(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
4 August 2005 (04.08.2005)

PCT

(10) International Publication Number
WO 2005/070037 A3

(51) International Patent Classification[7]: G01N 33/48

(21) International Application Number:
PCT/US2005/000269

(22) International Filing Date: 6 January 2005 (06.01.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/755,684 13 January 2004 (13.01.2004) US

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declaration under Rule 4.17:
— *of inventorship (Rule 4.17(iv)) for US only*

Published:
— *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
29 September 2005

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: AUTOMATED MEDIA OPTIMIZATION TECHNOLOGY

(57) Abstract: An automated system and method for identifying agents capable of eliciting a phenotypic change in a cell-type. The method includes the steps of providing a statistical design including generic factor names, factor levels and experimental runs, and utilizing a software program to generate a computer representation of the statistical design by automatically mapping the identities of the agents to the generic factor names, concentrations or amounts of the agents to the factor levels, and the locations of the receptacles to the experimental runs. The method also includes placing different mixtures of single agents, such as peptones, into receptacles in the array based on the computer representation of the statistical design, contacting the placed mixtures with cells, acquiring experimental data from the contacted cells, and utilizing a processor including an algorithm for comparing the acquired data with the statistical design to identify peptone combinations and concentrations that optimize cell culture conditions.

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