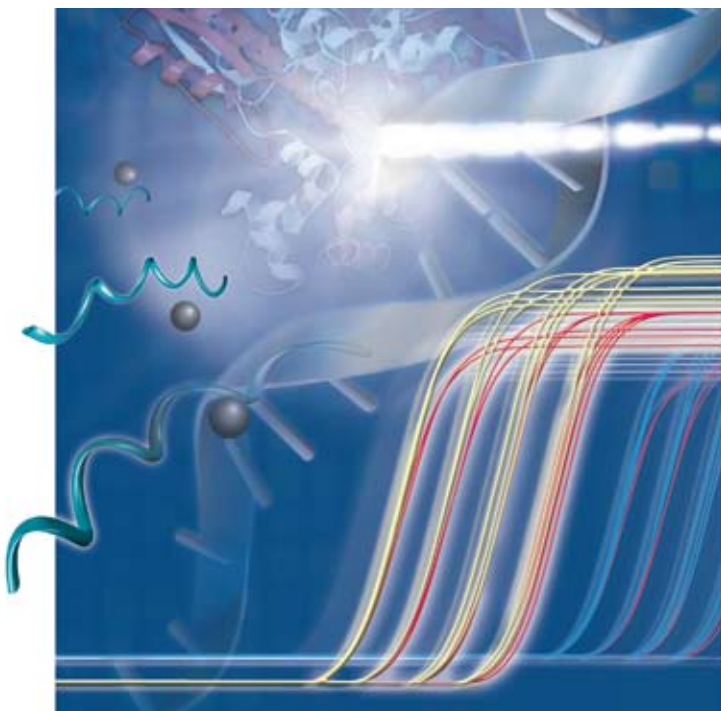


Transcriptor Universal cDNA Master

Fast cDNA Synthesis for qRT-PCR

Reduce your reverse transcription time to 20 minutes by using the new **Transcriptor Universal cDNA Master** – a convenient, ready-to-use master mix for fast cDNA synthesis in two-step real-time RT-PCR (Figure 1).

- **Save time with a fast protocol.** Significantly reduce reverse transcription and setup times to 20 minutes overall.
- **Reduce your handling steps.** Simply add your RNA – two vials contain all reagents required for reverse transcription, including random hexamer primers, nucleotides, buffers, and enzymes.
- **Obtain sensitive and specific results with a wide variety of starting templates.** Accurately transcribe even the most challenging secondary structures due to high enzyme thermostability which permits incubation at temperatures up to +60°C.



Simplify Your Gene Expression Workflow by Significantly Reducing Handling Steps

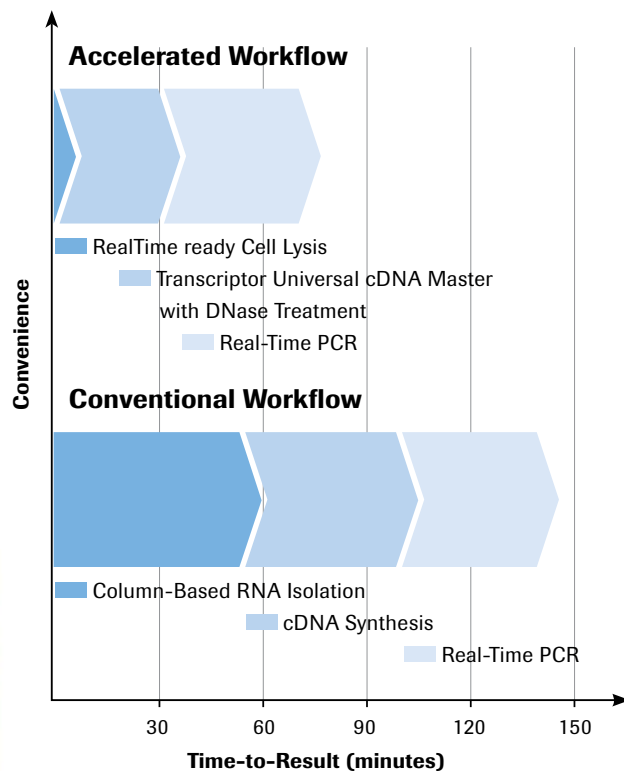


Figure 1: Time savings and increased convenience in two-step qRT-PCR analysis of cell cultures*. Choose the *Accelerated Workflow* using the RealTime Ready Cell Lysis Kit and Transcriptor Universal cDNA Master to cut your time in half for gene expression analysis in comparison to the *Conventional Workflow*.

* Calculation of time for the preparation of 96 cell culture samples.

