

**Polaroid and Behring announce a new joint venture.**

# **PB Diagnostics**

**A practical new approach  
to low-volume immunoassays.**

Polaroid Corporation, the innovator in instant film technology, has joined forces with Behringwerke AG, a pioneer in immunochemistry, to create PB Diagnostics—a company dedicated to bringing new efficiency to immunoassay testing.

The introductory product of this joint venture is OPUS™, a benchtop continuous-access immunoassay system that makes **low-volume assays both efficient and cost-effective for the first time for any sized laboratory.**

OPUS™ utilizes an innovative multilayer film technology, as well as a unique ELISA method, with reagents totally self-contained in individual test modules. This saves operator time, prevents reagent waste, and makes testing cost-effective.

With random access and stat capability the OPUS™ system provides the flexibility to process a broad selection of immunoassays simultaneously.

**Let us show you how a Polar-Behr in any sized laboratory can make low-volume immunoassays cost-effective. Just call PB Diagnostics at 1-800-321-9898 for the cold facts.**

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PB Diagnostics is a joint venture of Polaroid Corporation and Behringwerke AG, West Germany.