

The
gel-free,
blot-free,
hands-free

Simple Western is here!



Tuesday May 20th 2014 - 15:00 h

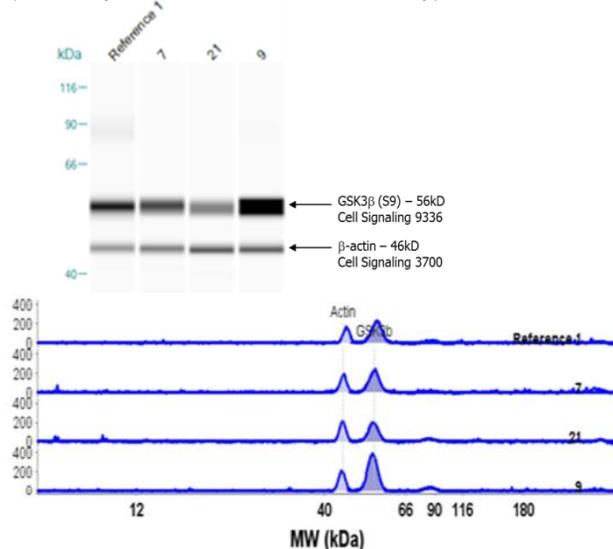
Location: COMT c/o Department of Life Science,
University of Parma, Parco Area delle Scienze 11/A (Campus).

Seminar room: n° 6 (Botanica)

ProteinSimple speaker: Thierry Salomon

New nano-immunoassay technologies applied to protein analysis

pGSK3 Beta (S9) detected with Sally Simple Western
(courtesy of Pharmaceutical Industry)



The **Simple Western** reinvents the entire Western blotting process. It's a Western with none of the hassle. No messy gels, no transfer tanks, no blots, no imaging, no manual analysis.

Simply load your samples, push a button and walk away!

Get your time back: Load your samples, press start and go enjoy your hands-free time. Come back a few hours later to fully analyzed results.

Get more consistency: People introduce variability, we just can't help it. Automated Simple Westerns simply give you more reproducible data.

Get truly quantitative: Since blot transfer of proteins isn't needed, you can get straight to real, quantitative results.

Recent publications:

- Coordinate phosphorylation of multiple residues on single AKT1 and AKT2 molecules. Guo et al., *Oncogene*, 1–10, 2013.
- The Application of a Novel Nanovolume Capillary Electrophoresis-Based Protein Analysis System in Personalized & Translational Medicine Research. Liu et al., *J Bioanal Biomed* S3, 2013.
- BCL-2 inhibition with ABT-737 prolongs survival in an NRAS/BCL-2 mouse model of AML by targeting primitive LSK and progenitor cells. RA Padua et al. *Blood*. 2013.
- Analysis of Amino-Terminal Variants of Amyloid-β Peptides by Capillary Isoelectric Focusing Immunoassay. HJ Knölker et al., *Anal Chem*, 2013.
- BIGH3 modulates adhesion and migration of hematopoietic stem and progenitor cells. Voermans et al., *Cell Adhesion & Migration*, 2013.



For more information visit www.simplewestern.com

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