

## Screen Cleaner & Protectant

# Guess Who's On Your Screen Right Now?



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

### 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

### What is OptiFX?

*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.*



### Market Trends

*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**.*\*\*

## RESIST THE DAILY GRIME

\*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/>

\*\*Kids and Consumer Electronics: 2012 Edition

**SteriScience**

[www.steriscience.com](http://www.steriscience.com)

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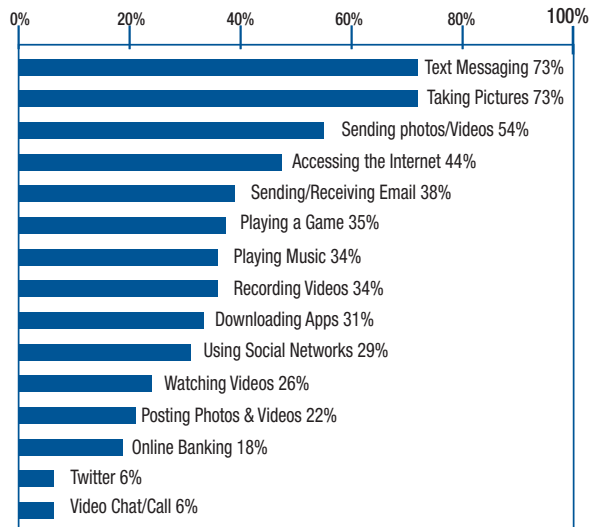


## THE AVERAGE CELLPHONE USER:

*Can't Leave Phone Alone for More Than 6 Minutes*  
*Checks Messages 150x/Day*  
*= Constant Touching*

### How Americans Use Their Cell Phones

Based on US Adults



SOURCE: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 Spring Tracking Survey

## 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.***

## YOU KNOW YOU NEED OPTIFX WHEN...

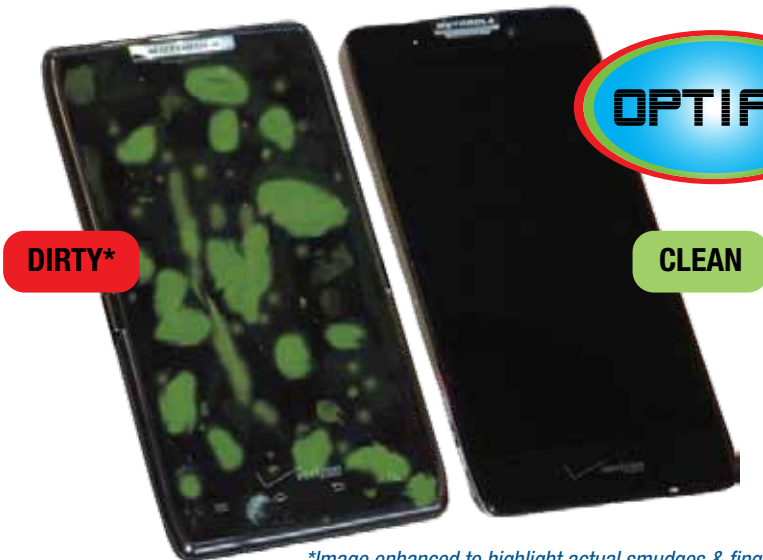
*You or your children have used your phone, notepad, laptop, reader or other touchscreen device:*

*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)*



### 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.*

*\*Image enhanced to highlight actual smudges & fingerprints  
OPTIFX is not an infection control product*

**KEEP IT CLEAN WITH OPTIFX**