

## FOR IMMEDIATE RELEASE

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### **Plexon Inc Featured in Neurotech Business Report February Issue**

DALLAS, TX -- (March 2, 2013) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, is featured in Neurotech Business Report's February issue as a full page profile emphasizing the company and its 30th anniversary. Neurotech Business Report is a highly focused monthly publication targeting the business of neurotechnology, the application of engineering techniques to human neural and information processing systems.

The article covers Plexon's mission "to be an investigator's most dependable research partner," and the three primary product lines including the OmniPlex<sup>®</sup> D Neural Data Acquisition System, CinePlex<sup>®</sup> Behavioral Research System, and PlexBright<sup>™</sup> Optogenetic Stimulation System. It goes on to discuss Plexon's worldwide customers and their thousands of publications. The author then shares the company's and the President's, Harvey W. Wiggins, background and story, as well as the unique Annual Plexon Neurophysiology Workshop.

The article concludes by mentioning two of Plexon's local customers at the University of Texas at Arlington: Dr. Mario Romero, who heads the Laboratory of Regenerative Neurobiology in the Department of Bioengineering, and Dr. Samarendra Mohanty of the Biophysics and Physiology Group within the Physics Department.

Plexon is appreciative of Neurotech Business Report for producing this article. It is, however, relevant to note that Plexon did not have an opportunity to review the article in advance for accuracy, and the authors have taken some artistic license. For more information about Plexon, visit [www.plexon.com](http://www.plexon.com).

#### **About Neurotech Business Report**

Neurotech Business Report is first publication targeting the business of neurotechnology, the application of engineering techniques to human neural and information processing systems. Each monthly issue of Neurotech Business Report offers in-depth and expert analysis of one of the newest and most promising industries of the 21st Century. [www.neurotechreports.com](http://www.neurotechreports.com).

#### **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](http://www.plexon.com).