



Optibrium Launches Sentira™: New Software Application for Compound Data Visualisation

Powerful desktop application simplifies visualisation, interpretation and presentation of compound data

CAMBRIDGE, UK, 11 August 2014, – Optibrium™, a developer of software for drug discovery, today announced the launch of Sentira™, a new desktop application that provides dynamic data visualisation and analysis of compound data. Applicable across all fields of chemistry, Sentira enables users to quickly find patterns in compound data, visualise structure-activity relationships (SAR) and elegantly present and report findings. Researchers can intuitively review and interpret compound data sets from large screening libraries to individual chemical series in drug discovery, agrochemical, flavourings, cosmetics, fragrances and other industries.

Sentira provides a comprehensive range of plots, all with extensive and fully customisable features. Multiple plots can be created side-by-side, all dynamically linked to each other and the underlying data set, enabling quick identification of important relationships between compound properties. Flexible tools for SAR and matched pair analysis, coupled with a link to the underlying compound structures, affords insightful and intelligent compound data analysis.

Sentira's simple design and user-friendly environment provides data management tools to perform calculations, merge, sort, filter and tag data sets, and import and export industry standard file formats on Mac or PC. Sentira also makes it easy to professionally present the results of analyses in presentations and reports.

Available for download from www.sentira-software.com, users can immediately get started with a free 30-day trial. Following this, flexible and cost-effective Sentira licensing options are available, including monthly, annual and perpetual plans.

Sentira is a new addition to Optibrium's portfolio of products, which also includes: StarDrop™, a flagship platform that provides comprehensive capabilities for the design and selection of high quality compounds; and Asteris™, an iPad® app that enables interactive compound design and predictive modelling, wherever and whenever it's required.

Dr Matthew Segall, Optibrium's CEO, commented "We recognised the need for a user-friendly, yet powerful, compound data visualisation application at a reasonable price. By leveraging the development that we had already undertaken in StarDrop, we are pleased to be able to offer such a solution as part of our expanded range of software products."

For further information or to download Sentira, please visit www.sentira-software.com. For information on all of Optibrium's platforms, please visit www.optibrium.com, contact info@optibrium.com or call +44 1223 815900.

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About Optibrium Ltd.

Optibrium provides elegant software solutions for small molecule design, optimisation and data analysis. Optibrium's portfolio of products includes:

- StarDrop™, which brings confidence to the selection and design of high quality candidate compounds. StarDrop creates an intuitive, highly visual and flexible environment to facilitate and speed up lead identification and optimisation, quickly targeting effective candidate compounds with a high probability of success downstream.
- Sentira™, an easy-to-use, dynamic data visualisation platform that helps to quickly spot patterns in compound data, analyse structure-activity relationships and elegantly present and report results.
- Asteris™, an iPad app that enables researchers to explore new compound ideas when and where they want, by combining highly intuitive chemistry drawing tools with StarDrop's visually informative predictive modelling.

Founded in 2009, Optibrium continues to develop new products and research novel technologies to improve the efficiency and productivity of the drug discovery process. Optibrium works closely with its broad range of customers and collaborators that include leading global pharma, agrochemical and flavouring companies, biotech and academic groups.

Visit the online community at <http://www.optibrium.com/community/> for further discussions on improving the productivity of drug discovery.