

What does ATM cards have to do with window film?

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3M Innovates once again by applying the nanotechnology used in our 3M Prestige window film to the bank card industry.

For years banks have strived to up the image of using their "plastic" through the use of precious metal names and colors, visible microchips and even flexible translucent cards. But what about a clear card? A clear card would present a major problem at the ATM. The LED lights used by ATM machines to sense the presence of a card do not work with clear plastic. The light passes right through.

Enter 3M Innovation. By applying the infrared reflecting nanotechnology of 3M's transparent Vikuiti film, a perfectly clear card will reflect the necessary LED infrared light and enable the presence of the card to be read by ATM machines. This is the same infrared technology found in our transparent Prestige window film, a very high performance, non-metallic and non-reflecting window film available for your home today. Clearly Superior.

Read about the new ATM card in the Memphis Business Journal.