

FOR IMMEDIATE RELEASE

Plexon Inc Launches the New DigiAmp™ 256 Digitizing Amplifier for the OmniPlex® Neural Data Acquisition System at Neuroscience 2011

DALLAS, TX – (Marketwire - November 9, 2011) – Plexon Inc, the leader in advanced, turnkey hardware and software for neurotechnology research, announces the launch of the DigiAmp™ 256 Digitizing Amplifier at Neuroscience 2011. The DigiAmp 256 is the latest in an expanding range of front-end amplifiers for the OmniPlex® neural data acquisition system.

Given the unique environment of research laboratories, the new electrically isolated DigiAmp 256 is especially advantageous. It is designed to effectively eliminate far more "noise" during signal acquisition, providing neuroscience researchers with the cleanest signal available on the market. Cleaner signals build the foundation for more reliable results, and therefore more accurate conclusions.

The electrically isolated DigiAmp 256 samples data from 256 channels at 40kHz with a 16-bit A/D converter. The user will have online access to the continuous wide-band & field potential data streams, plus the discontinuous waveform segments for online spike sorting. Power is delivered over a single small communications link cable negating the need for an external power supply or battery. The low noise analog signal characteristics are consistent with what Plexon customers appreciate from OmniPlex amplifiers.

"With the release of this new system we are thrilled to be providing researchers with a way to more confidently record from a much larger population of neurons," shares Plexon's Founder and President, Harvey W. Wiggins. "When the sample size increases by this significant of a number, the confidence that researchers have in the conclusions that are drawn increases dramatically."

Researchers will have the chance to check out the new DigiAmp 256 at Neuroscience 2011 in booth #2309.

About Plexon Inc

Plexon is a pioneer and leading innovator of custom, high performance data acquisition and analysis solutions specifically designed for neuroscience research. Our equipment and solutions lay the foundation for research performed around the globe in essential areas such as basic science, brain-machine interfaces (BMI), neurodegenerative diseases, addictive behaviors and neuroprosthetics. Plexon offers robust, integrated solutions for *in vivo* neurophysiology, optogenetics, video tracking and behavioral analysis, and high-density, *in vitro* microelectrode array (MEA) electrophysiology -- all backed by its industry-leading commitment to quality and customer support. www.plexon.com.