

## NEWS RELEASE - FOR IMMEDIATE RELEASE

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**Synoptics celebrates 30 years of successful international operation  
with many brands now global leading technologies**

**Cambridge, UK:** Synoptics, a world leader in the development and manufacture of innovative digital imaging systems for life science and clinical applications, is pleased to announce it is celebrating 30 years of being in business with many of its product brands now recognised as global leading technologies.

The Synoptics group, which is part of AIM quoted UK company Scientific Digital Imaging (SDI), has expanded from its original group of companies and now boasts four divisions, Syngene, Synbiosis, Syncroscopy and its most recent addition, Synoptics Health.

Syngene, is the largest of the Synoptics divisions and produces systems for imaging DNA, RNA and proteins. This division is well-known for its award winning GeneGnome, a dedicated automated imager for chemiluminescent Western blot analysis. In recent years, Syngene has been a leader in imaging with its ground breaking GeneSys software, which was the world's first commercial software to allow scientists to automatically set up their G:BOX image analysers by gel and blot application and meant they did not have to be CCD camera experts to generate excellent imaging results.

The Synbiosis division which produces systems for microbiology applications has also seen significant success with the ProtoCOL system. This automatic colony counting and zone inhibition measurement system has become the global gold standard in pharmaceutical companies and contract research organisations for measuring potency of vaccines against flu and meningococcal bacteria.

Synbiosis has recently launched a world first with its Chromogenic ID software to automatically identify bacteria and yeast by species on chromogenic plates. In 2015, Synbiosis also launched its new mASter software to measures zones around antibiotic sensitivity discs and then predict antibiotic resistance from the results. With the drive world-wide to produce more antibiotics, as well as test bacteria for antibiotic resistance, Synbiosis predicts the mASter software will be a very successful addition to the range.

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# News Release

## **..... Synoptics Celebrates 30 Years/2**

In addition to celebrating its 30<sup>th</sup> anniversary, 2015 is proving to be a great year for Synoptics as it has appointed a new commercial team and its parent, SDI secured £500,000 of new investment enabling Synoptics to innovate and promote its products globally.

Mike Creedon, SDI's Chief Executive Officer, commented: "Synoptics is delighted to be celebrating 30 successful years in business. From our origins as a spin-out from the University of Cambridge, we have utilised our imaging expertise to build a thriving portfolio of exceptional products which are being used by scientists all across the globe to improve the quality of their research on many life-threatening diseases and pathogens."

Mike added: "We are very proud of what we have achieved at Synoptics and with our new investment and commercial team in place, we are looking forward to being at the forefront of successfully commercialising life science and clinical imaging products for many years to come."

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### **Note to Editors**

### **About Synoptics**

The Synoptics Group, which comprises four divisions: Syngene, Synbiosis, Syncroscopy and Synoptics Health, develops and manufactures innovative imaging systems and software for life scientists to improve the quality and speed of their research. The groups' largest divisions, Syngene and Synbiosis produce state-of-the-art equipment that is used in molecular biology and microbiology applications respectively.

Synoptics, formed in 1985 as a spin-out from the University of Cambridge is now part of the AIM quoted Scientific Digital Imaging (SDI) Company based in Cambridge, UK. Synoptics currently employs 40 people in its UK and subsidiary operation in Frederick, USA and provides a full range of sales and support services globally via a network of direct sales people and expert distributors.

