

Why You'll be **DISAPPOINTED** Buying a Consumer Digital Still Camera for **MICROSCOPY!**

9 reasons why you'll be **SATISFIED** owning a Digital Microscopy camera...

Setup *Locating the camera, software, expensive lens and mechanical adaptors, media/card reader, cables and power supplies from different vendors; then struggling to get all these pieces working together is a hassle.*

- Microscopy dealers will provide a complete solution including the PixelINK camera and software, data cables, power supply and microscope adaptor to get you up and running fast.

Acquisition *With a DSC camera, images are stored on removable media card, which then needs to be read by a card reader adding expense and time, plus limited storage capacity compared to a PC.*

- Click the capture button in the PixelINK Capture software and the image is instantly stored on your computer...all done!

Theft *DSC cameras grow legs...or get borrowed for the weekend... and then they never return. Better double your budget to buy replacements.*

- Since PixelINK cameras must be tethered to a PC to work, they stay in the lab for which they were purchased.

Image Quality *You won't be able to view images on a DSC's tiny 2" LCD screen... forget trying to see or appreciate those megapixels. The moderate quality zoom lens on a DSC camera is great for taking close-ups during the family vacation or sporting events but they're not capable of the high magnification and resolution requirements in microscopy.*

- Individuals and groups can preview in real-time high resolution images on PC monitors for easy viewing. Large monitors will display the high resolution images with superb clarity. Microscope optics are optimized for the high magnification, low distortion requirements of microscopes.

Software *Finding the appropriate microscopy software for your new DSC will prove to be difficult, and learning the new application is up to you, causing weeks of lost production.*

- PixelINK's microscopy camera kits include PixelINK Capture SE software, designed for the microscopist. The software includes multiple magnification calibrations, white balance on live previews, measurement, annotation and a host of other features. PixelINK cameras are also integrated with many of the other Image Analysis packages that you may already own.

Fixed Power *With a DSC camera you'll need to buy spare batteries or a charger: either way count on down time. This is as bad as opening a gift without batteries.*

- PixelINK cameras provide continuous use due to their connection to the host PC.

Intuitive *DSC cameras force you to fumble endlessly with hard to reach tiny buttons and complicated menu screens. Try writing a 300-page novel on your PDA keyboard... you'll get the idea.*

- All of the camera controls and software functions are easily accessible from your PC.



Excellent Value *Spend roughly the same as a DSC camera and a disjointed bundle of parts and count on being disappointed.*

- With a range of 1.3 to 6.6 megapixel digital microscopy cameras and your choice of Firewire or USB 2.0 interface and user-friendly microscopy software, dealer and web site training means your making a sound purchase.

Dealer Support *Try asking the sales clerk at your local big box discount store to explain what microscopy or vignetting means and then be prepared for the blank stares.*

- PixelINK cameras are only sold through microscopy dealers with years of experience and knowledge to make sure you're getting the support you need to be **SATISFIED**.

For a **FREE** trail version of **PixelINK Capture SE microscopy software** visit www.pixelink.com.

P i x e L I N K

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