

SynenTec to take over Roche Cellavista System

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Singapore: Roche will transfer its Cellavista business to SynenTec, the German company which is the original inventor of the Cellavista System. This agreement was reached as a result of the Roche Applied Science decision to focus its business, and guarantees future optimal support and development of the technology for its customers.

The Cellavista Imaging System for non-invasively measuring cell expansion uses brightfield and fluorescence detection with multiwell plates, chamber slides or RoboFlasks, for a broad range of cellular applications in cell line development, cellular research and drug discovery.

"It is very important that we ensure uninterrupted support for our customers. We have found the ideal match in SynenTec," said Mr Dan Zabrowski, head of Roche Applied Science.

"This acquisition adds significant value for Cellavista customers by enabling them to directly discuss their requirements and needs with the developer of the system," says Mr Matthias Pirsch, CEO of SynenTec.

Over the last years, SynenTec collaborated with Roche in cell imaging, and was closely involved in the development, service and support of Cellavista Systems. With the business transfer SynenTec will take on worldwide distribution of Cellavista Systems, as well as providing application support and service. Roche will remain the primary contact partner for all support needs for Cellavista Systems delivered by Roche or Innovatis over a transition phase until SynenTec assumes full responsibility on June 1, 2013.