

IN THE LOOP

PUT SOME SPRING IN YOUR STEP...

Simon Rushworth, Managing Director, SDR Scientific

We hope this message finds you in great spirits!

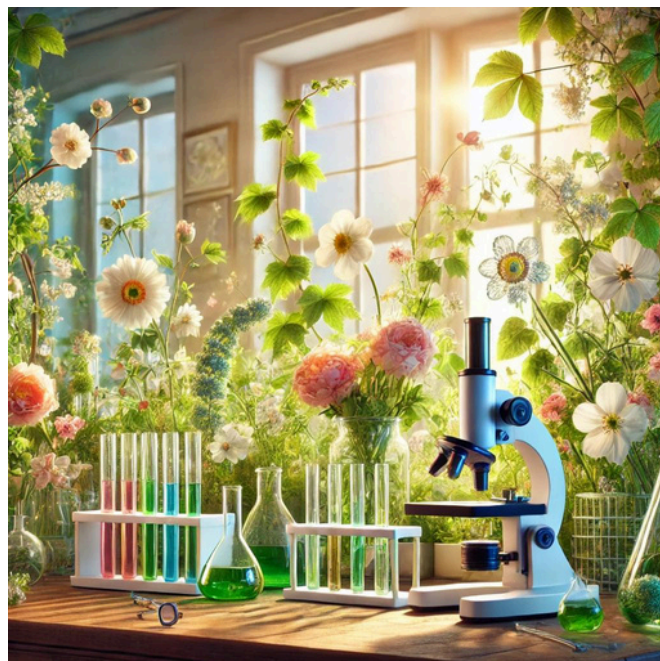
Welcome to the Spring edition of "In the Loop"! As the days grow longer and the world outside begins to blossom, it's the perfect time to rejuvenate your scientific endeavours.

*In this issue, we encourage you to **"Put Some Spring in Your Step"** by exploring fresh ideas, innovative techniques, and the latest breakthroughs.*

Whether you're refining or automating your workflow or techniques, exploring new research avenues, or simply looking to refresh your perspective, now is the perfect time to reinvigorate your scientific, medical or educational pursuit.

Let SDR Scientific help you make this spring a season of discovery, progress, and renewed passion for the work you do every day.

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:

- The Season to Conference!
1. Supplier Focus: Hoefer Inc
 2. NEW: Apex Wireless EEG
 3. NEW: NoldusHub: Multimodal Software: Human Behaviour Studies
 4. NEW: Omi, automation in OOC
 5. Meet the Team: Ethan Moore
 6. Spring Growth in Soil and Water
 7. SDR Scientific - Our Supplier Partners

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

-Malcolm X

SPRING INTO THE CONFERENCE AND EXHIBITION SEASON

In the brave new world of Zoom/MS Teams/Google Meet, attending conferences provides us with a valuable opportunity to meet with you in person.

It also helps in terms of supporting societies and associations that are of value to you.

Here's why visiting SDR Scientific at exhibitions/trade displays can benefit you:

- Direct Access to Expertise: engage directly with our team and receive advice tailored to your needs
- Showcasing Solutions: our latest products, services, and innovations.
- Hands-On Experience: the opportunity to interact with new products and technologies
- Meet our team: our valued team members that are normally at the other end of the phone or e-mail, supporting you in your endeavours
- Fun: whether it be giveaways or competitions, we try to make your visit not just about work!

If you are attending, don't forget to look us up: We are looking forward to meeting with you in person!



Here are the conferences for the remainder of 2024 that SDR Scientific will both attend and Exhibit:

- ANZLAA: Now completed, we look forward to seeing you in 2025!

[LEARN MORE](#)

- ANZBA : 29th October – 1st November, 2024, AKL.

[LEARN MORE](#)

- Metabolic Diseases: Mantra Lorne, 17th - 20th November, 2024.

[LEARN MORE](#)

- Australian Neuroscience (ANS): 2-4 December, Perth.

[LEARN MORE](#)



APEX EEG FROM BIOPAC SYSTEMS AND SDR SCIENTIFIC: WEARABLE WIRELESS EEG

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

Wearable wireless EEG devices are increasingly popular in research for several key reasons:

- **Mobility and Naturalistic Settings:** Unlike traditional, lab-bound EEG setups, wearable wireless EEG devices allow for data collection in naturalistic environments.
- **Ease of Use:** Wearable EEG devices are often more user-friendly, requiring less setup time
- **Real-time Data Collection:** Wireless EEG systems enable real-time monitoring and data collection, which is critical for studies that require immediate feedback or adjustments based on brain activity

APEX EEG System Features:

- Wearable, Wireless EEG
- Compact and lightweight: gives you the freedom to perform measurements anywhere!
- Record high-quality EEG signals: using a wired or wireless connection.
- APEX: is also a data logger for complete portability and remote data collection
- APEX Systems are fully integrated with Biopac's AcqKnowledge software: LSL license Included!
- Use APEX as a stand-alone system with AcqKnowledge or combine with an MP160 Research System to add other physiological signals and measurements: the choice is yours!



