



Formula One technology greats pair with great 3M technology

Aug. 19 – Seeing a virtual demo of the 3M™ Wall Display, racing greats TAG McLaren Group approached 3M about purchasing a unit.

According to Peter C. Barker, the development manager for Visual System Division's Digital Projection and Displays European channel, one of the company's directors contacted 3M United Kingdom directly regarding the Wall Display. On Tuesday, July 23, 3M UK demonstrated the real thing and walked out with an order for the top-of-the-line 7340. Thames Valley Visuals, a 3M dealer, installed it Saturday, July 27.

"I wish they were all like that," said Barker about the ease of the sale.

Since 1966, McLaren International teams have raced in 538 Grand Prix Formula One races and won in 135, or 25 percent. One of the most successful teams in the history of Formula One, the McLaren team has won 11 Drivers' World Championships and 8 Constructors' titles. McLaren cars have won the Indianapolis 500 three times. McLaren International is part of The TAG McLaren Group, which comprises seven companies that support racing, technology and services related to high performance cars.

"The two main reasons for them buying the Wall Display were, it's free from cables and clutter and the software let's you zoom in on an imported technical drawing they can write and highlight over it as a group, and then distribute the changes later," explains Barker.

By the end of the year, the Woking, England company will move to a new technology center called Paragon. In addition to the McLaren International complement of 325 designers, engineers and skilled staff, the development and manufacture of the new Mercedes-Benz SLR McLaren will be housed in the new center. The new super sports car will be available in 2003.

The opportunities for multiple unit sales to be installed in the new technology center are favorable. In fact, Barker relates that DaimlerChrysler has already visited McLaren since the

Wall Display was installed and used. "The reaction from all in the meeting was very positive," reports Barker. "Due to the type of company, we hope to receive many referrals."

Wall Display virtual demo was key

Until the McLaren director saw the virtual demo, Barker says that 3M UK had been rebuffed in previous attempts to meet with McLaren.

While the one-button operation makes the Wall Display simple to operate, chief manufacturing engineer Mike Strubel calls it the most sophisticated product that VSD offers. Challenging to cart around and demonstrate its full capacity, sales efforts are enhanced with marketing tools like the virtual demo that help explain and sell the Wall Display.

Wall Display explained in new CDs

In addition to the demo available on the 3M.com website (www.mmm.com/walldisplay), Visual Systems Division product marketer Gabe Wiebenga announced recently that three new CDs have been released. "Look professional!," which is available for general distribution, is an interactive video that explains the features of the Wall Display. The second CD, "How to Use your 3M™ Wall Display," is also an interactive video for those who have to learn how to operate the unit. The third title, "How to Sell the 3M™ Wall Display" is being distributed directly to the VSD sales and distribution channels.

The first two CDs are available by contacting Wiebenga at 984-1021 or by going to www.3M.com/meetings.

EDITORS NOTE: Displayed on the Wall Display in the picture accompanying this story is a video of the 2002 Mobil 1 French Grand Prix recorded on Sunday, July 21 when McLaren came in second and third. For details about McLaren, go to www.mclaren.com. For information on the Paragon Centre, go to www.mclaren-paragon.com.



3M™ Wall Display demonstration to TAG McLaren Group. On the display is a video of the 21 July 2002 French Grand Prix in which McLaren placed 2nd and 3rd.



A McLaren car and driver in the French Grand Prix 2002.



Artist rendition of the Paragon Centre when complete at the end of 2002.