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BioData adds *Nature Protocols* to Labguru web service and iPad app

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BioData Ltd. and Nature Publishing Group (NPG) today announce the integration into BioData's **Labguru web service** and iPad app of 20 high-quality protocols from *Nature Protocols*. Taken from *Nature Protocols*' large database of protocols for common biological experiments, the protocols are available free of charge to Labguru users.

"We are grateful that, with the assistance of Digital Science, Nature Publishing Group seized this opportunity to improve access to protocols and relieve researchers of some of the time-consuming tasks involved in working at the bench. We hope other publishers will follow suit," says **Jonathan Gross**, Founder and Co-CEO of BioData. "The Labguru web service and **iPad app** prepare *Nature Protocols* for bench use and add interactive features, such as progress tracking and preset timers, that prevent headaches—and heartaches—when juggling multiple experiments at once. Results and notes recorded on the iPad app sync right back to the web app, so you're always organized to easily analyze data and write papers."

Nature Protocols is an online journal of laboratory protocols for bench researchers. The protocols it publishes are high quality, peer-reviewed procedures commissioned by the *Nature Protocols* scientific editorial team. All protocols have proven themselves in the lab, having been used to acquire data published in multiple research papers. The protocols contain special introductory content, a materials list, a guide to anticipated results, troubleshooting help, and references.

"The protocols we selected to include in Labguru's services are some of the most fundamental and widely used in the lab," said Chris Surridge, Chief Editor and Associate Publisher, *Nature Protocols*.

Labguru makes protocols fully searchable and categorizes them for easy access. Researchers can associate desired protocols with planned experiments and seamlessly use them at the bench with the Labguru iPad app. The **Labguru iPad app** formats protocols for bench use to reduce errors common to multitasking. Completed steps can be tapped to reliably track progress. Countdown timers, each preset for a specific step, are always visible for all running experiments. Diagrams and background information are also displayed for quick reference. Results and notes about the experiment can be recorded in the iPad app and synced to the proper locations in the Labguru web service."

Labguru's web service is a collaborative research web application that helps academic labs **plan experiments**; track progress on projects and milestones; share results; organize related documents, protocols, and data; and manage inventories and ordering. Individual Labguru accounts are free and can be setup in less than a minute. A dedicated customer support team helps users import existing data and get started. Visit **www.labguru.com** for more information.

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About BioData, Ltd.

Based in Boston and Tel Aviv, BioData Ltd. creates digital tools for increasing the productivity of academic and industrial laboratories. BioData's web-based software is currently used by thousands of researchers in hundreds of labs worldwide. Key funding for BioData comes from Digital Science (**www.digital-science.com**), a business unit of Macmillan Publishers Ltd and sister division to Nature Publishing Group (www.nature.com). For more information, visit **www.labguru.com**.

About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

Focusing on the needs of scientists, *Nature* (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 6 million visitors per month with access to NPG publications and online databases and services, including news and comment from *Nature*, *Naturejobs* plus access to *Nature Network* and Nature Education's Scitable.com.

Scientific American is at the heart of NPG's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches over 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in

Germany.

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