

Unique flow cytometry portal brings suppliers and users together

Sheffield, UK: Chromocyte™ (<http://www.chromocyte.com>) is an innovative new online resource that will benefit practitioners and suppliers in the field of flow cytometry. Launched on July 6th 2010, Chromocyte helps scientists design complex multi-parameter flow cytometry experiments and also identify and source the reagents required for their experiments. The resource is free to use for flow cytometry practitioners. Users simply enter relevant parameters and Chromocyte will calculate possible combinations of conjugated antibodies required and identify suppliers who offer the combination.

For suppliers to the field of flow cytometry, Chromocyte offers a unique opportunity to raise their profile in the competitive flow cytometry reagents market. A range of options will allow suppliers to:

- List products and services.
- Place banner advertisements.
- Access statistical data on reagent searches, resource usage, and 'clicks' on banner ads and other resource links.
- Use e-mail and other communication services.

Chromocyte founder and Chief Executive, Graham Pockley, who is also Professor of Immunobiology at the University of Sheffield, UK, commented, "We are committed to making Chromocyte the premier online resource for designing complex multi-parameter flow cytometry experiments and identifying and sourcing reagents for the widest range of experimental set-ups."

To ensure Chromocyte becomes an invaluable resource for flow cytometry practitioners, the portal will also include educational and communication capabilities, allowing researchers to access training, share tips, troubleshoot online and keep abreast of all the latest developments in the field.

For more information about supplier opportunities on Chromocyte, contact melinda@pivotalscientific.com

Editor's Notes

Editorial contact

melinda@pivotalscientific.com

Chromocyte™

Chromocyte is a new venture with an experienced management team that has a field-proven track record.

Founder and Chief Executive: Professor Graham Pockley

Graham Pockley, Professor of Immunobiology at the University of Sheffield, UK. Professor Pockley has more than 25 years' experience studying immunoregulatory mechanisms in health and disease. His research has made extensive use of multi-parameter flow cytometry.

Sales and Marketing: Tim Bernard

Tim Bernard is an accomplished commercial leader and biotechnology Sales and Marketing consultant with more than 24 years' experience of executive level leadership within the life science sector. He was a key contributor in the set up, success and eventual sale of Serotec Limited, growing the operation from a £300,000 turnover to its sale for £20 million. In addition, he has extensive experience as a manufacturer and distributor of monoclonal antibodies.

Interviews

Should you have any questions, Professor Pockley is available for interview. Please contact melinda@pivotalscientific.com to arrange an interview.

The Chromocyte portal

The portal has four main sections: Calculate, Locate, Educate and Communicate.

Calculate

On the basis of user-defined inputs, appropriate combinations of fluorescently-labelled antibodies for a given analysis are identified and suppliers of these reagents listed via real-time interrogation of databases of subscribed suppliers.

Locate

Allows users to define the characteristics of their desired antibodies and locate suppliers via real-time interrogation of supplier databases.

Educate

Provides all the latest news in flow cytometry and constantly updated links to user-rated resources (training, instrumentation, software, fluorophores and labelling techniques).

Communicate

Highlights new products and facilitates the exchange of information, tips, good experimental practice and protocols via blogs, discussion groups and an interactive 'Panel of Experts'.