

Deliver comfort  
and protection.  
Preserve  
spectacular lake  
views.

*"I found myself avoiding the living room due to the heat, and I tried to cover up my furniture — including an antique secretariat and beautiful Persian rug — to protect them from fading."*

— Leela Rao

## 3M™ Sun Control Window Film Prestige Series

Private Residence — Minneapolis, Minnesota

### ► Project Scope

As the largest city in the "Land of 10,000 Lakes," Minneapolis has nearly two dozen lakes within its boundaries, giving some residents the opportunity to enjoy spectacular views of the water from their homes.

One such homeowner is Leela Rao, a Minneapolis bank executive whose 19th-floor condo overlooks the popular Lake Calhoun. Part of the city's "Chain of Lakes," this 400-acre body of water is surrounded by more than three miles of walking and biking paths, and it's a well-known destination for sailing, kayaking and swimming. With large windows in her south-facing condo, Leela's home has sweeping panoramic views of the lively activity around the lake.





► Situation

“I have towering windows and a set of patio doors in my living room that get direct sunlight during the morning and evening hours,” Leela said. “There are also patio doors in my master and guest bedrooms.”

While the window views were what originally drew her to purchase the condo, she quickly learned they were also an avenue for the sun’s intense heat and ultraviolet rays.

“I really didn’t want to install drapes that would block the views of the lake,” said Leela

► Solution

Leela decided to spend some time at home improvement stores, researching a remedy. “Nothing felt right,” she said. “Then I went online and learned that 3M might have a window film that could solve my problem.”

Leela reached out to a couple of friends who work at 3M to do some investigating, and they referred her to a colleague who explained that 3M™ Sun Control Window Film Prestige PR 70 could be a perfect solution.

Leela quickly agreed and scheduled the installation with a local dealer. “The whole project only took a couple of hours, and the changes were immediate and noticeable,” she said.

► Result

“Right after the installation, I sat in the chair next to the window that used to get so uncomfortably hot,” Leela said. “It was the middle of the day, and I could hardly feel any heat at all.”

Leela also appreciated the fact that the Prestige window film was virtually invisible: “I’ve been in homes with window film where you can tell that the film is on there, because they’re really reflective and dark. This Prestige window film is so subtle that you can’t even tell it’s on there.”

Case Study Summary

**Challenge:** Owner of a 19th floor condominium overlooking Lake Calhoun in Minneapolis faced challenges with significant heat gain and ultraviolet rays but didn’t want to block the sweeping lake views.

**Product Selection:** 3M™ Sun Control Window Film Prestige PR 70.

**Benefits:** Heat gain control, protection for furnishings, lower electricity bills.

Superior performance through 3M Science.

3M™ Prestige Series Films use non-metallized, multilayer optical film and nanotechnology to achieve what other films simply can’t:

- **Enhanced comfort and protection** — The spectrally selective films reject up to 97%\* of the sun’s heat-producing infrared light, helping keep interiors cooler, reducing the load on cooling systems and saving energy. By blocking 99.9% of UV rays, the films help protect furnishings from the harmful effects of the sun. And according to the Skin Cancer Foundation, window film is one of several recommended safeguards against UV damage.
- **Unsurpassed capabilities** — What sets Prestige Series Films apart is the precision with which light waves are controlled as they pass through or reflect off of hundreds of layers of film. Compared to other films, the Prestige Series Films increase their performance at a faster rate as the sun’s angle increases. That means greater protection and comfort when you need it the most. When the sun is working its hardest, so is 3M’s Prestige Series.
- **Enhanced views and aesthetics** — Films that reject heat tend to have high reflectivity. Not with Prestige Series Films. These films are optically clear and can offer reflectivity that’s in some cases lower than glass. That means the same visual clarity, inside and out.
- **No corrosion. No signal interference.** Being non-metallic, Prestige Series Films aren’t susceptible to corrosion in coastal environments. They also don’t interfere with electronic device signals.

“I love how my project turned out! It solved the heat issues in a dramatic way, and now I have peace of mind that my furnishings are protected from the harsh UV rays. I really have faith in 3M products.”

- Leela Rao



\*3M Prestige Series Films block energy across the entire IR range. The 97% rejection value is based on performance in the 900-1000 nanometers (nm) range.