norwegian technology integrator, Gobex, chose Vikuiti™ rear projection screens for its internet-based GolfScore system used by Oslo Golf Club to host the SAS Masters, one of the competitions of the Ladies European Tour. Three 60" Vikuiti rear projection screens were used to display the scores during the tournament, including the main digital leaderboard at the clubhouse.

Gobex needed a display capable of producing bright and crisp images under challenging conditions, including long viewing distances, wide viewing angles, and high ambient light levels. The Vikuiti screens also provide an integrated anti-glare surface, which has proved absolutely essential for the success of the GolfScore system.
Vikuiti™ rear projection displays: typical applications

Use the power of brighter, sharper rear projection technology for:

■ Digital dynamic advertising and signage in retail and public information environments
■ Large displays – exhibitions and events
■ Corporate spaces – receptions and boardrooms
■ Control rooms and operation centres
■ Training and learning

Other display-related 3M products and technologies

Looking for further ways to enhance your image, presentation or sales promotion?

3MTM Digital Signage

The powerful, dynamic and effective way to reach your audience:
■ 3MTM Solo Edition Software
■ 3MTM Network Edition 3 Software
■ 3MTM Enterprise Solutions

www.3m.com/digitalsignage

3MTM Visual Systems

For optimum brightness and clarity:
■ 3MTM Digital Projectors

www.3m.com/uk/meetings

3MTM MicroTouch™ Touch Screen Solutions

Drive your presentation with:
■ MicroTouch Touch Monitors

www.3m.com/uk/touch

Scotchprint® Graphics

Add further creativity and audience appeal with:
■ 3MTM Window Graphics
■ 3MTM Wall Graphics
■ 3MTM Floor Graphics

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