

## FOR IMMEDIATE RELEASE

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### **Plexon Inc Releases CinePlex<sup>®</sup> Behavioral Research System Software Version 3.5 with Freezing Detection**

DALLAS, TX -- (May 23, 2014) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, announces the release of the CinePlex<sup>®</sup> Behavioral Research System software version 3.5 (CinePlex System) is now available on the Plexon website.

The CinePlex System is possibly the industry's most advanced approach to digital video recording, position tracking and behavioral analysis for freely moving and behaving animal experiments. Further, Plexon's CinePlex System is the only behavioral research system that can either be operated in full synchrony with neural data acquisition, or as a stand-alone solution.

Since version 3.4 was released, the development team has dedicated countless hours not only to expanding functionality, but also simplifying the interface, refining the algorithms and improving the performance. The result is an easier to use system with more granular control of data capture and analysis. Some of the more significant additions include freezing detection, more economical cameras and the significant expansion of multi-camera support.

Freezing detection is especially useful in learning and memory research, most specifically for fear conditioning studies. CinePlex Software v3.5 now empowers researchers to avoid the tediousness, variability and low throughput nature of manual scoring by confidently automating the detection and resulting calculations. The user can average the motion measure, set the freezing threshold, span gaps if desired, and then generate markers around the resulting freezing episodes. Multiple sets of detected episodes can be created with varying parameters, reviewed, modified if needed, and saved for future analysis.

Most CinePlex System users are familiar with the high performance, AVT Stingray and Pike cameras that have been a part of the CinePlex product family for many years. CinePlex Software v3.5 now also offers the researcher operating CinePlex in the stand-alone configuration a more economical camera option with Point Grey Firefly cameras while still maintaining high quality. Taking camera features a step further, the new release supports calibration in one or two dimensions, as well as speed measurements and events for multiple cameras.

This latest download is available for Windows 7 or XP platforms, and can be found at [www.plexon.com/software-downloads](http://www.plexon.com/software-downloads) under the CinePlex Behavioral Research System header. For more information regarding these or other improvements, consult the *CinePlex Change Log* or contact [info@plexon.com](mailto:info@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).