October 30, 2013

Plexon at SfN, NDAQ System Surprise, PlexBright, Cineplex, OFS v3.3.2 & a raffle

You are InvIted to SfN Booth 1431!

You can’t miss it! Plexon’s 30th Anniversary booth is the largest in three decades celebrating our rapidly expanding product lines and our research partners around the globe. You are invited to stop by just to visit, or to check out the latest tools and equipment for your lab. Visit with Harvey, himself, or take a moment to meet the new members of the team.

While in the booth, don’t forget to:

** pick up either a limited-edition Plexon 30th Anniversary coffee mug or T-shirt (while supplies last), and

** enter the raffle for a FREE Annual Workshop registration!

The sections below provide a glimpse of what you will have a chance to see while at Neuroscience. We are really looking forward to seeing many of you in a few short weeks.

Neural Data Acquisition Technology Surprise...

The booth will host a complete suite of neural data acquisition system options including 16 to 256 channel OmniPlex® D Systems featuring the DigiAmp™ and the MiniDigi™ Digitizing Amplifiers . . . as well as a peek into Plexon’s future NDAQ system plans.

In addition to countless new features and enhancements for the OmniPlex Systems, earlier this year we announced new digital referencing, channel mapping and the game changing new recording format, PL2™.

The digital referencing feature avoids many of the limitations of analog referencing. Not only is standard digital referencing available, but so are two advanced methods: common average referencing (CAR) and common median referencing (CMR) performed at the full 40kHz wideband sampling rate for maximum precision. Ask us about it!

Channel mapping allows users of electrodes with nonstandard or inconvenient physical channel numbering, such as with silicon probes, to map (renumber) the channels without the use of custom adaptors or cables which were previously required. Researchers utilizing electrodes with complex geometries such as stereotrodes or tetrodes will appreciate the convenience.

Where to start with PL2 as there are so many fundamental benefits? In short, the PL2 file format enables significantly faster single channel read time - 100s or even 1000s of times faster – with up to 50% faster block level reads. In the past few months, we have had triple digit requests for PL2-enabled license keys! Come learn what it is all about!

With respect to future NDAQ plans . . . you will have to stop by and ask Harvey himself. He might even offer up a demonstration!

Full Spectrum of PlexBright™ Optogenetics Products on Display

The PlexBright™ Optogenetic Stimulation System product offerings have exploded since last year – and we will have it all to show you! In fact, you will even have the opportunity to get a sneak peek into the remarkably elegant pattern generation capabilities soon to be offered in Radiant™ 2.0 driving the PlexBright 4 Channel Optogenetic Controller.

In the past year, we have introduced products including new PlexBright LED Module wavelengths, the PlexBright Dual LED Commutator, armored PlexBright Optical Patch Cables, PlexBright Fiber Stub Implants with a smaller fiber diameter and new, more robust versions of PlexBright Optical Patch Cables and Fiber Stub Implants for larger animals.

We have more to come as well . . . with an advanced look at the new PlexBright Dual LED + 16 Channel Commutator, new optrodes being developed with our probe partners, and of course, Radiant 2.0 with precise and flexible pattern generation.

Read up on the PlexBright Optogenetic Stimulation System, then come to the Plexon booth to see it in action. Don’t forget that the PlexBright introductory pricing has been extended through the end of the year.
CINEPLEX® LITE AND MORE!

So much is happening in the area of behavioral research, and Plexon plans to be right there with the best tools technology can offer. The full CinePlex® Behavioral Research System suite of products continues to be enhanced for even the most unique research needs. This year, the biggest news in CinePlex revolves around the development of a more economical version of the system we call CinePlex Lite.

CinePlex Lite will provide the same exceptional quality and versatility the research community has come to expect - only now we can offer a more unique approach with a feature set and camera solution more fitting in today's research budgets.

Stop by and request a demonstration of CinePlex Lite or any other elements of the CinePlex Software including tracking capabilities (whole body, colored markers, LEDs), locomotion and positioning analysis, the newly expanded behavioral recognition, or maybe 3D functionality with RapidGrid™, ultra-fast camera calibration.

PROBES, ELECTRODES . . . AND OPTRODES

Our specialty probe business is as strong as ever – possibly because we offer some of the most dependable and unique probes available today. Stop by the booth to learn about some of the options including:

• U-Probe - Very popular, robust, multi-use, multi-site linear electrode most often used for acute studies with primates. Also available in stereotrode and tetrode configurations.
• V-Probe - Second generation U-Probe featuring a conical-shaped tip for both ease of penetration and reduction of trauma to the brain upon entry. Available in a single-row configuration.
• Thumbtack Probe - A chronic, linear probe effective for both field potential and single unit recordings most often used with primates.
• Brain Slice Probe - A multi-site linear electrode array designed to capture neural activity from tissue slices.

