Have a Great Idea for a *NEW* iuvo™ Device or Application ...?

(iuvo™ microconduit arrays)

New Iuvo™ Idea

Three channels side by side

- Dorsal root ganglion neurons in top channel. Dorsal horn neurons in bottom channel. Synapses form in middle channel.
- Stimulate DRG neurons & visualize neurotransmission with calcium probes, etc.
- Post-assay immunostaining cells to reveal more insights into signaling pathways involved.

Let Us Know

(you could win an iPad*)

Fill Out the Form Below, or Send an Email with your Idea(s) to info@bellbrooklabs.com.

Name: _____

Institution: _____

Email: _____

Phone #: _____

Idea: _____

* Contest Deadline: 01/31/2011.

Winning Entry to be Selected by BellBrook Labs: 02/04/2011.

BellBrook Labs

www.bellbrooklabs.com

NEW

iuvo™ Slide Devices

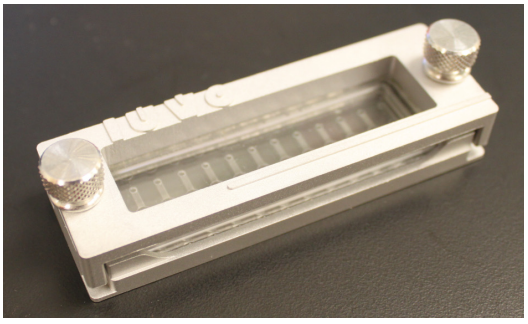
BellBrook Labs

Imagine the Possibilities with a New Format...

High Content - 3D - Microenvironment - Live Cell Imaging - Real-Time

The new iuvo™ Slide Device platform provides miniaturized slide devices that enable 3D, high-content, functional cell-based assays that more accurately depict *in vivo* processes. The smaller microchannel format of the new iuvo™ Slide Device fits easily into microscope stage inserts and offers the ability to perform real-time, live cell imaging.

iuvo™ Slide Devices offer customizable cell culture compartments with unique geometries designed specifically to support 3D biology and/or functions of interest. In addition, the Slide Devices are also a great tool for assay development for larger studies in the iuvo™ array plate.



iuvo™ Slide Device with Microchannels

Application Areas

Cell Health Assays
viability, cell cycle, apoptosis, mitochondrial membrane potential ...

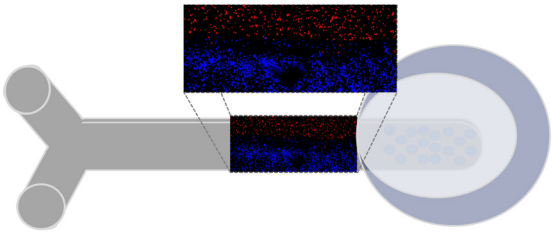
Cell Motility Assays
3D tumor cell invasion, 2D chemotaxis, 3D fibroblast migration ...

Cell Differentiation Assays
Angiogenesis, Mammosphere Formation ...

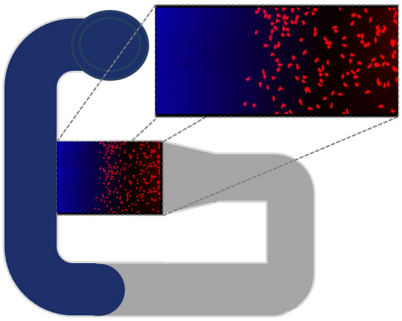
Assay Development Tool
optimize iuvo™ MC 5250 assay plate

Device/Applications Combinations

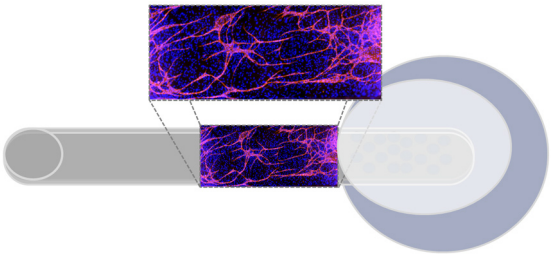
Co-Culture



Chemotaxis Gradient

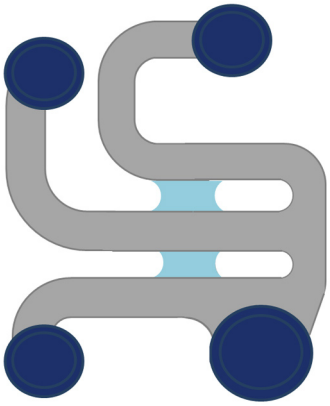


Angiogenesis



Imagine YOUR Device or Application

HERE



For more information, contact us at 866-313-7881,
info@bellbrooklabs.com, or visit www.bellbrooklabs.com

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