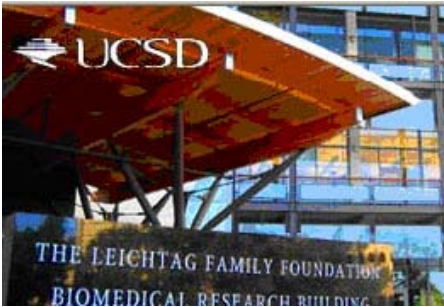


SANYO Biomedical Incubation Reference

UCSD- Pharmacology



Overview:

Pharmacology is broadly defined as a discipline that investigates the effects of chemical interventions on biological systems. The UCSD program is renowned for its strength in elucidating basic cellular and molecular mechanisms of signal transduction that lead to drug target identification and ultimately to drug discovery.

SANYO Product Solution: MCO-18AIC, MDF-U5386, MDF-U52VA

Application: PHARMACOLOGY RESEARCH

Many of the department's research efforts directly impact human health, supported by NIH grants on the genetics of hypertension, cardiovascular regulation, cancer, and neurological and inflammatory diseases. Their main areas of research are in signal transduction, drug design, integrated systems and animal models, and pharmacogenomics.

SANYO Advantages:

- Intelligent and Lightweight Design
- User-friendly- machine blinks when water level is low
- Copper-alloy technology greatly reduces contamination of sensitive cell cultures
- Exceptional sales/support team
- Infrared and UV light effectively prevents contamination



MCO-18AIC

Competitive Analysis:

"We have used various kinds of tissue culture incubators from different vendors and there is just no comparison. **Cell growth is more stable and the SANYO technology and design have greatly reduced contamination.** We work specifically in signaling pathways, inflammation, cancer and metabolic diseases where a cell sample's environment is critical." Every single one of our incubators is now a SANYO.

Highlights and Current Research:

Anne Chang, UCSD lab manager, praised the SANYO incubators for their lab stability and reliability. "We have 2 Sanyo products, "a MDF-U5386 and a MCO-18AIC tissue cell incubator. The designs are intelligent and lightweight. It is incredibly user friendly and blinks when the water level is low; you don't get more low maintenance than that." Chang adds, **"We have used various kinds of tissue culture incubators from different vendors and the -80°C Thermo Fisher freezers and there is just no comparison."**

"We have 28 PhDs and 30 researchers. The trend here is moving toward liver metabolic disease and the link between inflammation and cancer and stress. We do a lot of work with mice and animal research. One of our greatest achievements is the publications we work with. We solely and consistently publish research in *Cell*, *Nature* and *Science*."

"Besides the hardware, our sales specialist, Harjeet Sangha of LEC, is absolutely great. He not only initiates discussions, but follows up with us immediately. We can call him if we have a question about anything." This is just one example of a sales team that goes the extra mile to develop personal relationships with their customers. They are rewarded with lifetime loyalty."



Anne Chang with SANYO MCO-18AIC Incubators

"We have used various kinds of tissue culture incubators from different vendors and there is just no comparison. Cell growth is more stable and the SANYO technology and design have greatly reduced contamination."

-Anne Chang, UCSD Lab Manager

Conclusions:

The UCSD program is supported by the local biotechnology and pharmaceutical industry and has created a natural bond for cross fertilization and communication. They have bridged the department's scientific efforts to the greater medical community, enhanced endeavors in drug discovery and SANYO is proud to be collaborating with such a leader in the field.

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SANYO



Incubation