

For Immediate Release

CONTACT:

Alice Berkson
60 Hazelwood Dr., Rm. 213
Champaign, IL 61820
SpectroClick Inc.
Phone: 217.714.4884
spectroburst@spectroclick.com
www.spectroclick.com
<https://www.facebook.com/spectroclick/>

Champaign, IL, April 25, 2017

SpectroClick, Inc., based at the University of Illinois Research Park in Champaign, is pleased to announce the product launch of the SpectroBurst™ Viewer, a new science toy, as well as new distributors and updated software for the SpectroClick Kit educational spectrometer.



SPECTROBURST VIEWER™ FOR EXPLORING SPECTRAL PATTERNS

The SpectroBurst™ Viewer is a fun new way for kids and adults to explore light using diffraction gratings mounted in sturdy plastic frames. The kaleidoscopic SpectroBurst™ image, produced by combining the gratings, breaks light into rainbow snippets. The \$15.00 Viewer set includes a multifunction flashlight and Diffraction Detective™ activity, which encourages investigation of light and spectral patterns. Our website www.spectroclick.com has detailed FAQs and a one-minute video with a youngster demonstrating the Viewer.

The SpectroBurst™ Viewer is available in the Champaign-Urbana area at Dr. G's Brainworks (<https://drgsbrainworks.com/>) at Market Place Mall. Nationally, Lab Rat Gifts

[CONTINUED]

(www.labratgifts.com) includes the Viewer among their fun science-themed gifts and toys. Nicholas Bradley, Business Manager at Lab Rat, Gifts, said “We debuted the SpectroBurst™ Viewer at our Pittcon booth in Chicago this spring. The reception was fantastic. Hundreds of attendees tried out the viewer, asked us questions, and purchased. As a result we've featured the SpectroBurst™ Viewer on the homepage of Lab Rat Gifts.”

The Viewer may also be purchased at selected science museum shops, including the Carnegie Science Center in Pittsburgh, PA the SciTech Museum in Aurora, IL, and the Clark Planetarium in Salt Lake City, UT. New locations for Viewer availability will be posted on our website and the SpectroBurst Facebook page.

SPECTROCLICK KIT DISTRIBUTION AND SOFTWARE UPDATE

The SpectroClick Kit classroom and home-school educational kit is now available at three national science education distributors. The Kit engages students in learning about light measurement by assembling their own rudimentary spectrometer and performing experiments. Students from primary levels to college have the experience of manipulating the essential parts inside a scientific instrument. For home schoolers, Home Science Tools (www.homesciencetools.com) carries the \$15.00 individual Teacher’s Kit. The Teacher’s Kit and the Basic Kit (classroom set of 10 for \$85.00) are available from both Educational Innovations (www.teachersource.com) and Laser Classroom (www.laserclassroom.com).

For advanced students, spectra generated by the SpectroClick Kit can be photographed with any digital camera and the resulting JPG images analyzed with free software. Newly released software that runs under Windows, OSX, or Linux (Intel or AMD processors only) simply and intuitively converts raw data into absorption spectra. Links to the software and instructions are available for free at www.spectroclick.com.

With our educational products – the SpectroBurst™ Viewer toy and rudimentary spectrometer SpectroClick Kit – and our developing line of visible absorption/reflectance hand-held AAH 300 instruments, SpectroClick is broadening our mission to bring spectroscopy to everyone.

ABOUT SPECTROCLICK

SpectroClick, Inc. was founded in 2011 by Prof. Alexander Scheeline of the Department of Chemistry at the University of Illinois at Urbana-Champaign and Ms. Bui Anh Thuy, a student at Vietnam National University of Science – Hanoi. Their invention, now US patent 8,885,161, “Energy Dispersion Device,” enabled development of a portable visible spectrometer using low dynamic range consumer-grade detectors such as the cameras commonly employed in cellular telephones. In addition to developing visible spectrometers, accessories, and analytical methods, SpectroClick develops and markets educational products, our SpectroClick Kit and the SpectroBurst™ Viewer.

###