

New product release – Software solution saving hours

Uppsala Sweden, April 17th, 2015 – Gradientech AB, the Swedish supplier of innovative microfluidic solutions for biotech, releases its new software for automated cell analysis, *Tracking Tool™ PRO*. Cell biologists wanting to quantify cell movements can now save massive amounts of analysis time compared to earlier golden standard method, without compromising on quality.

There is an ongoing shift within cell biology research towards research tools that capture the dynamic responses of the biological cells, i.e. the cells are filmed throughout the complete experiment – *live cell imaging*. This is to be compared with traditional methods where all this important information is lost when only start- and end values are measured.

Live cell imaging of course creates challenges for the analysis of data generated. The cells can be densely distributed in the images, appear and behave differently over time and be difficult to follow, even when analysing the images manually. The new *Tracking Tool™ PRO* software by Gradientech detects and tracks cells automatically in challenging images and transforms image data into statistical results on e.g. the distances and directions the cells have moved throughout the customers' experiments. These parameters are important for revealing mechanisms in diseases and physiological processes within various drug discovery applications.

"Benchmarking *Tracking Tool™ PRO* has shown its outstanding capacity to detect and track cells automatically in comparison to existing software products on the market," says Gradientech's sales- and marketing manager Ann-Sofie Andersson. "The results are also fully comparable to those generated by manual analysis, still considered the golden standard method, yet very time consuming."

The business model is also different from competing products by the large multinational biotech players. "The licenses for their corresponding software products are costly and usually not an alternative for individual research groups," Ann-Sofie Andersson explains. *Tracking Tool™ PRO* is on the contrary used in a ticket-based manner. The software is downloaded and handled completely by the customer, but for each analysis a ticket is withdrawn from his account, meaning a small fee per usage with very low initial risk in trying a new analysis solution. "This pricing strategy is common within other business areas, e.g. where the user pays per downloaded song or digital article. Now the time has come to introduce it for biotech tools as well."

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About Gradientech AB

Gradientech is a global supplier of microfluidic assays and software solutions for high-quality analysis of cell migration and cell behavior in response to gradients of molecular substances. This area of research is of increasing importance for scientists in the academic, pharmaceutical, and diagnostic markets. Gradientech AB is a privately owned spin-off company from Uppsala University, Sweden, founded in 2009.