



3M™ Privacy Filter Selector

Choose the filter that meets your laptop or desktop monitor display specification



Laptop Filters

Filter Model	Screen Size Diagonal (inches)	3M Stock Number	Item Description	Aspect Ratio	Resolution Pixels	Screen Size (mm) Diagonal W x H	
Black Privacy Filters							
PF8.9W9	8.90	98044049231	Netbook Privacy Filter - Frameless (Widescreen)	16:9	1024 x 600	226	195 x 114
PF10.1W9	10.10	98044049223	Netbook Privacy Filter - Frameless (Widescreen)	16:9	1024 x 600	256	221 x 130
PF11.6W9	11.59	98044050510	Netbook Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	294	257 x 145
PF12.1	12.18	98044006561	Laptop Privacy Filter - Frameless	4:3	1024 x 768	309	247 x 186
PF12.1W	12.13	98044043648	Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	308	261 x 163
PF12.5W9	12.53	98044052144	Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	318	277 x 156
PF13.3	13.29	98044006553	Laptop Privacy Filter - Frameless	4:3	1024 x 768	338	270 x 203
PF13.3W	13.31	98044045981	Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	338	287 x 179
PF13.3W9	13.28	98044050528	Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	337	294 x 166
PF14.0W9	14.00	98044049256	Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	356	310 x 175
PF14.1	14.06	98044006546	Laptop Privacy Filter - Frameless	4:3	1024 x 768	357	286 x 214
PF14.1W	14.11	98044043655	Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	358	304 x 190
PF15.0	14.97	98044009243	Laptop/Desktop Monitor Privacy Filter - Frameless	4:3	1024 x 768	380	304 x 228
PF15.4W	15.43	98044042608	Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	392	332 x 208
PF15.6W9	15.57	98044049264	Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	396	345 x 194
PF16.0W9	16.03	98044051237	Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	407	355 x 201
PF17.0W	17.08	98044043663	Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	434	368 x 230
PF17.3W9	17.29	98044049272	Laptop Privacy Filter - Frameless (Widescreen)	16:9	1920 x 1080	439	383 x 215



Black Privacy Filters for MacBook® Air and MacBook® Pro

PFMA11	11.65	98044053597	Laptop Privacy Filter - 11" MacBook® Air	16:9	1366 x 768	296	258 x 145
PFMA13	13.30	98044053621	Laptop Privacy Filter - 13" MacBook® Air	16:9	1440 x 900	338	287 x 179
PFMP13	15.10	98044051690	Laptop Privacy Filter - 13" MacBook® Pro	16:10	1280 x 800	383	319 x 213
PFMP15	16.89	98044051708	Laptop Privacy Filter - 15" MacBook® Pro	16:10	1440 x 900	429	359 x 236
PFMP17	18.21	98044051724	Laptop Privacy Filter - 17" MacBook® Pro	16:10	1920 x 1200	462	387 x 253

Gold Privacy Filters

GPF8.9W9	8.90	98044049702	Gold Netbook Privacy Filter - Frameless (Widescreen)	16:9	1024 x 600	226	195 x 114
GPF10.1W9	11.59	98044049710	Gold Netbook Privacy Filter - Frameless (Widescreen)	16:9	1024 x 600	256	221 x 130
GPF11.6W9	12.13	98044050585	Gold Netbook Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	294	257 x 145
GPF12.1W	12.13	98044049629	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	308	261 x 163
GPF12.5W9	12.53	98044052136	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	318	277 x 156
GPF13.3W	13.31	98044049637	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	338	287 x 179
GPF13.3W9	13.28	98044050577	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	337	294 x 166
GPF14.0W9	14.00	98044049645	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	356	310 x 175
GPF14.1W	14.11	98044049611	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	358	304 x 190
GPF15.4W	15.43	98044049603	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	392	332 x 208
GPF15.6W9	15.57	98044049595	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	396	345 x 194
GPF17.0W	17.08	98044049652	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:10	1280 x 800	434	368 x 230
GPF19.0W	18.95	98044050684	Gold Laptop Privacy Filter - Frameless (Widescreen)	16:10	1440 x 900	481	408 x 255

Gold Privacy Filters for MacBook® Air and MacBook® Pro

GPFMA11	11.65	98044053613	Gold Laptop Privacy Filter - 11" MacBook® Air	16:9	1366 x 768	296	258 x 145
GPFMA13	13.30	98044053605	Gold Laptop Privacy Filter - 13" MacBook® Air	16:9	1440 x 900	338	287 x 179
GPFMP13	15.10	98044051516	Gold Laptop Privacy Filter - 13" MacBook® Pro	16:10	1280 x 800	383	319 x 213
GPFMP15	16.89	98044052524	Gold Laptop Privacy Filter - 15" MacBook® Pro	16:10	1440 x 900	429	359 x 236
GPFMP17	18.21	98044052532	Gold Laptop Privacy Filter - 17" MacBook® Pro	16:10	1920 x 1200	462	387 x 253

