

FOR IMMEDIATE RELEASE

Plexon Inc to be Lead Sponsor of the 41st Neural Interfaces Conference (NIC)

DALLAS, TX -- (May 05, 2014) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, announces their Platinum+ level support for the 41st Neural Interfaces Conference (NIC) to be held in Plexon's home city of Dallas, Texas, USA during June 23-25, 2014 at the Hilton Anatole Hotel. The 2014 NIC conference is being presented in collaboration with the Texas Biomedical Device Center and the Biomedical Engineering Department at the University of Texas at Dallas (UTD).

The NIC has a long history of working on key problems for advancing neural prosthetics and interface technology. It provides a forum for presentation and discussion of state-of-the-art developments in areas that include neural stimulation, neural plasticity, functional electrical stimulation, deep brain stimulation, auditory prosthesis, cortical prosthesis, peripheral nerve interfaces, biomaterials, microelectrode array technology, brain computer/machine interfaces and other related areas.

Plexon is especially pleased to partner with Robert Rennaker, PhD of UTD as the Conference Chair and Joe Pancrazio, PhD of George Mason University as the Steering Committee Chair as they host an anticipated crowd of 400 scientists from around the world.

As a Platinum+ Sponsor, Plexon will sponsor the Tuesday evening dinner at the acclaimed Perot Museum of Nature and Science beginning at 7:30 p.m. The museum opened its doors December 1, 2012 and welcomed its millionth visitor just eight months later, on July 12, 2013.

Attendees are invited to Plexon's island booth to be amongst the first to see the pre-launch OmniPlex[®] D2 Neural Data Acquisition System platform for use with Plexon's new digital headstages. The system will feature standard 32 channels of auxiliary analog input (up to 5KHz A/D per channel), 32 channels of digital input, 32 channels of auxiliary digital out, and the new remote Digital Headstage Processor (DHP). Researchers will also have an opportunity to work with the PlexBright[®] Optogenetic Stimulation System, the CinePlex[®] Behavior Research System, the industry-standard Offline Sorter[™] Software, and even the new NeuroExplorer[®] v5 to be launched June 30th.

Due to popular demand, Plexon will once again host a Workshop Raffle. Plexon will raffle off a FREE registration to the very popular, limited-seating, hands-on, intense, multi-day 2015 Annual Neurophysiology and Behavioral Research Workshop. The winner will receive a full registration valued at \$900.00.

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.