

## FOR IMMEDIATE RELEASE

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### **Plexon Inc Launches New PlexBright™ Dual LED Commutator with Magnetic Compact LED Modules**

DALLAS, TX -- (July 18, 2013) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, expands the PlexBright™ Optical Stimulation System by launching the new customer-inspired PlexBright Dual LED Commutator with Magnetic Compact LED Modules for easier LED module interchange once mounted in the research environment.

Earlier this year, Plexon launched the light-weight PlexBright Dual LED Commutator that supports up to two, uniquely engineered, compact, high-intensity PlexBright Compact LED Modules. We appreciate the great wave of interest so quickly and, more importantly, the feedback from researchers' experiences covering a wide variety of experimental set-ups. The feedback not only confirmed that the PlexBright Dual LED Commutator functioned extremely well; but, we also gained important insight regarding how to improve the "interchangeability" of the Compact LED Modules.

Thus, introducing the PlexBright Dual LED Commutator *now* with a magnetic interface between the commutator and the LED modules! Often, the commutator is securely fixed inside a cage or an animal environment, likely in a way that prevents easy access. The new magnetic connections make exchanging Compact LED Modules much faster and easier when compared to the original screw-tighten interface requiring access and room for a screwdriver or similar tool. Both the PlexBright Dual LED Commutator and the full line of PlexBright Compact LED Modules bear the magnetic components.

For more information, check the website, download the *PlexBright Optogenetic Stimulation System Guide*, or email [info@plexon.com](mailto:info@plexon.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).