



March 17, 2014

## PerkinElmer Launches Innovative Cloud-Based Platform for Collaborative Academic Research

### The Elements® Platform Provides App-Based Approach to Electronic Data Capture and Sharing in Increasingly Distributed Global Research Environment

**WHAT:** [PerkinElmer, Inc.](#), a global leader focused on the health and safety of people and the environment, today announced the launch of the Elements® platform, a cloud-based expandable scientific collaboration tool for students and researchers, at the 247th American Chemical Society (ACS) National Meeting & Exposition.

The Elements platform is a first-of-its-kind tool for academic scientists that revolutionizes how they collect and share data and information in the lab and classroom. The Elements platform provides a cost-efficient solution for safe, secure record-keeping that eliminates the need for investment in digital infrastructure.

“Despite the wide range of technology offerings available in the marketplace today, a recent study we conducted revealed that more than 75 percent of research academics still use a paper notebook for recording lab notes,” said Michael Elliott, CEO and Chief Analyst, Atrium Research & Consulting. “Electronic lab notebooks (ELNs) are changing this practice in how labs at major universities embrace electronic data capture, cloud-based applications and collaborative tools to modernize their research environments.”

**HOW:** The Elements platform was created through PerkinElmer's 20+ years of experience developing scientific computing tools combined with the cloud-based scientific collaboration platform that PerkinElmer obtained through its recent acquisition of Wingu, Inc., a Google Ventures-backed software development firm. This unique blend of capabilities allows PerkinElmer to deliver a cloud-based collaboration solution to an increasingly distributed global research marketplace.

“As the pace of science speeds up and moves toward collaborative tools and cloud-based applications, PerkinElmer continues to develop innovative technologies for the academic and research community,” said Daniel R. Marshak, Chief Scientific Officer, PerkinElmer. “The Elements tool matches workflows with the needs of each type of science and scientist. This technology empowers academics to work more effectively toward advancing their research in human and environmental health. We will continue to launch additional platform enhancements in response to the insights we receive from the scientific community.”

**FEATURES:**

- **Expandable platform:** Sets the stage for a rapid pace of innovation by delivering an application framework for deep scientific support through modular apps that can be combined into sophisticated scientific experiments. The Elements framework is designed for expansion so that PerkinElmer can continually create and deploy new scientific applications to academic and commercial users.
- **100 percent cloud-based:** While other conventional ELNs offer limited cloud capabilities combined with a standard server-on-site model, the Elements platform is 100 percent cloud-based, which enables users to be up and running in minutes without the need for lengthy deployment and installation steps.
- **Electronic data capture:** The Elements framework facilitates easy, effective data capture and electronic collaboration within an individual research group or among varying research groups. This approach is ideal for university students and professors in a classroom or lab instruction setting.
- **ChemDraw® integration:** Embeds PerkinElmer's drawing tool so that chemical compounds and reactions can be easily drawn and captured in the Elements framework, in addition to creating publication-ready, scientifically intelligent drawings for use in databases and publications

**MORE:** The new Elements platform expands upon PerkinElmer's legacy in the ELN marketplace. The Company created the [E-Notebook](#), one of the industry's most widely deployed electronic laboratory notebooks. The E-Notebook helps researchers in a wide range of industries, academia and government institutions to plan, capture, manage, share, search and securely protect accumulated institutional knowledge and data.

Gartner, Inc. also recently rated PerkinElmer "very high" for "Scope of capability" in four out of five ELN broad

end-to end NPD phases in the "Product Innovation Requires Laboratory Informatics Systems to Transcend Phases" report, published September 26, 2013, by Gartner analyst Michael Shanler.

**AT ACS:** Please visit the PerkinElmer booth #1508 at the ACS event for more information. PerkinElmer will also host the workshop "Moving Main Stream Chemical Research to the Cloud - A New Paradigm in Data Collection" on March 17 from 12:30 p.m. - 3:30 p.m. in room D220 at ACS. Additional details are also available on our [website](#).

#### **About PerkinElmer, Inc.**

PerkinElmer, Inc. is a global leader focused on improving the health and safety of people and the environment. The Company reported revenue of approximately \$2.2 billion in 2013, has about 7,600 employees serving customers in more than 150 countries, and is a component of the S&P 500 Index. Additional information is available through 1-877-PKI-NYSE, or at [www.perkinelmer.com](http://www.perkinelmer.com).

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