

## FOR IMMEDIATE RELEASE

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### **Plexon Inc Launches PlexBright™ Dual LED + 16 Channel Commutator for Optogenetics Research**

DALLAS, TX -- (November 18, 2013) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, announces the launch of its much anticipated PlexBright™ Dual LED + 16 Channel Commutator significantly improving the ability to simultaneously record neural signals while performing optogenetic stimulation in freely behaving animals. This is an especially important development for electrophysiologists that wish to or are currently employing optogenetics approaches in their protocols.

In scientific research experiments, cables are often required to link a freely behaving animal to the research equipment. Accordingly, cables can become tangled and/or simply interfere with the natural behavior of the animal presenting an undesirable impact on research outcomes. A commutator is a swivel that keeps those cables untangled as the animal performs its tasks and activities. In optogenetics, such cables may be the optical patch cables used during optogenetic stimulation. Earlier this year, Plexon launched the first commutator of its kind – the PlexBright Dual LED Commutator – specifically designed to aid in the management of optical patch cables during behavioral research. The response from the industry was overwhelming!

Plexon now takes it another step further to offer the PlexBright Dual LED + 16 Channel Commutator - an advanced commutator that enables mixed cable management during simultaneous optogenetic stimulation and neural recording. Like its predecessor, this new commutator has a light-weight, low-torque, passive design that supports optogenetic experiments with animals as small as mice. Nine specialized, super intensity PlexBright Compact LED Modules have been engineered for use with the commutator that mirror wavelengths available in Plexon's PlexBright Table-top LED Module series – royal (450nm), blue (465nm), green (525nm), yellow (590nm), orange (620nm), red (630nm), crimson (660nm), infrared 1 (850nm), and infrared 2 (940nm).

In addition to the above, the PlexBright Dual LED + 16 Channel Commutator uniquely incorporates 21 additional lines supporting up to 16 channels of neural data transmission via a Harwin connector. This new tool now enables a more elegant and effective method of exploring the brain's neural response to various optogenetic stimuli.

#### **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).