



Dear Max Mustermann

Are your shake flasks something like a black box? We have the solution for you, our new upcoming product - the **SFR vario**! Now you can measure **biomass, O₂, pH & oxygen uptake rate** online in your shake flask culture. It offers easy access to a better process understanding.

This new system will be launched by the end of this year, and it will be the sole system on the market for simultaneous online measurement of biomass, O₂, pH & oxygen uptake rate (OUR). It can be easily integrated in any shaking incubator and - like with the SFR Shake Flask Reader - data transfer is wireless. Up to 4 SFR vario can be controlled with the respective software. Online monitoring with the SFR vario will ease media optimization, or the systematic development of new production processes considerably. Please contact us for more information!

In addition we kindly invite you to take part in the [BPI Live Webinar "Ask the Expert"](#) on October 14th, 2014. PreSens uses the chance to give its expertise in shake flask monitoring, including an introduction to the new SFR vario.

If you want to get a closer look on the new system, the SFR vario prototype will be presented at the upcoming [ISPE Annual Meeting](#) and at [BPI 2014](#)! We would be happy to welcome you at our PreSens booth!

And now enjoy reading and we are keen on your feedback!

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Shake Flask Reader SFR vario v1

Online O₂, pH, Biomass & OUR Measurements

Easy Integration in any Shaking Incubator

- Parallel online monitoring in up to 4 shake flasks with SFR vario software
- No more sampling necessary
- Used for media evaluation, process development & optimization
- Non-invasive measurements
- Glass & plastic flasks in different sizes available

[>> Read the new SFR vario brochure](#)

Sales start will be at the end of this year!

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Live-Webinar "Ask the Expert"

Dr. Gernot John, our Director Marketing & Innovation, will explain within this 15 minutes BPI live webinar "Measurements in Shake Flasks". This is also a good opportunity to cast a first glance on the SFR vario!

Date & Time: October 16th, 2014 at 05:00 p.m. (CET)

[>> Click here to register](#)



A Look behind the Scenes at PreSens

BioPark Regensburg celebrated its 15th anniversary with an open day. And PreSens, being one of the first tenants, surely took the opportunity to present its sensors and measurement systems to the visitors.

[>> Click here to read more](#)

Meet Us at One of Our Upcoming Exhibitions:

October 12th - 15th, 2014

ISPE Annual Meeting

www.ispe.org/2014-annual-meeting

Las Vegas, NV, USA, Caesars Palace, Table 145

October 20st - 23rd, 2014

BPI 2014

www.ibclifesciences.com/BPI/overview.xml

Boston, MA, USA, Hynes Convention Center, Booth 208

November 2nd - 5th, 2014

Pack Expo International

www.packexpointernational.com

Chicago, IL, USA, McCormick Place, Lakeside Upper Hall, Bavarian Pavilion, Booth 8318

November 11th - 13th, 2014

Brau Bevale

www.brau-bevale.de

Nuremberg, Germany, Trade Fair Center Nuremberg

You are interested in visiting our booth at the [Pack Expo International](#) or the [Brau Bevale](#) but you do not have a day-ticket yet? In this case, you are very welcome to get in touch with us. We will be happy to arrange an appointment with you and send you a [day-ticket for free](#).

November 15th - 19th, 2014

Neuroscience

www.sfn.org/annual-meeting/neuroscience-2014

Washington, DC, USA, Walter E. Washington Convention Center,
Booth 2907 (Coy Laboratory Products)

PreSens TV

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How to Perform a pH Microsensor's Manual Calibration & One-Point Adjustment

PreSens TV offers you practical help on handling our equipment

The video "How to Perform a pH Microsensor's Manual Calibration & One-Point Adjustment" is the most recent video of more than twenty short and concise technical support clips on our webpage.

[>> Visit PreSens TV](#)

You would like to learn even more about PreSens Precision Sensing? Please visit our homepage www.presens.de and don't hesitate to contact us. Any feedback will be appreciated.

With kind regards

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