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Phasefocus™ expands its reach with the appointment of Australian distributor

Phasefocus™ continues with its global extension programme with the appointment of ATA Scientific Instruments as its official distributor for Australia and New Zealand.

This market expansion is a direct response to the scientific community's growing interest in Livecyte™, the company's flagship cell imaging and analysis system which provides users with greater insight into biological processes.

Livecyte utilises Ptychographic Quantitative Phase Imaging (QPI) to generate high contrast, label free images under low level illumination, allowing researchers to continuously track and analyse cell behaviour at the single-cell level within the context of entire cell populations, in a more natural experimental environment.

Bryn McDonagh, ATA Scientific CEO commented, "Imaging technologies are a core part of the ATA Scientific portfolio and the addition of such an innovative product cements our reputation as a leading provider of sales, service and support for analytical instruments across Australia and New Zealand. Livecyte bridges the gap between our imaging and biomolecular science product ranges, allowing us to provide scientists with greater options to meet their research needs. We expect to rapidly build on the existing interest from current and potential customers by employing our technical expertise to deliver prompt sales, service and support. "

Martin Humphry, Phasefocus CEO responded "We are delighted to have ATA Scientific as our distribution partner for Australia and New Zealand. The presence of a local supplier with the necessary specialist knowledge to support Livecyte will help to raise the product profile and build confidence in the technology. Phasefocus employs a collaborative approach, working closely with scientific researchers to propagate knowledge and disseminate best practice in Label-free Live Cell Imaging techniques. With ATA Scientific, we are pleased to be working with a company whose ethos closely aligns to ours and they will be a welcome addition to the Livecyte community."



Liveocyte™ Cell Imaging & Analysis System

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Notes for the Editor

About Phasefocus

Phasefocus™ provides a range of products and services based on its proprietary Ptychographic Quantitative Phase Imaging (QPI) technology, pertinent to a wide range of analytical applications requiring reliable and robust image capture and data handling.

The company's flagship product Liveocyte® addresses the limitations of phase contrast imaging, offering a revolutionary new way to study cell morphology and dynamic behaviour at the individual cell level, with unprecedented accuracy.

The Phasefocus technology permits capture of information rich phase data at multiple wavelengths enabling observation and analysis of materials, processes and products at nano scale level.

With broad spectrum appeal, this innovative technology has potential for use in diverse markets ranging from life science and healthcare to engineering, metrology and more.

