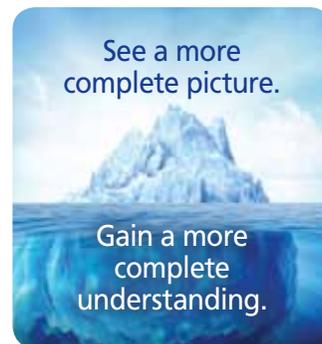


The BD Horizon™ Tour

New insights for multicolor panel design.

2014 Canadian events

June 11 - Montreal
June 25 - Toronto



See a more complete picture.

Gain a more complete understanding.

Over the past 40 years flow cytometry has come a long way. Once the exclusive domain of experts, advancements in optical and fluidic design, component miniaturization, digital electronics, intuitive software, and a wide range of new fluorochromes have made flow analyzers and cell sorters more accessible to a new generation of scientists. Despite the advancements, multicolor panel design has remained virtually unchanged as today's scientists continue to search for the best approach for their experiments, largely by trial and error.

Join us for The BD Horizon™ Tour and see how the BD smart approach to panel design enables novices and experts alike to unlock the full potential of their research offered by innovations in flow cytometry systems.

Reveal.

The journey to “see what nature is hiding” using flow cytometry begins by understanding the biology of your cells and the relative brightness of fluorochromes. To maximize resolution, bright fluorochromes are used to resolve dim antigens. Enabling brighter fluorescence signals, BD Horizon Brilliant™ polymer dyes are perhaps the most significant advancement in reagent technology in a decade.

At The BD Horizon Tour we'll show you how to get more out of your experiments using this technology, which has revolutionized modern panel design.

Elevate.

By understanding antigen density—the number of cell surface receptors on a cell—researchers can understand which antibody/fluorochrome combinations are candidates for panels.

At The BD Horizon Tour we'll unveil tools that classify antigen expression across multiple immune cell types to help you confidently choose the best antibody candidates for your experiment.

Resolve.

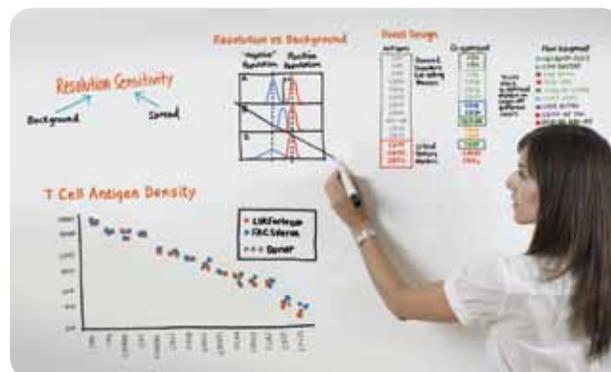
Delivering information from multiple parameters simultaneously, a single flow cytometry experiment can speed the path to discovery. Traditionally this is accomplished using many fluorochromes on a few lasers and subsequently addressing spectral overlap using compensation. The more colors used, the more overlap and the more complex the experiment.

Join us at The BD Horizon Tour to see how to significantly reduce complexity, minimize spectral overlap, and maximize population resolution.

Achieve.

Biology is seldom simple, but by leveraging new tools and methods, you can speed your journey to see nature more clearly. Our single goal at BD Biosciences is to equip you with the ability to be more efficient and effective in your research by making flow cytometry more powerful and easier to use.

At The BD Horizon Tour you'll see firsthand how this new BD method can speed your research, regardless of the platform you're using for flow cytometry.



The BD method of multicolor panel design reduces complexity and enables efficient, powerful studies.



Join us at The BD Horizon Tour to learn more.

Join us for The BD Horizon Tour

Oxford, Heidelberg, Paris, Shanghai, Beijing, Delhi, Singapore, Sydney, Melbourne, San Diego, Chicago, Boston, Research Triangle Park, Montreal, Toronto, Mexico City, Búzios, Bogotá

More information and free registration available at
bdbiosciences.com/go/horizontour
Register for an event near you.

