



## QPCR PRODUCT NEWS



**BUY 1 AND GET 1 INGENUITY® IREPORT™ FOR FREE\* - ONLY FOR ORDERS BEFORE END OF MARCH!**

### **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. 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!

[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

### **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](mailto:order@tataa.com)

\* Valid for orders up until March 31 2013, maximum 10 per person.

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## EPRIME - QPCR PRIMER AND PROBE DESIGN APPLICATION

TATAA Biocenter proudly presents the software ePrime™. It is a desktop application from Polyclone Bioservices, powered by a combination of molecular biology and thermodynamics insights which helps design stringent PCR & qPCR primers with assay specific control to greatly increase the rate of success in the lab.

### Intuitive User Experience

ePrime™ is an intuitive all-in-one application for both conventional PCR and for various chemistries of qPCR enables you to design, validate and export results in a single window. All the modules follow the same pattern, language, functionality and visual clarity, thus providing complete control to even the naïve users.

### Multiple modules in a single application:

- Conventional PCR
- SYBR® Green Assay Design
- TaqMan®
- TaqMan® with SNP
- Molecular Beacon

Once the design is complete, you can validate your primers directly from ePrime™ for BLAST and Secondary Structure Analysis. You can also customize and export the design results for further analysis.

### Information and Contact

For more information and to download a trial version, please visit [TATAA's webshop - ePrime™](#)

If you are interested in ordering ePrime™ or have any questions, please contact [order@tataa.com](mailto:order@tataa.com)

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## TATAA BIOCENTER'S REFERENCE GENE PANEL - RAT

### Find the most stable reference genes

Use the Reference Gene Panel for Human, Mouse or Rat to determine the optimal reference gene for your samples, without spending unnecessary time on primer design - Why design 12 assays when 10 are not interesting for you?

### Description

For all gene expression studies using qPCR, it is necessary to compensate for differences between samples due to material losses, differences in RT yields and PCR inhibition. Normalization should include a reference gene, but can also be complemented by identical sample-input amounts. The reference gene should have constant expression in all the samples compared.



- There is no universal control gene, expressed at a constant level under all conditions and in all tissues, hence the choice of reference gene should be validated for each new study.
- The best way to choose the proper reference gene(s) is by running a panel of potential genes on a number of representative test samples. The most appropriate gene(s) for normalization are chosen in each case

» [Download the Manual](#)

» [Download the Flyer](#)

## Information and Contact

For more information and to download a trial version, please visit  
[TATAA's webshop - Reference Gene Panels](#)

If you are interested in ordering Reference Gene Panel - Rat or have any questions, please contact  
[order@tataa.com](mailto:order@tataa.com)

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## MEET TATAA AT NMMD IN JÖNKÖPING 2013

### Network for Molecular Microbiological Diagnostics

Take the opportunity to talk to us at TATAA about qPCR!

We will help you to get the most out of your qPCR experiments by introducing our services, products and courses.

**Plats:** City Hotel in Jönköping (Sweden).

**Date:** Januari 31 - Februari 1 2013

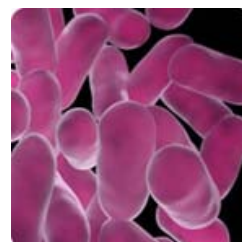
» [Go to NMMD website](#)

» [Download NMMD programme](#)

### DNA Extraction kits from ZyGEM - prepGEM™ Bacteria

A kit optimised for the extraction of DNA from a variety of gram positive and gram negative bacteria.

The kit has been validated on more than 30 species of bacteria and typically delivers DNA yields sufficient for multiple PCRs in less than 25 minutes. The extracted DNA is suitable for PCR, qPCR, STR-PCR and has been tested on colonies grown on agar, liquid bacterial cultures and biomedical swab sample formats.



» [Read more](#)

Hope to see you there!

/TATAA

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## LATEST NEWS

**TATAA publishes METHODS paper on single cell expression profiling**

» [Read More](#)

**Expert tips in GEN: "10 Tips to Improve Your qPCR and RT-qPCR Results"**

» [Read More](#)

**Read TATAA paper "RNA quality matters" in European Pharmaceutical Reviews**

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**EU FP7 program EurHealthAgeing, searching for epigenetic signatures among identical twins, has launched its website**

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**TATAA congratulates collaborator Radek Sindelka for winning the prestigious grant NAVRAT for his work on regeneration**

» [Read More](#)

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FIND HIGH QUALITY PRODUCTS FOR YOUR QPCR WORK IN OUR [WEBSHOP](#)

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GET MORE KNOWLEDGE AND HELP YOURSELF THROUGH OUR [HANDS-ON COURSES](#)



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