

9 PICTURE-PERFECT TIPS FOR BETTER HOLIDAY PHOTOS

December 23, 2010 – Valley View, Ohio – When those holiday magic moments happen, be sure your camera is ready to capture them. Whether you're shooting video or stills, proper lens care is crucial. Don't let fingerprints or smudges ruin the shot. Clean lenses the way professionals do with these camera lens care tips from [Clarity Lens Cleaner](#).

“Professional photographers and videographers all over the country use Clarity Clean It,” says Jodi Groh, Director of Marketing for Nanofilm, maker of Clarity Lens Cleaner and Clarity Clean It™. “Follow the same guidelines they do and you'll have crisp, sharp, pristine images every time.”

1. **DON'T ever clean a camera lens with paper products or clothing.** Dry paper products can grind dust and paper fibers into a lens, leaving scratches. Used with water, paper products can't remove oils, hair products or fingerprints.
2. **DO gently brush or blow away particles on the lens first.** Remove anything that could get ground into the lens while cleaning. Use the edge of your cleaning cloth or towelette, a lens brush, canned air or even a puff of your own breath.
3. **DON'T use glass cleaners, household detergents, or household soaps.** Camera lenses have anti-reflective or other coatings on them that can be destroyed by harsh chemicals.
4. **DO use only professional lens cleaners** specially formulated for precision optics. Professional photographers choose Clarity Clean It for their vision-critical work.
5. **DON'T spray lens cleaner directly on the lens.** It can penetrate seals around the lens and leak into the camera body. Instead, spray lens cleaner on a clean micro-fiber or other soft cloth and gently wipe the lens. Or, use a pre-moistened lens cleaner cloth that has just the right amount of cleaner in a clean, soft towelette.
6. **DO keep lens care towelettes in your camera case** for quick, safe clean-ups.
7. **DO wash a micro-fiber cloth regularly,** if you use one. They can pick up dirt particles that will scratch the camera lens.
8. **DO plan for outdoors.** Use an anti-fog treatment to keep your camera lens fog free. A product such as [Defog It antifog](#) liquid or towelettes can do the trick.
9. **The last word: your owner's manual.** If you have questions or concerns, that's the ultimate guide to care for your camera.

Clarity Clean It is developed by Nanofilm, a nanotechnology company with over 20 years of experience in coatings and care for precision optics. COLTS Labs, the independent optical testing specialist, gives the Clarity formulation the highest ratings for effectiveness and safety.

The Clean It formula works on all optics, and is specially formulated for today's high tech coatings. While ordinary optics cleaners just bead up on optics, Clarity Clean It instantly spreads, and begins lifting off dirt and floating it away. Dust, make-up,

contaminants and body oils are absorbed into the cloth and whisked away. There's nothing harsh or abrasive, so the delicate surface is protected and safe.

Clarity Clean It has also been tested recommended for cleaning electronic display surfaces like iPads and computers, iPhones and other cell phones by [HeathaplexVision](#).

More information, pricing and retail outlets can be found at the [Nanofilm](#).

Nanofilm, founded in 1985, is a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings.

More information is available at www.nanofilmproducts.com.