

BIOLUMINOMICS™

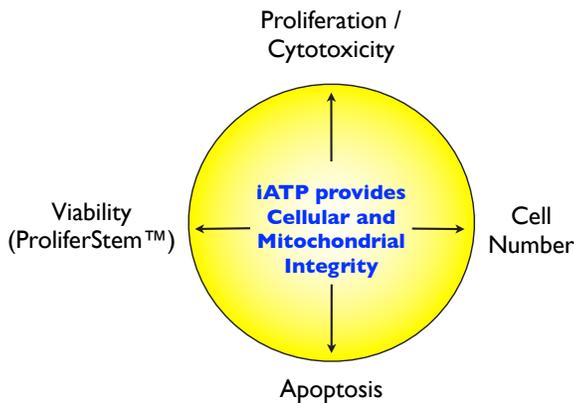
Science, Measurement and Assay Standardization

WHAT IS BIOLUMINOMICS?

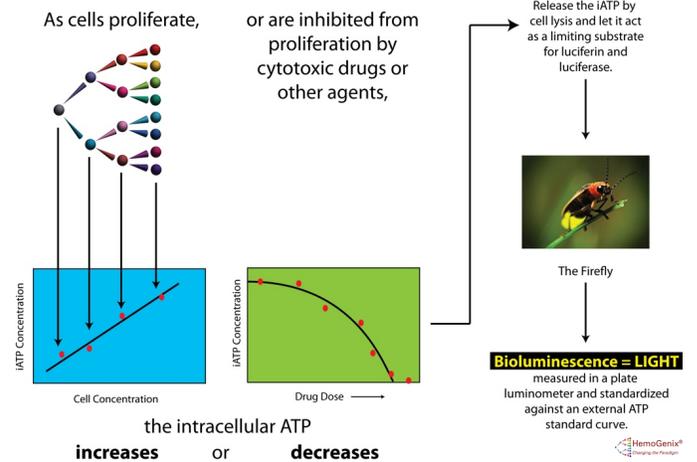
Bioluminomics™ is the quantitative, standardized and validated measurement of cell viability, cellular functionality, proliferation or cytotoxicity and cell number by detecting the intracellular ATP (iATP) concentration when it reacts with luciferin and luciferase to produce bioluminescence in the form of light that is measured in a plate luminometer.

The Concept of Bioluminomics™

iATP - A Biochemical Marker with Multiple Readouts

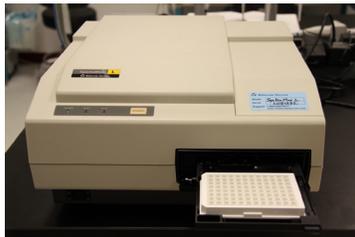


The Bioluminomics™ Principle



Measuring Bioluminescence: The Plate Luminometer

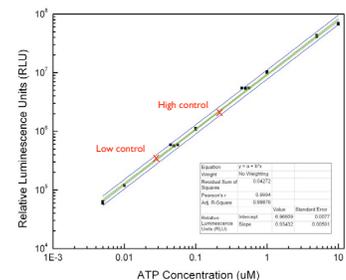
- Multiparameter or dedicated instrument. A dedicated instrument is more sensitive.
- Luminescence is not the same as absorbance or fluorescence. It measures visible light at all wavelengths. No filters are required.
- The software should allow complete automation of the assay.



A Molecular Devices SpectraMaxL Luminometer with SoftMax Pro Software

Assay Standardization: Using an ATP Standard and Controls

- The output of the luminometer is non-standardized Relative Luminescence Units (RLU).
- RLU converted to standardized ATP units by calibration against an ATP standard curve.
- ATP standard curve ensures that reagents function correctly with low pipetting error.
- Performing an ATP standard curve allows comparison of results over time.
- High and low controls ensure that the assay is working correctly.



Standards and controls allow the assay to be validated



Assays You Can Trust
Innovative Expertise You Can Count On

A Very Special Offer to Our Customers

Through an arrangement with Promega Corporation, we can now offer you the GloMax®-96 Plate Luminometer for the amazingly low price of \$9,999.00.

To take advantage of this offer, just purchase any AssayApp™ from HemoGenix® (any size, any type, any species). You will then receive a special offer coupon to purchase the GloMax®-96 Plate Luminometer for \$9,999.00 (plus tax, handling and shipping). Buy more than 2 AssayApp™ Kits and we'll give you a 12% discount. HemoGenix® will also provide you with software templates to get you up and running within minutes.

Now combine the most sensitive assays with one of the most sensitive plate luminometers available. Both are simple, easy and fast to use.

Choose any of the following AssayApps™ to get this special offer.

| AssayApps™ for Hematopoietic Cells | AssayApps™ for Mesenchymal Stem Cells | AssayApps™ for Primary Stem and Explanted Cells, ES, iPS and Cell Lines |
|---|---------------------------------------|---|
| CAMEO™-96 | LUMENESC™-96 Complete | LumiSTEM™-96 |
| HALO®-96 HuSPCA | LUMENESC™-96 | LumiCLONE™-96 |
| HALO®-96 SPCA animalis | LUMENESC™-96 HuQC | LumiSTEM™-96 PREP |
| HALO®-96 PREP | LUMENESC™-96 PQR | LumiSTEM™-96 iPS |
| STEMpredict™ | LUMENESC™-Tox HT (96 & 384) | LumiSTEM™-96 NeuroSC |
| HALO®-96 PCA ^{EQ} | | LumiCYTE™-96 and 384 |
| HALO®-96 SPC-QC | | LumiSTEM™-Tox HT (96 & 384) |
| HALO®-96 PQR | | |
| HALO®-96 PMT | | |
| HALO®-Tox HT (96 & 384) | | |
| ProliferSTEM™ (for metabolic viability) | | |

The example below shows how the GloMax®-96 and a competitor luminometer compare. Both are excellent instruments, but now you can take advantage of the this very special offer.

