

FOR IMMEDIATE RELEASE

Plexon Inc Launches a Full Line of DigiAmp™ Digitizing Amplifiers at Neuroscience 2012

DALLAS, TX -- (October 14, 2012) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience research, launched its full line of DigiAmp™ Digitizing Amplifiers available in 16 to 256 channel count configurations today at Neuroscience 2012.

A year ago at Neuroscience, the research community had its first chance to see the new 256 channel DigiAmp unveiled. The launch of this advanced, high channel count amplifier enabled Plexon's flagship OmniPlex® Neural Data Acquisition System to process twice the number of channels from 128 to 256! More fundamentally, it marked the dawn of a new era for Plexon's data acquisition products as they began the transition from analog to digital amplification.

This year at the conference in New Orleans, the company revealed the full, expanded line of digitizing amplifiers including the MiniDigi™ Digitizing Amplifier in 16 to 64 channels, and the standard DigiAmps spanning 64 to 256 channels. The interest level is high and Plexon hopes to be able to keep up with the demand following the conference.

"We could not be more pleased to now offer a full line of DigiAmps, not only for what it enables researchers to accomplish today, but for the platform that will allow us to take neural data acquisition and analysis to a whole new level for years to come," shares Harvey Wiggins, president of Plexon Inc. "I have spent much of my personal time dedicated to the development of this product, and eagerly look forward to the impact it will have on scientific research."

Neuroscientists are encouraged to visit booth number 1939 for more information or even a demonstration, possibly performed by Harvey himself!

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.