

Specificity runs on TaqMan



New Price on TaqMan gene expression assays

Applied Biosystems™ products represent a wide range of solutions to meet your quantitative gene expression needs: from off-the-shelf, gene-specific probe and primer sets to custom Applied Biosystems™ TaqMan® Assays manufactured to your desired sequences, and everything in between.

All products use Applied Biosystems™ TaqMan® probe-based chemistry—the gold standard in quantitative gene expression analysis—offering superb sensitivity, specificity, reproducibility, and dynamic range. They are expressly designed for use on the suite of Applied Biosystems™ real-time PCR systems, but also work well on other real-time PCR instruments.

Ordering information

Product	List price	Promotional price	Cat. No.
TaqMan Gene Expression Assays			
TaqMan Inventoried Assay, XS	\$111.00	\$65.00	4453320
TaqMan Made-to-Order Assay, XS	\$113.00	\$65.00	4448892
TaqMan Fast Advanced Master Mix			
TaqMan Fast Advanced Master Mix (1 x 5 mL)	\$666.00	\$346.32	4444557
TaqMan Fast Advanced Master Mix (2 x 5 mL)	\$1,244.00	\$656.88	4444963
TaqMan Fast Advanced Master Mix (5 x 5 mL)	\$3,095.00	\$1,609.40	4444964
TaqMan Fast Advanced Master Mix (10 x 5 mL)	\$6,010.00	\$3,125.20	4444965

TaqMan Fast Advanced Master Mix pricing is available at Medstore.
For TaqMan assays contact your sales representative for more information.
Valid through April 30, 2019



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Find out more at thermofisher.com/taqman

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* Promotion is valid in the US (excluding Puerto Rico). Promotion code P1316609 must be presented at time of order. Promotion is valid on orders received by Life Technologies no later than December 31, 2018, or until promotional supplies are depleted, whichever comes first. Discount applies to the list price in effect at the time the order is received by Life Technologies. Promotion cannot be combined with any other promotions or discounts. Offer void where prohibited, licensed, or restricted by federal, state, provincial, or local laws or regulation or agency/institutional policy. Other restrictions may apply.

TaqMan Gene Expression Assays

Proven 5' nuclease-based real-time PCR chemistry

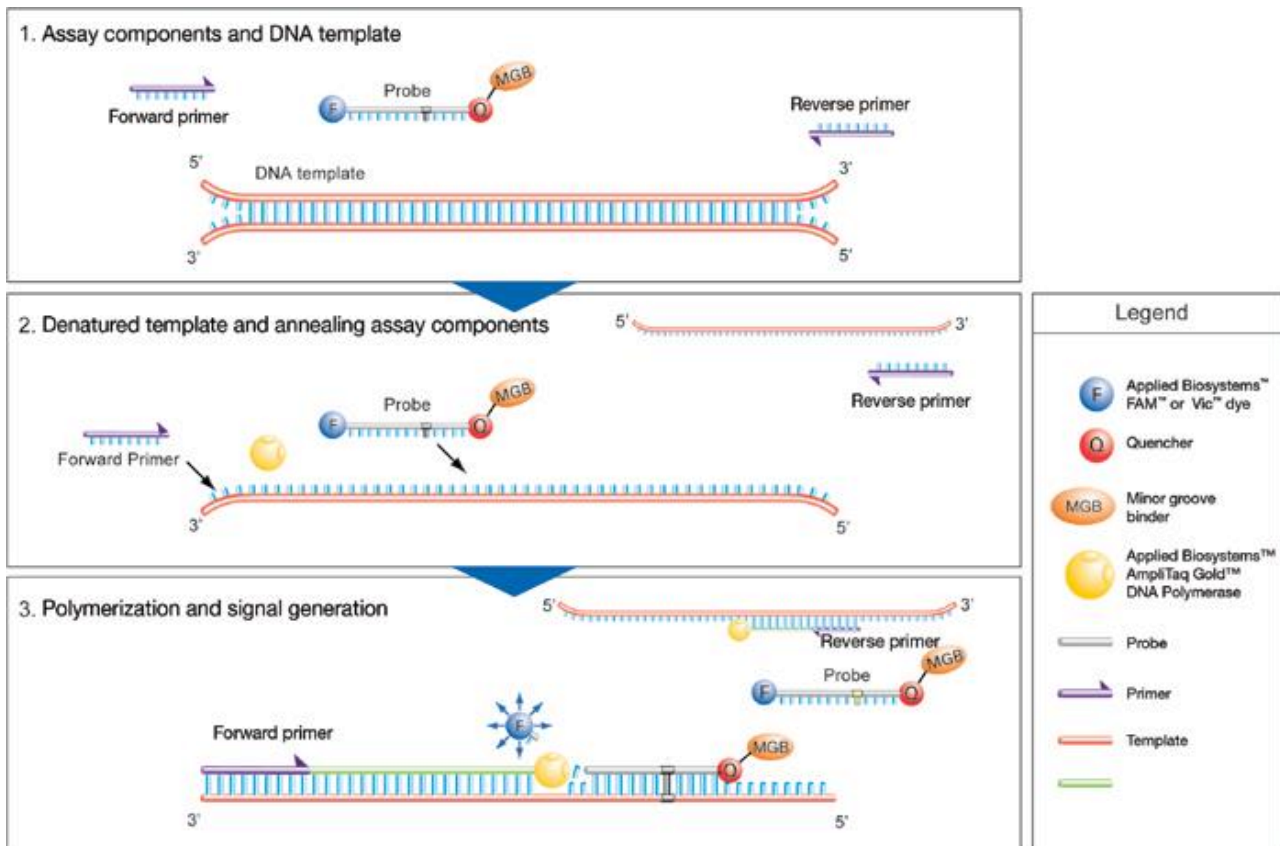
TaqMan Gene Expression Assays are based on 5' nuclease chemistry, and each assay contains the primer and probe set for your target of interest. Here's how an assay works (Figures 1 - 3):

1. At the start of the real-time PCR reaction, the temperature is raised to denature the double-stranded cDNA. During this step, the signal from the fluorescent dye on the 5' end of the Applied Biosystems™ TaqMan probe is quenched by the MGB-nonfluorescent quencher on the 3' end of the probe.

2. In the next step, the reaction temperature is lowered to allow the primers and probe to anneal to their specific target sequences.

3. Taq polymerase synthesizes a complementary DNA strand using the unlabeled primers and template. When the polymerase reaches the TaqMan probe, its endogenous 5' nuclease activity cleaves the probe, separating the dye from the quencher.

With each cycle of PCR, more dye molecules are released, resulting in an increase in fluorescence intensity proportional to the amount of amplicon synthesized.



To find out more go to thermofisher.com/taqman