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## FOR IMMEDIATE RELEASE

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### SAVE The DATE for the 2015 Plexon Neurophysiology and Behavior Workshop

DALLAS, TX -- (April 17, 2014) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, announces the 2015 timing for the industry's most comprehensive training event. Plexon's 6th Annual Neurophysiology and Behavior Workshop (Plexon Workshop) will be held the week of April 27, 2015 once again in Dallas, Texas, USA.

Previous attendees can attest, the Plexon Workshop is not a sales event! It is a nearly-exhausting, intense, multiday, hands-on, fully exercise-based training event with one-on-one coaching. Spend a few days with us and watch the quality, depth and efficiency of data recording and analysis significantly improve immediately and for years to come.

2015 marks the sixth year of this amazing event when researchers from all over the globe descend on Dallas for several days of instruction presented by renowned researchers and Plexon subject matter experts. Each year, the event becomes stronger with last year earning a new all-time high approval rating of 9.5 out of 10!

The Workshop is limited to 40 attendees to ensure a maximum hands-on experience. In the primary training hall, ten complete workstations will be set-up with up to four attendees per station. Additionally, there will be a secondary training room with another five complete workstations (MAP Systems as well as OmniPlex<sup>®</sup> Systems with analog amplifiers and OmniPlex D Systems with DigiAmps<sup>™</sup>) for one-on-one instruction. Each attendee receives ~25 hours of intense training, robust materials and exercises, a certificate of completion, two \$150.00 gift certificates for the 2016 Workshop (one for themselves and the other for a colleague), admission to the Welcome Reception, a ticket to the exceptionally popular social event, breakfast and lunch for all days, a Plexon T-shirt and a mug.

Dr. Farran Briggs of the Department of Physiology at the Geisel School of Medicine at Dartmouth had this to say about her experience at the 2014 Plexon Workshop:

*"I am a relatively new PI and Plexon user and I attended the Plexon Workshop along with two of my lab members. For us, a week of intense hands-on training was well spent and probably saved us countless lab hours that would otherwise have been devoted to learning the systems on our own. I would highly recommend the Plexon Workshop to anyone starting out with a Plexon system or thinking of upgrading to Plexon components."*

For more information, visit [www.plexon.com/workshops](http://www.plexon.com/workshops) or email [workshop@plexon.com](mailto:workshop@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).