With the holiday season behind us, we are excited to leap into what we at Pinnacle have dubbed the “Year of Software.” We began with the release of our revamped acquisition software. With the Sirenia® platform in place, our software engineers are now working diligently on developing the analysis tools that you have requested. First up is Sirenia® Sleep Analysis, a software program that increases the speed and precision of sleep scoring. The key features of this software are outlined in the story below. Sirenia® Seizure Analysis will follow the sleep package. As always, we welcome your input. Please contact us with requests for features that you would like to see in this and other forthcoming programs.

On another note, we were thrilled to learn that the Small Business Innovation Research (SBIR) program was reauthorized by Congress in December. National Institutes of Health grants have funded much of the research that drives development of Pinnacle products, and we are thankful to those who helped make the reauthorization possible. With the continued support of programs such as this and the valuable feedback that we receive from our customers, we look forward to another great year of providing you with cutting-edge research tools.

All the Best,

Donna A. Johnson, CEO

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**Call for Posters**

Many Pinnacle customers regularly present their scientific work at conferences and meetings throughout the year. We would love to share your research with other users of Pinnacle products and systems. Please help us continue to advance neurophysiological studies by allowing us to host your previously presented posters on our website. We will increase the visibility and impact of your research by sharing it with a global community.

If you are willing to share your research, please contact us at sales@pinnaclet.com.

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**COMING SOON**

Sirenia® Sleep Analysis Software
Recent Promotions

Two Pinnacle employees have been promoted due to their outstanding performance and continued dedication to the Pinnacle team.

Cainan Kennedy is now Director of Manufacturing, and Chris Jubic is now Director of Sales.

Fast Scan Cyclic Voltammetry

During surgery, it is extremely important to ensure that the 30 uM carbon fiber sensor is not damaged when it is lowered into the brain. We recommend using a large diameter (2 mm) Dremmel bit and drilling an opening just above the dura mater. Use forceps to clear any excess dura and connective tissue to expose a clean opening onto the cortex. When lowering the electrode, use magnifying goggles and a good light source to observe the tip as it contacts the outer cortical tissue and begins the initial descent into the brain. If any deflection of the tip is noted, STOP and clear excess debris in the region. This observation will ensure that the tip is not caught on any excess bone or dura and that the probe is making a smooth tract into the neural tissue. As always, lower the probe SLOWLY (no faster than 1 mm/min) until the necessary target depth is reached.

Pinnacle's Sirenia® Sleep Analysis software, available March 15, gives users the ability to precisely identify changes in sleep state. Features include cluster scoring, frequency analysis, and bout analysis. The software also supports multiple users by providing statistical and graphical comparisons of all scored sets and by allowing easy navigation among score discrepancies.

Learn About Fast Scan

All-in-One Acquisition & Review Software

Pinnacle is proud to announce the release of our Sirenia® software package, which seamlessly integrates all of our EEG/EMG, biosensor, and video systems. This free acquisition program allows users to record data from multiple devices, including 8100, 8200, and 8400 product lines, using one platform. In addition, video capture can be added to any Pinnacle recording device, including wireless biosensor systems. Sirenia® Acquisition also supports the integration of third-party data streams via National Instruments hardware.

Sirenia® Sleep Basic and Sirenia® Seizure Basic are included in...
this dynamic software package. These free review programs allow users to play data with synchronized video, perform basic sleep and seizure analysis, and export data to a number of file formats.

Customers who have previously purchased a video or sleep deprivation system will require a key to unlock functionality in Sirenia® programs. Contact a Pinnacle representative at 785-832-8866 to request a key or a copy of the Sirenia® user manual.

Visit Us at Booth 217

We are looking forward to seeing you at the Society of Toxicology Annual Meeting in San Francisco, California. Visit us at Booth 217 from Monday, March 12, through Wednesday, March 14, to learn how your research can benefit from our products and services. Stop by, say hello, and discover what’s new at Pinnacle.

Jim Urich, Vice President of Sales

Jim has always worked in sales. He grew up in a small North Central Kansas town where his father managed the local lumberyard. It was there that Jim learned his first lesson about working with customers: “No one sees the world the same way that you do,” he said. “Selling is the ability to see the world through your customers’ eyes.”

Jim’s early experiences as a salesman translated into a long and fruitful career in the paint and design industries. His focus shifted drastically in 1997, however, when fellow bridge player and company president, Donna Johnson, asked Jim to join the Pinnacle team. He became the company’s third employee, behind only Donna and her brother Dave.

Neuroscience isn’t the only thing Jim was introduced to in his “second life.” Single until 56, Jim married his wife, Susan, in 2004. “Suz is the only woman that I ever asked out a second time after being turned down the first,” Jim said, though he confessed that it took 20 years for him to ask her out that second time. Jim and Suz have four grown children and five grandchildren. He still has a hard time getting used to being called Grandpa.


Full Customer Publications List