OptiFX is a doctor-designed high performance screen cleaner and treatment. Its long lasting, durable coating protects screens with a scientifically designed invisible barrier that resists dust, dirt, oil, fingerprints, smudges and other grime that can reduce optical clarity, swiping performance and user experience.

A Kids & Consumer Electronics study shows a dramatic rising trend of mobile touchscreen use in families with kids ages 4 to 14. The majority own an average of 10 different devices. Kids use an average of 5 of them with tablet use among children quadrupling in just one year.**

**Kids and Consumer Electronics: 2012 Edition

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**What is OptiFX?**

Cellphones carry 500 times more bacteria than a toilet seat … & touchscreens transmit germs very effectively*

*A Stanford University study found that if you smear a virus across a cell phone's touchscreen, 30% of it will find its way onto your fingers, and eventually into your eyes, mouth and nose. *[http://www.stanforddaily.com/2010/10/21/technology-goes-viral-literally/]

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**NUMBER OF GERMS BY SURFACES**

- Cell phone: 25,000 germs/sq. inch
- Desktop: 21,000 germs/sq. inch
- Computer keyboard: 3,300 germs/sq. inch
- Toilet seat: 50 germs/sq. inch

*Source: Dr. Charles Gerba, PhD Microbiologist, University of Arizona

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**Market Trends**

Kids and Consumer Electronics: 2012 Edition

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**RESIST THE DAILY GRIME**

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**SteriScience**

www.steriscience.com

Dr. Jerry Schlesser
(503) 710-7700
You or your children have used your phone, notepad, laptop, reader or other touchscreen device:

- at school
- around kids & pets
- when shopping (carts)
- at restaurants
- at the office
- in the gym
- on a plane, bus or train
- in a hospital or clinic
- when sick
- in the bathroom (75% of users)
- in public places
- after storing it in a handbag
- (study suggests handbags are dirtier than toilets)

**YOU KNOW YOU NEED OPTIFX WHEN...**

**THE AVERAGE CELLPHONE USER:**

*Can't Leave Phone Alone for More Than 6 Minutes*

*Checks Messages 150x/Day*

= Constant Touching

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**IT’S ALL ABOUT THE USER EXPERIENCE**

Screen protectors are yesterday’s technology. They crack, peel, become cloudy, attract dirt, germs and degrade optical performance, detracting from the user experience.

How Americans use their cellphones has changed. Today’s users, as young as 4, use phones for much more than just making calls. Texting, videoing, playing games top the chart.

As portable touchscreen devices expand into multimedia, consumers will continue to seek improved clarity, screen resolution and vibrant displays.

OptiFX meets today’s demand, optimizing user experience with a high performance oil & water resistant barrier that repels dirt, dust, and germs to maintain optical sharpness, clarity and vivid display of today’s touchscreens.

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**How Americans Use Their Cell Phones**

Based on US Adults

- Text Messaging 73%
- Taking Pictures 73%
- Sending photos/Videos 54%
- Accessing the Internet 44%
- Sending/Receiving Email 38%
- Playing a Game 35%
- Playing Music 34%
- Recording Videos 34%
- Downloading Apps 31%
- Using Social Networks 29%
- Watching Videos 26%
- Posting Photos & Videos 22%
- Online Banking 18%
- Twitter 6%
- Video Chat/Call 6%

SOURCE: The Pew Research Center’s Internet & American Life Project, April 26-May 22, 2011

Spring Tracking Survey

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**Just Remember...**

The next time you set your phone down in a public place or share it with someone, remember that you are now carrying their germs as well as the bacteria they’ve picked up out in world. You’re not only touching your own phone, but everything and everyone that phone has ever touched.

**KEEP IT CLEAN WITH OPTIFX**

*Image enhanced to highlight actual smudges & fingerprints

OPTIFX is not an infection control product*