

Maximize Your RT & qPCR Specificity and Sensitivity

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PROMO 1738

Maxima™ SYBR Green/ROX qPCR Master Mix (2X)

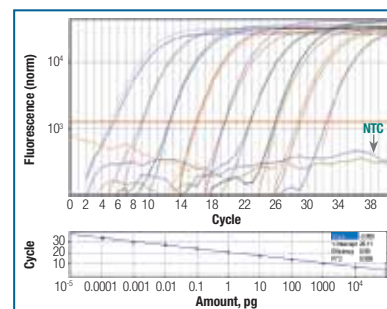
NEW Maxima™ SYBR Green/Fluorescein qPCR Master Mix (2X)

- **Real-time PCR using SYBR Green dye**
 - SYBR Green/ROX for ABI and most real-time thermal cyclers
 - SYBR Green/Fluorescein for Bio-Rad real-time thermal cyclers
- **Specificity** - Maxima™ Hot Start *Taq* DNA polymerase and the optimized buffer eliminate non-specific amplification
- **Sensitivity** - detects low copy number targets
- **Wide linear range** - accurate quantification across 9 orders of magnitude

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Product Description	Size	Cat.#	List Price	
Maxima™ SYBR Green/ROX qPCR Master Mix (2X)	2x1.25 ml	K0221	\$140	\$98
	10x1.25 ml	K0222	\$570	\$399
NEW Maxima™ SYBR Green/Fluorescein qPCR Master Mix (2X)	2x1.25 ml	K0241	\$140	\$98
	10x1.25 ml	K0242	\$570	\$399

Uniform and reproducible results



Amplification of 10-fold dilutions of supercoiled plasmid DNA, starting from 10 ng down to 0.1 fg, using the Maxima™ SYBR Green/ROX qPCR Master Mix (2X) in duplicate reactions. Reactions were performed on the Eppendorf Mastercycler® ep Realplex. The amplification plot and standard curve show linearity across 9 orders of magnitude. NTC = non-template control.

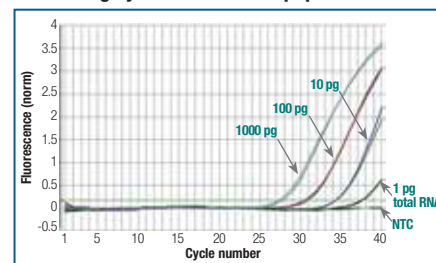
Maxima™ Probe/ROX qPCR Master Mix (2X)

- **Real-time PCR using sequence-specific probes**
- **Sensitivity** - detects low copy number targets
- **Specificity** - Maxima™ Hot Start *Taq* DNA polymerase and the optimized buffer eliminate non-specific amplification
- **Wide linear range** - accurate quantification across 9 orders of magnitude
- **Universal** - for sequence-specific probes on ABI and most real-time thermal cyclers

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Product Description	Size	Cat.#	List Price	
Maxima™ Probe/ROX qPCR Master Mix (2X)	2x1.25 ml	K0231	\$140	\$98
	10x1.25 ml	K0232	\$570	\$399

Highly sensitive two step qRT-PCR



Amplification of the human PPP1CA gene was performed on serial 10-fold dilutions of Jurkat cell total RNA (from 1 ng to 1 pg). First strand cDNA was generated with the RevertAid™ First Strand cDNA Synthesis Kit (#K1621). cDNA was amplified with the Maxima™ Probe/ROX qPCR Master Mix (2X) using a TaqMan® assay specific for PPP1CA. Reactions were performed on the ABI PRISM® 7000. 1 pg of total RNA was successfully detected. NTC = non-template control.

NEW RevertAid™ First Strand cDNA Synthesis Kit

- **High yields** of full-length first strand cDNA from long templates (~13 kb)
- **Ideal** for GC-rich RNA templates
- **RevertAid™ Reverse Transcriptase** included:
 - optimum activity at 42°C, active up to 50°C
 - reduced RNase H activity - ensures high yields
- **Use** synthesized cDNA directly in PCR and qPCR

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Product Description	Size	Cat.#	List Price	
NEW RevertAid™ First Strand cDNA Synthesis Kit	100 rxns.	K1622	\$320	\$224
NEW RevertAid™ Reverse Transcriptase (200 u/μl)	50,000 u	EP0442	\$267	\$186.90

Kit Components

- RevertAid™ Reverse Transcriptase
- RiboLock™ RNase Inhibitor
- 10mM dNTP Mix
- Oligo(dT)₁₈ Primer
- Random Hexamer Primer
- 5X Reaction Buffer (Includes DTT)
- Control RNA
- Control Primer

Minimal amounts of RNA template required

total RNA	10 ng - 5 μg
poly(A) RNA	1-500 ng
specific RNA	0.01 pg - 0.5 μg

Offer expires **August 31, 2009**. Reference **PROMO 1738** when placing your order.
Not to be combined with any other offer or discount.

