

A green waveform graphic, resembling an ECG or neural signal, is positioned on the left side of the page, extending horizontally across the top section.

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FOR IMMEDIATE RELEASE

Plexon Inc Opens Registration for *JoVE* Publication Grant Contest Featuring the OmniPlex[®] System

DALLAS, TX -- (January 30, 2013) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, begins accepting applications for its inaugural *JoVE* Publication Grant Contest featuring the OmniPlex[®] Neural Data Acquisition System in celebration of the company's 30th Anniversary.

Plexon is an active part of the research ecosystem by supplying, participating in and financially supporting research efforts. Accordingly, and as part of the celebration, Plexon and the *Journal of Visualized Experiments (JoVE)* have partnered to sponsor this first publication grant contest - valued at \$4,200! Historically, *JoVE* publications referencing Plexon products have enticed more than 10,000 views in the first year!

On behalf of the winner, Plexon will compensate *JoVE* to perform the standard activities to publish the article in a text format accompanied by a professionally developed video - filmed onsite - detailing the methods and analysis with a voice-over in English. Furthermore, the authors will have the option to be in the video itself. *JoVE* will host the article online granting unlimited "Free Access", and ensure indexing in PubMed, MEDLINE, SciFinder and PubGet. Lastly, the article will be featured on the Plexon website, and promoted to our several thousand newsletter recipients.

The contest starts today and closes March 13, 2013 at 11:59 p.m. Central time. Entrants must submit a completed application form acknowledging acceptance of the terms and conditions as outlined in the official rules along with an abstract 400 words or less to publications@plexon.com. The abstract and final manuscript must reference Plexon, the OmniPlex System and the other Plexon products used. The winner will be announced approximately one month later, and will have 30 days following notification to submit a completed manuscript to *JoVE*.

Plexon eagerly awaits the contest registrations and looks forward to awarding the grant! Good luck to all entrants!

About Plexon Inc

Plexon is a pioneer and leading innovator of custom, high performance data acquisition, behavior and analysis solutions specifically designed for scientific research. We collaborate with and supply thousands of customers including the most prestigious neuroscience laboratories around the globe driving new frontiers in areas including basic science, brain-machine interfaces (BMI), neurodegenerative diseases, addictive behaviors and neuroprosthetics. Plexon offers integrated solutions for *in vivo* neurophysiology, optogenetics, and behavioral research -- backed by its industry-leading commitment to quality and customer support. www.plexon.com.