

# Get More From Your Cells

## Innovative Image-Based Assay Design and Analysis

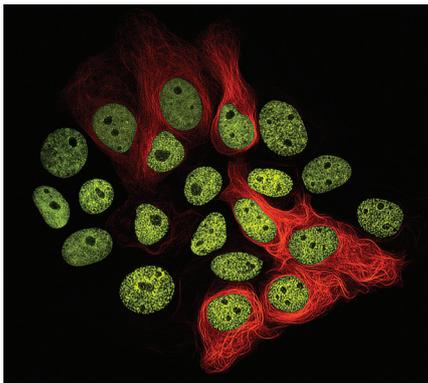
**Location:** Room 620, Institute of Health and BioMedical Innovation,  
Queensland University of Technology, 60 Musk Ave, Kelvin Grove

**Wednesday 22nd May 2019**

1:30pm - 3:00pm

### Presented by:

Diane M. Kambach Ph.D.  
Team Leader, Field Applications Scientists  
BioTek Instruments, Inc.



### Abstract

Microscopy, like photography, traditionally represented a two-dimensional snapshot; a moment in time, existing at the interface of art and science. With the advent of automated microscopy and high content analysis, researchers can now appreciate, investigate, and quantitate the dynamic choreography of life at the cellular level like never before. BioTek's imaging instruments and software make these methods approachable and intuitive through the power of Augmented Microscopy.

Leveraging her extensive background in live cell assays and high throughput, high content screening, Diane will discuss best practices for designing live cell assays, from cell line and reagent choice, through

choosing and performing assays that complement one another to move a project from screening through mechanism (and publication!). She will additionally introduce the concept of Augmented Microscopy, BioTek's intuitive approach to "4D" imaging—capturing X, Y, Z, and time, with user-defined protocols designed to objectively Capture, Process, and Analyze your experiments for optimized image and data quality.

**Please register your attendance using the link below:**

<https://mscience.typeform.com/to/mvxouy>

### For more information contact:

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