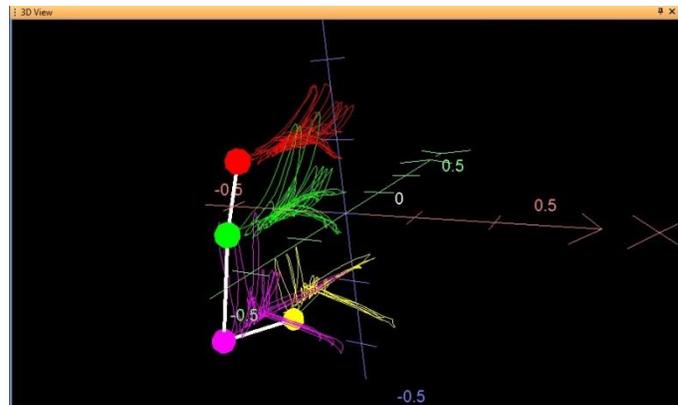


## FOR IMMEDIATE RELEASE

### Plexon Inc Acknowledges 3D Video Tracking with CinePlex<sup>®</sup> Behavioral Research System on the Rise in Europe

DALLAS, TEXAS -- (August 11, 2015) - Plexon Inc, the leader in advanced hardware and software solutions for neuroscience and behavioral research, is fascinated to watch as researchers in university labs across Europe are increasingly turning to Plexon's CinePlex<sup>®</sup> Behavioral Research System (CinePlex System) with CinePlex 3D digital video tracking functionality to satisfy sophisticated experimental requirements also involving neural recording.

CinePlex 3D is one of three advanced application-specific options to enhance the CinePlex System, a highly advanced digital video recording, tracking and analysis system operated in synchrony with any of Plexon's neural data acquisition systems (MAP, OmniPlex, OmniPlex D and OmniPlex D-DHP). The specialized capabilities unleashed through CinePlex 3D may be grouped into two primary topics: 1) the remarkable ability to track an animal's movements in three dimensions, and 2) the brilliant simplicity of RapidGrid<sup>™</sup> camera and system calibration, no longer requiring a dedicated environment for video capture.



Recently, Plexon has seen a rapid increase in the demand for video recording in three dimensions in Europe. Researchers are performing a wide variety of fascinating experiments requiring both neural recording and locomotion evaluation enabled by the sophistication of CinePlex 3D such as:

- Studying limb movements during reaching tasks in a freely roaming, non-human primate in an open cage;
- Exploring the reptilian cortex with an emphasis on olfactory and visual areas by evaluating turtle behavior in an open field environment; and
- Evaluating rodents performing fine walking and reaching tasks.

For the above, CinePlex 3D utilizes from two to four simultaneously recording video feeds. The optimal number of cameras depends on the complexity of the experimental arena and the objects' expected movements. CinePlex 3D embeds a highly sophisticated – yet easy to execute – RapidGrid protocol within the program to reduce calibration time to only minutes per camera. Researchers are free to establish experiments wherever they deem appropriate – any room, building or facility most conducive to eliciting the results desired for their immediate purpose. CinePlex 3D's almost "mobile" approach redefines the possibilities for the behaviorist.

Contact [sales@plexon.com](mailto:sales@plexon.com) for information regarding video tracking and analysis with or without neural recording.

### **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).