

MERCK COMPANY ROADSHOW, DEMONSTRATIONS, AND SEMINAR

Date: 7th May 2024

Time: 11:00 AM

Venue: School of Life Sciences Campus, JSS Academy Of Higher Education & Research

Introduction: Merck Company organized a comprehensive event encompassing a Roadshow, demonstrations, and a seminar to showcase and elucidate the functionality and applications of three key instruments: the Scepter 3.0 Handheld Automated Cell Counter, mPAGE® Lux Curing Station, and Millicell® Digital Cell Imager. Held at the esteemed JSS ACADEMY OF HIGHER EDUCATION & RESEARCH School of Life Sciences Campus, the event aimed to provide attendees with insights into the latest advancements in research instrumentation.

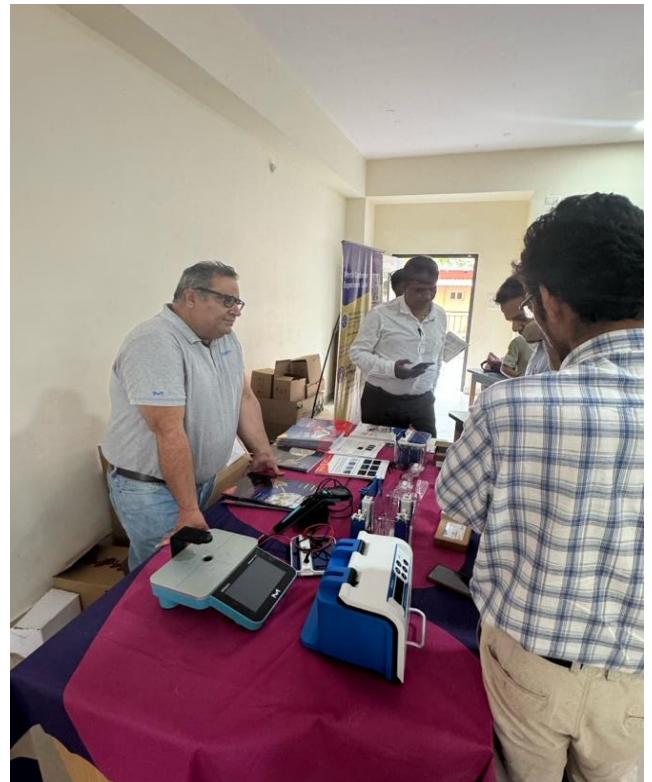
Event Overview: The event commenced at 11:00 AM, welcoming faculty members, research scholars, and students alike to partake in the enriching sessions planned for the day. The agenda included interactive demonstrations, informative presentations, and opportunities for hands-on experience with the featured instruments.

INSTRUMENT DEMONSTRATIONS:

1. Scepter 3.0 Handheld Automated Cell Counter: The demonstration highlighted the ease of use and accuracy of the Scepter 3.0 in cell counting applications. Attendees witnessed its ability to streamline cell counting processes, offering precise results in a fraction of the time compared to traditional methods. The instrument's portability and user-friendly interface were emphasized, making it an invaluable tool for research laboratories.

2. mPAGE® Lux Curing Station: The mPAGE® Lux Curing Station demonstration showcased its capabilities in protein gel electrophoresis. Attendees observed the instrument's innovative features, including customizable UV exposure settings and efficient gel curing capabilities. Its compatibility with a wide range of gel sizes and formulations was highlighted, underscoring its versatility for various research applications.

3. Millicell® Digital Cell Imager: The Millicell® Digital Cell Imager demonstration elucidated its role in cellular imaging and analysis. Attendees were presented with the instrument's advanced imaging capabilities, allowing for high-resolution visualization of cellular structures and processes. Its automated image analysis software was showcased, enabling rapid data interpretation and quantification for research studies.



"Engaged participants delve into an interactive session on advanced instruments, igniting collaboration and discovery at the forefront of scientific innovation."

Seminar Session: The seminar session not only delved into the applications and significance of the featured instruments but also provided a platform for skill development across various domains of molecular biology and biotechnology. Expert speakers, renowned in their respective fields, conducted informative sessions aimed at enhancing attendees' proficiency in fundamental molecular biology, cancer tools and techniques, rDNA technology, mammalian cell culture, biomarker screening using multiplexing platforms, qPCR gene expression analysis, genome editing, and related disciplines.



"Attendees gain insights into cutting-edge research methodologies and their applications during the seminar session, exploring the significance of featured instruments in advancing molecular biology and biotechnology."

Cancer Tools & Techniques: Expert speakers elucidated state-of-the-art tools and techniques employed in cancer research, focusing on innovative approaches for cancer detection, diagnosis, and treatment. Attendees were acquainted with cutting-edge methodologies for studying cancer biology, including omics technologies, high-throughput screening, and molecular imaging techniques.

rDNA Technology: The seminar provided insights into recombinant DNA (rDNA) technology, a cornerstone of modern biotechnology. Attendees learned about the principles of gene cloning, gene expression, and genetic engineering techniques, empowering them to manipulate DNA sequences for various biotechnological applications.

Mammalian Cell Culture: An in-depth session on mammalian cell culture techniques was conducted, emphasizing best practices for cell line maintenance, propagation, and manipulation. Attendees acquired practical skills in cell culture optimization, ensuring robust and reproducible results in their research endeavours.

Biomarker Screening Using Multiplexing Platforms: Expert speakers demonstrated advanced multiplexing platforms for biomarker screening and analysis. Attendees gained insights into the application of multiplex assays for simultaneous detection and quantification of multiple biomarkers, facilitating comprehensive molecular profiling in various disease states.

qPCR Gene Expression Analysis: The seminar provided hands-on training in quantitative polymerase chain reaction (qPCR) techniques for gene expression analysis. Attendees learned experimental design, primer design, and data analysis methodologies, enabling accurate and reliable quantification of gene expression levels in biological samples.

Genome Editing Training Programs: Attendees were introduced to genome editing technologies, including CRISPR/Cas9, TALENs, and zinc-finger nucleases. Expert speakers elucidated genome editing principles, applications, and experimental considerations, equipping attendees with the knowledge and skills to harness the power of genome editing for precision genetic engineering.

Certificate Courses: Merck Company offered certificate courses in conjunction with the seminar session, providing attendees with formal recognition of their participation and proficiency in the topics covered. Certificate programs ranged from basic training in molecular biology techniques to specialized courses in genome editing and advanced biotechnologies. The seminar session served as a platform for comprehensive skill development, empowering attendees with the knowledge, expertise, and practical skills required to excel in molecular biology and biotechnology.

research. It fostered collaboration, networking, and knowledge exchange, paving the way for continued innovation and advancement in the scientific community.

Conclusion: The Merck Company Roadshow, demonstrations, and seminar proved to be a resounding success, providing attendees with valuable insights into the latest advancements in research instrumentation. The event fostered knowledge exchange and networking opportunities among academia and industry professionals, paving the way for future collaborations and advancements in scientific research.

This event served as a testament to Merck Company's commitment to innovation and excellence in supporting scientific endeavours, and it is anticipated to inspire further exploration and utilization of cutting-edge technologies in research laboratories worldwide.



"Gratitude to Merck Company for unveiling the advancements in instrumentation, illuminating pathways for ground-breaking research endeavours."