

newsworthy trends

The New Deal With Digital

(NAPSA)—When Americans think of cameras, many now picture sending photos over the Web in a flash.

In 2001, digital cameras were the top-selling consumer electronic and statistically speaking, chances are you've either recently picked up a digital camera or plan to buy one soon.

So what makes digital cameras so popular? Many consumers report liking digital cameras because they make it easier to share pictures over the Net. Others prefer digital cameras because they help save people money on film. Whatever the reason, if you plan on buying a digital camera, remember a few tips:

- Talk to the experts—There are a number of questions you should ask a reputable dealer when buying a camera: Why should I care about pixels? How does storage affect my picture-taking experience? What's the right camera size for me? What extra features should I consider?

- Power to capture the moment—Lithium batteries are considered the "workhorses" of the digital camera market. Most digital cameras run on AA batteries and currently, *Energizer* makes the only lithium AA batteries available. *Energizer e²* AA Lithium lasts up to five times longer in digital cameras than do ordinary AA alkaline batteries—meaning you're



Pictures In A Snap: Digital cameras are one of the most popular consumer electronic items this year.

more likely to capture baby's first steps or your daughter's graduation on camera.

A second power option is the *Energizer* NiMH rechargeable battery. *Energizer's* 1850mAh NiMH batteries last two and a half times longer than ordinary alkaline and can be recharged up to 1,000 times—making them an economical power source for your digital camera.

- Sending pictures—Many digital cameras are designed to make sending pictures over the Web as easy as possible. Look for user-friendly cameras with easy-to-access ports for downloading photos to your computer. Many PCs even come with programs that help you import and edit photos and e-mail them to friends.

For more information about batteries, visit www.energizer.com.