

NEWS RELEASE - FOR IMMEDIATE RELEASE**Date: 15.02.17****Image Attached****-Copy Starts-****NEW Chromogenic ID software from Synbiosis
Makes identifying microorganisms on HardyCHROM™ media
quick and simple**

Cambridge, UK: Synbiosis, a long-established, expert manufacturer of automated microbiological systems, today announced its Chromogenic ID software for use with ChromaZona, ProtoCOL 3 and Protos 3 automated colony counters has been upgraded and validated for automatic identification of bacteria and yeast on Hardy Diagnostics' HardyCHROM™ media. Using this new software allows all microbiologists to rapidly generate accurate, objective microbial identification results.

The new Chromogenic ID software module, developed in partnership with Hardy Diagnostics, ensures that with minimal training, microbiologists using ChromaZona, ProtoCOL 3, and Protos 3 systems can, at the touch of a button, identify microorganisms based on colour and morphology using a wide range of chromogenic media including: HardyCHROM™; CHROMagar™; Brilliance™ and Colorex™.

Using intelligent algorithms to analyse life-like colour plate images captured by ChromaZona, ProtoCOL 3 and Protos 3 systems, the software is so advanced that it can distinguish even turquoise from steel blue colonies. This guarantees precise identification of common pathogens, including *Listeria monocytogenes*, *Salmonella* spp., *Shigella* spp., methicillin resistant *Staphylococcus aureus* (MRSA), *Cronobacter sakazakii*, *Candida* spp. and *E. coli*. The Chromogenic ID software provides consistent data and reduces user misidentification errors. The instrument generates accurate results which can be stored in a secure SQL database. This means the software is compliant with CFR 21 part 11 and is ideal for integration into a GLP/GMP environment.

To find out more about this innovative software, scientists should click the link:

<http://www.synbiosis.com/chromogenic-id/>

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News Release

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Jay Hardy, President of Hardy Diagnostics stated: "We are pleased that Synbiosis now has software that will analyse HardyCHROM, our line of chromogenic plates. This will represent a major advance in speed, efficiency, and cost savings for microbiologists using our chromogenic media."

Kate George, Senior Divisional Manager at Synbiosis added: "Accurately distinguishing between different coloured colonies on chromogenic agar depends on a scientist' expertise. By partnering with Hardy Diagnostics to develop and validate this revolutionary software we can now guarantee that microbiologists using Chromogenic ID software with HardyCHROM media will rapidly achieve accurate and standardised microbial identification in their laboratories, no matter what their skill level."

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Note to Editors

About Synbiosis

Synbiosis is a world-leading supplier of integrated imaging solutions for automatic counting and analysis of microbial colonies and zone measurement. The ProtoCOL, Protos and aCOLyte systems from Synbiosis are installed in food, pharmaceutical, environmental and research microbiology laboratories world-wide. ChromaZona is an IVD certified instrument for automated microbial ID and AST in the clinical laboratory. Synbiosis uses established distribution channels to market its products internationally.

Synbiosis, founded in 1998 is a division of the Synoptics Group of the AIM quoted Scientific Digital Imaging Company based in Cambridge, UK. The Group's other divisions, Syngene and Synoptics Health, specialise in digital imaging solutions for molecular biology and healthcare applications respectively. Synoptics, which celebrated its 30th anniversary of being in business in 2015, currently employs 40 people in its UK and subsidiary operation in Frederick, USA.

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NEW Chromogenic ID software from Synbiosis continued...

About Hardy Diagnostics

Hardy Diagnostics is an FDA licensed and ISO 13485 certified manufacturer of medical devices for microbiological procedures in both clinical and industrial laboratories. The company was founded in 1980 in Santa Barbara, California by Jay Hardy and Robert Shibata after they completed their Medical Technology training in the laboratory at Santa Barbara Cottage Hospital. Hardy Diagnostics manufactures over 2,700 different products for the culture and identification of bacteria and fungi. Among its offerings are products used to culture and detect pathogens commonly reported in the news, such as *E. coli*, Salmonella, Listeria, MRSA, and Influenza. In addition, the company manufactures reagents and media for use by molecular biology researchers. Over 9,000 laboratories throughout the U.S. rely on Hardy Diagnostics for their supplies.

Hardy Diagnostics employs 325 people and maintains nine distribution centers throughout the U.S. Manufacturing takes place at its headquarters in Santa Maria, California and at a facility in Springboro, Ohio. A manufacturer, QuickSlide in Texas, that makes automated microscope slide staining equipment, was recently purchased by Hardy Diagnostics. The company also exports products through over 65 foreign distributors.

The company's mission is to "partner with its laboratory customers to prevent and diagnose disease." For more information, visit www.HardyDiagnostics.com.