

The *ICE Plex*[®] System



True Quantitative Multiplexing from **The Multiplex PCR Company**



PrimerADx
The Multiplex PCR Company

Next Generation qPCR

“Finally, the Marriage of **PCR** and **Capillary Electrophoresis.**”



Multi-Plex

A true Quantitative Multiplex platform for everyone.

Multi-Modal

Simultaneous detection of mRNA, miRNAs and SNPs.

Multi-Savings

All control and target wells collapse into one well.

Multi-Purpose

The same instrument can be used for fusion gene detection and viral load.

Multi-Colored

Simultaneous detection of various dyes.

Multi-Featured

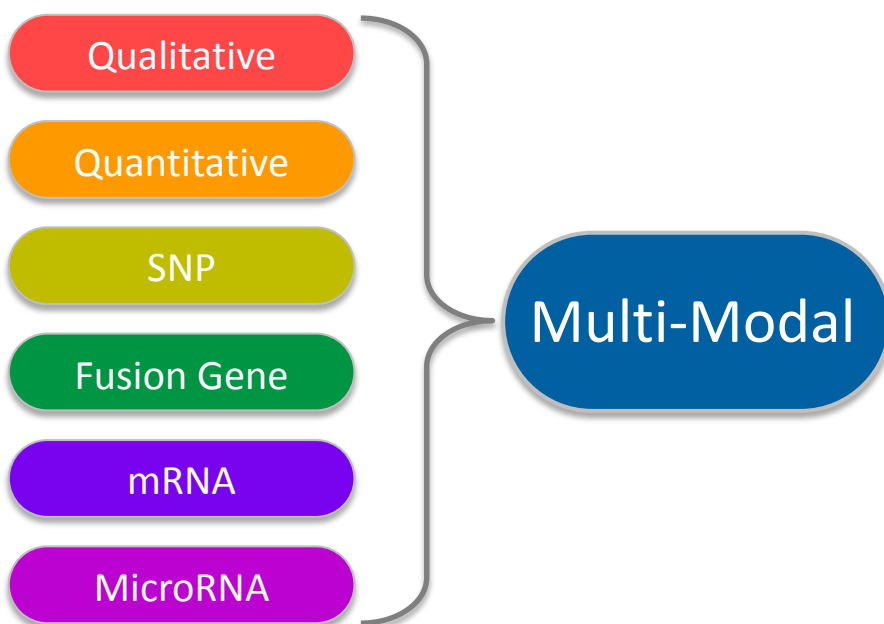
Design software, PCR, CE and Data Analysis

Introducing....**Multi-Modal Testing!**

We love to hear others talk about their need for Multi-Modal Testing; it's what we do best.

Thanks to our innovative approach to qPCR, using the ICEPlex System, it is very easy to detect and quantitate disparate target types.

“Biology is complex, and we love making the complex simple.”



“Watch out....

the Revolution in Molecular Testing
is just getting started.”

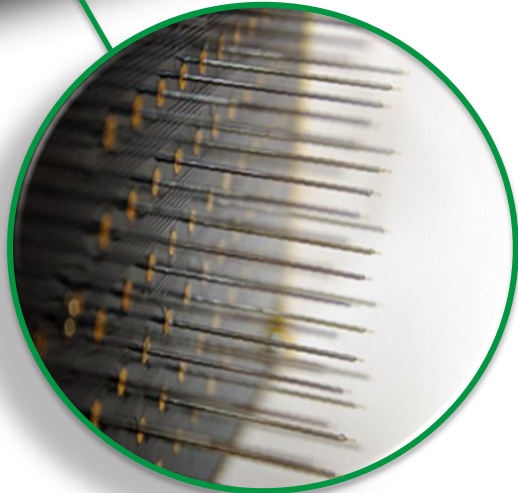
The ICEPlex System is ready when you are. We have integrated a Thermal Cycler and full Capillary Electrophoresis unit on this state-of-the-art System. Also, with on-board consumables, and consumable tracking in the software, you won't have to worry about anything.



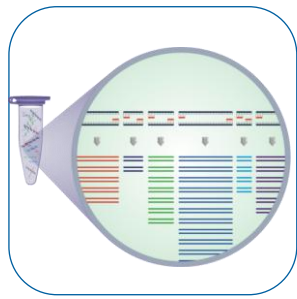
On-board Reagents



Thermal Cycler

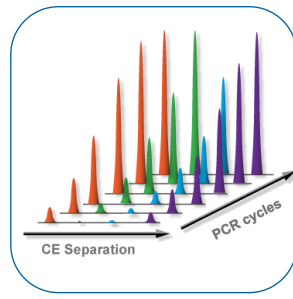


Capillary Cartridge



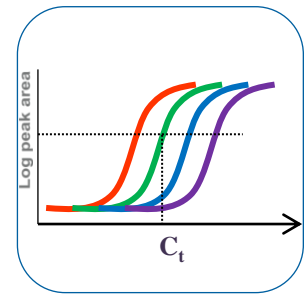
PCR

+



CE

=



Quantification

How does it all work?

It is as simple as setting up a PCR with end-labeled primers and pressing **RUN**. The ICEplex System takes over and samples the reaction by electrokinetic injection. The sampled molecules are run on the capillary electrophoresis cartridge, and the resulting separation is imaged throughout the reaction. Our software converts the series of electropherograms into a C_t and copy number using internal standards.

“No one else can do this – it fundamentally changes the kinds of questions we can ask”

–Senior Director of Diagnostics, Large Pharmaceutical Company

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Caution: The performance characteristics of this product have not been established for IVD use. Not for use in diagnostic procedures.

www.primeradx.com