

Need an inexpensive way to validate gene expression data?

Consider the NanoString trial offer!

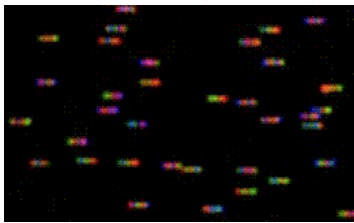
New technologies can advance your research, but evaluating new technologies can be expensive. Thus, we have launched a cost-sharing strategy that will enable researchers to digitally quantify 10 genes of their choice, plus an additional 70 genes included in the CodeSet, for only \$125 per sample with a minimum of 12 samples.

The NanoString platform for digital gene quantification

- Quantify 10 genes of interest to you
- An additional 70 genes will also be included in the trial CodeSet
- More information about this cost-sharing strategy is [available on our website](#)

\$125 per sample

Offer available for a limited time - contact us today!



Why choose nanostrings for gene quantification?

- Nanostrings can be more time-efficient and cost-effective than qPCR, especially if you have more than 15 genes to evaluate
- custom probes are created for you and the assay does not require optimisation
- nanostring assays are highly reproducible and do not involve enzymology or amplification
- mRNA transcripts are detected and quantified individually using a novel digital technology

What are nanostrings, anyway?

Nanostring technology is a cost-effective platform for the validation of 30 to 500 different genes in one sample, or fewer genes in many samples. Nanostrings are fluorescent barcodes that bind to target mRNA for digital gene quantification. The nCounter™ Analysis System measures RNA abundance by tagging with barcodes and counting individual mRNA molecules. This system is able to detect one copy of mRNA per cell, requires 100 ng of total RNA for analysis, and can quantify up to 550 genes simultaneously. The advantage of this system is that it does not involve enzymology or amplification. Most CodeSets (collection of capture and barcoded-reporter probes) are custom-made, but off-the-shelf CodeSets and Virtual CodeSets are also available.

How the assay works: Each gene sequence has a unique barcode (combination of fluorescent molecules) that is part of a target specific reporter probe. The reporter probe and target specific capture probe (linked with biotin) are hybridised to the sample to form a tripartite structure with target mRNA. The molecules are linked to a streptavidin-coated cartridge (via the biotin capture probe) and aligned by a magnetic field. The barcodes are then individually counted and tabulated.

For more information about nanostrings, please visit [NanoString Technologies' website](http://www.nanostring.com) (www.nanostring.com)

University Health Network Microarray Centre

“more than just microarrays”

www.microarrays.ca/services/nanostring_trial.html

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