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PRODUCT & TECHNOLOGY NEWSLETTER

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In This Issue: 3D Cell Culture

Adding depth to cell culture

The jump from two dimensions to three gives researchers a laboratory model that is just one step removed from working with cells *in vivo*. Technologies and techniques have recently proliferated—such as matrices, scaffolds, and other geometries—to coax cells to grow in a wide array of 3D structures. [Read more...](#)

Upcoming Features

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Change can happen in an instant. Whether simply assaying cell health or more complex processes like migration, invasion, or immune cell killing, the **Next-Generation IncuCyte® S3 System, reagents and consumables** allow you to continuously see what happened and when it happened — *without ever removing your cells from the incubator.*

The IncuCyte® Live-Cell Analysis System, designed and introduced in 2005 by Essen BioScience, Inc, is the first real-time system that automatically captures and analyzes images of living cells around-the-clock, for days, weeks, or months, while cells remain undisturbed inside a standard incubator. Kinetic, image-based measurements ensure you never miss a relevant response and provide more physiologically relevant data and deeper, more meaningful insights into biological processes not achievable with endpoint assays.

The new IncuCyte S3 builds on the established IncuCyte technology featured in over 1,000 peer-reviewed publications. The S3's completely reimagined user interface streamlines the entire workflow from experimental set-up to analysis and reporting. Additional software enhancements allow for quicker assessment of results and more efficient, quantitative and reproducible image analysis. This new platform accommodates multiple users and applications seamlessly and combines information-rich, image-based analysis with the convenience and throughput of microplate assays, enabling researchers to devise new experiments not previously thought possible.

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