



## FOR IMMEDIATE RELEASE

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### Instrument Accelerates RNA Studies in Korea

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Scientists at the Korea Research Institute of Bioscience & Biotechnology (KRIBB) are expediting their RNA experiments by using a capillary electrophoresis-based instrument, the *Fragment Analyzer*™.

“We have used the *Fragment Analyzer*™ to check quality and concentration of total RNA in the area of plant and animal research,” said Dr. Kim of KRIBB. “We decided to purchase the *Fragment Analyzer*™ over other platforms after careful evaluation because it helps us reduce our hands-on time, improves workflow and reduces operational costs. It also promotes consistency, and helps us to achieve better resolution, sensitivity and quantification. We are pleased with our purchase of the *Fragment Analyzer*™.”

With over 1,000 employees in 11 research centers and an annual budget of \$1.3 (U.S.) billion, KRIBB is at the forefront of Korea’s rapidly growing biotechnology industry. The Daejeon site where Dr. Kim is located includes research efforts in Genomics, Oncology and Plant Biotechnology.

The *Fragment Analyzer*™ is sold and serviced in Korea by PhileKorea Technology, an innovative and highly respected company.

“In Korea, the competition is strong,” said Mr. Minbong Park, Founder/President of PhileKorea Technology. “With the benefits the *Fragment Analyzer*™ delivers and the wide application range covered, it is an instrument that can be widely accepted and utilized by our customer base, which includes university, government and hospital laboratories. Because the support and assistance we receive from Advanced Analytical is at the highest level, my technical staff can quickly assist our customers’ needs.”

The *Fragment Analyzer*™ is designed and manufactured by Advanced Analytical Technologies, Inc., of Ames, Iowa, USA. Company CEO Dr. Steven J. Lasky was given a detailed look into the Korean biotech market by Mr. Park during the 3<sup>rd</sup> International Symposium on Genomics of Plant Genetic Resources (GRGP3) on Korea’s Jeju Island earlier this year.

“We are extremely pleased with PhileKorea Technology and their rapid introduction of *Fragment Analyzer*™ units into the Korean market,” Dr. Lasky said. “They have done a terrific job promoting the instrument and exceeding the needs of customers. This has led to strong sales within Korea, outpacing many other distributors in similar sized markets.”

During GRGP3, the *Fragment Analyzer*™ was highlighted in three poster presentations by Korean researchers who used the instrument to achieve more consistent results with less hands-on time, two of the key benefits of the instrument.

**About PhileKorea Technology**

PhileKorea Technology was established in February, 2000 and represents instruments and reagents from 15 global specialized manufacturers while providing its customer base with off-the-shelf solutions. PhileKorea's Mission is "Nanoom" in Korean, which means "Share" in English with people. The company's business ACT codes are "Justice, Morality and Creativity". The company's sales principles are based on the belief that strong customer service and support are critical to long term business relationships. For more information visit the company's website at <http://www.philekorea.co.kr/> or contact us at [pioneer@philekorea.co.kr](mailto:pioneer@philekorea.co.kr).

**About Advanced Analytical**

Advanced Analytical Technologies, Inc. (AATI) provides innovative solutions to improve processes and accelerate research within the pharmaceutical, life science, and biotechnology markets. AATI's portfolio includes technologies for the parallel analysis of biomolecules, nucleic acids and proteins by capillary electrophoresis. For more information visit the company's website at <http://www.aati-us.com> or contact us at [webinfo@aati-us.com](mailto:webinfo@aati-us.com).

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