

New Multiplex Western Blotting Detection System Launched by Cell Biosciences Inc.

The new FluorChem M system provides the sensitive multiplex fluorescent detection, chemiluminescent imaging and quantitative analysis required for Western Blot applications. Its unique, compact design incorporates state-of-the-art CCD optical technology with an intuitive touchscreen interface for effortless, high-performance multicolor fluorescent and chemiluminescent imaging.

February 2, 2011 (FPRC) -- Cell Biosciences, Inc., a provider of innovative protein analysis tools to life science researchers, today announced the launch of the latest addition to their premier line of next-generation imaging products, the FluorChem® M MultiFluor system. This new multiplex platform combines highly-sensitive quantitative detection of multicolor fluorescent Western blots with key ease-of-use features aimed at simplifying the laboratory imaging process. MultiFluor Western Blotting kits, a new line of reagents optimized for the FluorChem M, are launching jointly - creating a combined offering that provides a complete solution for multicolor fluorescent imaging.

Multiplex capability enables scientists to obtain more information in a single Western blot than chemiluminescence imaging or film, while also providing greater dynamic and linear range. Multiple proteins can be detected simultaneously and proteins with co-migration patterns are revealed immediately. Additionally, the need to strip and reprobe blots for subsequent detection of other proteins is eliminated, which minimizes protein loss and results in shorter assay times and higher data integrity.

'The new FluorChem platforms integrate high-performance imaging with true ease of operation, facilitating the transition from darkroom film imaging to bench-top imager,' commented Tim Harkness, President and Chief Executive Officer of Cell Biosciences. 'Customer response to FluorChem E, our initial market entry in this product line, has been tremendously positive. We sold over 100 FluorChem E units in the first six months, and we believe that FluorChem M will be a key driver for the continued growth of our imaging line.'

FluorChem M features intuitive software, touchscreen operation and pre-optimized protocols that let researchers start imaging right out of the box – no training required. Using a unique browser-based interface, scientists can control and monitor image acquisition and access data remotely from any networked computer or mobile WiFi device. Chemiluminescent, colorimetric and UV-excited gels and blots can also be imaged on the system.

About Cell Biosciences:

Cell Biosciences is a private life sciences company focused on defining the future of protein analysis. The Company develops instrumentation systems, sample preparation systems, software and assay products that drive discoveries in fields ranging from fundamental protein research to biomarker discovery and personalized medicine. With an installed base of over 10,000 systems, its customers include leading research institutions, pharmaceutical and biotechnology companies worldwide. Cell Biosciences is headquartered in Santa Clara, California.

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