



Association for Laboratory Automation

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LabAutopedia™ Turns One Year Old

**ALA's Award-Winning Wiki Celebrates First Anniversary;
Global Usage Statistics Reveal Exponential Growth**

CHICAGO – The Association for Laboratory Automation (ALA), a multi-disciplinary, non-profit scientific society serving diverse industries and technology sectors, today recognized the first anniversary of its award-winning wiki LabAutopedia™ — a free online repository of reference and tutorial information covering all branches of the field of laboratory automation.

LabAutopedia is accessible at labautomation.org/labautopedia.

With more than 180 contributed articles, videos and white papers, LabAutopedia has more than doubled its content over the past year. In its first 12 months, LabAutopedia has welcomed more than 28,500 unique visitors from over 150 countries and territories world-wide. The wiki also is averaging more than 7,500 page views per month. In the United States, users spend more than three minutes on the site and view an average of four pages per visit.

“Our practical, easy-to-use wiki is a simple concept that is proving its value every day to scientists and engineers around the world. Just yesterday our wiki had visitors from India, Hong Kong, Thailand, Japan, Switzerland and France,” says ALA President Erik Rubin. “LabAutopedia continues to surpass expectations and serve as an accessible base for information on the field of laboratory automation and technologies that was previously unavailable. It is clear that LabAutopedia has and will continue to have an impact on the growth of ALA and a significant role in the growth of the laboratory automation community as a whole.”

LabAutopedia offers definitions and terminology, standards, white papers, organizational listings, and other information that is never out-of-date and continually evolving. LabAutopedia is being written and constantly growing collaboratively by numerous authorities of various related fields, including academics, users/practitioners and vendors.

Additionally, ALA will launch **The Market Place for Laboratory Automation™** which will serve as the retail side of LabAutopedia. By complementing its wiki with a comprehensive product directory, ALA is able to offer researchers around the world immersed in laboratory technology access to education and the instrumentation, products and services behind the science complete with descriptions, quick links, videos and vendor contact information. **The Market Place** will be launched at LabAutomation2010, Jan. 23-27, Palm Springs Convention Center, Palm Springs, CA, USA; <https://www.labautomation.org/LA10/index.cfm>.

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In the past year, LabAutopedia has won the following international awards of excellence:

- **2009 Excel Awards;** The Society of National Association Publications (SNAP)
 - Category: Online Publishing—ALA LabAutopedia Wiki
 - Decoration: Silver Award

- **The 26th Annual Tower Awards, 2009;** Business Marketing Association (BMA)
 - Category: New Product Launch—ALA LabAutopedia Wiki
 - Decoration: Bronze Award

- **2009 ASAE Gold Circle Awards;** American Society for Association Executives (ASAE)
 - Category: Innovative Communications—ALA LabAutopedia Wiki
 - Decoration: Honorable Mention Award

For more information about ALA or LabAutopedia, visit www.labautomation.org or call +1.630.208.6830.

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The Association for Laboratory Automation (ALA) is a worldwide organization representing leaders in all aspects of laboratory automation. ALA seeks to provide a greater understanding of the importance and value of automation technologies in laboratory settings, to advance science and promote education related to laboratory automation by encouraging the study, advancing the science and improving the practice of laboratory automation.