**For life science research only.
Not for use in diagnostic procedures.**

Generate sensitive and specific results in real-time PCR

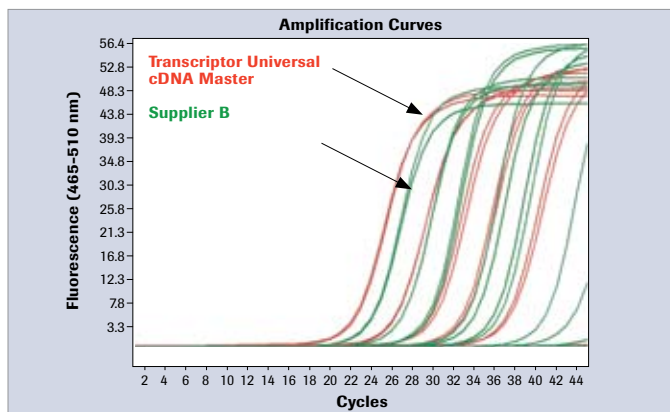


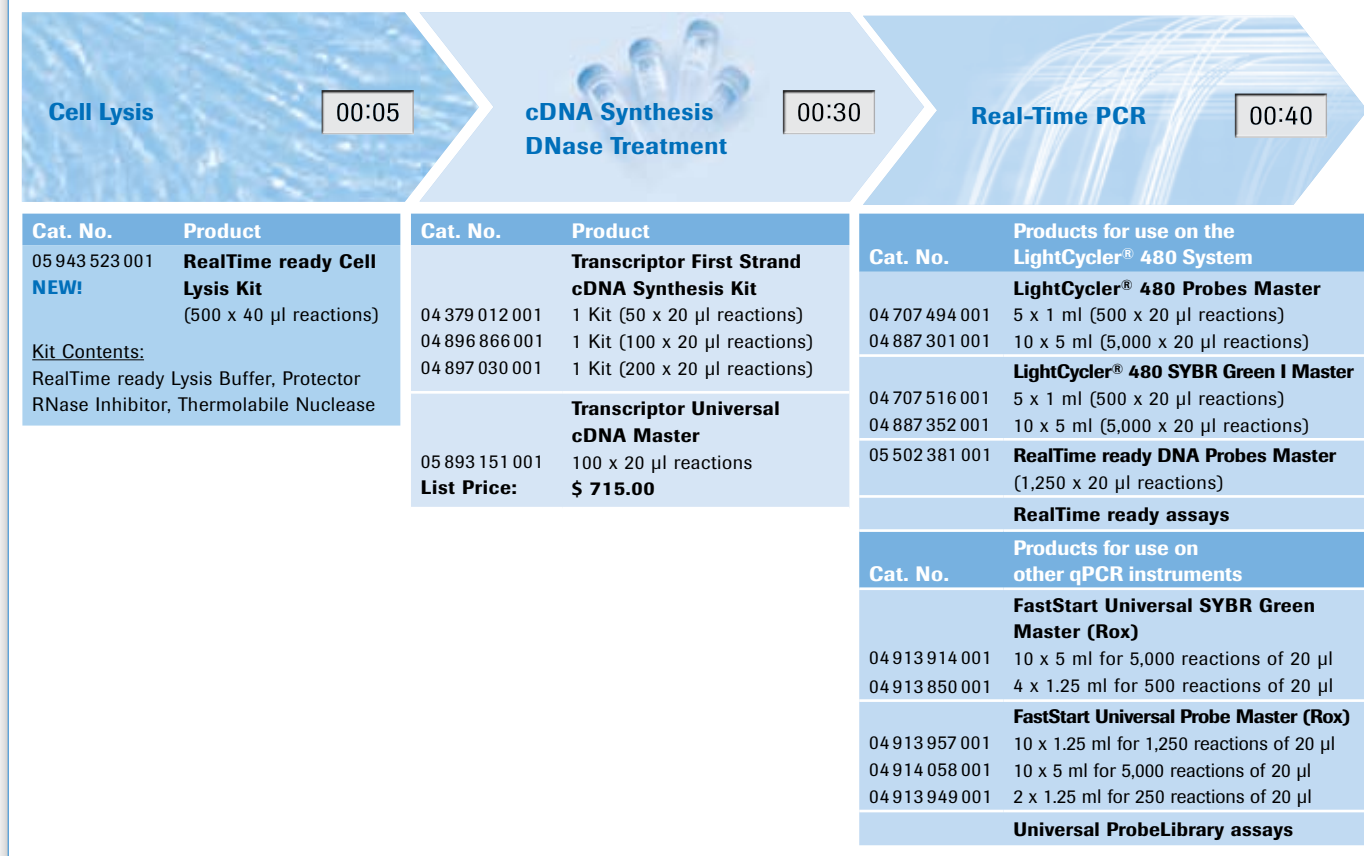
Figure 2: Transcriptor Universal cDNA Master produces earlier quantification cycles (Cqs) and higher sensitivity in real-time PCR compared to the reverse transcriptase kit from another supplier.*

Experimental setup: Serial dilutions of 0.1 µg to 0.1 pg K-562 RNA were reverse transcribed using Transcriptor Universal cDNA Master or a reverse transcriptase from Supplier B. Samples were analyzed in real-time PCR (96-well-format instrument, 20 µl reaction) using the LightCycler® 480 SYBR Green I Master.

* Experimental data on file.

Streamline Your Gene Expression Workflow and Speed Time to Results

qPCR results in just 75 minutes...



Visit www.gene-expression.roche.com or call **800 262 4911** to learn more about these and other Roche products for fast, accurate gene expression analysis.

Order the new **Transcriptor Universal cDNA Master** today by calling **800 262 1640** or online at www.roche-applied-science.com

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