



SPECIAL DIGITAL PCR OFFER AND NEW PRODUCTS FROM TATAA

TATAA BIOCENTER AND LIFE TECHNOLOGIES OFFERS USERS TO TRY DIGITAL PCR ON THE OPENARRAY® SYSTEM

Digital PCR is a new approach to nucleic acid detection and quantification, which is a different method of absolute quantification and rare allele detection relative to conventional qPCR, because it directly counts the number of target molecules rather than relying on reference standards or endogenous controls.

Advantages of Digital PCR:

- No need to rely on references or standards. Desired precision can be achieved by increasing total number of PCR replicates.
- Highly tolerant to inhibitors
- Capable of analyzing complex mixtures
- Unlike traditional qPCR, digital PCR provides a linear response to the number of copies present to allow for small fold change differences to be detected.

TATAA Biocenter is your provider of Digital PCR services on Life Technologies OpenArray® system in Europe.

[Get more information](#) how to take advantage of this offer to test Copy Number Variation (CNV) and Detection of rare mutations on Digital PCR!

[TATAA's other expert services](#) in qPCR.

applied biosystems
by Life Technologies

See the future in
black & white.

Digital PCR—
no instrument
required.

Get started >

life
technologies™

TATAA PRODUCT NEWS

Use the discount code **GRANDMASTER** when ordering to get **20% discount!** *

"Running qPCR, I require robust, efficient, sensitive, and specific amplification of my target template. Of all tested mastermixes the GrandMaster qPCR mix fulfill my requirements best."

Anders Ståhlberg, PhD, Cancer center, Institute of Biomedicine, Sahlgrenska Academy, University of Gothenburg, Sweden

New product

TATAA Probe GrandMaster Kit

The TATAA GrandMaster Probe Mix is a Fastmix. The novel TATAA GrandMaster Probe Mix is a 2x concentrated ready to use mix, which provides all the necessary components for qPCR except template, primers and probe. The blue color of the mix helps visualize pipetting in clear or white plates and does not interfere with stability of the product or qPCR effectivity.

New product

TATAA GrandScript cDNA Synthesis Kit

The TATAA GrandScript cDNA Synthesis Kit is a sensitive and easy to use solution for cDNA synthesis. The novel TATAA GrandScript RT Reaction Mix provides all the necessary components for cDNA synthesis except enzyme and RNA template. The optimized mix of random and oligo(dT) primers provides a robust consistent and unbiased first strand synthesis over a broad range of RNA template concentrations. TATAA GrandScript RT enzyme is a mixture of engineered MMLV RT and ribonuclease inhibitor protein. The resulting cDNA product is directly compatible with real-time PCR methods.

New product

TATAA Probe GrandMaster Mix

The TATAA SYBR® GrandMaster Mix is a Fastmix. The novel TATAA SYBR® GrandMaster Mix is a 2x concentrated ready to use mix, which provides all the necessary components for qPCR except template and primers.

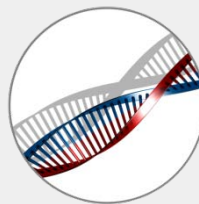
New Distributor in Latvia

TATAA appoints [DIAMET Ltd.](#) as distributor in Latvia.

New product

TATAA Multiplex GrandMaster Mix

The novel TATAA GrandMaster Multiplex Mix is a 2x concentrated ready to use multiplex mix, which provides all the necessary components for multiplex qPCR except template, primers and probes. Up to five targets can be multiplexed without the need of limiting or variable primer concentrations.



TATAA Universal RNA/DNA Spikes

The Universal RNA/DNA Spike from TATAA Biocenter has been well received by researchers around the world. It is an easy to use and very effective tool for quality control throughout the entire RT-qPCR workflow as well as for quantitative DNA analyses.

[Read](#)

[more](#)

For more information and pricings on the four GrandMaster/Script Kits e-mail order@tataa.com

* *Note: The discount code cannot be combined with other offers or discounts and is valid until last of February.*

More thoroughly selected and optimized qPCR products from TATAA Biocenter at our [webshop](#).

LATEST QPCR PUBLICATIONS:

- **Single cell expression profiling**

In collaboration with IEM and BTU, TATAA published “Distinct Expression/Function of Potassium and Chloride Channels Contributes to the Diverse Volume Regulation in Cortical Astrocytes of GFAP/EGFP Mice”.

- **ValidPrime**

Laurell et al., has developed a new very cost efficient protocol (“ValidPrime”) to compensate for genomic contamination in RT PCR. [Read more](#). Find [ValidPrime](#) in our [webshop](#).

COURSES AND TRAINING

- TATAA supports EBO single cell gene expression analysis course. [Register here](#)
- [Go here](#) for our TATAA course.

LET US HELP YOU WITH YOUR NUCLEIC ACID ANALYSIS!



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JOIN US IN SOUTH KOREA

1st International Conference
Genomics Research Asia
Daejeon, South Korea
13-14 November 2012

The banner features a teal background on the left with white text. On the right, there is a dark teal area with a grid of white text representing amino acid abbreviations and their corresponding codons, such as 'Glu Val', 'GAG GCC', 'TGG TTP', 'CCT GTG', 'Gly Pro', 'ATG CTT', 'TCT', 'CC AGC', 'Thr Arg', 'AAG', 'Leu Tyr', and 'TCT'.
