

## FOR IMMEDIATE RELEASE

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### Deadline for Plexon/JoVE Publication Grant Contest for PlexBright® Optogenetic Stimulation System Only 17 Days Away

DALLAS, TX -- (May 14, 2014) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, announces the upcoming deadline for its second Plexon/JoVE Publication Grant Contest valued at \$4,200 – this one focused on research performed using the industry leading PlexBright® Optogenetic Stimulation System. The contest closes on May 31, 2014 at 11:59 p.m., Central time –17 days away.

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 referencing Plexon, the PlexBright System and the other Plexon products used to [publications@plexon.com](mailto:publications@plexon.com). Only entrants may submit an Application Form. No one may submit an Application Form on behalf of another.

The winner will be selected by a panel of judges from Plexon and JoVE on the basis of impact in their field, scientific content, concept/novelty, use of the PlexBright System and other Plexon products, and value to the scientific community. The lucky winner will be notified by June 30, 2014.

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). 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. The article will also be featured on the Plexon website and promoted to our several thousand and JoVE's tens of thousands of newsletter recipients worldwide.

According to previous winner, Jonathan Ho of Rebecca D. Burwell's Behavioral Neuroscience of Memory and Attention Lab at Brown University,

*"What I took away the most from this experience was that Plexon is genuinely interested in our research and wants to provide us with the best platform to carry out our work. I now consider Plexon as an important partner in our research rather than simply a company supplying our equipment. Winning Plexon's contest gave us the fantastic opportunity to showcase our research and experimental protocols using Plexon's products to a wide audience through JoVE's unique publication media.*

*The partnership between Rebecca Burwell's lab and Plexon has no doubt been strengthened from this positive experience, as have individual professional relationships, which will undoubtedly be an advantage in future endeavours. Our partnership enables us to have an open dialogue with Plexon to suggest improvements and developments to their already excellent products that would suit our ongoing research needs. More importantly, strong partnerships like this result in continual innovation in both research and technical means to tackle the infinite questions neuroscience poses."*

Plexon truly values the experience with Dr. Burwell's lab, whose article has now reached nearly 1,400 views from approximately 30 countries, and looks forward to being a catalyst in launching another innovative research group into the international spotlight. Plexon wishes good luck to all entrants!

For more information, the Official Rules or to download the application, visit <http://www.plexon.com/plexonjove-promotions>.

#### **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).

#### **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](http://www.jove.com).