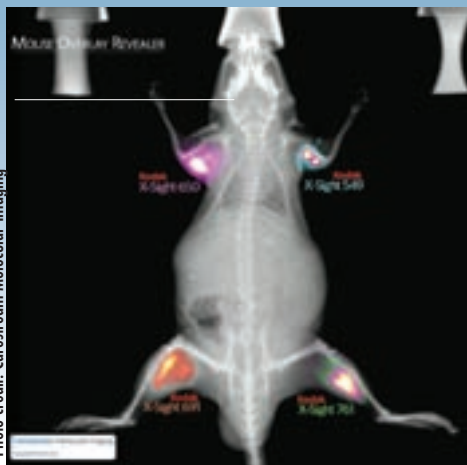


# MarketLINK Scientific

Emerging life sciences product supplier focuses on providing users with strong product and application support

By Erica Tennenhouse

Photo credit: Carestream Molecular Imaging



Kodak Nanospheres imaged and spectrally un-mixed using the Kodak In-Vivo Multispectral FX.



**B**urlington, ON-based MarketLINK Scientific is an emerging supplier of imaging products for the life sciences. Already a supplier of Carestream Molecular Imaging products, MarketLINK has recently been approached by Oregon-based Molecular Imaging Products as well.

“Our main strength is being completely focused on imaging, whether it’s film or the digital aspect of it,” says Scott Kordyban, President of MarketLINK. He explains that he is not trying to develop MarketLINK into a wholesale distributor: “The more products you offer, the less capable you are to support the appli-

cations or products.”

MarketLINK deals mainly with in vivo imaging (allows a non-invasive insight into living organisms and helps to understand metabolic processes and disease-related changes in the body) products, which has been a big push with Carestream Molecular Imaging, and an area experiencing exponential growth in terms of the number of applications being developed.

Although there are other players in the molecular imaging market, Kordyban

explains Carestream Molecular Imaging (a division of Carestream Health, Inc., which emerged when Onex Corporation in Toronto purchased Eastman Kodak Company’s Health Group) is the only one that offers the full breadth of digital imaging “from basic gel documentation up to multispectral unmixing in vivo.” MarketLINK’s Carestream Molecular



Scott Kordyban, President of MarketLINK Scientific, cuts the ribbon on the company's new Burlington, ON, facility in March.

Photography by Parastou Ghadeipor

Imaging product offering includes: Kodak In-Vivo Imaging Systems, Kodak Image Station Systems, Kodak Gel Documentation Systems, Kodak Autoradiography Film and Kodak X-SIGHT Dyes and Dye Conjugates.

Carestream Molecular Imaging is considered a leader in imaging technology, a position underlined by the extensive

range of imaging products it offers. Carestream Molecular Imaging fluorescence technology is a good example. Traditionally, chemiluminescence has been available in vivo, while fluorescence in vivo has been challenging, particularly because the skin and hair of the animal hindered the ability to detect fluorescence in deep tissue. A new technology

called multi-spectral unmixing uses software to remove much of that background autofluorescence, increasing sensitivity and giving more defined results. "Fluorescence is taking over from the traditional chemiluminescence, whether it's in vitro or in vivo...Kodak by far is the leader in fluorescence imaging inside the animal—they developed it."

Kodak was also the first company to develop a product that allowed fluorescence detection in vitro, says Kordyban. Traditionally, these systems used UV bulbs or UV broadband illumination. Kodak replaced the UV bulbs with a halogen light source paired with excitation filters, which allowed many of its other technologies (including in vivo) to develop. The Image Station 2000MM Image Station Kodak developed took imaging in a completely new direction.

Kordyban notes Carestream Molecular Imaging has developed the only true universal optical imaging system on the market, the Kodak In-Vivo Multispectral Imaging System. The system is equipped with radioisotopic, radiographic, multi-spectral fluorescence unmixing, and bioluminescence capabilities. "Other competitors can do some; Carestream Molecular Imaging can do everything."

Molecular Imaging Products, the other company that has solicited MarketLINK to supply its products, specializes in small animal holders, in vivo reagents and anesthesia systems for small animals. In this sense, their products fit nicely with MarketLINK's in



novel techniques available such as micro CTs, small animal MRIs, and PET scans, and those do give definitive answers, but they do not provide experimental answers. You can't image a fluorochrome on a CT." All of the tools that are now available to the researchers or institutes are going to take experimental design and research in a different direction, he says. "That's why it's been very difficult for people to accept it as a viable technique."

Being a brand new company, there is a lot in store for MarketLINK. Over the

its innovative Web site where users can browse through their product offering and view samples of the actual images each piece of equipment is capable of generating.

As for a customer service philosophy, MarketLINK keeps it simple. "Customer first." **LB**

**All of the tools that are now available to the researchers or institutes are going to take experimental design and research in a different direction.**

vivo system focus.

MarketLINK aims to bridge the gap between the needs of its customers and changing technology. In the in vivo market, "the end-users' needs have trailed the technology," says Kordyban. "It's the cart before the horse...it's a reverse scenario—as opposed to trying to adapt a product to the researchers, researchers are trying to adapt to the technology." In a sense, the users are constantly playing catch-up. Each new development affords researchers a whole new variety of options.

Kordyban stresses the advantages of in vivo imaging technology. "There are tech-

next few years, Kordyban hopes to establish a strong foothold and further the acceptance of in vivo imaging technology in the Canadian marketplace. The focus will be on strengthening MarketLINK's offering by securing additional products to further bolster that market segment.

Kordyban says supporting in vivo applications is very time-consuming because "there is the anesthesia component and so many other different facets when you attempt that level of imaging." MarketLINK's ability to provide that support is one of its strengths as a supplier. This customer focus also extends to

### MarketLINK Scientific AT A GLANCE

**Name:** MarketLINK Scientific

**Founded:** 2008

**Headquarters:** Burlington, Ontario

**Employees in Canada:** 5

**Core Competency:** Life sciences and imaging science

**Key Markets:** Imaging

**Contact Info:** (289) 291-3365

**Web Site:**  
[www.marketlinkscientific.com](http://www.marketlinkscientific.com)

### Product/Services Portfolio

- In Vivo Imaging
- Fluorescence
- Bioluminescence
- Bio-distribution
- Radiographic (x-ray)
- Chemiluminescence
- Gel Documentation
- Nanoparticle Imaging Agents
- Small Animal Anaesthesia Systems