

# Gifts in tune with the electronic age

The advent of the electronics age has changed the lifestyle of most Americans. The pattern started with a black & white TV. It has grown into the myriad of devices that we refer to as the home entertainment center.

For most, this includes at least one television and probably some kind of sound system. For many, this means a component audio system, tape deck, SLR camera and, for a growing number, a home video player/recorder and personal computer.

You or someone in your family probably owns at least one or more of these items. One common concern is how to keep your equipment operating at optimal levels.

According to one expert in product care, Shire Chafkin of Falcon Safety Products, regular home maintenance of personal electronics equipment will improve their performance. Falcon is a supplier of a wide range of maintenance devices, including Dust-Off II.

"Water, dust, and lint are most responsible for deterioration of component performance," he explained. "Damage from liquids is easiest to prevent by exercising caution."

"Dust and lint are more difficult to control," continued Chafkin. "The best protection is a cabinet for components, a cover for your computer, and a case for your camera."

"Even with these safeguards however, you will need to exercise basic maintenance of your gear whenever you use it."

"We've found Dust-Off II, originally designed for use on cameras, to be as effective in the maintenance of other electronic components."

"The Dust-Off II blast blows away accumulated dirt from the undersides of tone arms and computer printers and keyboards with the same efficiency as it cleans camera lenses. You can further facilitate their cleaning with an anti-stat device such as Stat-

Off II."

In closing, Chafkin suggested that photo, video, computer, and audio enthusiasts get into a habit of basic component maintenance at home.

"By protecting your equipment on a regular basis, you will extend its life and enhance its performance while reducing the risk of a major repair job."

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