

Press Release

## **Launch of New Mass Spectrometry Web Portal: Mass-Spec-Capital.com**

**Online database covers news, people, products, deals and organisations**

**Free [MSC] web portal for worldwide mass spec community now online**

*Bremen, Germany, 05. March 2010*

[iito] Business Intelligence, a provider of customised business intelligence solutions under the brand gene-sensor.com, today announced the launch of a free web portal for the worldwide mass spectrometry community at [www.Mass-Spec-Capital.com](http://www.Mass-Spec-Capital.com).

Mass-Spec-Capital.com, or short: [MSC], provides up-to-date mass spectrometry news and information about people, products, deals and organisations from all over the world. The web portal covers all kinds of mass spectrometers, from sector field and ion traps to MALDI-TOFs, FTMS and hybrid mass spectrometers. Mass Spec Capital also provides ample information about complementary technologies like software, liquid chromatography and gas chromatography as well as laboratory automation.

[MSC] includes academic and research organisations, industrial companies and associations as well as governmental bodies. Organisations covered range from MS research labs and service providers to the major developers and producers of mass spectrometers. Relevant software companies, public relations companies, advisors and financial companies are also part of the offering. In addition, [MSC] includes regulatory and other governmental agencies.

Mass-Spec-Capital.com hits the market just in time for three major mass spectrometry events taking place in March 2010: PITTCON in the US as well as the Annual Meeting of the German Association for Mass Spectrometry (DGMS) and the Analytica fair trade in Germany.

[MSC] right from the start offers information about:

- more than 500 mass spectrometry products
- over 750 organisations
- > 700 news releases
- and several hundreds of collaborations, financings and persons.

An inclusion in the [MSC] database is open to anybody and for free. All information relevant to the field of mass spectrometry will be considered and [iito] has set up an “+yourself programme”, so that anybody can easily “add” information about her or his products, people and organisations by e-mail. [MSC] aims to become a continuously evolving, trusted and powerful free exchange for ideas and ultimately *the* information portal for the worldwide mass spectrometry community.

Marcus Lippold, [iito] Business Intelligence, comments:

“In its 8<sup>th</sup> year in business, [iito] Business Intelligence today launches its first free web portal and there is no better industry to do so than mass spectrometry and no better place than Bremen, Germany, the worldwide capital of mass spectrometry.

On the one hand, mass spectrometry is a high-end technology with great market prospects and a broad range of applications of high significance for our future; from environmental analysis to diagnostics, forensics to drug-of-abuse testing, analysis of crude oil to process gas control. Mass spectrometers can detect and characterise nearly all kinds of molecules.

On the other hand, the Free Hanseatic City of Bremen is home to two of the worldwide leading mass spectrometer producers. Both companies together command more than a third of the world market and are surrounded by about a dozen of smaller companies in the region.”

## About [iito] Business Intelligence and »gene-sensor.com«

»gene-sensor« offers manually curated, systematically edited information for business development purposes since 2002. One can find and evaluate customers, suppliers, financing partners, and competitors in a quick and intelligent way.

All content is organised hierarchically and multiple powerful search options are available. Every week the database is updated and indexed with keywords, including complex keywords for deals and transactions.

The »gene-sensor« offering includes a customised version, ultimately competing with research reports and consultants or information brokers at a more than competitive price. Tracking of organisations (e.g., partners, key accounts, competitors) as well as product groups or regions can be included in the customised version, making »gene-sensor« a very powerful and efficient up-to-date management tool. For more information visit [www.gene-sensor.com](http://www.gene-sensor.com).

Information about [MSC] can be found at [www.Mass-Spec-Capital.com](http://www.Mass-Spec-Capital.com).



Mass-Spec-Capital is powered by [www.gene-sensor.com](http://www.gene-sensor.com)



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