



PRODUCT NEWS - MERRY CHRISTMAS!



1 FREE INGENUITY IREPORT FOR NEW GENEX USERS - ONLY FOR ORDERS BEFORE NEW YEAR!

The fastest way to understand the biological meaning of your expression data

TATAA Biocenter is a proud distributor of Ingenuity® iReport™, a revolutionary new series of interactive web-based reports, optimized for gene expression experiments for researchers who need to understand RNA-Seq, microarray and real-time PCR data platforms. iReport provides a fast and accurate biological and statistical analysis of your experimental data.

Compatible with TATAA's GenEx Software

The GenEx Software enables you to import and pre-process your experimental data and saves it in an iReport compatible file, which can be imported directly into iReport without any additional steps. The GenEx software and iReport combines into an easy and fast way to handle and analyze your expression data!

GenEx is the leading software for processing and analysis of qPCR data. The powerful functionalities of GenEx coupled with its user friendly interface and near universal qPCR instrument compatibility makes it the preferred choice for both novices and professionals to cover their data analysis needs.

[Read More about GenEx](#)

How Does iReport Work?

Ingenuity iReport takes raw expression data and transforms it into a customized, interactive report that clearly summarizes the affected biology. It quickly provides you with a list of significantly differentially expressed genes, along with easy, intuitive tools that helps you to better identify and understand interesting biological insights and connections.

- **Interactive:** Ingenuity iReport provides interactive tools to help you visually organize and -filter your results, so you can quickly and effectively narrow in on the biology most relevant to your own experimental data
- **Easy:** Ingenuity iReport reduces data processing bottlenecks by providing a single source for statistical and biological analysis in one accessible step
- **Accurate:** Ingenuity iReport leverages the Ingenuity® Knowledge Base, a manually reviewed repository of millions of biological and chemical findings from peer reviewed literature and commonly used databases, so you can quickly relate known biology to your experimental results

Benefits

Save time and resources by quickly extracting actionable and accurate biological insights from your experimental data without getting bogged down in complex statistics. Get better and more useful insights by leveraging highly interactive tools that quickly identify the results most biologically relevant to your particular experimental question.

Information and Contact

For more information, watch videos and see sample reports, please visit [TATAA's webshop](#) - [Ingenuity® iReport™](#)

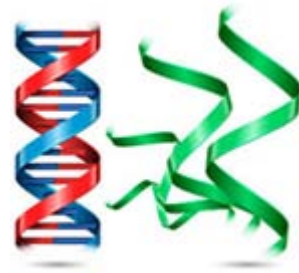
If you are interested in ordering Ingenuity® iReport™ or have any questions, please contact order@tataa.com

NEW GENOMIC DNA REMOVAL KIT AND PRICE DROP ON ARCTICZYME'S ENZYME PRODUCTS

HEAT&RUN

The Heat&Run gDNA removal kit from ArcticZymes is designed for removal of contaminating gDNA from RNA prior to reverse transcription

The kit is based on the recombinant heat labile dsDNase (HL-dsDNase) from ArcticZymes, which is irreversibly inactivated at low temperatures. This enables an inactivation step including heating to moderate temperatures only (55°C), which is gentle enough to preserve both quality and quantity of all present RNA. Reverse Transcription can be performed in the same tube, thereby minimizing pipetting steps and reducing hands-on time.



[Read More](#)

PRICE DROP

DOUBLE-STRAND SPECIFIC DNASE

With double strand specific nuclease (dsDNase) from ArcticZymes you can efficiently remove contaminating double stranded DNA from your mastermix

Most Taq polymerases available are contaminated by bacterial DNA. This is a problem in PCR based bacterial typing and detection giving rise to false positive results. The unique properties of dsDNase make it very well suited for removal of contaminating DNA from PCR mastermixes prior to addition of DNA template.



» **New Price:**

250 Units - 120 EUR

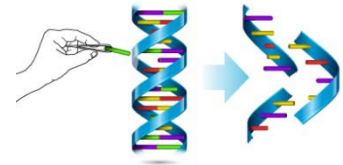
1000 Units - 360 EUR

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COD URACIL-DNA GLYCOSYLASE

The only true heat-labile Uracil-DNA Glycosylase

There are several commercially available Uracil-DNA glycosylases on the market today. Most of them are of bacterial origin and work well if you have no intention to further analyze the PCR products post-PCR. However, if you want to store your PCR products for downstream analysis such as cloning and sequencing, the reactivation of UNG and subsequent degradation of your PCR products are a problem with most of the commercially available UNGs. Cod UNG from ArcticZymes is the only commercially available UNG today which is completely and irreversibly inactivated by heat.



» **New Price:**

100 Units - 80 EUR

1000 Units - 340 EUR

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BOOK - QUANTITATIVE REAL-TIME PCR IN APPLIED MICROBIOLOGY

Written by experts in the field and aimed specifically at microbiologists, this volume describes and explains the most important aspects of current qPCR strategies, instrumentation and software. Renowned authors cover the application of qPCR technology in various areas of applied microbiology and comment on future trends. Topics covered include instrumentation, fluorescent chemistries, quantification strategies, data analysis software, environmental microbiology, water microbiology, food microbiology, gene expression studies, validation of microbial microarray data and future trends in qPCR technology.



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Place an order with TATAA before end of the year - receive an original Persian mouse pad



(pattern may differ from image)

OPEN POSITIONS AT TATAA BIOCENTER

- Open PhD student position on single cell profiling in human sarcoma with TATAA collaborator Anders Ståhlberg
- Prestigious Marie Curie FP7 Early stage and Experienced Researcher Positions available at TATAA Biocenter

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LATEST NEWS

Spidia consortium publishes first external quality assessment for the pre-analytical phase of RNA analyses of blood samples

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AdnaGen Newsletter - Molecular Characterization: A differentiating factor of the Alere™ CTC AdnaTest for companion diagnosis

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ValidPrime poster presented by Henrik Laurell at RNA conference in Bretagne

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"Setting the Bar of qPCR" by TATAA in European Pharmaceutical Reviews

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Q&A section on the future of qPCR with TATAA asking Affymetrix

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Editorial in Clinical Chemistry summarizing TATAA's new multiparametric single cell profiling methodology

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