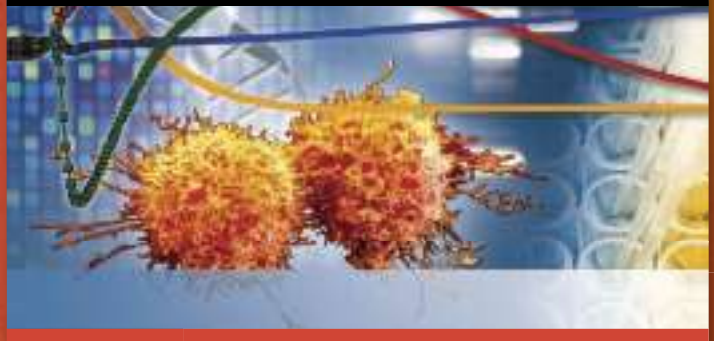
WEBINAR

Advancing Cancer Research

Gaining Insight with Real-time Label-free Cell Analysis

NOVEMBER 3, 2010

12 noon ET, 9 a.m. PT, 4 p.m. GMT



Basic research aimed at gaining a more complete understanding of cancer biology is increasingly driven by cell-based assays. Commonly used endpoint assays have inherent limitations, including the use of invasive dyes, labels, or over-expression of reporter proteins, which can affect cellular physiology or morphology. Additionally, endpoint data alone does not easily provide a comprehensive profile of cellular mechanisms.

Real-time, label-free cell analysis technology offers insight into a complex whole-cell response, leading to more physiologically relevant data that can offer a more complete phenotypic profile. In this webinar, a panel of experts will discuss their research and describe the use of label-free, real-time monitoring in their investigation of novel targets for cancer drug discovery.

Webinar viewers will:

- Learn how scientists are incorporating real-time, label-free cell analysis to advance their research.
- Hear about applications for monitoring cell adhesion as well as invasion and migration in real time.
- Discover how label-free technology can be an enabling tool for cellular analysis.
- Have an opportunity to ask the panelists questions—live!

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