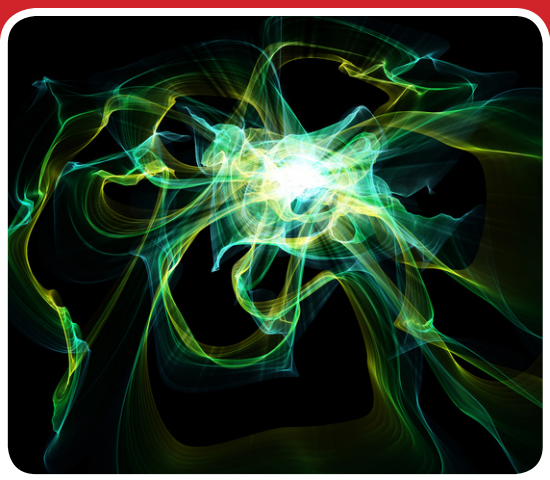


Luciferase Assay Kits

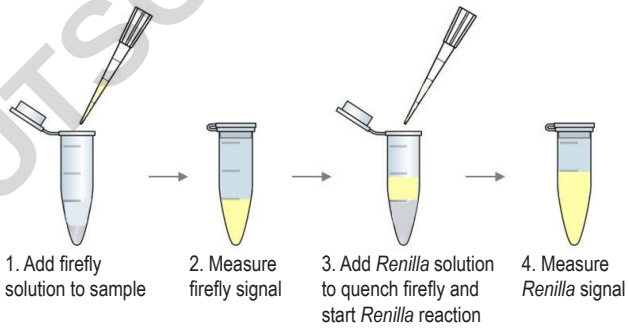
Firefly & *Renilla* Luciferase Assays

Firefly and *Renilla* luciferases are widely used as reporter genes for research and drug screening. We've made big improvements to our luciferase assay kits, with simplified assay set-up, improved working solution stability, and high sensitivity and linearity. The Firefly & *Renilla* Single Tube Assay Kit allows firefly and *Renilla* activities to be measured sequentially in the same sample. Our lyophilized firefly assay kits can be shipped at room temperature to save you money.

Luciferase Assay Features

- High sensitivity and linearity
- Flash and glow-type assays
- Single tube Firefly & *Renilla* Luciferase Assay
- Lyophilized options for economical shipping
- Performance comparable to competitors' products, at a much lower price

Overview of the Firefly & Renilla Single Tube Assay



Luciferase Reporter Kits

Firefly Luciferase Assay 2.0
Improved working solution stability compared to our original kit

Firefly Luciferase Assay, Lyophilized
Room temperature shipping, -20°C storage

Steady-Luc™ Firefly HTS Assay
Glow-type assay with 3 hour signal half-life, for high-throughput screening

Steady-Luc™ Firefly HTS Assay, Lyophilized
Glow-type firefly assay with room temperature shipping and -20°C storage

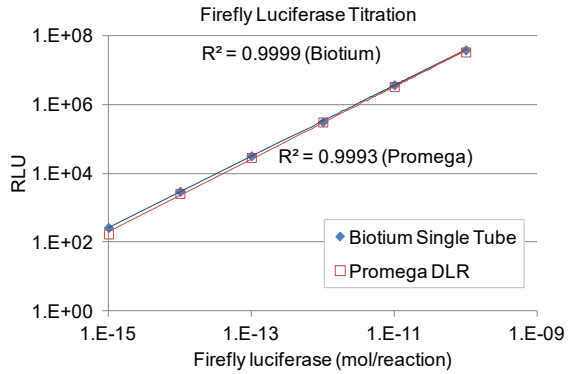
Renilla Luciferase Assay 2.0
Simplified assay set-up and improved working solution stability; featuring our water-soluble Aquaphile™ coelenterazine

Firefly & Renilla Single Tube Assay
Sequentially measure firefly and *Renilla* activities in the same sample

DOMINIQUE DUTSCHER SAS

Biotium

High-performance Luciferase reporter assays



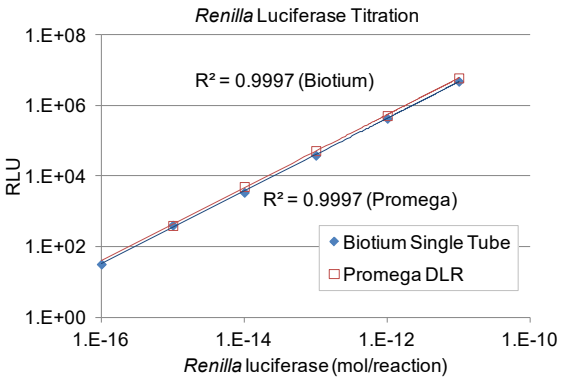


Figure 1. Comparison of linear ranges of Biotium's Firefly & *Renilla* Single Tube Assay and Promega's Dual Luciferase® Reporter Assay System (DLR™) using recombinant purified luciferase enzymes.

