

## ORFLO Launches First Hands-free Mini Automated Cell Counter

ORLANDO, Fla., April 3, 2011 /PRNewswire/ -- ORFLO Technologies announced the international launch of Moxi™ Z, the life science industry's first hands-free mini automated cell counter at the American Association for Cancer Research Annual Meeting in Orlando.

(Photo: <http://photos.prnewswire.com/prnh/20110403/SF76326> )

"The Moxi Z mini cell counter sets a new bar for the cell counting community," said Manju Sethi, Vice President of Business Development, "The instrument eliminates virtually all of the drawbacks of current cell counting methods."

Today, cell counting is often performed by using hemocytometers that involve laborious manual counting or by using large, imprecise image-based counting systems. When more accurate data is needed, scientists turn to flow cytometers that can be very costly.

Moxi Z combines two powerful methods, the Coulter Principle which is the gold standard for cell counting and a patented thin-film sensor technology developed by ORFLO. This unique instrument has the performance of high-end instruments yet is miniaturized, affordable and simple to operate without the need for costly reagents or maintenance contracts.

In just 8 seconds per measurement, the instrument provides accurate cell size and count determinations and an indicator of dead versus live cells with its Moxi Viability Index - an important criterion for scientists who are analyzing cell cultures. The Moxi Z is the first portable instrument to provide cell viability without the use of reagents or dyes. Moxi Z's disposable cassettes offer superior ease of use and cost effectiveness with two tests per cassette.

"Cell science is evolving rapidly today, and Moxi z plays a revolutionary role in optimizing the scientist's toolkit to quickly and affordably answer many of the quantitative and qualitative questions that scientists ask themselves about their cell cultures," summarizes Ted Ayliffe, ORFLO founder and CEO.

Orflo Technologies is a Seattle-based, privately-held leading edge biotechnology company with a strong intellectual property portfolio focused on developing high-precision, inexpensive portable instruments for cell analysis. Orflo is leveraging its innovative proprietary technology platform to revolutionize cell counting in both the life science and diagnostic industries. ORFLO and Moxi are trademarks of ORFLO Technologies.

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