

FOR IMMEDIATE RELEASE

Plexon/JoVE Publication Grant Contest for PlexBright™ Optogenetic Stimulation System

DALLAS, TX -- (March 1, 2014) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, announces the upcoming launch of the second Plexon/JoVE Publication Grant Contest valued at \$4,200 – this one focuses on research performed using the industry leading PlexBright™ Optogenetic Stimulation System. Contest opens March 1, 2014 and closes on May 31, 2014.

Early last year, both companies teamed up to offer the first Plexon/JoVE Publication Grant Contest. Researchers from around the world were invited to submit abstracts for unpublished, original work in which Plexon's flagship OmniPlex® Neural Data Acquisition System was used to perform neural recording during the experiment. Congratulations once again to Rebecca D. Burwell's Behavioral Neuroscience of Memory and Attention Lab at Brown University as the first contest winner. The research team submitted the winning abstract last spring launching several months of manuscript revisions, scripting, videotaping, editing and more revisions. Lead authors, Mr. Ho and colleague Tara Jacobson, had the chance to star in the video introducing their study.

For this second contest and on behalf of the winner, Plexon will compensate JoVE to perform the standard activities to edit and publish the manuscript in a text format accompanied by a professionally developed video - filmed onsite - detailing the study methods and analysis including scripting and 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 and JoVE's tens of thousands of newsletter recipients.

The contest is now open and closes May 31, 2014 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 PlexBright 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.

Historically, JoVE publications referencing Plexon products have enticed more than 10,000 views in the first year. Having such relevance to both the neural recording and behavioral research communities, Plexon expects this new publication to easily surpass that benchmark.

Plexon eagerly awaits the contest registrations and looks forward to awarding the grant! Good luck to all entrants! Plexon would also like to extend its gratitude to Matthew Kramer at JoVE for his partnership through this process.

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.

About JoVE, The Journal of Visualized Experiments

JoVE, the Journal of Visualized Experiments, is the first and only PubMed/MEDLINE-indexed, peer-reviewed journal devoted to publishing scientific research in a video format. Using an international network of videographers, *JoVE* films and edits videos of researchers performing new experimental techniques at top universities, allowing students and scientists to learn them much more quickly. As of February 2014, *JoVE* has published video-protocols from an international community of more than 9,300 authors in the fields of biology, medicine, chemistry, and physics. www.jove.com.