



## **BiOptix Launches Multiplex Label Free Molecular Interaction Analysis Instrument At PittCon 2009**

BiOptix announces its four feature true multiplex array instrument with anticipated ship dates in the third quarter of 2009. This new label free technology was originally conceived by Dr. John Hall, 2005 Physics Nobel Laureate, and is expandable up to 96 features per array. Each array is present within a single flowcell that enables users to analyze complex mixtures for multiple biomolecules in a single sample injection. The technology has been performance tested using multiple biomolecular systems and chemistries, including proteins, nucleic acids, glycans and whole pathogens.

BiOptix' revolutionary yields the following benefits:

- 10x the sensitivity compared to the leading competition
- True multiplex analysis exposes the sample to the entire array surface in a single flowcell
- On-chip control for background effects such as non-specific binding
- User-customizable replaceable biochip that's chemically modified outside the instrument and easily manipulated

Richard Whitcomb, President of BiOptix, said,

“The 207B offers a quantum leap in the label free marketplace in terms of economy, ease of use and reliability. The system's microfluidic design elegance is complemented by an optical block with no moving parts. Not only does our technology offer true multiplex analysis with a single laser beam taking multiple measurements simultaneously, it also enables the user to tailor our replaceable biochips for their own analytical needs. The end result is a system that delivers higher quality data and elevates productivity.”

The design of the BiOptix 207B system addresses the needs of customers who are currently not well served by existing label free instrumentation. Entry markets include biopharma and low molecular weight drug development, kinetic analyses, antibody development and quality control and process analysis. Future markets are in molecular diagnostics, including point of care and personalized medicine, which will benefit from the technology's ease of use and speed to results.

For more information, please consult [www.bioptix.com](http://www.bioptix.com) or visit us at booth #737 on the PittCon floor March 9-12<sup>th</sup>.

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<http://www.bioptix.com> PittCon booth #737.