

# Developments of phenotypic assays, hear more from Pfizer at Advances in Cell Based Assays 2015

*SMI's 8th annual conference on Cell Based Assays takes place on 10th & 11th November 2015 in London, UK.*

LONDON, ENGLAND, UNITED KINGDOM, June 11, 2015 /EINPresswire.com/ -- Due to improvements in detection technology and sensitivity in drug screening, recent reports predict the cell based assays market to reach \$4.7 billion in 2016. Now running for almost a decade, SMI's 8th annual conference on [Advances in Cell Based Assays](#) arrives at the perfect time to expand scientific horizons in key topics such as drug toxicity testing, live imaging, 3D modelling, phenotype screening, formulation in assay development and much more...

This years [event](#) will include a keynote address from Pfizer Senior Scientist, Clare Gardner. With a focus on pain and

neurosensory disorders, the presentation on phenotypic assays will discuss the challenges of screening in the pain field, as well as explore electrical field stimulation assays as a medium throughput plate-based screening solution. Unique insight will also be given on the combination of high-content image analysis with functional live-cell assays.

Other featured speakers include: Actelion Pharmaceuticals, Kings College London, Novartis, Astra Zeneca, Imperial College London, Johnson & Johnson, GSK and Astra Zeneca.

In addition to the 2 day conference, the event will also feature 2 interactive post-conference [workshops](#) taking place on the 12th November 2015.

Workshop A, entitled Latest Generation Microscopes in HTC/HCS/HCA for live cell imaging in Cells and Tissue Based Assays will be hosted by Aamir Ahmed from Kings College London and workshop B, entitled applying Tissue Engineering to Develop 3D Cell Based Assays, will be hosted by Felicity Rose from the University of Nottingham

For those who are interested in attending there is currently a £300 early bird rate available online. For



The poster features a dark blue background with a central image of a cell being analyzed. The text is as follows:

SMi  
SMi present the 8th annual conference...

# Advances in Cell Based Assays

10 - 11 NOV  
2015  
LONDON, UK

[www.cellbasedassay.co.uk](http://www.cellbasedassay.co.uk)

more information or to register visit [www.cellbasedassay.co.uk/ein](http://www.cellbasedassay.co.uk/ein)

Advances in Cell Based Assays  
10th & 11th November 2015  
Holiday Inn Kensington Forum, London UK.  
[www.cellbasedassay.co.uk/ein](http://www.cellbasedassay.co.uk/ein)

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About SMi Group:

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