

**Press release**

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**CYTOO's *Motility* Plates to study cell migration to be launched  
at American Society for Cell Biology (ASCB), December 15-19, 2012**

**Grenoble, France, 3<sup>rd</sup> December 2012** – CYTOO S.A., a life science systems & tools company that offers disruptive solutions for cell-based assays and High Content Screening (HCS), will launch the CYTOOplates *Motility*, based on CYTOO's 2D+ Cell Culture Platform with its adhesive micropatterns, at the ASCB 2012 Annual meeting in San Francisco, USA.

After sponsoring last year's "World Cell Race", showcased at ASCB 2011 with huge success, CYTOO returns to ASCB 2012 to launch a new product to study cell migration for screening applications in both oncology and drug discovery.

"The objective of the first World Cell Race was to perform a large-scale comparison of cell motility across many different adherent cell types under standardized conditions. Many contestants and laboratories over the world proposed their cells as competitors, and this collaborative competition<sup>1</sup> demonstrated how fun and serious science can be mixed", commented Alexandra Fuchs, COO of CYTOO.

"We were delighted to participate and design a product to make this race a success. After the World Cell Race, the success of our CYTOOchips *Motility* was undeniable, as they provide a perfect tool for studying cell migration, showing characteristics closer to those found *in vivo*<sup>2</sup>. We will celebrate the first anniversary of the WCR with the launch of our CYTOOplates *Motility* in a standard microplate format."

CYTOOplates *Motility* feature adhesive tracks of 4 different widths from 2.5 to 20 µm allowing a wide range of applications including single vs collective cell migration, and cell pairing", explained Constantin Nelep, Sr. Product Manager of CYTOO. "We have also seen our *Motility* products used in other application areas, such as directional neurite outgrowth assays."

During ASCB 2012 meeting, CYTOO will also present the company's 2D+ Cell Culture Platform, that was launched in July. Based on the use of adhesive micropatterns to guide cell architecture and behavior in culture, this technology contrasts with traditional 2D culture where cells spread and move in an uncontrolled manner, introducing a considerable but unnoticed variability in cell function. By defining the 2D topology of cell adhesion, 2D+ Technology enables the fine control of the spreading and 3D shape

of cultured cells in single- or multi-cellular configurations, resulting in control of cell contractility, cell polarity, organelle positioning, or cell division axis.

For more information, visit [www.cytoo.com/ASCB2012](http://www.cytoo.com/ASCB2012)

## References

1. Maiuri P, Terriac E, Paul-Gilloteaux P, et al. The first World Cell Race. *Curr Biol.* 2012;22(17):R673–R675.
2. Sharma V, Beaty B, Patsialou A, et al. Reconstitution of in vivo macrophage-tumor cell pairing and streaming motility on one-dimensional micro-patterned substrates. *IntraVital.* 2012;1(1):77–85.

## About CYTOO S.A.

CYTOO S.A. is a distinctive life sciences systems & tools company that offers a disruptive solution that brings robustness, sensitivity and powerful quantification to cell-based assays and High Content Screening (HCS). The Company's 2D+ Cell Culture Platform based on adhesive micropatterns offers control over the cells' microenvironment, leading to normalized cell morphology and behavior. The technology allows the optimization or resurrection of complex or difficult cell-based assays and opens possibilities of innovative assay development.

For more information about the complete product portfolio, visit [www.cytoo.com](http://www.cytoo.com)

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