

NEWS RELEASE

4 December 2006

INTEMOS.COM LAUNCHES DSLRCLEAN™ TRAVEL AND STARTER KITS

To celebrate its second anniversary, **intemos.com**, manufacturers of the DSLRClean™ sensor cleaning system, has launched two new product kits.

The DSLRClean™ starter kit, comprising of five DSLRClean™ sensor cleaning swabs and a 10ml bottle of IOptic™ liquid is priced at just £12.95 – the lowest cost sensor cleaning kit on the market.

The DSLRClean™ travel kit is designed with the photographic traveller in mind and comes in a clear plastic Ziploc case containing everything the photographer needs to keep their camera, lenses, and sensor clean whilst travelling.

Containing 20 DSLRClean™ swabs, 50ml of the travel-safe IOptic™ fluid, an ICloth™ for lens cleaning and **intemos.com's** new IBulb™ air blower, the DSLRClean™ travel kit is priced at £39.95, a saving of over £30 on the combined cost of the products.

The clear case ensures that these travel kits are completely compatible with current hand luggage restrictions for all airlines.

“Dust has always been an issue with any photographic system, whether on lenses or slide negatives or in the camera chamber and the need for effective, low cost cleaning solutions has sharply increased with the advent of the digital SLR,” said managing director Andrew Stagg.

In the two years since its launch, **intemos.com's** DSLRClean™ products have been shipped to over 50 countries worldwide. All intemos.com products are backed by a no quibble guarantee. They are available for purchase from www.intemos.com as well as many good photographic retailers.

More/.**Notes to editors**

DSLRClean™ sticks use a unique micro-pore swab to create a mini vacuum effect, gently lifting dust from both CCD and CMOS type sensors.

IOptic™, unlike other sensor cleaning liquids, is non flammable, non toxic and is completely travel safe. Because it is not alcohol based, IOptic™ will not evaporate in the bottle as other cleaners do and so lasts much longer.

Formulated to remove sticky particles, such as pollen or pollution from the sensor, IOptic™ can be used in conjunction with **intemos.com's** DSLRClean™ swabs.

All intemos.com products are backed by a no quibble guarantee: If purchasers are not satisfied with the DSLRClean™ products in any way, all they have to do is return the goods and the purchase will be fully refunded.

All DSLRClean™ sensor cleaning products are guaranteed not to damage a camera's sensor if used correctly. If any damage occurs during correct use, **intemos.com** will undertake to have the camera's sensor repaired or replaced.

intemos.com can be contacted on 0845 370 1771 or info@intemos.com

The website address is www.intemos.com

For further press information contact Camille Daltrey at James Reed Public Relations on (44) 117 929 0405 or email camille@jamesreedpr.co.uk