

Dear authors, reviewers and readers

As our second year of publication draws to a close, we would like to express our thanks to all who have supported the journal this year, either by choosing to publish their best work with us or by reviewing articles for the journal and in so doing, helping to maintain the high standards we have set for ourselves.

When we embarked on the launch of this new journal, our aim was to provide a forum for researchers who come from different disciplines, but share a common interest in the use and development of fluorescence techniques, to be inspired by the high quality work of those coming from a different perspective. We hope readers have found the journal to be a source of interest and inspiration and would welcome your feedback on topics you would like to see covered. Recent reviews have featured luminescent lanthanide reporters [1], protein microarray technology [2] and fluorescent probes and nanoparticles for intracellular sensing of pH values [3]. It is gratifying to know that the review articles we have published so far have been of interest, with review articles in the journal having already been downloaded over 9500 times. Of course as authors ourselves, we are also concerned that the work we publish is of use to our readers, and as well as anecdotal evidence from meeting colleagues or receiving e-mails, citations to the articles published are also a key indicator. Here too we can report success with dozens of references to Methods and Applications in Fluorescence (MAF) articles appearing in other published work.

We would also like to take this opportunity to congratulate our colleague Stefan Hell, who is part of the MAF conference steering committee, for joint winning of the Nobel Prize in Chemistry for his contribution to the development of super-resolution fluorescence imaging. Readers may be interested in a special issue we are publishing in the first issue of 2015 on this topic, and if you are, then please sign up on the website to be alerted once articles are published.

As a new online journal, we know how important it is to keep up with the latest features our authors and readers expect. As an author of an article in MAF you now have the opportunity to publish a video abstract alongside your article, providing a new and more personal way to present work to fellow researchers. The Author Spotlight feature enables you to tell us something about your group and field of research for publication on the journal website. For those of you who are conscious of funding agency requirements, rest assured that we offer Open Access options that comply with the NIH public access policy for authors who acknowledge NIH funding, and automatically upload articles to PubMedCentral on your behalf.

Next year we anticipate another strong year, with several more review articles and special issues highlighting topics of current interest in the pipeline. We also hope to meet many of you at our next MAF conference (13–16 September 2015) in Wuerzburg and attract many of your papers to the subsequent conference special issue of the journal.

All good wishes for a happy and successful New Year ahead.

#### References

- [1] Vuojola J and Soukka T 2014 Methods Appl. Fluoresc. 2 012001
- [2] Herbáth M, Papp K, Balogh A, Matkó J and Prechl J 2014 Methods Appl. Fluoresc. 2 032001
- [3] Shi W, Li X and Ma H 2014 Methods Appl. Fluoresc. 2 042001

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