

3M advanced  
nano-ceramic  
technology.

Up to

95%

Infrared rejection\*  
with nano-ceramic  
technology.

Protect what matters at  
[3M.com/WindowTint](https://www.3m.com/WindowTint)

3M | Automotive Window Film

Invented and  
innovated.

The Ceramic IR technology is  
compatible with 5G devices to  
stay connected.

Cover your  
glass in cool.

Ride in style  
and comfort.

3M™ Automotive Window Film Ceramic  
IR Series offers great infrared rejection  
for optimal comfort and is available in  
an attractive neutral color.

PERFORMA™  
WINDOW FILMS



3M

Commercial Solutions Division  
3M Center, Building 220-12E-04  
St. Paul, MN 55144 USA

Ceramic IR Series

# 3M™ Automotive Window Film Ceramic IR Series



**Superior cool**

The Ceramic IR Series provides great infrared heat rejection due to the absorptive nano-ceramic technology. Rejecting up to 66% of total solar energy and up to 95% of infrared rejection\* for optimal thermal comfort and reducing the feel of sun on your skin.



**Protect your privacy**

Cool blue shade comes in multiple tint levels that can block up to 95% of visible light, protecting privacy for you, your family and your valuables.



**Guard against UV**

The Ceramic IR Series can enhance the protection from the sun's harmful rays. Rejecting up to 99.9% ultraviolet (UV) light.



**Stay connected**

The Ceramic IR Series is developed with a metal-free design that won't interfere with electronics, GPS, satellite radio or mobile devices, including 5G.



**Reduce glare**

The Ceramic IR Series reduces up to 93% of the glare from blinding sunlight with low visible light reflectivity and no mirror-like appearance to disrupt your view out.



**LT** Limited lifetime warranty: Backed by one of the most comprehensive warranties you can get. Sold and installed by professional 3M Authorized Dealers Installers, our films are durable, long-lasting and virtually maintenance free.

## Terms to Know

- TSER – Total Solar Energy Rejection**  
 The percentage of total solar energy rejected by filmed glass. The higher this value, the less solar heat is transmitted.
- VLT – Visible Light Transmitted**  
 The percentage of visible light that passes directly through filmed glass: the higher the number, the lighter the film.
- Ultraviolet Rejection**  
 The percentage of ultraviolet (UV) light that is rejected by the filmed glass. UV light contributes to the fading and deterioration of fabrics and leather.
- IRR – Infrared Rejection**  
 The percentage of solar infrared energy rejection over the wavelength range from 900-1,000 nm. Infrared rays are primarily responsible for the heat you feel when driving.
- IRER – Infrared Energy Rejection**  
 The percent of solar infrared energy rejection over the wavelength range from 780–2,500 nm. IRER takes into account the transmitted and absorbed IR energy that will be reradiated into a car.
- Glare Reduction**  
 The percentage by which visible light is reduced by the addition of film.



## Choose your level of protection.

The Ceramic IR Series is available in a variety of tint levels to meet your needs.

	IR 5	IR 15	IR 25	IR 30	IR 35	IR 50	IR 70
<b>TSER</b>	66%	63%	61%	60%	58%	54%	51%
<b>IRR*</b>	95%	90%	90%	88%	85%	83%	78%
VLT	5%	16%	25%	30%	37%	50%	64%
UV Rejection	99.9%	99.9%	99.9%	99.9%	99.8%	99.8%	99.6%
Glare Reduction	93%	78%	65%	59%	49%	32%	12%
IRER**	67%	67%	67%	67%	67%	66%	66%

Data shown is the estimated performance of film applied to 1/4" (6mm) thick, 73% VLT automotive green glass. Data is for reference only.

\*IRR - Percent of solar infrared energy in the 900 – 1,000 nm wavelength range that is rejected by the film. Measurement is made of film with liner alone (i.e. no glass).

\*\*IRER – Percent of solar infrared energy that is rejected over the wavelength range from 780 – 2,500 nm. IRER takes into account the transmitted and absorbed IR energy that will be reradiated into a car. Data shown is for the performance of film applied to glass.

© 3M 2021. All rights reserved. 3M is a trademark of 3M Company. Used under license by 3M subsidiaries and affiliates. All other trademarks are the property of their respective owners.

NOTE: The law on auto tint varies by state or province. Please check your state or province laws or ask your dealer for films approved for use on vehicles.