

# FREE LIVE WEBINAR

BY

# UPCON®

## UPCONVERTING NANOPARTICLES ENABLING HIGH SENSITIVITY AND IMPROVED PERFORMANCE IN LATERAL FLOW APPLICATIONS

Upcon® is a joint venture owned by two companies, Labrox and Kaivogen. We invite you to participate in our first live webinar on the 3rd December 2020 starting at 10:00 am EET (GMT + 2:00). The webinar is especially for assay developers who are working with lateral flow based assays and looking for a means to solve sensitivity issues. Upcon® is based on upconverting nanoparticles and represents a unique concept enabling high sensitivity and great performance in life science applications, in research as well as in diagnostics. The webinar is free of charge and includes the opportunity to put questions to the presenters during a Q&A section. For more information about Upcon®, please visit [www.upcon.fi](http://www.upcon.fi).

### Upcon® technology presenters:



**Veikko Wahlroos**  
Head of Marketing,  
Kaivogen



**Terhi Riuttamäki**  
R&D Manager,  
Kaivogen



**Ida Erling**  
Head of Diagnostic  
Devices, Labrox



**Etti Juntunen**  
CEO, InMe

#### Agenda:

- 10:00 am **Webinar opens - personnel introduction** (Veikko Wahlroos)
- 10:10 am **Introduction to Upcon technology & literature overview**  
(Terhi Riuttamäki)
- 10:30 am **Case study- how to improve assay performance & sensitivity with Upcon technology** (Etti Juntunen)
  - 10:50 am **Q&A** (Terhi Riuttamäki and Ida Erling)
  - 11:30 am **Webinar closes**(Veikko Wahlroos)

The whole webinar will be recorded and you can also watch it afterwards.  
Learn how you can benefit from the Upcon technology in your lateral flow assays!

To sign up, visit <https://forms.gle/E8Aztyptyh2YbLCR6>  
or contact [veikko.wahlroos@kaivogen.com](mailto:veikko.wahlroos@kaivogen.com) (+358445845062)

For more details please visit [www.upcon.fi](http://www.upcon.fi)