

## Ascentry Launches at ADLM 2025, Ushering in a New Era of Laboratory Software

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For over two decades, BYG4lab has helped labs around the world manage data, connect systems, and improve operations. Now rebranded as Ascentry, the company introduces a broader mission: to deliver modular, vendor-neutral software solutions that help laboratories overcome data overload, staff shortages, and mounting regulatory pressure.

*“Ascentry is more than a new name,” said Cyril Verhille, CEO of Ascentry. “It reflects our ambition to bring clarity and harmony to diagnostic workflows and uncover the insights hidden in lab data.”*

The name Ascentry blends ascendancy and laboratory, capturing the company’s goal: to help labs rise above complexity with precision and purpose.

### | A Quiet Symphony of Software-Driven Diagnostics

Behind every accurate test result is a silent orchestration of instruments, data, and experts. Ascentry’s software brings this “Quiet Symphony” to life — harmonizing workflows and reducing manual effort, so healthcare professionals can focus on what truly matters.

*“Our new identity speaks to that unseen complexity,” said Tim Bickley, VP Sales US. “We’re not selling instruments — we’re enabling faster, smarter decisions through software designed for lab professionals.”*

## Explore Ascentry at ADLM 2025

Ascentry will showcase its rebrand and software solutions at Booth #1651 during ADLM 2025 in Chicago, July 27–30. This event marks a milestone in the company's U.S. expansion and global growth strategy.

Attendees are invited to meet the team and explore how Ascentry orchestrates smarter, more efficient laboratory diagnostics across all areas of care — from core labs to decentralized testing environments.

## The Ascentry Product Portfolio

- **Ascentry Validation Manager:** A cloud-based platform that automates instrument and method validation, cutting manual effort by up to 95%.
- **Ascentry Lab Composer:** A modular middleware solution that streamlines data management across IVD systems and LIS platforms.
- **Ascentry POC Controller:** A vendor-neutral platform managing point-of-care devices, ensuring compliance and quality across care networks.
- **Ascentry Infection Tracker:** Connects microbiology labs and prevention teams to support infection control, outbreak detection, and antimicrobial stewardship.

## About Ascentry

Ascentry is a global leader in laboratory diagnostic software, providing synchronized workflows that enhance clarity and efficiency in clinical environments. With its new brand identity, Ascentry continues its mission to empower laboratories, hospitals, and care providers with better data, smarter diagnostics, and modern tools to meet today's challenges.

## Press Contact

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