

Press Release

Basel, 26. January 2011

Cell Biosciences Launches New Platform for Multiplex Western Blot Detection

Introducing Cell Biosciences' FluorChem® M

Cell Biosciences, Inc., a provider of innovative protein analysis tools to life science researchers, today announced the launch of the latest addition to their premier line of next-generation imaging products, the FluorChem® M MultiFluor system. This new platform combines highly-sensitive quantitative detection of multicolor fluorescent Western blots with key ease-of-use features aimed at simplifying the laboratory imaging process. MultiFluor Western Blotting kits, a new line of reagents optimized for the FluorChem M, are launching jointly — creating a combined offering that provides a complete solution for multicolor fluorescent imaging.

Multiplex capability enables scientists to obtain more information in a single Western blot than chemiluminescence imaging or film, while also providing greater dynamic and linear range. Multiple proteins can be detected simultaneously and proteins with co-migration patterns are revealed immediately. Additionally, the need to strip and reprobe blots for subsequent detection of other proteins is eliminated, which minimizes protein loss and results in shorter assay times and higher data integrity.

FluorChem M features intuitive software, touchscreen operation and pre-optimized protocols that let researchers start imaging right out of the box — no training required. Using a unique browser-based interface, scientists can control and monitor image acquisition and access data remotely from any networked computer or mobile WiFi device. Chemiluminescent, colorimetric and UV-excited gels and blots can also be imaged on the system.

Get a free Apple iPad® with every system purchase (offer valid through 30.6.2011).

Interested in a system Demo at your lab? Simply give us a call!

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