

## FOR IMMEDIATE RELEASE

### Plexon Inc's Near Sell Out 6<sup>th</sup> Annual Neurophysiology & Behavior Workshop Scored a Record-Breaking 9.7 out of 10.0

DALLAS, TX -- (May 1, 2015) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, is elated to announce that its 6<sup>th</sup> Annual Neurophysiology & Behavior Workshop (Plexon Workshop) was awarded the highest score to date - a record-breaking 9.7 - by the attendees following the event. The 2015 Plexon Workshop, an exceptionally intense, hands-on, exercise-based, comprehensive training program, was held in Dallas, Texas, USA at the DoubleTree Campbell Centre from April 27-30.



This unique event has historically been the only one of its kind in the industry, likely due to the unprecedented effort and resources – both equipment and personnel – necessary to execute such a comprehensive program. To support the Plexon Workshop this year, Plexon manufactured, authored, or made available:

- \$1,000,000+ in equipment for training and one-on-one coaching,
- 733 packed slides of content, exercises and examples,
- 30 intense hours of dedicated instruction,
- 21 hands-on, interactive training sessions,
- 17 comprehensive equipment workstations,
- 12 engineers, developers and subject matter experts for instructors,
- 4 unique neural data acquisition platforms spanning Plexon's product line history, and
- 4 accomplished, honored guest speakers from internationally well-known labs to tie it together from a practical perspective.

The Plexon Workshop is limited to 40 participants to ensure maximum hands-on access and individual attention. This year was a near sell out with attendees filling 39 of the possible 40 seats. Participants flew in from 11 countries on four continents making the group an ideal mix of geographic diversity. The equipment experience ranged from beginner to advanced, with from one to three people originating from a single lab.

Four years ago, the Plexon Workshop was completely revamped, intensifying the training experience, converting to exercise-based learning, significantly increasing access to equipment, enabling one-on-one coaching, embedding an ice breaker to enhance learning, expanding the instructor base and improving the take-home materials. Plexon further began gathering input from attendees via anonymous surveys, then used the feedback to improve future events – and it worked wonders! The first year in the new format, the event was rated an 8.9, followed by a 9.4 for the 2013 program, then a 9.5 the next year. This year, we are thrilled to share that attendees scored the program an amazing 9.7! This is a

significant metric, as it quantifies the value of the training from the perspective of the most important constituent – the researcher.

Workshop attendee George Voren from the Pharmacology and Systems Therapeutics Department at the Icahn School of Medicine at Mount Sinai has this to say about this year's event, *"The Plexon workshop is absolutely essential for anyone who wants to make the most out of their electrophysiology data. I really appreciated being able to spend 1 on 1 time with the creators of the programs I use every day and network with a community of other scientists who utilize the same techniques."*

Plexon thanks all attendees and honored guest speakers - Anders Asp from the University of Minnesota, Christian Bravo-Rivera from the University of Puerto Rico School of Medicine, Chandramouli Chandrasekaran from Stanford University and Jonas Thelin from Lund University - for making this the best Plexon Workshop yet! Details regarding the 7<sup>th</sup> Annual Neurophysiology & Behavior Workshop will be available on our website late this year.

For more information regarding timing, special pricing, or any other Plexon Workshop question, 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).