

IN THE LOOP

ANOTHER NEW YEAR UNFOLDS... A SNEAK PEEK INTO 2024:

Simon Rushworth, Managing Director, SDR Scientific

We hope this message finds you in great spirits!

As we bid farewell to 2023, we wanted to take a moment to express our gratitude for being an integral part of the SDR Scientific family. Your continued support has been instrumental in our journey, and we're eager to share some exciting updates as we move forward into 2024.

Our team has been hard at work sourcing innovations and improvements that we're thrilled to roll out in 2024. From cutting-edge products to enhanced services, we're committed to continuously improving the SDR Scientific experience for you.

We'll be keeping you in the loop with previews, special announcements, and perhaps a few welcome surprises along the way. Your feedback has always been invaluable, and we can't wait to hear your thoughts as we embark on this exciting new chapter together.

Thank you for choosing SDR Scientific. Here's to a fantastic 2024 filled with success, health, and shared achievements.

From all of us at SDR Scientific, we wish you every success, keep safe and please do read on...



WHAT'S INSIDE THIS ISSUE OF **IN THE LOOP**:

- New “The Research Ring”
- What’s keeping you awake at night?
- Supporting the education of future scientists
- Supplier Focus: Hamamatsu Photonics
- Meet the Team: Binod Dahal
- SDR Scientific - Our Supplier Partners

**IN THE LOOP:
YOUR QUARTERLY
NEWSLETTER FROM
SDR SCIENTIFIC**



WHAT'S KEEPING YOU AWAKE AT NIGHT?

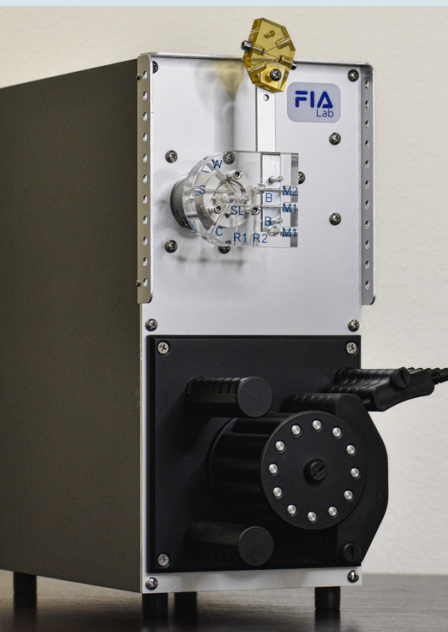


An accomplished laboratory manager in Soil and Water Analysis recently shared his story with us. Rightfully proud of being able to meet the demanding testing needs of his customers, he is struggling with the dilemma of replacing ageing equipment that could fail at any moment: *"I can no longer obtain critical parts for my analyser, and it is no longer serviced, repaired or supported by the supplier."*

His reputation and that of the Laboratory he works for is held together by DIY repairs, a "Band-Aid" approach that keeps him awake at night.

Q: "What if we can't report our results on time, with the accuracy expected by our customers?"

A: The FIAlyzer, the logical replacement for your ageing Flow Injection Analysis equipment.



The FIAlyzer has an established footprint in global markets, and is being rapidly embraced here in ANZ. FIALab has an ongoing commitment to our market, as well as a strong R and D pipeline.

FIA Systems from SDR Scientific offers you:

- High throughput: saves you valuable time
- Reliability: Minimise downtime, less time spent on troubleshooting and repairs
- Accessibility: All mission-critical parts are located externally, for rapid replacement if required
- Footprint: Conserve valuable bench space!
- Saves you Money: Advanced design minimises reagent use and waste
- New and Improved: FIAlyzer-1000 is NOW available with new high-performance 6-Channel Pump

With the FIAlyzer from SDR Scientific and FIALab, the Rest is Easy.

The New Model FIAlyzer

Flow Injection Analysis
from Industry Leaders
FIALab and SDR Scientific

**Ask your friendly
SDR Scientific Technical Sales and Support Specialist
NOW for more information**

ASK US NOW

NEW - RESEARCH-QUALITY PHYSIOLOGICAL DATA IS NOW AS EASY AS 1, 2, 3... WITH “THE RESEARCH RING”

Biopac Systems and SDR Scientific are together proud to launch this exciting new product.

The Research Ring is a revolutionary research platform that enables the capture of high-quality biometric data—EDA, PPG, Temp, ECG—on a single, small, user-friendly device.

Data is collected on an iOS* device then automatically uploaded to the cloud. Data can also be streamed to AcqKnowledge in real time for in-lab studies or imported into AcqKnowledge asynchronously from the cloud or from a raw data file.

*Android is a future development

Applications include:

- Psychophysiology
- Lifestyle—stress, sleep, etc.
- Mental health and wellness
- User experience and ergonomics
- Consumer insights
- Media and communications
- Longevity and ageing
- General health tracking



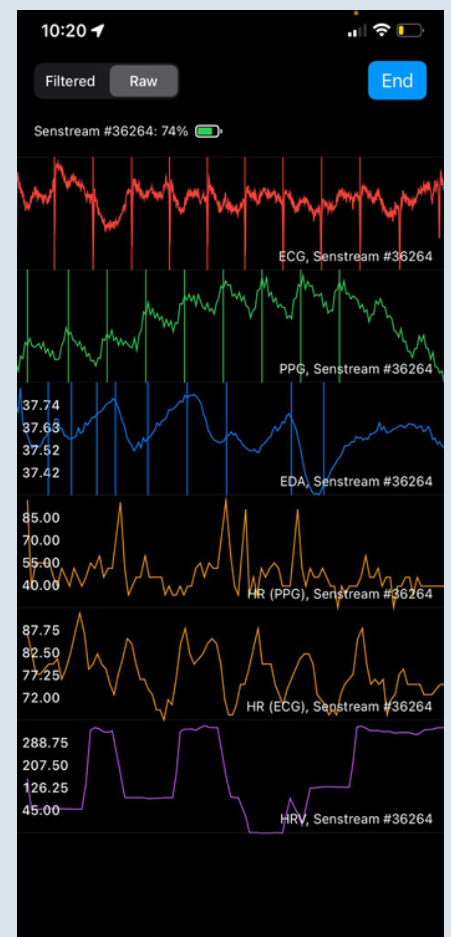
A Demonstration of this amazing new device is available now from SDR Scientific...

