

# Go-To-Market™ OEM Program

*Ahead of the Curve.*

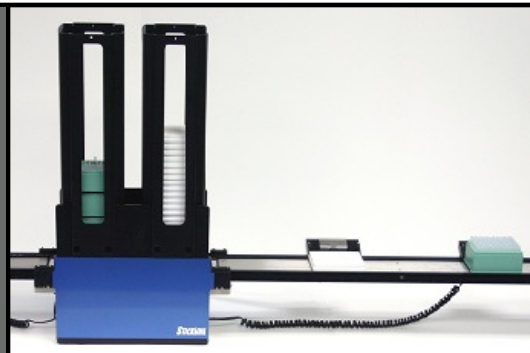
*A Large Selection of Laboratory Automation Tools  
Ready to Help OEMs Expand Their Markets*

Pictured below are just a few of the automation tools that Hudson can offer lab instrument and reagent makers to improve the appeal of their products to a wider market. From off-the-shelf automation to custom-developed software, Hudson Robotics works with OEMs to provide a new level of automated applications for their products.

**PlateCrane EX Robot**



**LabLinx Stacker/Track**



**SOLO Automated Pipettor**

**Custom Application Wizards**



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## Customize Your Go-To-Market Services :

### Hardware Only

Hudson's wide array of automation tools, including robot arms, track systems, dispensers, washers, robotic pipettors, vacuum nests and accessories, can be run from your own instrument software.

### Process Control

Hudson's powerful **SoftLinx** is the most versatile dynamic controller available. **SoftLinx** seamlessly integrates to central databases and web-based environments.

### Custom GUIs

Hudson's products are designed to be adaptable to your needs. Internal firmware can be tailored to your specific application. **SoftLinx** can run custom-designed GUIs and Guided Operation Wizards that lead users step-by-step through your applications.

### Sales

Leverage the Hudson sales organization. We can design packages to make sure you receive the best market exposure.

### Installation

After the sale is closed, Hudson can provide complete installation services for individual instruments or full workcells.

### Support

Hudson has active support coverage available the world over.

Whether you are an instrument manufacturer who wants to serve customers' need for automated plate-handling, or a reagent maker who sees the benefit of greatly increasing customers' reagent usage, Hudson can design the Go-To-Market Program that meets your needs.