

NEWS RELEASE - FOR IMMEDIATE RELEASE

Date: 06.08.2015

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-Copy Starts-**New Generation Microbial Identification and Colony Counting Software
Now Provides Rapid Results with E&O Laboratories' Chromogenic Media**

Cambridge, UK: Synbiosis, a long-established, expert manufacturer of automated microbiological systems, today announced the availability of its next generation Chromogenic ID software module for the ProtoCOL 3 and Protos 3 colony counters. This powerful, new software successfully analyses chromogenic agars from major media supplier, E & O Laboratories and means microbiologists can use ProtoCOL 3 and Protos 3 systems to quickly and simply identify and count pathogens cultured on chromogenic plates from E & O Laboratories and CHROMagar.

The new Chromogenic ID software module, ensures that the ProtoCOL 3 and Protos 3 systems can, in seconds, precisely identify, and at the same time count any bacteria or yeast cultured on E & O chromogenic or Colorex plates, saving microbiologists time examining colonies and ensuring that critical microbial identification results are consistent from one microbiologist to another.

The ProtoCOL 3 and Protos 3 systems allow precise chromogenic colony identification by capturing true to life colour image of colonies on chromogenic plates utilising their patented red, blue and green lighting. The new software analyses images of E & O Laboratories, as well as CHROMagar plates and can distinguish between different shades of a vast range of colours. This allows precise identification of pathogens, including *Acinetobacter* spp., *Candida* spp., *Klebsiella* spp., *Enterococcus* spp. *E.coli* 0157, *Listeria* spp. *Salmonella* spp., Methicillin-resistant *Staphylococcus aureus*, and *Vibrio* spp. These systems also simultaneously count the different coloured colonies of each species, providing objective, consistent data and reducing identification and keying errors, generating accurate, fully traceable results, which can be stored electronically for future audit.

Scientists wanting to find out more about the Chromogenic ID software, can click this link for details: <http://www.synbiosis.com/chromogenic-id/>

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“Our first release of Chromogenic ID software, which analyses CHROMagar plates has proved so successful that we have undertaken extensive R and D work to extend its application to include E&O Laboratories’ chromogenic media,” stated Kate George, Divisional Manager at Synbiosis, “microbiologists wanting to see the amazing performance of the world’s only commercial systems for automatically generating accurate, objective microbial identification and colony counts with a wide range of chromogenic media should contact us today for a demonstration of our next generation Chromogenic ID software.”

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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 and aCOLyte systems from Synbiosis are installed in food, pharmaceutical, environmental and research microbiology laboratories world-wide. 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, Syncroscopy and Syngene, specialise in digital imaging solutions for microscopy and molecular biology applications respectively. Synoptics currently employs 40 people in its UK and US subsidiary operation.

About E & O Laboratories

E&O Laboratories supply the widest range of ready prepared chromogenic culture media on the market. Covering all applications in clinical bacteriology, industrial microbiology, quality control for food and beverage industries, water testing and environmental monitoring. These media allow for a quicker and simpler detection of key clinical and food-borne pathogens.