

Product News

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3M Scotchlite Reflective Material

Products with the Scotchlite trademark feature 3M™ Scotchlite™ Reflective Material. This material consists of thousands of lenses bonded to a durable cloth backing. These tiny lenses reflect light entering either directly or at angles, so your child will be visible while still quite a distance from any light source.

Early on at L.L.Kids, we decided to give children an extra margin of visibility by stitching these reflective patches to our outerwear, book packs and other selected gear.

At bus stops in the morning, walking or riding their bikes around dusk and at other times, kids are not always easily seen. These fabric patches bounce light back to its source like thousands of tiny reflectors, making kids more visible.

◆ Try it: www.3M.com/scotchlite
www.llbean.com

Children should be seen ...

Increase kids' visibility

Nobody's developed family radar to track active children when daylight is waxing or waning, or on those foggy, misty mornings at the school bus stop. So, the next best option is to make them

makes it easier for drivers to see children before daylight and after dusk, as well as in many low-light conditions," said Betsy Kelly, vice president in charge of L.L.Kids.

The Scotchlite reflective

research showed that "the two most important things you can do is to make kids more visible in low light and make them easier to identify," according to Kelly.

The Scotchlite reflective

Racing great selects 3M technology

Sleek and swift. Efficient and easy to handle. Sounds like the description of a winning race car. But those terms also can be used to describe the 3M™ Digital Wall Display — a new system that helps users make more effective presentations and conduct videoconferences with the push of a button.

When people at TAG McLaren — a company synonymous with auto racing — saw a virtual demo of the 3M digital wall display, they were intrigued and wanted to learn more. So one of the directors of the United Kingdom-based firm contacted 3M United Kingdom.

Peter Barker, development manager, Visual Systems Division, Digital Projection and Displays European channel, 3M United Kingdom, said he and his colleagues conducted a live demonstration of the system and were awarded with an order for the top-of-the-line 3M™ Digital Wall Display 7340.

"One of the main reasons for their buying it was that it's free from cables and clutter. And the software allows them to zoom in on an imported technical drawing, which they then can write on and highlight as a group, and distribute the changes later," said Barker.

The TAG McLaren



won the Indianapolis 500 three times.

By year-end, TAG McLaren will move to a new technology center. In addition to the McLaren International complement of 325 designers, engineers and skilled staff, the development and manufacture of the

new Mercedes-Benz

SLR will take place at the center. The new super sports car will

be available next year.

According to Barker, there's potential for multiple 3M digital wall displays to be installed in the new technology center. And with the nature of McLaren's business, there's interaction with many companies — and the possibility of additional business.

As an example, Barker said that DaimlerChrysler already has participated in meetings at TAG McLaren during which the 3M digital wall display was used, and the reaction from all in the meeting was very positive.

To view the 3M digital wall display demo, visit the Web site.

◆ Try it: www.mmm.com/walldisplay