APEX WIRELESS EEG

These advantages make wearable wireless EEG a powerful tool for advancing research in neuroscience, psychology, cognitive science, and various other fields.

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



ASK US NOW

NEW - NOLDUSHUB MULTIMODAL RESEARCH MADE EASY



Noldus IT and SDR Scientific are together proud to launch this exciting new product.

NoldusHub from Noldus IT is the new integrated multimodal software solution for human behaviour studies from Noldus IT in The Netherlands. Designed to combine multiple types of measurements and easily achieve trustworthy, high-quality data, Noldus Hub provides direct insights into human behaviour and decision-making.

In order to understand a person's motivation and emotional state, multimodal research is clearly the way forward! But combining and synchronising multiple types of measurements can be quite challenging - until now!

Data collection with NoldusHub

NoldusHub is at the heart of your data collection. The software collects and seamlessly synchronises data from a webcam, eye-tracking device and other physiological devices, measuring:

- Facial expressions
- Gaze and fixation
- Physiological measures and responses
- Audio, video, screen captures, and much more

Failproof Sync

When you are recording multiple data streams at once, you need all of them to be in sync! If anything is amiss, you will receive a notification during the session.

Valuable insights and transparent data

NoldusHub lets you explore your data and creates valuable insights, both during and after data collection. For example: Noldus has integrated elements of FaceReader for trustworthy facial expression recognition and analysis.

If it is recorded, it's accessible!



**NOLDUSHUB
PROVIDES A ROBUST,
FLEXIBLE, AND USER-
FRIENDLY PLATFORM
THAT SUPPORTS THE
EFFICIENT
MANAGEMENT,
ANALYSIS, AND
INTERPRETATION OF
BEHAVIOURAL DATA,
MAKING IT A
VALUABLE TOOL FOR
RESEARCHERS IN
DIVERSE FIELDS.**

ASK US NOW

SUPPLIER FOCUS: HOEFER INC



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 just joined forces in partnering with **Hoefer Inc.** to look after the ANZ Region.

Previously a division of Harvard Biosciences, Hoefer Inc. specialises in developing and manufacturing tools and complementary accessories for gel electrophoresis and blotting applications. Decades of experience allow Hoefer to deliver products that are designed for both performance and ease of use.

Hoefer products can be found in laboratories around the world and are proven to deliver consistent and reproducible protein and nucleic acid electrophoretic separations. You can be assured that Hoefer's instruments, accessories, and consumables meet the highest standards of excellence.

Hoefer has also developed a number of innovative Sample Storage and handling solutions. These include:

- Tri-coded tube
- AutoLaser Marking machine
- Handheld Capper/ Decapper
- Autocap Capper/Decapper
- Barcode Reader

We are proud to be partners with Hoefer Inc

More information on Hoefer can be found here:

[LEARN MORE](#)

OR CONTACT US TO HELP YOU NAVIGATE

YOUR WAY THROUGH THE

EXTENSIVE HOEFER PORTFOLIO

[ASK US NOW](#)



AutoLaser Marking Machine from Hoefer

OMI

A ONE-OF-A-KIND AUTOMATED ORGAN-ON-CHIP PLATFORM

Omi, from our supplier partner Fluigent, is the perfect automated organ-on-chip platform for any organ-on-a-chip application. It allows the simulation of any organ model, and by pairing several Omi's together, you can model different interfaces for modelling of human organs.

Omi offers you the following features and benefits:

- Transportable and Compact: Multiple platforms can easily fit into one incubator
- Easy to Use: Device made for beginners or advanced OOC researchers
- Avoid Complex Set-ups: a fully integrated platform
- Easy and Intuitive multiplexing: For double channel chips by connecting two Omi's together

Avoid Contamination during experiments: Inject or withdraw samples without disconnecting the chip



- Perform any customized protocol: combine perfusion, recirculation, injection or sampling with any chip design
- Save time and Automate protocols: With user-friendly touch screen interface

Control and Monitor remotely: thanks to the web interface and remote tablet.

Discover more about Organ-on-Chip technology and its diverse applications with Fluigent's white paper.

Click below for more information or a copy of Fluigent's white paper!

[ASK US NOW](#)



OMI

FROM OUR VALUED
SUPPLIER PARTNER

FLUIGENT

SDR SCIENTIFIC - MEET THE TEAM

ETHAN MOORE BSC (PHYS) TECHNICAL SALES AND SUPPORT SPECIALIST

Ethan has broad experience in customer service and in research and industrial laboratories.

