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Got NMR? A New Blog Highlights News and Tips for NMR Software Users

Toronto, Canada (July 17, 2007)—A new resource highlighting topics of interest to the NMR community is now available. **Ryan's Blog on NMR Software** promises to deliver up-to-date information and interesting tidbits about NMR Software, and how it can make your NMR workload more manageable.

Whether you are an occasional user, or an NMR expert, NMR software can help increase your productivity via NMR spectrum prediction, automated processing and interpretation, structure verification, and databasing. Chemists, scientists, and spectroscopists worldwide are using these tools to simplify their tasks and to increase their productivity.

Written by Ryan Sasaki, Technical Marketing Specialist at Advanced Chemistry Development, Inc., (ACD/Labs), the new blog serves as a resource to educate the public about different NMR products and solutions, and how they can work for you. It is also an ideal location for users to keep up-to-date on the latest developments and advancements in the world of NMR software. Focusing mainly on discussion of ACD/Labs NMR software, Sasaki updates the blog with information relevant to both current and prospective users, including comparisons with competitor's products, software tips, and information about updates and new developments.

"While much of the discussion I will initiate on my blog will surround products and solutions offered by ACD/Labs, I will also attempt to discuss other software packages and resources when the opportunity presents itself. My goal is to educate the public regarding the benefits of NMR software and the multitude of opportunities that software can open up," says Ryan Sasaki, author of Ryan's Blog on NMR Software. "The blog opens up a communication channel that offers a different dynamic than traditional e-mail and website communication. I encourage the public to join the conversation online and offer their thoughts, suggestions, and comments on my blog."

In his three years with the company, Sasaki has become deeply involved with the marketing, and research and development aspects of the NMR product line. His time spent meeting and speaking with current and future users of NMR software has led to gaining an insight into the issues and problems facing NMR spectroscopists, chemists, and scientists across many different fields of industry and research.

[Read the blog](#), and add your voice to the discussion by commenting on some of the existing entries. Visit <http://acdlabs.typepad.com> to subscribe via [RSS feed](#) or e-mail.

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