



For Immediate Release  
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**MEDIA CYBERNETICS INTRODUCES  
Gel-Pro Analyzer™  
The New Solution in Image Analysis Software**

*Media Cybernetics Builds on the Image-Pro® Plus Product Line*

Silver Spring, Maryland - March 15, 1995 - Media Cybernetics announces its newest image analysis software product, Gel-Pro Analyzer, scheduled to ship in April. This comprehensive set of powerful yet easy-to-use applications is designed for molecular biologists involved in gel and protein research. Gel-Pro Analyzer automates gel reading functions. Unlike generic image analysis programs, Gel-Pro's user interface is written in standard molecular biology terms and follows conventional laboratory protocols. It fits seamlessly into the lab routine, improving through-put, minimizing ambiguity, and increasing repeatability.

Typically, image analysis software organizes functions along imaging science lines. In contrast, Gel-Pro Analyzer groups its functions according to actual laboratory procedures, making it intuitive and easy to learn. Each important gel analysis and quantitative function can be performed either automatically, according to a pre-defined protocol, or manually, step-by-step.

To address the many problems associated with the analysis of an image during a molecular biology experiment, Gel-Pro quantitatively analyzes PCR, Northern, Southern, and Western Blots as well as Restriction Fragment Length Polymorphism (RFLP). For increased reproducibility, proprietary algorithms correct for smearing, slanted lines and bands, and signal intensity variation.

Gel-Pro Analyzer also provides a wide range of experiment management functions for storage and retrieval of images. In addition to user notations and lab notes, these functions provide logs of specific experiments performed and record parameters for future repetitions.

Founded in 1981, Media Cybernetics develops complete image processing solutions for end-users, software developers, VARs, OEMs and System Integrators. Image-Pro Plus, the company's first image analysis software, was introduced in 1985, and now enjoys the largest installed base in the industry. Building on that foundation and expertise, Media Cybernetics plans to market Gel-Pro Analyzer throughout its worldwide network of sales and distribution channels. For additional information contact Shahira Holliday, Manager/Marketing Services, Media Cybernetics, 8484 Georgia Avenue, Silver Spring, MD 20910, (301) 495-3305, Fax (301) 495-5964, International +1 (301) 495-4808.

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