

## eNewsletter

February 2018

cellular imaging • high-throughput screening • colony selection  
microplate detection • analysis

### New Global Headquarters

**NEW** We moved to a new global headquarters!

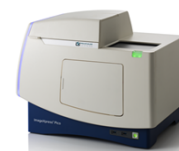
After spending over 24 years in Sunnyvale, CA, the heart of Silicon Valley, we are thrilled to announce our move to our new global headquarters just 3 miles away in San Jose. We are excited about our new space as we start an even more innovative chapter in our history, helping to advance your discoveries.



### Product Spotlight

**NEW** Coming Soon: the latest innovation in imaging solutions

The ImageXpress® Pico Automated Cell Imaging System replaces tedious manual microscope manipulations. It minimizes experiment setup time and allows you to easily generate heatmaps and scatter plots from analyzed image data in just a few clicks.

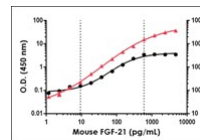


[Watch Video >](#)

### Assay Kits Spotlight

**New** Fluorescent ELISA kits

The CatchPoint® SimpleStep ELISA® kits, developed in collaboration with Abcam, use a fluorescent substrate to provide improved linearity over an extended dynamic range when compared to TMB substrate, the most widely used colorimetric substrate for ELISA. The extended dynamic range provides better quantification at both the lower and the upper end of the curve.

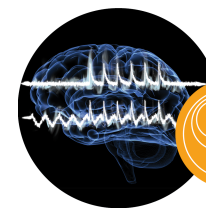


[Read More >](#)

### User Meeting Spotlight

**New** Register for our Axon User Meeting

Join our user meeting at the Biophysical Society conference and learn how to supercharge your patch-clamp data acquisition and analyses with pCLAMP™ 11 software. Come meet your peers, enjoy complimentary cocktails, and pick up your 2018 user meeting t-shirt.

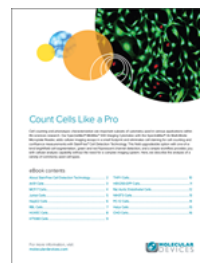


[Register Now >](#)

### eBook Spotlight

**eBook: Count Cells Like a Pro**

Cell counting and phenotypic characterization are important subsets of cytometry used in various applications. Here, we describe the analysis of a variety of commonly used cell types using our SpectraMax® reader and imaging cytometer.



[Download eBook >](#)

### Citation Spotlight

The SpectraMax® i3x Multi-Mode Microplate Reader was used to determine cDNA concentrations and to measure absorbance.

**Citation:** Balancing anti-inflammatory and anti-oxidant responses in murine bone marrow derived macrophages



[View Citation >](#)

### Upcoming Events

**Biophysical Society**

February 17-21, 2018  
San Francisco, CA USA

**Society of Toxicology**

March 11-15, 2018  
San Antonio, TX USA

**5th Microbiome R&D and Probiotics Europe**

March 21-22, 2018  
Rotterdam, The Netherlands

**Forum LABO 2018**

March 28-29, 2018  
Lyon, France

**Analytica 2018**

April 10-13, 2018  
Munich, Germany

**11th Annual Proteins & Antibodies Congress**

April 16-17, 2018  
London, UK



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