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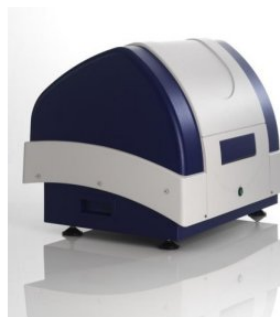
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AssayMetrics launches new plater reader instrument

20th September 2010 -

AssayMetrics Limited, the Cardiff Discovery Tools company is pleased to announce the launch of its new laser-based **Fluospec FL™** reader at the MipTec Conference and Exhibition in Basel, Switzerland on September 20-24th 2010.



The **Fluospec FL™** Fluorescence Lifetime plate reader reads 96, 384 and uniquely 1536 well microtitre plates. The reader is optimised for AssayMetrics' **PURETIME®** reagents but can be used with other fluorescent dye tags. Patent-pending technology uses rapid fluorescence lifetime discrimination to achieve significantly lower false positive/negative rates, leading to faster and more robust development steps.

The **Fluospec FL™** also offers kinetic assay measurements with optional temperature control.

Launch follows four years of development bringing together scientists and engineers from various spheres and disciplines to produce one world-beating technology.

Dr Pierre Graves, CEO of AssayMetrics Ltd commented, "We invented the best fluorescence lifetime dyes more than ten years ago and the new plate reader means we can now offer a one-stop-shop for fluorescence lifetime assay technology. This is exciting news and we are confident that many more drug discovery companies will join our existing big pharma customers and discover the benefits of fluorescence lifetime."

AssayMetrics Ltd is a Discovery Tools Company with all-told more than 70 years experience in providing novel fluorescence technologies, dye labelling reagents, enzyme substrates, imaging agents and instruments for use in drug discovery and related applications.

Further information on the product or about AssayMetrics Ltd can be obtained by contacting Dr. Pierre Graves, Chief Executive Officer pierre.graves@assaymetrics.com or visiting booth H61 at MipTec 2010.
