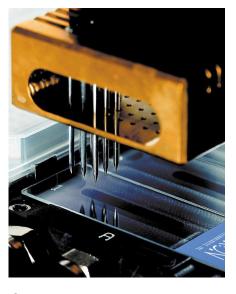


New on the Market

## Gene expression



## **Cancer microarray**

Operon Technologies' Human Cancer OpArray is a preprinted microarray facilitating gene expression analysis in cancer research. Based on Operon's longmer technology, which offers higher specificity as compared to cDNA-based microarrays while still providing comparable sensitivity and a broad dynamic range, the Human Cancer OpArray is a cost-effective and efficient alternative for researchers. http://www.operon.com

## **Rapid expression**

The Transcriptionally Active PCR (TAP) Express Rapid Gene Expression kit from Gene Therapy Systems is the first commercially available system for rapid construction of transcriptionally active PCR fragments for expression in mammalian cells. It speeds up the process from gene cloning to protein expression by eliminating traditional cloning, transformation, and plasmid preparation procedures. There are only two PCR steps, and your gene of interest is ready for expression in one day.

http://www.genetherapysystems.com

### Evaluating cDNA

KPL's cDNA Integrity Kit provides easy confirmation of intact, full-length cDNA, which is critical to the success of many RNA expression protocols and applications such as library construction, RT-PCR, microarrays, RAGE, and differential display. The kit contains six primer sets that amplify specific regions of four different

commonly expressed genes (clathrin, GAPDH, S6, and L3). Universal PCR conditions provide amplification of all six primer sets in a single cycler run, and results can be obtained from any single- or doublestranded cDNA synthesized from human, mouse, or rat cells and tissue. http://www.kpl.com

# Assays



### Immunoassav kit

An enzyme immunoassay kit for the detection of inducible Hsp70 (heat shock protein 70) in cell lysates, tissue extracts, or serum has been developed by StressGen Biotechnologies. Samples from a variety of species can be used, including human, mouse, rat, monkey, hamster, guinea pig, bovine, sheep, pig, and dog. The EIA kit will quantify as little as 800 pg/ml of Hsp70. It is specific for both native and recombinant Hsp70 and does not detect other Hsp70 family members. The kit contains all the necessary reagents, including precoated 96-well strips, Hsp70 standard, and an instruction manual. Once samples are prepared, the assay takes less than 5 h to perform.

http://www.stressgen.com

#### Monitoring kit

StemCell QC is a quality control kit that allows technologists in cell-processing laboratories to monitor their ability to reproducibly set up and score hematopoietic colony assays over a one-year period. It is composed of a standardized methylcellulose-based medium (MethoCult H4434), pretested human cells from bone marrow, cord blood, or mobilized peripheral blood, and necessary culture supplies. This package also contains a software program to facilitate cell-dilution calculations and to

plot the monthly input data of colonyforming units. http://www.stemcell.com



### **Bioluminescence assay**

BioWhittaker's ViaLight HS kits measure the viability of cultured cells and can be used to determine the toxicity of drugs and lead compounds in the drug discovery process through bioluminescent detection of adenosine triphosphate (ATP). ViaLight HS can detect <10 mammalian cells per microwell (and measures over a dynamic range of 5 decades) in 15 min. The procedure requires no sample preparation and can be fully automated, and the assay can be run in formats up to 384 wells.

http://www.biowhittaker.com



### 1,536-well microplates

BD Falcon 1,536-well microplates from BD BioSciences feature low-base designs with flatness specifications <150 mm, offering consistent assay performance. Total well volume is 12 ml, with typical working volumes ranging from 2 to 10 ml. BD Falcon microplates are available in black opaque, black with clear bottom, and white with clear bottom formats. http://www.bd.com