The past three months have been crazy at Pinnacle – in a good way. First, Pinnacle and Merck co-hosted the first Biosensor User Forum in September. In addition, we are releasing a turn-key Fast Scan Cyclic Voltammetry system for real-time dopamine measurements (wireless for rats and tethered for mice). We also expanded our marketing team this quarter. You can see the team’s input on our 2012 Catalog and our new website, which launches on November 12. Finally, we are thrilled to announce our partnership with BASi, which will provide both companies with new platforms for data collection. Next year will bring many of the software analysis tools that you have been requesting, along with numerous new biosensors.

We look forward to seeing you at Neuroscience.

Donna A. Johnson, CEO

Sirenia® supports the integration of third-party data streams via a National Instruments I/O module. These data can be simultaneously recorded along with Pinnacle’s biopotential and biosensor data.

Pinnacle’s Fast Scan Cyclic Voltammetry (FSCV) system is robust, turn-key, and designed to simplify the measurement of catecholamines (i.e., dopamine, norepinephrine, and serotonin). It uses carbon fiber sensors to enable measurements in both rats and mice. This technology promises to increase our
Watch for Our New Look!

We are excited to announce that on November 12 we will launch our new website. Though our image is changing, the strong technical support and innovative product design that you have come to expect from us will remain the same. Please visit us online. We would love to hear your thoughts on our new image.

COMING SOON

Choline Biosensor

In January 2012, Pinnacle will offer a choline biosensor that can be implanted into targeted areas of the brains of freely moving animals. Choline biosensors will further cognitive research, especially related to prenatal development. Data suggest the sensors will also be useful in understanding neurodegenerative diseases, such as Alzheimer's.

Choline biosensors may be used with any of our other biosensors to record real-time concentration changes of two analytes simultaneously.

QUICK TIP

Working with Biosensors

We recommend using at least 3-4 bone screws to secure the Rat Hat to the skull of the animal. One of the most common understanding of neurochemical events associated with behavior. Wireless rat and tethered mouse systems are available. Please contact a Pinnacle representative for additional information.

FSCV Brochure

Additional FSCV Data

NEUROSCIENCE 2011

Visit Us at Booth 738

We are looking forward to seeing you at the Society for Neuroscience's Annual Meeting in Washington, D.C. Visit us at booth 738 from Sunday through Wednesday to learn how your research can benefit from our products and services. Stop by, say hello, and discover what's new at Pinnacle.

In addition, we will present the following posters at SfN:

A turn-key fast scan system for detection of in vivo dopamine release.
1 - 5 p.m. on Monday, November 14, Poster #AAA13

A wireless system for long-term biopotential recording from individual or group-housed rats.
8 a.m. - noon on Tuesday, November 15, Poster #NN19

Real-time measurement of lactate and glucose concentration change during waking and sleep.
8 a.m. - noon on Wednesday, November 16, Poster #VV77

American Epilepsy Society

We will also be at the American Epilepsy Society’s Annual Meeting in December. We look forward to seeing you there.

American Epilepsy Society
Dec 2-6
Baltimore, MD
Booth 816

BIOSENSOR USER FORUM

Pinnacle and Merck Co-Host Biosensor Forum

Our first Biosensor User Forum was a huge success. The forum brought together researchers who are currently using Pinnacle’s biosensors and others who are interested in learning more about this technology. Attendees included representatives from major pharmaceutical companies, universities, non-profit laboratories,
problems experienced by new users is the Rat Hat coming off of the animal within a few days of surgery. Typically this is due to the use of too few anchor screws. In addition, you should always verify that the screws are completely secure within the skull (the “wiggle” test).

Panel topics included using biosensors for researching schizophrenia, alcoholism, sleep and other stressors, and other uses for biosensors. The panels were followed by a great discussion about tips, tricks, and things never to do. Based on the positive feedback we received, Pinnacle plans to make this forum an annual event. We hope that you will join us next year.

BASi COLLABORATION

Pinnacle and BASi
Sign Collaboration Agreement

BASi (Bioanalytical Systems, Inc. – NASDAQ: BASI) provides world-class research to the pharmaceutical industry worldwide. Established in 1974, BASi offers an extensive array of contract laboratory services and also manufactures more than 30 different scientific instruments. BASi focuses on developing innovative services and products that increase efficiency and reduce costs associated with taking new drugs to market.

This partnership will allow BASi to expand its product line and services to better meet the needs of neurochemical researchers. This formal collaboration will also allow BASi to provide the most comprehensive in vivo monitoring and sampling on the market today. By using Pinnacle’s biosensors and neurophysiological instruments as part of its services and integrating them with their product line, Pinnacle opens new markets for BASi. Together, we offer our customers a unique platform to collect multiple streams of concurrent data giving greater insight to brain function.

Our new partner will be at SfN booth 1717 to discuss how integrating Pinnacle’s products into their systems will benefit the neuroscience research community.

EMPLOYEE SPOTLIGHT

"Pinnacle Technology, This Is Paul"

That deep bass voice that greets callers belongs to Paul Drees. Paul is a jack-of-all-trades for Pinnacle, dealing with a host of duties from answering phones to handling shipping.

Paul began playing music when he was sixteen and would have taken his talent to Nashville were it not for a bit of simple advice
from Charlie Hayward, bass player for The Charlie Daniels Band. “You have a choice,” Hayward said. “You can choose family or you can go on the road.”

Paul chose family and hasn’t looked back, though he keeps his fingers nimble by playing bass in a local band each weekend. And he is proud of what he has to show for his decision—three daughters who are putting themselves through college. By day, Paul finds joy in watching the creative process at work at Pinnacle. “Witnessing production from original ideas is exciting to me,” he said. “That’s why I love this place.”

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**RECENT PUBLICATIONS**

**August - October 2011**


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