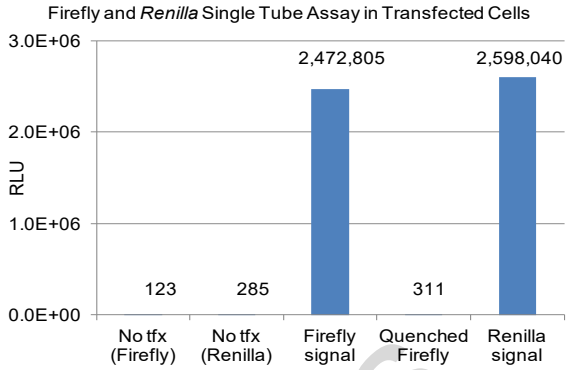


Figure 2. Example of Firefly & *Renilla* Luciferase Single Tube Assay using lysates from untransfected HeLa cells (No tfx), or cells transfected with either firefly luciferase alone or co-transfected with firefly and *Renilla* luciferases. Quenched Firefly is the residual luminescence in cells transfected with firefly alone after adding *Renilla* working solution.

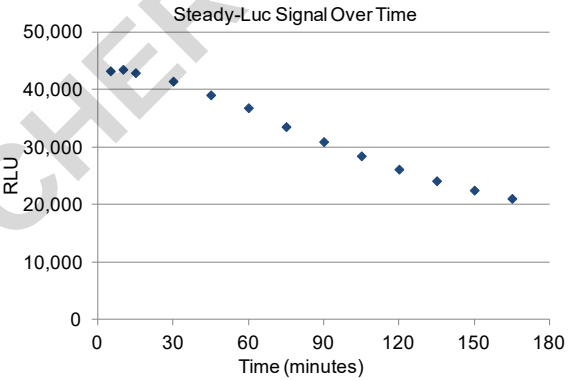


Figure 3. Stability of Steady-Luc luminescence signal with transfected CHO cells.

DOMINIQUE DUTSCHER SAS

Ordering Information and cross-reference

Biotium assay	Assay type	Features	Cat. #	Unit size	Replacement for (Promega assay)
Firefly Luciferase Assay Kit 2.0	Flash-type	Luciferase substrate is added to assay buffer as needed, so signal doesn't drop during storage	30085-T	50 assays	Firefly Luciferase Assay System E1483, E1500, E1501, E4030, E4530, E4550
			30085-1	150 assays	
			30085-2	1000 assays	
Firefly Luciferase Assay Kit (Lyophilized)	Flash-type	Lyophilized format for room temperature shipping and -20°C storage.	30075-1	150 assays	
			30075-2	1000 assays	
Renilla Luciferase Assay Kit 2.0	Flash-type	Features Biotium's water-soluble Aquaphile™ Coelenterazine	30082-T	50 assays	*Renilla* Luciferase Assay System E2810, E2820
			30082-1	150 assays	
			30082-2	1000 assays	
Firefly & *Renilla* Luciferase Single Tube Assay Kit	Flash-type	Sequentially measure firefly and *Renilla* luciferase activities in the same sample in one tube	30081-T	50 assays	Dual-Luciferase® Assay System (Firefly & *Renilla*) E1910, E1960, E1980
			30081-1	150 assays	
			30081-2	1000 assays	
Steady-Luc™ Firefly HTS Assay Kit	Glow-type	Signal half-life ~3 hours Luciferase substrate is added to assay buffer as needed, so activity doesn't drop during storage	30028-T	40 assays	Steady-Glo® Assay System E2510, E2520, E2550
			30028-1	120 assays	
			30028-2	1000 assays	
			30028-3	10,000 assays	
Steady-Luc™ Firefly HTS Assay Kit (Lyophilized)	Glow-type	Signal half-life ~3 hours Lyophilized format for room temperature shipping and -20°C storage	30028L-1	120 assays	
			30028L-2	1000 assays	
			30028L-3	10,000 assays	

Visit www.biotium.com to view our full selection of luminescent substrates.

Dual Luciferase, DLR, and Steady-Glo are registered trademarks or trademarks of Promega.

www.biotium.com
General Inquiries: order@biotium.com
Technical Support: techsupport@biotium.com
Phone: 800-304-5357