

Happy Hour with  
FREE T-Shirt

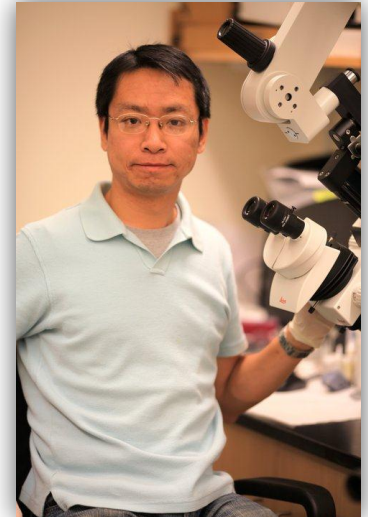
# Innovation Friday Seminar & Party

## INCEPTION BECOMES REALITY?

### SCIENTISTS IMPLANT 'FALSE MEMORIES' INTO MICE

We use this new technology to directly test the hypothesis about memory encoding and storage in a mimicry experiment.

*"Memories really do reside in very specific brain cells, and simply by reactivating these cells by physical means, such as light, an entire memory can be recalled."*



**Xu Liu, Ph. D.**  
Tonegawa Lab, MIT

**June 29<sup>th</sup>, 2012 4:30PM**

Dana Farber Cancer Institute  
44 Binney Street  
Dana 1620

**theguardian**

*Light brings back bad memories*

**MITnews**

*Researchers show that memories reside in specific brain cells*

**The Boston Globe**

*MIT team reports activating memory in mice*

**nature  
REVIEWS**

*The fear memory for context B could be artificially induced in context A*

**SCIENTIFIC  
AMERICAN™**

*How to Use Light to Control the Brain*

**ScienceNews**  
MAGAZINE OF THE SOCIETY FOR SCIENCE & THE PUBLIC

*Neuroscientists create a synthetic recollection of fear in rodents*

## Innovation Friday (IF)

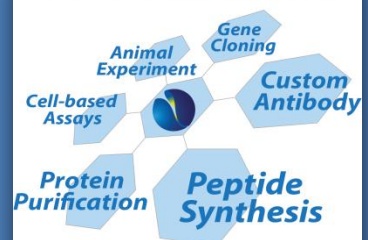
This program is sponsored by NeoBioLab, a Cambridge-based life science service firm founded by HMS alumni.

Innovation Friday takes efforts to introduce the most cutting edge science by interesting stories with a sense of humor.

To introduce your research, please contact us at

[if@neobiolab.com](mailto:if@neobiolab.com).

[www.NeoBioLab.com](http://www.NeoBioLab.com)



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