

Cytocell unveils new website

March 20, 2018—[Oxford Gene Technology](#) has redeveloped its Cytocell fluorescence in situ hybridization probes website, www.cytocell.com, to be easy to use and to provide a wealth of information and advice.

OGT has created an interactive chromosome search tool designed to be familiar to cytogeneticists and facilitate easy identification of appropriate probes. The tool provides a visual representation of the chromosome using International System for Human Cytogenetic Nomenclature (ISCN) G-banding; scroll over the chromosome bands to pinpoint the location to be targeted by a probe. The website also includes a redesigned probe search function, allowing users to locate probes by searching a keyword or by using a comprehensive set of probe filter options.

A revamped support section includes a FISH 'n' Tips area, a collection of tips from Cytocell experts—and soon from customers—enabling the sharing of knowledge and best practice within the FISH community. The site also features instructional video content, including step-by-step instructions on how to use the FFPE pretreatment kit prior to CISH or FISH analysis. An expanded FAQ section is grouped by stages of the FISH process.

“The new website is all about providing more of our support in a quick, easy, and accessible fashion. We’ve listened to what our customers have been telling us, and the feedback we’re getting from the new site has been enormously positive,” Emma Shipstone, OGT executive vice president of marketing, said in a statement.

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