

Privacy ×2



**Protect your privacy
on the go.**

For a limited time, buy a 3M™ Privacy Filter for your laptop, and receive a **FREE** 3M™ Mobile Privacy Film* for your cell phone or mobile device – a \$12.95 value!

For offer details and online retailers, visit:

www.3MPrivacyBonus.com

*Offer good on select laptop filter sizes through August 31, 2010, or while supplies last. See website for full offer details.

© 3M 2010

Top Security

High-tech filters that protect computer screens from unwanted eyes are the newest form of safety in business travel.



With 3M Gold Privacy Filters, screen data is clearly visible to the viewer, not to passersby.

Business travel isn't what it used to be. While companies are sending employees back on the road in increasing numbers following the recessionary layover of the past two years, they're looking hard at charges for airfares and hotel amenities and relying on workers to manage travel arrangements themselves.

As luck would have it, technology is helping business travelers become more mobile and efficient. They are booking plane and hotel reservations from their laptops or cellphones, checking in from automated kiosks, and—when not meeting clients face-to-face—holding virtual meetings by video conferencing from airports and hotel rooms.

The downside to all this is increased exposure to data and identity theft from hackers, foreign agents, or competitors traveling to the same conference or trade show. According to the Identity Theft Resource

Center, U.S. companies reported security breaches involving more than 132 million business records in 2009.

Protecting Data in Public Places

Technology is helping out once again, this time in the form of new traveler security devices, including improved privacy filters for protecting data in public places. Example: the 3M Gold Privacy Filter, an advanced privacy shield for laptop screens and mobile devices recently introduced by 3M Company. Simple to attach and remove, the filter's high-gloss surface increases clarity for

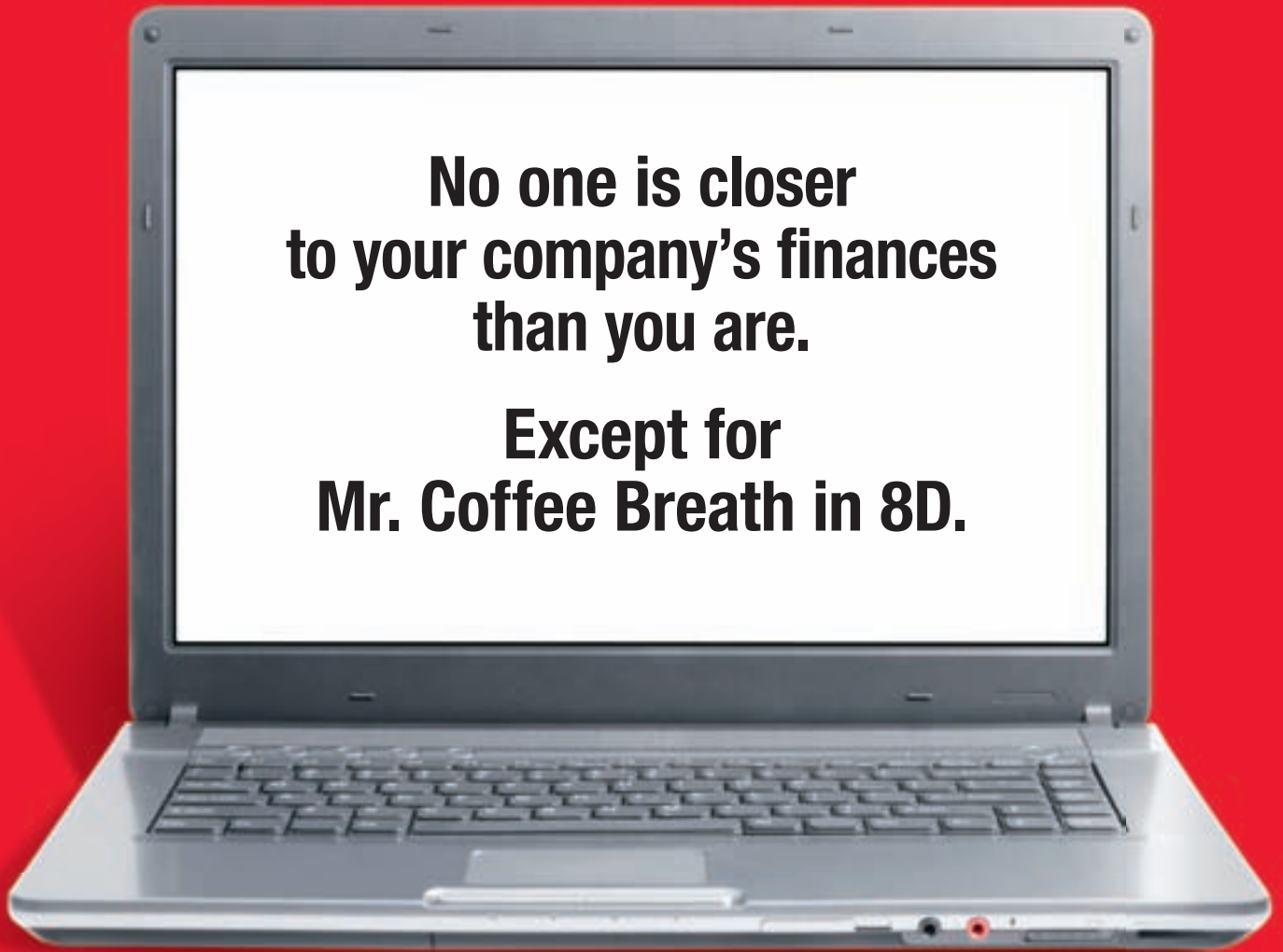
the reader while defending data from unauthorized eyes. Compared to standard blackout filters, the new 3M model provides greater privacy and brighter, sharper text.

The best defense against data theft, of course, remains a heightened awareness on the part of business travelers. It's likely to become as standard a carry-on as the garment bag or laptop. ●

The best defense against data theft remains a heightened awareness on the part of business travelers.

**No one is closer
to your company's finances
than you are.**

**Except for
Mr. Coffee Breath in 8D.**



3M™ Privacy Filters



Prevent fellow travelers from breathing down your neck with a 3M Privacy Filter. It gives you a crisp, clear view of your laptop monitor while protecting sensitive information from curious bystanders and other less savory characters. So place one on your screen today. Because it's far easier to go about your business when others are busy minding their own.

3M is your solution for privacy on every screen. For more information on 3M Privacy Computer Filters and 3M Mobile Privacy Films, visit www.3MPrivacyFilter.com/Business or call 800-553-9215.

© 3M 2010