ASK US NOW



**THE RESEARCH RING -
RESEARCH-QUALITY
BIOMETRIC DATA
IN A POWERFUL,
WEARABLE DEVICE**

**YOUR LAB
ON A FINGER!**



SDR SCIENTIFIC - SUPPORTING EDUCATION IN SCIENCE

EDUCATION IS OUR
PASSPORT TO THE FUTURE,
FOR TOMORROW BELONGS
ONLY TO THE PEOPLE WHO
PREPARE FOR IT TODAY.

—Malcolm X

Canberra was bathed in sunlight for ASBMB2023's Education Symposium, commencing with an engaging presentation by Associate Professor Maurizio Costabile from the University of South Australia.

Maurizio shared his career journey from biochemistry to educational research, offering insights for Early and Mid-Career Researchers and educators.

He explored the changing landscape of higher education and discussed adapting to current challenges. Maurizio highlighted his experiences in teaching biochemistry and molecular biology, emphasizing the use of technology and effective impact research strategies.

The presentation set the stage for a day of collaborative discussions and shared enthusiasm for the future of scientific education.

SDR Scientific congratulates the 2023 ASBMB SDR Scientific Education Award recipient, Associate Professor Maurizio Costabile

We are proud to support Scientific Education in ANZ through the ASBMB

More information on the Australian Society for Biochemistry and Molecular Biology's focus on Education can be found here:

ABOUT ASBMB



Associate Professor Maurizio Costabile,
UniSA Clinical & Health Sciences and
Simon Rushworth, Managing Director, SDR Scientific

Photo Courtesy of ASBMB



HAMAMATSU

PHOTON IS OUR BUSINESS



Hamamatsu's Flagship FDSS



A tiny selection of the vast catalogue from Hamamatsu component divisions



Unagi: a specialty of the Hamamatsu region, an acquired taste for foreigners...

SUPPLIER FOCUS HAMAMATSU PHOTONICS - JAPAN

Each newsletter we will take the microscope to one of our Key Suppliers: Who are they, why we work together, and what does their product range look like?

SDR Scientific has been working in Australia/NZ with Hamamatsu Photonics for more than 20 years, commencing with the Systems Division exclusively. In more recent times, we have expanded our relationship with them to include their Electron Tube Division, Solid State Division, and Laser Promotion Division.

Based in the eponymous Hamamatsu City, Hamamatsu are leaders in high quality devices, instrumentation and components.

What do they manufacture? It's hard to know where to start: the smallest being a single component such as a photodiode, to complete Drug Screening systems such as the Hamamatsu FDSS. In fact, anything to do with light emission, capture or management: the "Photonics" in Hamamatsu Photonics.

Why we work together: Hamamatsu are rightly proud of the high quality products they produce and the support they provide through SDR Scientific to our customers. Quality, performance and reliability: in other words, delivering what is promised, when it is promised.

Did you know? Hamamatsu Photonics dominates the city of Hamamatsu: each division having not just one, but a number of sites. Like many Japanese companies, employees often work in the same factory for decades, or even their lifetime ...

Hamamatsu city is also well known for Yamaha, Suzuki (music, motorbikes and people), and Unagi, or eel, a delicacy much loved by the Japanese people but somewhat feared by some overseas visitors!



**We are proud to be
long - standing partners
with Hamamatsu Photonics**

More information can be found here:

ABOUT HAMAMATSU

**or contact us to help you navigate your way
through the extensive Hamamatsu Portfolio**



SDR SCIENTIFIC - MEET THE TEAM

BINOD DAHAL **MSC (MEDPHYS) BSC (PHYS)** TECHNICAL SALES AND SUPPORT SPECIALIST

Binod has a solid-state physics, radiation physics, and medical imaging background. His interests lie in behavioural psychology, music, history, and evolutionary biology.

At SDR Scientific, Binod looks after sales and support enquiries related to products and services from suppliers like Biopac Systems, Noldus IT, Moor Instruments, and BioSpherix, along with many other enquiries.

With a keen focus on customer satisfaction, Binod has seamlessly executed system installations, represented SDR Scientific at conferences, and contributed to the company's presence in the scientific community.

Outside the office, he enjoys spending time outdoors as much as he loves to read and listen to books. You can find him bushwalking, playing soccer, running on a beach, working out, hiking or camping with his friends.

He also follows Manly Sea Eagles in NRL and Chelsea FC in English Premier League.

BINOD'S QUOTABLE
QUOTE:
**"WE SUFFER MORE
OFTEN IN
IMAGINATION THAN
IN REALITY"**

– SENECA

CONTACT BINOD

At SDR Scientific, you can rely on us for the quality of our products,
our support and our service,
as well as the company we keep....



How are we doing so far?

We are always open to comments or feedback as to how we can improve our service to you.

Please feel free to reach out at any time by phone or e-mail with your thoughts, or click here:

CONTACT US NOW

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SDR
SCIENTIFIC
EQUIPMENT • SUPPORT • RESULTS