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- Actual Analytics Launch World's First Web-Based Behavior Analysis System

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Actual Analytics Launch World's First Web-Based Behavior Analysis System

Actual Analytics has announced the launch of the world's first online behaviour analysis solutions to help scientists conduct high-quality behavioral studies quickly and easily.

ActualScore™ and ActualTrack™ are accurate, easy-to-use and can be accessed anywhere, at any time, through a web browser, all at a fraction of the cost of traditional software.

The products will be showcased to the 35,000 attendees at the Society for Neuroscience annual meeting in San Diego, California from 13 - 17 November 2010.

ActualScore™ allows researchers to manually score and code behaviours from experimental videos. Designed for any type of behaviour study: human, lab animal or large animal, ActualScore™ generates high quality behaviour data quickly and easily with detailed results in Microsoft Excel™ format.

ActualTrack™ automatically tracks the behaviour and movement of lab animals from video. It is designed specifically for use with rodents, drosophila and zebrafish, and produces detailed locomotor and zonal statistics for further analysis.

By securely storing experimental videos and results online, scientists are not only able to easily score and track video data, but also share it with collaborators wherever they are located and satisfy grant requirements for data storage and access.

"Our innovative online alternative to traditional behaviour analysis software has been very well received by the many labs across the UK that we've worked with during the past year. We're delighted to now be able to publicly launch ActualScore™ and ActualTrack™ to the behavioural research community.

James Heward, CEO, Actual Analytics

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Friday 12th November 2010

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