



Association for Laboratory Automation

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LabAutomation2010 Innovation AveNEW Participants Selected

ALA Chooses Eight Start-up Companies from Around the World for Fourth Annual Program

Chicago, IL – The Association for Laboratory Automation (ALA), a multi-disciplinary, non-profit scientific society serving diverse industries and technology sectors, has selected eight elite start-up companies from around the world for its fourth annual Innovation AveNEW program at LabAutomation2010, January 23-27, 2010, in Palm Springs, CA, USA.

The mission for Innovation AveNEW is to offer start-up, entrepreneurial companies operating within the laboratory automation and technology field a venue for positive, collaborative interaction and exposure for their product and/or service concept. Innovation AveNEW will be presented in a specially designated area on the LabAutomation2010 exhibit floor.

The eight companies featured at LabAutomation2010 include:

- BSSN Software – Mainz, Germany
- CellASIC – San Leandro, CA, USA
- Curiox Biosystems – Singapore
- Cynora GmbH – Leopoldshafen, Germany
- Delta Robotics – Berne, Switzerland
- Dotmatics Limited – Hertfordshire, United Kingdom
- Live Cell Assays – Martinez, CA, USA
- NanoEngineering Corporation – West Palm Beach, FL

LabAutomation2010 kicks-off the calendar year as the premier event for new laboratory product and technology launches by established companies exhibiting at the event. The Innovation AveNEW program serves to afford emerging, start-up companies the opportunity to actively engage and participate in a world-class event by offering the participants free exhibit space and travel. The program helps participants to grow and scale their business as well as directly connects them more than 4,000 purchasing influencers and decision-makers from more than 40 countries. Only a select few start-up companies are chosen for this program each year.

Once again this year two leading non-profit scientific organizations – BioAlps, Switzerland and DECHEMA, Germany – have joined with ALA and have selected one start-up company each from their respective region of the world to participate.

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“Innovation AveNEW has evolved into an integral part of the LabAutomation2010 exhibit floor with spots for participation becoming highly sought after by start-up companies whose innovative products are advancing the field of laboratory automation,” says ALA President, Erik Rubin.

“Innovation AveNEW continues to be an example of ALA’s commitment to blending each of its constituent audiences – academia and government, technology users *and* the technology provider community – and expanding our association’s presence in the global marketplace and emerging industry sectors.”

A judging panel of experts in laboratory automation and technologies conducted the preliminary screening and final selection of all the candidate start-up companies. LabAutomation2010 will feature more than 200 exhibits and approximately 4,000 participants from around the world. This five-day event is the world’s largest conference and exhibition focused on emerging and merging laboratory technologies that promotes knowledge-sharing across diverse industries and scientific disciplines.

For more information about LabAutomation2010, visit www.labautomation.org/LA10/.

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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 strategies and technologies in the laboratory settings, to advance science and promote education related to laboratory automation

LabAutomation2010, Jan. 23-27, Palm Springs Convention Center, CA, USA is a five-day event bringing together laboratory automation scientists, academicians, engineers, business leaders and students from around the globe in conjunction with the world’s largest exhibition of laboratory technologies.