FOR IMMEDIATE RELEASE

1st Conference on Impedance-Based Cellular Assays August 10-12th, 2011 Regensburg, Germany

Monday, June 27, 2011, Applied BioPhysics.

Researchers pioneering the use of impedance-based cellular assays in life science research are meeting in the historic German city of Regensburg this August. The meeting will be held on the campus of the University of Regensburg and will include tutorials on different aspects of using impedance analysis to describe and measure cellular function. Researchers from academia and industry worldwide will present their latest research using impedance to study cellular function including fundamentals of cancer biology, improved methods of animal-free toxicity testing such as nanoparticle toxicity and label-free stem cell differentiation.

Speakers will include Wenguo Jiang from Cardiff University, Pierre Bagnaninchi from The University of Edinburgh, Chun-Min Lo from Taipei, Andreas Janshoff from Gottingen, as well as Ivar Giaever, 1973 Nobel Laureate in Physics. Sponsors include Applied Biophysics and ibidi LLC.

There is no registration fee to attend.

More information is available at http://www.ibca2011.net/WelcomeNote.html

Applied BioPhysics has over 25 years of experience with impedance-based cell assays put into one instrument line. Our ECIS instruments and consumable 8-well and 96-well arrays are used in biological research and drug discovery. ECIS offers the ability to measure both simple and complex impedance over a wide range of AC frequencies.

For further information contact:

Nancy Vlahos Applied BioPhysics 185 Jordan Road Troy, NY 12180 Ph:1-866-301-ECIS (3247) Fax 518-880-6860

vlahos@biophysics.com

For technical questions:

Dr. Christian Renken Applied BioPhysics 185 Jordan Road Troy, NY 12180

Ph: 1-866-301-ECIS (3247)

Fax 518-880-6860

renken@biophysics.com