

## **The benefits of real time measurement of cells (black and white or colour) - Utilisation of the Incucyte® SX5 at a CRO**

At Aurelia Bioscience we are embedding the use of real time analysis of cells as a best practice for developing all new cell-based assays. The Incucyte® SX5 with Cell-by-Cell analysis for live cell assays enables full investigation of seeding and confluency as a preliminary step in any assay development.

When setting up proliferation studies or looking at a cellular mechanism where the cells need to be in active cell division and not hitting confluency the SX5 is the first step in our assay optimisation work flow. This approach improves the speed of assay optimisation and achieves better decision making on time points for robust and reliable cell-based assays across a broad range of cellular mechanisms.