Desktop Monitor Filters

Filter Model	Screen Size Diagonal (inches)	3M Stock Number	Item Description	Aspect Ratio	Resolution Pixels	Screen Size (mm) Diagonal W x H	
Black Privacy Filters							
PF15.0	14.97	98044009243	Laptop/Desktop Monitor Privacy Filter - Frameless	4:3	1024 x 768	380	304 x 228
PF17.0	18.09	98044011314	Desktop Monitor Privacy Filter - Frameless	5:4	1280 x 1024	433	338 x 271
PF18.1	18.54	98044011017	Desktop Monitor Privacy Filter - Frameless	5:4	1280 x 1024	460	359 x 287
PF18.5W9	18.54	98044049280	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:9	1366 x 768	471	410 x 231
PF19.0	19.01	98044042194	Desktop Monitor Privacy Filter - Frameless	5:4	1280 x 1024	483	377 x 302
PF19.0W	18.95	98044044836	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1440 x 900	481	408 x 255
PF20.0W9	20.03	98044050536	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:9	1600 x 900	509	443 x 250
PF20.1	20.15	98044044224	Desktop Monitor Privacy Filter - Frameless	4:3	1600 x 1200	512	409 x 307
PF20.1W	20.18	98044044844	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1680 x 1050	512	434 x 272
PF21.3	21.29	98044048027	Desktop Monitor Privacy Filter - Frameless	4:3	1600 x 1200	541	433 x 325
PF21.5W9	21.54	98044049298	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:9	1920 x 1080	547	477 x 268
PF21.6W	21.56	98044048019	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1680 x 1050	547	464 x 290
PF22.0W	22.02	98044045973	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1680 x 1050	559	474 x 297
PF23.0W9	23.03	98044050544	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:9	1920 x 1080	585	510 x 287
PF23.6W9	23.57	98044050551	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:9	1920 x 1080	599	522 x 294
PF24.0W	24.09	98044048076	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1920 x 1200	612	519 x 325
PF24.0W9	24.03	98044050569	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:9	1920 x 1080	610	532 x 299
PF26.0W	25.57	98044048084	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1920 x 1200	649	551 x 344
PF27.0W	27.04	98044048092	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1920 x 1200	687	582 x 364
PF27.0W9	27.03	98044051211	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:9	1920 x 1080	687	598 x 337
PF28.0W	27.57	98044048100	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	1920 x 1200	700	594 x 371
PF30.0W	29.74	98044048118	Desktop Monitor Privacy Filter - Frameless (Widescreen)	16:10	2560 x 1600	755	641 x 401

Black Privacy Filters for iMac® and Thunderbolt® Monitor

PFIM21	24.25	98044055295	Desktop Monitor Privacy Filter - 21.5" iMac®	16:9	1920 x 1080	616	527 x 319
PFIM27	29.75	98044051716	Desktop Monitor Privacy Filter - 27" iMac®	16:9	2560 x 1440	756	387 x 388
PFMT27	29.92	98044055287	Desktop Monitor Privacy Filter - 27" Thunderbolt® Monitor	16:9	2560 x 1440	760	649 x 396

Gold Privacy Filters

GPF17.0	17.06	98044050668	Gold Desktop Privacy Filter - Frameless	5:4	1280 x 1024	433	338 x 271
GPF19.0	19.01	98044050676	Gold Desktop Privacy Filter - Frameless	5:4	1280 x 1024	483	377 x 302

Hint

The screen size and resolution of your device is easily found via any search engine.

For further help selecting the correct size for your device visit

www.3m.co.uk/privacyfilterselector



Visual security

Selling Summary



Top 5 Visual Security Statistics

- 1 **80% chance** that you've already become a victim of others reading over your shoulder
- 2 **£1.9million** That's the average cost to businesses per incident of physical data theft
- 3 **96% of data breaches** in 2010 were avoidable
- 4 **52% of laptop users** in the UK are ignoring visual security issues
- 5 **67% of working professionals** surveyed in the US had worked with some type of sensitive data outside the office

Top 5 Vertical Targets

- 1 **Banking & Finance**
- 2 **Government / Public Sector / Health Care**
- 3 **Corporates**
- 4 **Legal**
- 5 **Education**

Hint 1: Try targeting these key job roles

- Chief Information Security Officers (CISO's)
- IT Security Management
- Directors involved with confidential information (HR, Legal, Finance etc)

Hint 2: Mention ISO 27001

ISO 27001 is the international standard for Information Security Management Systems. 3M Privacy Filters and Screen Protectors can contribute to an organisation's implementation of ISO 27001.

Working on-the-go



Business travel



Open-plan offices



Hot desking



Education



Top 5 Questions to ask

- 1 How would you measure the **cost and consequence** of a data breach?
- 2 **Which departments** within your organisation work with confidential commercial or customer data?
- 3 How do you currently **implement ISO27001** or a visual security policy to ensure on-screen data inside and out of the office is protected?
- 4 When your employees are working in locations that pose a **risk of physical data theft** how you ensure they are adequately protected?
- 5 **What security measures** do you currently engage to ensure protection of personal, confidential and commercial data?

More info? Need a sample to send to your customer?

For more help or information please speak with your 3M Account Manager.

Free end-user samples can also be arranged through your 3M Account Manager.