

3M News

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3M Unveils Flat, Foldable HDMI Cable for the Consumer Market at CES 2012

– Award-winning technology features a flat foldable design and includes Command Brand Organizational Tools also from 3M –

LAS VEGAS, Consumer Electronics Show 2012 – Jan. 10, 2012 – 3M today unveiled a flat, foldable HDMI cable for the consumer market at the 2012 Consumer Electronics Show in Las Vegas. The 3M High Speed with Ethernet Cable for HDMI features a variety of 3M technologies, including award-winning cable technology, Command Brand clips for damage-free cable management, and colored rings for easy cable identification.

3M technology and innovation is a key component in many of today's televisions and displays, including films that improve brightness and viewing angles while reducing power consumption. The HDMI cable from 3M is based on the company's award-winning Twin Axial Cable technology, which is used to transmit high-speed data and information in enterprise servers and super computers capable of speeds up to 25 Gbps and beyond.

Additionally, the cable has several unique qualities that separate it from competitors:

- **3M Innovation.** Traditional round audio and visual cables cannot easily turn and bend, making it difficult to use in low-profile mounted applications – like for a mounted television – or to hide the cable in highly visible areas. The thin design of the HDMI cable and our unique manufacturing process allows the cable to easily fold and make sharp turns without sacrificing the performance of the cable or the picture quality.
- **Damage-Free Cable Management.** Each flat HDMI cable from 3M includes Command Brand adhesive clips to make cable management for your entertainment center more manageable. Command Products hold on strongly, yet remove cleanly allowing you to organize your cables without damaging your walls.
- **Be Cable Smart.** The cable also comes with multiple colored rings to easily identify which cable goes to a specific component. No more accidental unpluggings!

High Speed with Ethernet Cable for HDMI from 3M will be available in U.S. markets beginning in the first half of 2012, with lengths up to 13 feet (4 meters). To learn more about this innovative cable, visit www.3M.com/hdmi, or visit the following booth locations at CES 2012 in the Las Vegas Convention Center, January 10-13, 2012:

- **HDMI TechZone:** LVCC South Hall Ground Level, #20636C

- **3M Corporate:** LVCC South Hall Upper Level, #35806

About 3M Company

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries.

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