3M Science. Applied to Life.™

Clearly a better way to bring light into museums.

"The window films have been terrific at reducing heat and UV, and there's still a wonderful view"

— Mrs. Newton



3M™ Sun Control Window Film Night Vision Series 15 and 3M™ Sun Control Window Film Prestige Series Exterior 40

Wayne Newton Museum — Las Vegas, Nevada

▸ Project Scope

Opened to the public in 2015, Casa de Shenandoah is legendary singer/entertainer Wayne Newton's 52-acre Las Vegas ranch. Inside this oasis-like Nevada estate is the Wayne Newton Museum showcasing antique cars, costumes and memorabilia from the life of Mr. Las Vegas, himself.

▸ Situation

The museum, which houses Mr. Newton's precious memorabilia, was positioned for visitors to best enjoy the stunning views of the estate—from lush landscapes, artesian ponds and waterfalls to exotic wildlife and even Arabian show horses.

What the Newton's hadn't counted on was the excessive glare and heat from the large, east-facing windows. "We wanted to protect the memorabilia and cars from ultraviolet rays [UV] and reduce the heat," says Mrs. Newton. "Window treatments would have made it impossible for people to enjoy the natural sunlight and the beauty of our ranch."

▸ Solution

A 3M™ Authorized Dealer recommended two 3M Window Films for the best combination of heat/glare reduction and UV protection: Night Vision 15 and Prestige Exterior 40.

▸ Result

Enhanced museum experience. People and property protected.

Even in the searing Nevada setting, the 3M™ Window Films at the Wayne Newton Museum keep performing their best. "The window films have been terrific at reducing heat and UV, and there's still a wonderful view," remarks Mrs. Newton.

The net impact? 3M Window Films:

- Help protect memorabilia from damaging UV rays
- Deliver superior heat rejection for a cooler, more comfortable environment
- Offer clear, uncompromised views of a remarkable estate

With the superior UV protection of 3M Window Films, visitors from around the world can enjoy Mr. Newton's museum collection for years to come.

Night Vision Series: Maximized solar protection. Clear views.

- Enhanced comfort: The metalized films are designed to provide excellent solar protection, reduce solar heat and glare by up to 71% and 82% respectively, keeping interiors cooler and more comfortable.
- Enhanced protection: By blocking up to 99% of UV rays, the films also help extend the life of furnishings and memorabilia by significantly reducing harmful UV rays, the largest cause of fading. According to the Skin Cancer Foundation, window film is one of several recommended safeguards against UV damage.
- Enhanced views: These medium to darker tinted films allow 15 - 35% of natural light through windows. Delivering better views, day and night.

Prestige Series: Keeping you cool, comfortable and protected without impacting your view.

- Enhanced comfort: The non-metalized, spectrally-selective films reject up to 97%* of the sun's heat-producing infrared light, helping keep interiors cooler and energy bills lower.
- Enhanced protection: By blocking up to 99% of UV rays, the films also help extend the life of furnishings and memorabilia by significantly reducing harmful UV rays, the largest cause of fading. According to the Skin Cancer Foundation, window film is one of several recommended safeguards against UV damage.
- Enhanced views and aesthetics: Prestige Series films combine reflectivity that is equal to or lower than glass, with options to allow 40 - 70% of natural light into buildings. The only thing you see day or night are beautiful views and beautiful windows.

Case Study Summary

Challenge: Protect valuable museum memorabilia from UV rays while maintaining stunning views.

Product Selection: Two 3M Window Films were selected for the best combination of heat/glare reduction and UV protection: Night Vision 15 and Prestige Exterior 40.

Benefits: The homeowner experienced heat reduction and cooling costs as well as protection of memorabilia.



*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.

3M

3M Commercial Solutions Division
3M Center, Building 220-12E-04
St. Paul, MN 55144-1000
3M.com/windowfilm

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