

# Press Kit Photo Captions

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**18 Sept 2018 / BIOBRIGHT, BOSTON, MA**

## Beckman-Coulter-BioBright-banner.png

BioBright and Beckman Coulter Life Sciences logos

## Beckman-Coulter-equipment-and-logos.png

A Beckman Coulter Biomek and Cytoflex, plus the logos of both Beckman Coulter Life Sciences and BioBright's DarwinSync.

## BioBright-fracchia-trynka-collaboration.jpg

Gosia Trynka (left) and Charles Fracchia, BioBright CEO, outside of the Wellcome Sanger Institute building in Cambridge, UK.

## BioBright-saving-data.jpg

Some biological equipment produces terabytes of data every day in proprietary file formats. No matter the file type or size, BioBright's hot folder system syncs the data to the cloud for data storage, analysis, and exploration.

*Photographer: Shilei Zheng*

## BioBright-voice-assistant.jpg

A scientist who is working in a sterile environment or using both hands needs something better than a paper notebook or keyboard. The "Darwin" voice assistant is customized to the vocabulary of each lab and experiment, allowing users to easily take notes or navigate an application.

*Photographer: Shilei Zheng*

## BioBright-equipment-utilization.jpg

In a BioBright-enabled smart lab, it's easier to know what worked in an experiment, what didn't, and why. Through integration with existing systems and automatic data collection, more information is available about equipment utilization and environmental conditions.

*Photographer: Shilei Zheng*

**BioBright-charles-fracchia-1.jpg**

*Photographer: Shilei Zheng*

**BioBright-charles-fracchia-2.jpg**

*Photographer: Rob Clayton*