Plexon is also working alongside some of our probe partners to develop various optrodes enabling optogenetic stimulation and neural recording on the same device. We are happy to discuss the specifics and expected availability as they are available.

Click here to explore more about our available probes and electrodes, or simply stop by and check them out.

OFFLINE SORTER™ V3.3.2 RELEASED

Just in time for Neuroscience, we have made a few improvements available for Offline Sorter™. Overall, we have improved the performance by adjusting a few GUI options making navigation more efficient, improved the behavior when the hard drives fills up and enabled the ability to select waveforms faster to name a few. One notable piece of new functionality has combined many Sorting menu options into new Automatic Sorting and Template Sorting dialogs. Lastly, amongst a few others, a bug has been fixed related to loading continuous data from .NEX files. If you do read continuous data into Offline Sorter from NeuroExplorer®, we recommend you download this new release. Otherwise, the modifications are mainly nice to have.

For the most recent download, go to www.plexon.com/software-downloads and select the Offline Sorter section.

RAFFLE FOR FREE PLEXON WORKSHOP REGISTRATIONS

Workshop dates: March 17-20, 2014
For the first time ever, Plexon will raffle off two FREE registrations to the very popular 2014 Annual Neurophysiology and Behavioral Workshop during Neuroscience 2013. Each winner will receive a full registration to the upcoming workshop worth $900.00.

The Workshop is limited to no more than 40 attendees to ensure maximum hands-on experience. Each winner receives three days of intense training, robust materials and exercises, a certificate of completion, two $150.00 gift certificates for the 2015 Workshop, admission to the Welcome Reception, a ticket to the exceptionally popular social event, breakfast and lunch for all three days, a Plexon T-shirt and a mug.

Raffle rules will be available at the booth. We encourage everyone to stop by and enter and wish the best to all raffle contestants!

PLEXBRIGHT INTRO PRICING EXTENDED THROUGH END OF YEAR

To take advantage of the product line's introductory pricing, an order must be placed with Plexon by December 31, 2013 by either a submitted Credit Card form or a Purchase Order. Plexon quotes are typically valid for 90 days; however, pricing for PlexBright line items on quotes generated in 2013 will be valid until December 31, 2013.

PLEXON CLOSED FOR THANKSGIVING HOLIDAY

In observation of Thanksgiving, Plexon's world headquarters will be closed November 28 - 29, with standard operations resuming on Monday, December 2nd. Plexon Europe will remain open.
OFFLINE SORTER™ PROMOTION
Get in on our 30th Anniversary specials for Offline Sorter (OFS) version 3! When you purchase OFS v3, choose either a special pricing (~$1,000 savings) or an extra license ($2,000+ savings). Email info@plexon.com to request a quote or place an order. This promotion expires December 20, 2013.

INNOVATION FOR THE NEXT 30 YEARS
Plexon continues to celebrate its 30th year serving researchers around the globe!

RESEARCH SPOTLIGHT
Let us know about your 2013 publication citing Plexon and our equipment, and we will send you a thank you award with a mug and a T-shirt! Send notices, address and T-shirt size to publications@plexon.com.

All articles listed are alphabetical based on first author within two categories: articles published online in electronic-only journals or ahead of print, and articles published in full print.

Recent articles published online in electronic-only journals or ahead of print:
• Hisatsune, Chihiro, Hiroyuki Miyamoto, Moritoshi Hirono, Nachide Yamaguchi, Takeyuki Sugawara, Naoko Ogawa, Etsuko Ebisui et al. “IP3R1 deficiency in the cerebellum/brainstem causes basal ganglia-independent dystonia by triggering tonic Purkinje cell firings in mice.” Frontiers in Neural Circuits 7 (2013).
• Odawara, Aoi, Masao Gotoh, and Ikuro Suzuki. “A three-dimensional neuronal culture technique that controls the direction of neurite elongation and the position of soma to mimic the layered structure of the brain.” Royal Society of Chemistry. (2013).
• Sanacora, G., M. A. Smith, S. Pathak, H. L. Su, P. H. Boeijinga, D J. McCarthy, and M. C. Quirk. “Lanicemine: a low-trapping NMDA channel blocker produces sustained antidepressant efficacy with minimal psychotomimetic adverse effects.” Molecular Psychiatry (2013).
• Self, Matthew W., Timo van Kerkoerle, Hans Supèr, and Pieter R. Roelfsema. “Distinct Roles of the Cortical Layers of Area V1 in Figure Ground Segregation.” Current Biology (2013).
• Zhao, Fang, Meng Li, Yi Qian, and Joe Z. Tsien. “Remote Measurements of Heart and Respiration Rates for Telemedicine.” PLOS one 8, no. 10 (2013): e71384.D.
Recent articles published in full print:


