



## Press Release

### **Bayer to derive more from its data with eVoke™**

#### **Electric Genetics' standardized ontology solution gains increasing recognition**

**9th January 2004.** Electric Genetics Corporation (EGC) today announced that Bayer Pharmaceuticals (Bayer) has joined the rapidly growing list of customers for eVoke™, the company's expression ontology toolkit for simple, rapid mining of biological data. The product provides Bayer researchers in all disciplines with the ability to link experimental data from a variety of different technology platforms utilizing standardized, MIAME-accepted expression ontology terms. Using eVoke™ gives researchers an easy-to-understand insight into phenotype and disease, helping to ensure that Bayer gains the maximum value from its data.

Biotechnology and pharmaceutical companies are faced with ever-increasing amounts of information from disparate sources and diverse technology platforms. The resulting data can be very difficult to mine, leaving potentially vital knowledge untapped. eVoke™ is a pioneering solution in the ontology market, offering expert curation and frequent updates to ensure researchers have access to high-quality data for expression experiments. The toolkit links data from multiple platforms – such as transcripts, genes and microarray experimental results – using the only peer-reviewed, published human expression ontology broadly available. Together with easy to use yet extremely powerful query functions, eVoke™ helps companies generate more knowledge from their research data.

Tania Broveak Hide, CEO of Electric Genetics, commented, "We are delighted to have Bayer recognize the strength of our solution. The power of eVoke lies in the fact that scientists can mine their data across a wide range of technology platforms in a way which has not been possible until now."

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Issued on behalf of Electric Genetics by De Facto Communications plc  
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### **About Electric Genetics**

Electric Genetics Corporation (EG), formed in 1997, is headquartered in Virginia, USA. The company's R&D arm, Electric Genetics Pty. Ltd., is based in Cape Town, South Africa.

EG is acknowledged for its commitment to customer support and service, counting many of the world's leading biotechnology research organizations as clients. These principles have helped the company develop solid revenue streams through its world-class software products.

The company develops and markets robust bioinformatics tools and services that enhance the understanding of genomic information and accelerate the drug discovery process. These tools empower life scientists across a wide range of disciplines, facilitating close collaborations with top commercial and academic research groups such as Harvard, Stanford and Oxford, as well as budding research institutions such as the University of the Western Cape in Cape Town.

Bioinformatics is the meeting of biotechnology and information technology through the use of computers to store, retrieve, analyze or predict the composition and/or structure of biomolecules. Bioinformatics aims to shorten the process of discovering new drugs, thereby reducing the costs and risks involved in new drug development.

Visit [www.egenetics.com](http://www.egenetics.com) for further information.