

**NEWS RELEASE - FOR IMMEDIATE RELEASE****Date: 06.02.15****-Copy Starts-****Synoptics' Restructuring for Growth in Global Science Markets  
Viewed Positively with over £500,000 New Investment Raised**

**Cambridge, UK:** Synoptics, a world leader in the development and manufacture of innovative digital imaging systems for life science applications, is pleased to announce the group's restructuring and change in its commercial strategy has been positively received, helping the firm's parent company, Scientific Digital Imaging (SDI) to secure over £500,000 in new investment.

Synoptics, which celebrates 30 years in business in 2015, has been restructured to capitalise on the increasing demand for products in the North American DNA imaging and microbiology market sectors. To achieve this, Synoptics has appointed Simon Leath as VP of Sales and Marketing, at Synoptics' North American subsidiary.

Simon comes with over 16 years' experience in sales management and sales for major international life science companies. His expertise is underpinned by 11 years working in scientific research and a degree in biology. Simon will be focusing the US sales team and network of distributors on promoting the Syngene and Synbiosis range of products, which have traditionally been drivers of growth for Synoptics.

The international sales team will also refocus their commercial strategy to promote Syngene and Synbiosis ranges globally and are putting in place an extensive programme of new promotional activities, as well as actively recruiting an internal sales coordinator to support the firm's imaging experts, sales professionals and established distributors.

To provide capital for further development of the Syngene and Synbiosis products, SDI, the AIM quoted parent company of Synoptics, has also secured new investment in January 2015, which shows the confidence that restructuring the Synoptics Group has inspired in the company.

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# News Release

Mike Creedon SDI's Chief Executive Officer, commented: "We have developed and are introducing innovative products into the Synoptics portfolio for which there is greater demand in the US market."

Mike continued: "Our new commercial strategy of refocusing the Synoptics Group to promote our respected Syngene and Synbiosis brands into market sectors, where we already enjoy success, will deliver both short and long-term value. This back to basics approach has been well received and has helped us raise over £500,000 of new investment, which ensures the future outlook at Synoptics is very positive."

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**Note to Editors**

**About Synoptics**

The Synoptics Group, which comprises four divisions: Syngene, Synbiosis, Syncroscopy and Synoptics Health, develops and manufactures innovative imaging systems and software for life scientists to improve the quality and speed of their research. The groups' largest divisions, Syngene and Synbiosis produce state-of-the-art equipment that is used in molecular biology and microbiology applications respectively.

Synoptics, formed in 1985 as a spin-out from the University of Cambridge is now part of the AIM quoted Scientific Digital Imaging (SDI) Company based in Cambridge, UK. Synoptics currently employs 40 people in its UK and subsidiary operation in Frederick, USA and provides a full range of sales and support services globally via a network of direct sales people and expert distributors.