

**FOR IMMEDIATE RELEASE**

**Automated Cell Proliferation Impedance-Based Assay**

**February 22, 2011.... Applied BioPhysics, Inc.**, an analytical instrument manufacturer, announces a new impedance-based assay for automated cell proliferation measurements. Our inter-digitated electrode array monitors cells using impedance measurements and provides an excellent average of changes in cell numbers. The 8 well array is transparent and allows viewing of electrodes and cells on an inverted microscope. The array can be used with all ECIS (Electric Cell-substrate Impedance Sensing) instruments and complements our other ECIS array offerings. Measurements are automated and occur without opening the incubator door.

The new cell proliferation arrays are available in 8 well format and will be available in 96 wells in the near future. This new array will be shown at the AACR and Experimental Biology conferences in April.

Published applications using ECIS include measurements of cell migration, endothelial barrier function, extravasation of normal cell layers by metastatic cells, signal transduction, cell-ECM interactions, cytotoxicity, cytopathic effects of viral infections and cell proliferation.

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