

LIVEGlo™

A metabolic viability assay for virtually any mammalian cell type

Supplement dye exclusion viability with LIVEGlo™ metabolic viability assay to reduce false positive results.

LIVEGlo™ APPLICATIONS

- To determine metabolic viability and cellular functionality prior to *in vitro* culture.
- Used in addition to dye exclusion viability methods to substantiate cellular and mitochondrial integrity.

Cell Types:

- Virtually any mammalian cell type

WHY USE LIVEGlo™?

- LIVEGlo™ is a fully standardized viability and cellular functionality assay.
- Results obtained within 30 minutes.
- LIVEGlo™ provides additional assurance that a dye exclusion viability assay does not produce false positive results.
- LIVEGlo™ incorporates proven bioluminomics™ technology for highly sensitive and reliable results (see below).

Kit Contents:

- ATP standard
- ATP controls
- ATP Monitoring Reagent
- Non-sterile, 96-well plates
- Instruction manual

LIVEGlo™ INCORPORATES BIOLUMINOMICS™ TECHNOLOGY

- Incorporates an ATP-based luciferin/luciferase bioluminescence signal.
- Measures intracellular ATP (iATP) (the cell's energy source) to determine viability, cellular and mitochondrial integrity and functionality, all of which are proportional to the iATP concentration.
- Most sensitive non-radioactive signal detection readout available.
- Results in 30 minutes.
- Single-addition reagent.
- Non-subjective, instrument-based and quantitative assay system.
- Complete assay kit; includes everything needed to calibrate, standardize and, if necessary, validate the assay.
- Easily compare results over time. Always reliable and reproducible results with very low variation.
- Easy to learn, fast to use.



Assays You Can Trust
Innovative Expertise You Can Count On