



## FOR IMMEDIATE RELEASE

### Contact:

Tara Sinclair  
ACD/Labs  
(416) 368-3435 ext 297  
[media@acdlabs.com](mailto:media@acdlabs.com)

## Helping Chemists Get Access to the NMR Tools They Need

**Extending the applications of expert tools can make a difference to the bottom line for companies large and small.**

**Toronto, Canada (September 18 2007)**—For over a decade, NMR Spectroscopists worldwide have used ACD/Labs software to help solve complex problems and increase their productivity. However, their efforts are often hampered with the routine and repetitive tasks they must perform in support of other scientists within the company who are without access to similar tools. Noticeable trends in NMR data handling have resulted in the move towards open-access or walk-up NMR laboratories, putting the routine tasks of NMR data analysis and interpretation into the hands of already busy chemists and scientists.

The new **ACD/Labs corporate package** makes the same tools used by the spectroscopists affordable to broader groups of scientists, while accounting for the fact that they will only use part of the functionality at a fraction of the time compared to a power user.

With NMR processing tools, chemists get easy access to their NMR data on their own time in the comfort of their own lab, desk, or office. An integrated and easy-to-use NMR processing and prediction application provides chemists with immediate feedback on the success of their reactions. Armed with this information, the chemists gain an increased level of confidence to either go along with their intuition, or question the outcome of their reaction; enabling faster and more informed decision-making about the relationship between a chemical structure and an NMR spectrum.

“We have seen the changes in both the pharmaceutical and chemical industries, including the evolution of open-access and walk-up laboratories,” comments Dr. Guy Desmarquets, Vice President of Sales at ACD/Labs. “Based on experience, we know the value that our NMR software can provide in these environments. As a result, we have made the decision to extend our licensing offers to enable more organizations to take advantage of those benefits.”

Advanced Chemistry Development, Inc., (ACD/Labs) is regarded as an industry leader in the development of NMR software and our clients range from pharmaceutical giants to smaller start-ups, and academic institutions worldwide. Since 1999, large companies such as Pfizer, GSK, Solvay, and AstraZeneca have deployed our tools across their sites to provide both chemists and scientists with the best available resources to handle and interpret their data.

Read more about companies that have already discovered the benefits of equipping their scientists with our NMR software, and how you can increase the productivity in your laboratory.

[www.acdlabs.com/walkup/](http://www.acdlabs.com/walkup/)

###

