



The new Phasefocus website makes a grand entrance

Phasefocus™ is delighted to announce the launch of a new corporate website. With a fresh look and feel, the new site has been designed to improve the end-user experience, providing simple, logical, navigation, allowing visitors to rapidly locate and access a wealth of product and application information from a single location.

Visitors to the site can now browse the wide range of Livecyte™ applications, from where they can readily view an extensive selection of related videos, technical application notes and associated product documentation.

In addition to providing product related resources, users can also keep abreast of the latest company news and events, allowing customers to identify opportunities to meet with members of the Phasefocus team and see the Livecyte system on display.

Tracey Zimmermann, VP global sales, commented

“We are very excited at the launch of the new website and hope that visitors to the site will approve of the changes we have made. Our aim was to consolidate the company and product hubs into a single, unified platform, making it faster and easier for users to locate and access the information they want, each time they visit.”

CEO, Martin Humphry added, “We took on board customer feedback when designing the new website and believe the new format delivers the content and functionality needed. The revised site clearly illustrates the unique power of Livecyte and brings together all relevant resources, allowing customers to remain informed about new developments relating to both products and Phasefocus’ corporate activities.”

As a dynamic resource and the focus for customer interaction, the content and functionality of the website will be continually updated. Visitors are invited to explore the site by visiting www.phasefocus.com to experience the improved functionality and new content.



Livecyte
Obtain True Population Dynamics
by Segmenting Every Cell

Home > Livecyte > Every Cell Tells a Story

Let Every Cell Tell its Story

Stop manually tracking your cells; let Livecyte do it for you automatically.

Now you can follow every individual cell, measuring how they move and change in response to changing culture conditions.

Livecyte™ identifies up to 19 different morphological characteristics for each cell, generating a unique phenotypic fingerprint by which thousands of individual cells can be automatically tracked, even within heterogeneous cell populations.

The result is a phenomenal new depth of information, compared to HCA or standard time-lapse instruments.

Watch the Phenotypic Fingerprint Video

Phenotypic Fingerprint

Dry Mass, Volume, Area, Directionality, Perimeter, Speed

Fig. 1. Explore the new Phasefocus website

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Notes for the Editor

About Phasefocus

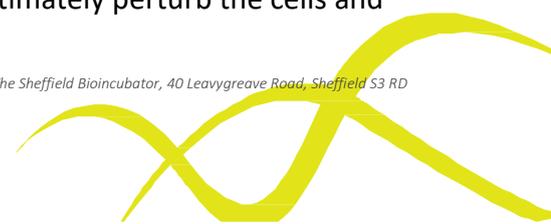
Phasefocus provides a range of products and services based on its proprietary Ptychographic Quantitative Phase Imaging (QPI) technology, pertinent to a wide range of analytical applications requiring reliable and robust image capture and data handling.

The Phasefocus technology permits capture of information rich phase data at multiple wavelengths enabling observation and analysis of materials, processes and products at nano scale level.

With broad spectrum appeal, this innovative technology has potential for use in diverse markets ranging from life science and healthcare to engineering, metrology and more.

Livecyte™, the company's flagship live cell imaging system is revolutionising the study of cell behaviour, allowing researchers to measure the morphology and motion of every cell over time and without the use of labels in a controlled environment at scale (up to 96 well plates).. Livecyte allows thousands of individual cells to be automatically tracked, even within a heterogeneous cell population, producing more statistically valid data and increased confidence in the interpretation of results, whilst saving days of analysis time compared to manual tracking.

Whilst labelled techniques can produce high contrast images, they ultimately perturb the cells and



be phototoxic, which limits the type of cell that can be used and the duration that they can be imaged before measurement-induced cell behaviour changes emerge.

Ptychographic imaging is accomplished using low laser power, 10,000-100,000 times less than that used for fluorescence microscopy, which means that cells can be imaged for long periods of time (eg greater than 1 week) without suffering photo-toxic effects. This is beneficial for all cell types but especially for sensitive cell types such as stem cells and primary cells.

