

## Life Technologies takes over Advanced Microscopy Group

24 May 2013 | News | By BioSpectrum Bureau

### Life Technologies takes over Advanced Microscopy Group



Life Technologies Corporation, a global biotechnology company, recently announced the acquisition of Advanced Microscopy Group or AMG, a privately held developer of imaging systems for research microscopy incorporated as Westover Scientific.

"This acquisition brings together two leaders in the cell imaging field," said Mr Peter Dansky, president of Molecular and Cell Biology at Life Technologies. "We're now better able to serve our customers with a complete portfolio of integrated solutions for cell analysis optimized for performance and ease of use."

AMG has a portfolio of imaging instruments that spans basic to advanced microscopy. The EVOS range of instruments improves ease of use by eliminating conventional eyepieces and replacing them with LCD screens.

AMG also developed Life Technologies' FLoid Cell Imaging Station, a platform that offers revolutionary ease of use for fluorescent microscopy. FLoid was developed to be ideally suited for laboratories that do not require the advanced features found in more expensive instruments. The EVOS product line complements the FLoid system by maintaining simplicity in the user experience, while providing advanced capabilities and automation that are necessary for some applications. The FLoid Cell Imaging Station is for research use only, not for use in diagnostic procedures.

Mr Steve Lytle, founder and president of AMG said that "It is the customers who will ultimately benefit most from the breadth of the combined portfolios."

The microscopy market size is estimated approximately \$770 million. Life Technologies currently employs approximately 10,400 people and this acquisition of Advanced Microscopy Group promises increased job opportunities in the field of biotechnology.

### India a key market for Life Technologies

Life Technologies recently conducted a three-city innovation update for researchers at New Delhi, Pune and Hyderabad, on May 17, 21 and 22, 2013 respectively.

On being asked about the support from Life Technologies supporting biotech research in India, Mr Michael S James, director and research scientist from the US said, "In addition to increasing its local office, distribution, and support networks in India, Life Technologies continues to operate as "scientists working for scientists" in its approach to providing accessibility of the latest technologies to its customers throughout the region. Customer visits from R&D scientists, hands-on molecular probes/EVOS workshops, and web-based interactive tools for cell biology are a few examples of how Life Technologies is expanding its connections with scientists throughout India."

Explaining the existing product portfolio, a senior official mentioned, "Life Technologies offers the complete solution for cellular analysis, enabling scientists to tell their 'cell story'. Market-leading technologies from growing cells with Gibco media, to modifying cells with Invitrogen and Ambion molecular biology solutions and Applied Biosystems thermal cyclers, to labeling cells with Molecular Probes reagents, and finally, to detection with EVOS, Tali and Attune devices."