What is claimed is:

1. A reflective polarizer substantially transmitting pass light and substantially reflecting block light, wherein

an average transmission of block light at normal incidence between 600 and 750 nm is about 1.5 times or greater an average transmission of block light at normal incidence between 420 and 600 nm; and

for a range between 400 and 680 nm, a transmission of pass light as measured at 60° angle of incidence is not less than 90%.

2. The reflective polarizer of claim 1, wherein an average transmission of block light at normal incidence between 600 and 750 nm is about 1.8 times or greater an average transmission of block light at normal incidence between 420 and 600 nm.

3. A reflective polarizer substantially transmitting pass light and substantially reflecting block light, wherein

an average transmission of block light at normal incidence between 600 and 750 nm is about 1.25 times or greater an average transmission of block light at normal incidence between 400 and 600 nm; and

for a range between 400 and 680 nm, a transmission of pass light as measured at 60° angle of incidence is not less than 90%.

4. The reflective polarizer of claim 3, wherein the average transmission of block light at normal incidence between 600 and 750 nm is about 1.5 times or greater an average transmission of block light at normal incidence between 400 and 600 nm.

5. The reflective polarizer of any of claims 1–4, wherein for a range between 400 and 600 nm, an average transmission of block light is about 5% or less at normal incidence.

6. The reflective polarizer for any of claims 1–4, wherein for a range between 420 and 600 nm, an average transmission of block light is about 5% or less at normal incidence

7. A reflective polarizer substantially transmitting pass light and substantially reflecting block light, wherein

for a range between 600 and 750 nm, an average transmission of block light is about 5% or greater at normal incidence; and

for a range between 400 and 680 nm, a transmission of pass light as measured at 60° angle of incidence is not less than 90%.

8. The reflective polarizer of claim 7, wherein for a range between 400 and 600 nm, an average transmission of block light is about 5% or less at normal incidence.

9. The reflective polarizer of claim 7 or 8, wherein for a range between 600 and 680 nm, an average transmission of block light is 4% or greater at normal incidence.

10. The reflective polarizer of any of claims 7–9, wherein for a range between 680 and 730 nm, an average transmission of block light is about 8% or greater at normal incidence.

11. A reflective polarizer substantially transmitting pass light and substantially reflecting block light, wherein

for a range between 400 and 600 nm, an average transmission of block light is about 5% or less at normal incidence;

for a range between 600 and 680 nm, an average transmission of block light is 4% or greater at normal incidence;

for a range between 680 and 730 nm, an average transmission of block light is about 8% or greater at normal incidence;

for a range between 730 and 780 nm, an average transmission of block light is about 10% or greater at normal incidence; and

for a range between 400 and 680 nm, a transmission of pass light as measured at 60° angle of incidence is not less than 90%.

12. A reflective polarizer substantially transmitting pass light and substantially reflecting block light, wherein

the reflective polarizer is thinner than 30μm.

an average transmission of block light at normal incidence between 420 and 750 nm is about 4.5 percent or greater but no higher than 12%; and

for a range between 400 and 680 nm, a transmission of pass light as measured at 60° angle of incidence is not less than 90%.

13. A reflective polarizer substantially transmitting pass light and substantially reflecting block light, wherein

for a range between 730 and 780 nm, an average transmission of block light at normal incidence is about 10% or greater but no greater than 30%; and

for a range between 400 and 680 nm, a transmission of pass light as measured at 60° angle of incidence is not less than 90%.

14. The reflective polarizer of claim 13, wherein for a range between 600 and 680 nm, an average transmission of block light at normal incidence is 4% or greater but no greater than 15%.

15. The reflective polarizer of either claim 13 or 14, wherein for a range between 680 and 730 nm, an average transmission of block light at normal incidence is about 8% or greater but no greater than 25%.

16. A reflective polarizer substantially transmitting pass light and substantially reflecting block light, wherein

an average transmission of block light at normal incidence between 600 and 750 nm is about 1.5 times or greater an average transmission of block light at normal incidence between 420 and 600 nm; and

for a range between 400 and 680 nm, a transmission of pass light as measured at 60° angle of incidence is greater than or equal to a transmission of pass light as measured at normal incidence.

17. The reflective polarizer as in any of the previous claims, wherein the reflective polarizer is thinner than 26 μm.

18. An optical stack comprising the reflective polarizer of any of the previous claims.

19. The optical stack of claim 18, further comprising an absorbing polarizer.

20. The optical stack of either claim 18 or 19, further comprising an LCD panel.

21. A backlight comprising the optical stack of any of claims 18–20.