



# **Press Release**

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## **Photometrics® and Optical Insights Formalize Strategic Partnership in High-Performance Biological Imaging**

Tucson, AZ — Photometrics, a division of Roper Scientific, Inc., is pleased to announce the acquisition of the assets of Optical Insights, LLC. Photometrics ([www.photomet.com](http://www.photomet.com)) is the world's premier designer and manufacturer of high-performance CCD and EMCCD cameras for the life sciences. Optical Insights ([www.optical-insights.com](http://www.optical-insights.com)) is a leading innovator in the design, development, and manufacture of complex optical systems for a variety of spectral and polarization imaging applications.

The ability to view individual spectral or polarization components of light generated from fluorescent samples in biological research is a natural extension of the quantitative light-detection technologies currently offered in this market space. Rather than simply detecting the amount of light present in the course of a life sciences experiment, spectral and/or polarization information significantly enhances photometric data, thus improving the usefulness of the detected light. By adding "features to the face", this new information permits researchers to probe deeper into biological mechanisms. Optical Insights' unique expertise complements Photometrics' philosophy of being an applications-driven, intelligent-camera manufacturer focused on delivering the most useful tools available to bioscience researchers.

The Optical Insights team will continue to lead the biological imaging industry in the rapid prototyping, development, and commercialization of innovative, optics-based technologies, notes Cynthia Vernold, president of Optical Insights. Photometrics president Tom Connelly adds that Optical Insights' knowledge and skill will play a vital role in helping Photometrics create the next generation of application-specific CCD and EMCCD cameras.

Both Photometrics and Optical Insights are based in Tucson, Arizona.

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