









# Overcoming misperceptions about cryo-EM

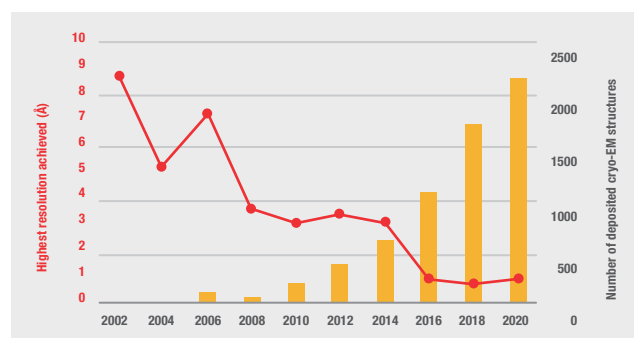
Cryo-electron microscopy (cryo-EM) is a commonly misunderstood technique. Dramatic advances in cryo-EM have revolutionized therapeutic developments in virology, neurology, oncology, and more, shattering many of the common misconceptions. Discover the facts behind the most common misperceptions and learn how you can get started in cryo-EM.

Misperceptions	Facts
<p>Cryo-TEMs are too expensive to purchase</p> 	<p>Cryo-EM is more affordable than ever, with the launch of the new Thermo Scientific™ Tundra™ Cryo-TEM priced less than \$1.5M. Funding is available via public, government, private and philanthropy sources, as well as through financing and leasing options from Thermo Fisher Scientific.</p> 
<p>Cryo-EM labs are too expensive to maintain</p> 	<p>Ongoing cost of ownership and service fees have been proportionally reduced to match lower microscope costs. Financing is available to bundle these costs together to simplify budgeting and streamline the PO process.</p> 
<p>Cryo-EM labs require specific expertise and dedicated personnel</p> 	<p>The Tundra Cryo-TEM was built for both expert microscopists and new users alike. Automation, templates, and AI reduce manual steps and lower the complexity of experiment setup.</p> 
<p>Cryo-EM sample prep takes too long and data collection is too slow</p> 	<p>Sample prep has been streamlined for many sample types, while faster cameras with optional energy filters have accelerated data collection.</p> 

## Ready to bring the power of cryo-EM into your own lab?

Thermo Fisher Scientific offers the expertise to support both your investment and your research endeavors. We can help you precisely plan every aspect of your laboratory to control building costs and limit downtime. Our cryo-EM application specialists can assist with everything from sample preparation to data processing. We provide long-term ongoing support, as well as flexible financing options to get you in the game.

### The Cryo-EM Revolution



Rise in the number of protein structures deposited in Electron Microscopy Data Bank from cryo-EM and highest cryo-EM structure resolution.

References:  
 1. Kühlbrandt, W. et al. (2014), Science, 343 (6178): 1443  
 2. The Electron Microscopy Data Bank: <https://www.ebi.ac.uk/pdbe/emdb/>

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