Graduating from the University of Western Australia with a Bachelor of Science in physics, his specialties lie in mechanics, optics, microscopy and material analysis.

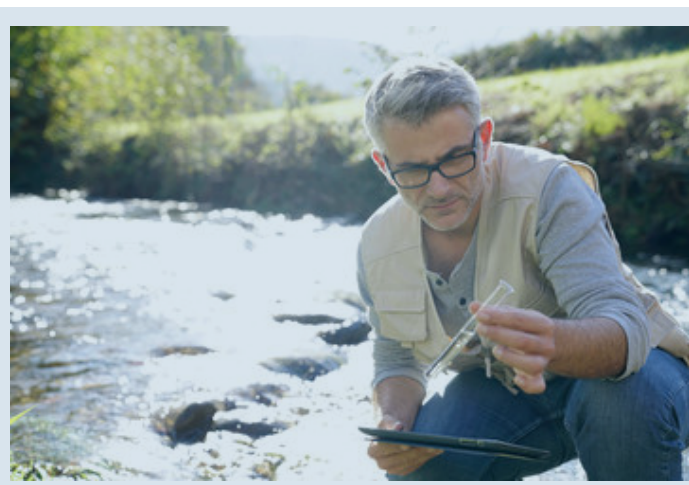
Away from the office, Ethan enjoys playing both the piano and rugby league, as well as exploring the arts and cultural scenes around the city.

ETHAN'S QUOTABLE
QUOTE:

**“DON'T JUDGE EACH
DAY BY THE HARVEST
YOU REAP BUT BY
THE SEEDS THAT YOU
PLANT.”**

– ROBERT LOUIS
STEVENSON





SDR SCIENTIFIC: GROWING SUCCESS IN THE WATER AND SOIL ANALYSIS MARKET

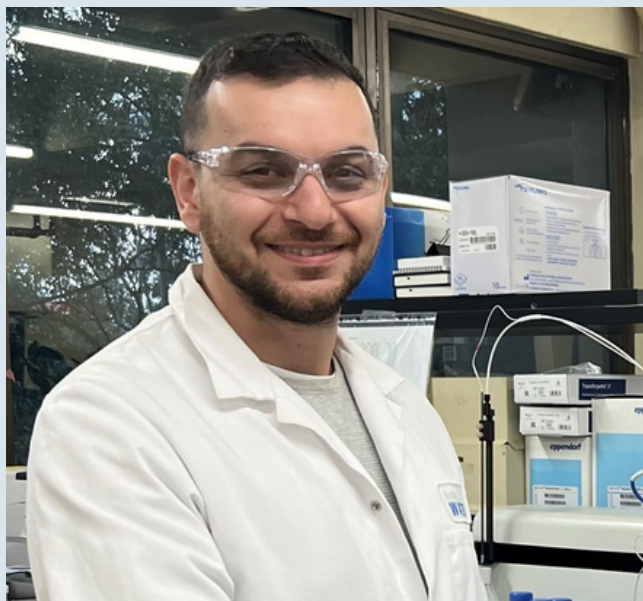
SDR Scientific is very pleased to have found success in the water and soil analysis market, with growth exceeding expectations in 23-24.

Our customers have embraced the new technology available for nutrient and wastewater analysis, and we are very grateful to have received support from wonderful customers such as Sydney Water.

Watch this space as we bring new and innovative technologies to this market segment.

If you have plans to replace your existing equipment, refresh your inventory, or are interested in laboratory automation and streamlining your workflow to save you time and money...

[**ASK US NOW**](#)



**MR HAYMAN AKEED,
TECHNICAL SPECIALIST,
SYDNEY WATER**

**WONDERFUL
CUSTOMERS... WITHOUT
YOU,
THERE IS NO
“US”**

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...

HAMAMATSU
PHOTON IS OUR BUSINESS

Noldus
Informative Technology

HA Harvard
Apparatus
a division of Harvard Bioscience, Inc.

BUTTER INSTRUMENT

moor instruments
laser Doppler blood flow assessment

SABLE
SYSTEMS
INTERNATIONAL

BIOPAC
Systems, Inc.

FLUIGENT
SMART MICROFLUIDICS™

Panlab
Technology for Bioresearch

WARNER
INSTRUMENTS
A Harvard Apparatus Company

Molecular
Devices

Applied
BioPhysics

KOPF
DAVID KOPF INSTRUMENTS

siskiyou

A-M SYSTEMS, INC.

Digitimer
Research Instrumentation

cma

BRAINTREE
SCIENTIFIC, INC.

Prizmatix

BTX
HARVARD APPARATUS
The Electrostimulation Experts

physitemp

BIOSEB

Spellman
High Voltage Electronics Corporation

STARR™
Life Sciences Corp.

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:

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SCIENTIFIC
EQUIPMENT • SUPPORT • RESULTS