



**At SLAS2014, ATCC will Feature New Cell-based Solutions that are Designed to Support Automated Screening Technologies**

*Fully characterized cell products assure screening studies deliver optimal data and results and maximize automation efficiencies*

**Manassas, VA, January 9, 2014** – ATCC is featuring specific cell-based solutions for screening at SLAS2014, the 3<sup>rd</sup> Annual Conference and Exhibition of the Society for Laboratory Automation and Screening. Meeting attendees visiting ATCC at booth #1348 will find helpful information on hTERT immortalized cell lines, human stem cells, cancer cell panels, and reagents that are particularly suited for screening and drug discovery research. ATCC, the premier global biological materials resource and standards organization, maintains the largest collection of cells lines characterized and authenticated for use by the research community.

Cell-based screening programs, especially when automated, require a stable supply of cells for extended studies. To aid in this endeavor, ATCC currently maintains over 20 human telomerase reverse transcriptase (hTERT) immortalized cell lines of different types, including epithelial cells derived from various human tissues. These cell lines represent a breakthrough in cell biology research that combines the *in vivo* characteristics of primary cells with the ability to survive continuously *in vitro*.

Translational screening using human derived stem cells are gathering attention at this year's meeting. Interested scientists will find information on human induced pluripotent stem cells (iPSC) and mesenchymal stem cells (MSC) at the ATCC exhibit. These fully authenticated and quality controlled stem cells are supported with documentation and tips for successful culturing techniques.

For cancer research, ATCC has developed Molecular Signature Panels to assist scientists in selecting appropriate cell-based research models. The panels consist of authenticated cell lines containing cell pathway-specific mutations that have been experimentally validated for genetic alterations, protein expression, and cell functionality. Also featured at this meeting is TransfeX™, which is a new transfection reagent that provides higher transfection efficiency and lower cytotoxicity than other transfection reagents.

“The advantage automation brings to biological screening can be compromised if the starting materials are not authenticated and of the highest quality. Fully characterized and tested cell lines reduces this risk and speeds discovery,” said Mindy Goldsborough, Ph.D., the Vice President and General Manager of ATCC Cell Systems. “We are pleased to offer the widest selection of high quality cell-based solutions from our collections, with expert support if needed.”

To learn more, please visit booth #1348 at the SLAS2014 Conference and Exhibition. If you are not attending this year's meeting, visit [www.atcc.org](http://www.atcc.org) or contact ATCC technical service representatives toll free in the US at 1-800-638-6597; for international inquiries, please call +1-703-365-2700.

## **About ATCC**

ATCC serves and supports the scientific community with industry-standard products and innovative solutions. With the world's largest and most diverse collection of human, animal, and plant cell lines, as well as molecular genomic tools, microorganisms, and biological products, ATCC is a trusted biological resource for the worldwide research community. Together, the people of ATCC share in its mission to acquire, authenticate, preserve, develop, and distribute biological materials and information for the advancement of scientific knowledge. ATCC is a non-profit organization with headquarters in Manassas, VA.

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